

# **Community awareness and involvement in the conservation of our unique mammal emblem**



**Project Numbat Incorporated  
Annual Report 2010-11**

## Mission

Community awareness and involvement in the conservation of our unique mammal emblem.

## Objectives

1. To enhance efforts to conserve the numbat and its natural habitat.
2. To assist the Numbat Recovery Team with conservation activities including research and reintroduction programs.
3. To assist in the protection and restoration of current and former numbat habitat.
4. To promote and assist landholder participation in feral animal control programs, in cooperation with the relevant Government Agencies.
5. To promote and assist community awareness of the numbat and the need to support its recovery via the media, schools, local shows etc.
6. Develop collaborations with other community organisations and action groups with similar objectives to pool resources to achieve identified outcomes.
7. To undertake fundraising activities to support numbat conservation.
8. Undertaking education and community awareness programs promoting the significance of the numbat and its habitat.
9. Supporting on-ground work that directly assists the conservation of the numbat and its associated habitat.
10. To establish and maintain a public fund to be called the NUMBAT CONSERVATION FUND for the specific purpose of supporting the objectives of Project Numbat. The Fund is established to receive all gifts of money or property for this purpose and any money received because of such gifts must be credited to its bank account. The NUMBAT CONSERVATION FUND must not receive any other money or property into its account and it must comply with subdivision 30-E of the Income Tax Assessment Act 1997.

## Executive Committee Members 2010-11

### CHAIRPERSON

Daniel Scarparolo

### VICE-CHAIRPERSON

Vicki Power (November 2010–June 2011)

Jasmine Ferguson (July 2010–November 2010)

### SECRETARY

Renee Kruger (August 2010–June 2011)

Janet Reid (July 2010–August 2010)

### TREASURER

Eva Wiehl

### COMMITTEE

Kristy Eriksen

Dawn Forder

Dani Jose

Leanne Kelman

Myrto Robert

Emily Trainer

Sean Van Alphen (until December 2010)

Lesley Wall (until August 2010)

### REPRESENTATIVES

Christine Cooper: Curtin University

Susanne Dennings: Malleefowl Preservation Group

Tony Friend: Dept of Environment and Conservation

Manda Page: Australian Wildlife Conservancy

Front cover photo by Luc Hoogenstein.



# Chairman's Report

## Support for the Department of Environment and Conservation

In the 2010-11 financial year we provided the Department of Environment and Conservation with \$2250 for radio-tracking collars. The money was raised by donations from members and one business at \$250 per collar. Donors received a certificate of their collared Numbat with information about the animal's name, date of birth, weight, sex and release location. Five of the Numbats were from Perth Zoo while the remaining four were wild caught in Dryandra and re-released. Due to the success of the fundraiser, it is being run again with six collars purchased before the end of financial year.

## Research

Project Numbat donated \$6000 to Perth Zoo in June 2011 to part-fund a study into the reproductive cycles of the Zoo's female Numbats. Perth Zoo breeds Numbats for release into the wild and is hoping to increase the number of Numbats born each year through the research findings.

Numbat faecal samples were collected for a year and were analysed by Perth Zoo Research Fellow Lindsay Hogan to determine when a female Numbat is at her peak breeding cycle, how long the cycle lasts and how many she has each season.

Numbats breed in summer and have a short oestrus cycle (about 2-3 weeks) and a small window when they are receptive to successful mating (about 48 hours). The females' reproductive cycles were mapped and this confirmed the Numbats were following normal cycles and corresponded physical mating and reproductive behaviours keepers observed. The Zoo is also investigating cortisol levels in the Numbats and how they correspond with breeding.

## Education Program

Project Numbat presenters, Vicki Power and Sophia Spencer, were busy this financial year in

delivering presentations to primary schools around Perth. Schools visited included Hillarys Primary School, Chrysalis Montessori School, Joondalup Primary School and Springfield Primary School. Some of these visits included presentations to more than 100 students and lasted most of the day. We have put the call out for more presenters to join our ranks so we can meet demand.

The program has also been downloaded from our website at least 53 times since it was launched at the start of the financial year.

