



TEN UNVEILS 'MAKING YOUR MARK': *a sustainability initiative for all Australians*

3 April 2008

Network Ten today launches a major environmental initiative – including a commitment to reduce the network's carbon footprint and a new on-air campaign – underpinned by confidence that everyone can play a role in forging a sustainable future.

Making Your Mark is a TEN-born and bred undertaking in which we commit to reviewing the way we do business to reduce our environmental impact – in particular our greenhouse emissions.

Just as importantly, we pledge to help our viewers better understand the issues surrounding climate change and how they can make a difference.

TEN's chief executive officer, Grant Blackley, launched *Making Your Mark* this morning in Sydney alongside special guest, Federal Minister for the Environment, Heritage and the Arts, Peter Garrett, who officially welcomed TEN as the first national media organisation to join the Greenhouse Challenge Plus program.

Mr Blackley commented: "Commercial free-to-air broadcasters have been slow to respond to climate change at a corporate level.

"That's why TEN is stepping up to offer leadership in promoting change. We believe climate change is a long term problem that requires meaningful and permanent solutions to allow a transition to a low carbon economy and society.

"We have a responsibility to our audience, clients, suppliers, shareholders and employees to be both a successful *and* sustainable business."

Mr Blackley noted TEN had commissioned an independent carbon and water audit in July 2007. Since then, TEN has put in place a number of measures to reduce energy consumption, waste and water usage, such as: moving to energy efficient lighting; improving recycling; optimising air-conditioning; and, installing water flow restrictors.

"We don't have all the answers, and we're not perfect," Mr Blackley continued. "But we know we can make a positive contribution through *Making Your Mark* and are determined to help others do their part as well."

Towards the goal of a sustainable future, TEN today announces:

- A commitment to reduce our greenhouse gas emissions by a minimum of 30 per cent by 2020 from 2006/7 levels. We will review this target in 2010;¹
- TEN has joined the Federal Government's Greenhouse Challenge Plus program – becoming the first national media company to do so.
- TEN and the Australian Conservation Foundation have embarked on a new national partnership.

"TEN television reaches, on average, six million people a day in the five mainland capital cities," Mr Blackley noted.

"Clearly the greatest contribution we can make is on-air and online, to help people better understand environmental issues and empower them to take action."

Among TEN's commitments, Mr Blackley cited:

- *Making Your Mark* long weekend – a one-off event from 6–9 June to coincide with World Environment Day on the 5th, during which popular TEN programs will include an environmental twist
- A new *Making Your Mark* on-air campaign that launches tonight, along with a *Making Your Mark* website at ten.com.au/makingyourmark
- An environmental reporting unit in *TEN News* with a dedicated environmental reporter was established last December: a first for an Australian commercial free-to-air network
- The Telstra Environment Awards during *TEN News at Five* offering a monthly prize of \$2000 per state and an annual prize of \$5000 per state (launched in March)
- Support for TEN's environmental not-for-profit partners through a series of on-air community service campaigns over the coming year – worth around \$1 million in air-time – in addition to the on-air *Making Your Mark* segments

Mr Blackley added TEN's sales team had also embraced *Making Your Mark*.

Among the initiatives announced today, TEN and AFL films, producers of TEN's Australian Football League coverage, in conjunction with Origin are delighted to be offsetting emissions from the production of TEN's AFL games for the 2008 series.

This is first for the Code and a great opportunity to raise awareness of climate change and its solutions amongst TEN's many AFL fans.

TEN is also launching *Making Your Mark* breaks for clients who make a demonstrably positive impact on the environment. We are proud to announce the Modern Group is the first advertiser accepted into the scheme.

¹ TEN has chosen to base our targets on our 2006/2007 emissions because we do not have enough data for 1990 to develop a precise figure for our emissions and also because it is likely that our 1990 emissions may have been higher than our 2006/7 levels as we operated from more premises at that time and the buildings generally had a less efficient design.

Mr Blackley concluded by thanking the numerous TEN employees from across the network who have spent the better part of a year forging TEN's environmental strategy and are now enthusiastically deploying it:

"As with so many of TEN's successful initiatives, this one has been driven every step of the way by committed and passionate staff from all levels of the organisation.

"*Making Your Mark* has all the hallmarks of TEN: depth, achievability and optimism. We are proud and extremely excited about the way ahead."

Copies of TEN's environmental plan can be found at www.ten.com.au/makingyourmark

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