We also held a launch for the Education Program on 21 November 2010 at Perth Zoo. Eight children, ranging in age from 5 to 12 years of age, and 12 adults, who were a mixture of teachers and parents, attended the launch. This gave the parents/teachers the chance to see the program in action. After the presentation, the children were given a choice of activities, with most choosing the Numbat tangram which they enjoyed. Next came a special visit to the Numbat exhibit where Dani Jose, a Project Numbat committee member and a Perth Zoo Numbat keeper, gave an informal chat about Numbats.

## Events

We attended a number of events over the year, including the Narrogin Show (16 October), National Threatened Species Day at Perth Zoo (12 September), Quiz on Legs at Kings Park (22 September) and the City of Belmont Autumn River Festival (3 April).

Thanks to National Geographic, we held a quiz night on Thursday 24 February 2011 at Mt Pleasant Bowling Club to raise funds for Project Numbat. We were one of a number of organisations around the country given the opportunity to participate. National Geographic provided the quiz master and prizes. After only a few short weeks, the event sold out with about 150 people in attendance. We also ran a raffle and a silent auction which contributed

to us raising more than \$3500 on the night.

### **Tax Deductibility Application**

Project Numbat was listed on the Register of Environmental Organisations on 22 March 2011 which grants us tax deductibility status. This is a long process for any environmental organisation and took many months for us to complete. Particular thanks must go to our previous secretary, Janet Reid, as well as former committee member Karen Rusten for their work in getting Project Numbat to this stage.

The application was submitted in May last year but took this long to finalise due to the many signatures required to approve the application. Donations of \$2 or more to Project Numbat are tax deductible within Australia.

### **Grant Applications**

Project Numbat submitted three grant applications in 2010-2011. The first was for Perth Zoo's Wildlife Conservation Action for funding of Numbat survey teams. Unfortunately, we were unsuccessful in this application. The second was for interpretation in Dryandra through the Department of Environment and Conservation's Environmental Community Grants and the third was for the Australian Society of Zoo Keepers annual fundraising event "Bowling for..." We are still awaiting news on these two grants.

### **Avant Card/Promotion**

Thanks to the generous support of Avant Card, Project Numbat postcards were distributed around Perth and major centres in the south-west to raise the profile of the Numbat in August 2010. The postcards were made possible following our submission to Avant Card for a sponsorship opportunity where all costs with producing and distributing the cards were covered by Avant Card. Thank you for this wonderful opportunity.

Project Numbat advertisements have been appearing in Community Newspapers across the state since December—FREE! Community News offers free advertising to not-for-profit groups

(such as ours) when space is available. The ads have been making quite a splash and have led to a number of enquiries and new memberships.

### **Online**

In November we launched our new website using WordPress. It's been four years since Project Numbat launched its first website so it was definitely time for a refresh. We were able to add a lot of features to make the site easy to navigate and easy to update. This has included more news posts, a calendar and easy access to our social media channels (Facebook and Twitter).

A few months later we added online purchasing using Paypal and now can receive donations, merchandise orders and new memberships online. It has been a great addition to the site and has seen our membership grow.

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Thank you to the past and present committee for their hard work throughout 2010-11. It has been a busy year and we've got many more things in store. I'd also like to extend my thanks to our members and donors for your support over the years. Without you, we would not be able to spread the message of the Numbat.

I wish it was a happier message but the fact is the Numbat is at serious risk of extinction. According to an article in The Weekend Australian (8 May 2011) numbers have crashed in Dryandra "from the peak of about 850 in 1992 to about 50 today".

This is a shocking statistic and highlights the need for more work to be done on controlling feral predators, particularly the cat, protecting their habitat and raising awareness amongst the community of the plight of this magnificent marsupial. I hope you will continue to support us in this work.

Daniel Scarparolo  
Chairman

# Treasurer's Report

Balance Sheet as at 30 June 2011

	2011		2010
<b>Assets</b>			
Bankwest Business Bonus Account	-		13,218.11
Westpac	13,722.00		585.66
Westpac Numbat Conservation Fund	1,833.00		1.00
Paypal Account	4,185.00		-
Petty Cash	2.00		2.05
Float	50.00		50.00
Stock on Hand	2,002.00		1,413.00
<b>Total Assets</b>	<b>21,794.00</b>		<b>8,369.14</b>
<b>Liabilities</b>			
<b>Equity</b>			
Profit Earned this year	6,514.00		2,090.84
Retained Earnings	15,280.00		6,278.30
	<b>21,794.00</b>	-	<b>8,369.14</b>

# Treasurer's Report (continued)

Profit and Loss for the Period 1 July 2010 to 30 June 2011

	2011		2010
<b>Income</b>			
Merchandise sales	1,985.00		1978.00
Opening Stock	1,413.00		1,305.00
Purchases	2,490.00		459.00
Closing Stock	(2,002.00)		(1,413.00)
<b>Cost of sales</b>	1,901.00		351.00
<b>Net Sales</b>	84.00		1,627.00
Memberships	3,080.00		5,464.00
Donations	6,703.00		1,224.00
Fundraising	8,339.00		5,231.00
Funding	2,253.00		300.00
Sundry	-		(13.00)
Bank interest	26.00		-
<b>Total income</b>	20,435.00	-	13,833.00
<b>Expenses</b>			
Administration	2,056.00		1,485.00
Donations	-		250.00
Fundraising	2,585.00		2,541.00
Funding	8,292.00		2,450.00
Bank fees	137.00		32.00
Marketing and Promo	935.00		165.00
<b>Total Expenses</b>	14,005.00		6,923.00
<b>Net Income</b>	6,514.00		6,910.00

# Independent Auditor's Report

**INDEPENDENT AUDITOR'S REPORT  
TO THE MEMBERS OF  
PROJECT NUMBAT INCORPORATED  
ABN: 53 357 921 038**

I have, in accordance with the scope, which has engaged me to check the financial report of Project Numbat Incorporated, audited the accompanying financial report which comprises the Balance Sheet as at 30 June 2011 and the Income Statement for the year ended 30 June 2011. The scope did not require me to form an opinion, however I have found the financial report gives a true and fair view of the financial position of Project Numbat Incorporated as at 30 June 2011 and of its financial performance for the year then ended. I have not formed a view on the 2010 comparative figures presented.

The Committee of Project Numbat Incorporated is responsible for the preparation and fair presentation of the financial report and has determined that the financial report is appropriate to meet the reporting requirements of the Constitution and is appropriate to meet the needs of the members. The Committee's responsibility also includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report.

I disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

In conducting the audit, I have complied with the independence requirements of the Australian professional accounting bodies.



**GRAEME ROBERT JENNINGS FCA**

Date: 7 September 2011

## Memberships

Memberships have continued to grow over the year. At the end of June 2011, we had 154 members with a high volume of membership renewals.

## Project Numbat Online

Project Numbat's website continues to be a useful portal for the dissemination of information, news, activities and business related functions (donations, merchandise, memberships). The website received 9,840 visits from 1 July 2010 and 30 June 2011, which is an increase of 5.77% over the same period last year.

Most of our visits (51%) come from search engine results with the most common keywords being numbat (16.17%), numbats (9.15%) and even project numbat (6.92%). 30% comes from direct traffic (typing in the URL) so this is a good indication that our URL is out there.

Our Facebook page has 389 fans and our Twitter account has 29 followers.

## Fundraising

Rostrata Primary School held two fundraising barbecues for us in October and December 2010 which were a huge success. As well as raising funds, we talked to a lot of people about the work we do. Thank you to Rostrata for asking us along and giving us such a wonderful avenue to let children (and their parents) know about the Numbat. This is the third year we have held these barbecues at Rostrata Primary School and look forward to doing so again next year. Thank you to Supa IGA Innaloo and Schweppes for their donations of food items.

Fundraising with Cadbury's Chocolates continues to be a high earner for Project Numbat.

## Special Thanks

Hilton Veterinary Clinic has been a great support to us by displaying a Project Numbat donation tin in their reception area. This is a great help to us in our fundraising and exposure and thank you for your support.

Thank you to all our donors for contributing that little bit more to our organisation. Every little bit counts.

Thanks to Perth Zoo, Project Numbat is able to hold its monthly meetings in a location that is central to our committee, well equipped and, best of all, free of charge. Project Numbat values Perth Zoo's support and the close relationship between the two organisations.

Thank you to Graeme Robert Jennings from Accru Page Kirk and Jennings for auditing the Project Numbat accounts this year free of charge.