



2010 Environmental Initiatives Report



The staff at Bill Robertson Toyota are enjoying the challenge to improve the dealership's environmental performance. The process includes not only investing in more environmentally friendly equipment but also examining habits and teaching ourselves to change to do things in a way which creates less waste. In many ways being environmentally friendly means rediscovering the frugality we learnt from our parents. The following is a report on the initiatives we have undertaken this year.

1 Completing the DERAP audit requirements

DERAP are Toyota's minimum environmental standards for a dealership. Our DERAP audit requirements have been completed and are kept updated by our Environment Representative, Trevor Herbert.

2 Reducing energy use and site carbon footprint

Reducing energy use in an expanding business is an enormous challenge. In summer months air conditioning increases our electricity use by 50%. We have nevertheless taken the following steps –

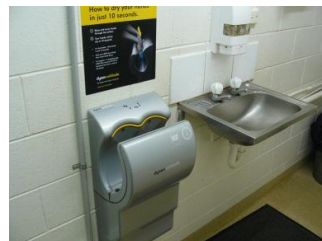
- 1 Replacing box type air conditioners with quality split system units as the box systems become too inefficient (such as icing up).
- 2 Tinting the showroom windows to reflect the strong summer, particularly western, sun. Reflected heat and light reduces the work the air conditioners need to do.
- 3 Installing timers on appliances that do not need to be on after hours – hot water urn, display cabinets etc.
- 4 Installing Dyson hand driers – reducing paper use and electricity use.
- 5 Continuing the switch from paper based communication to electronic communication. All office staff have their own PC, and communicate with email. This year we worked with our Dealer Business System provider, Gateway, to finalise and implement their electronic account statement program. This alone reduces by over 100 the number of statements, envelopes and stamps we use each month.
- 6 Using skylights in the workshop to reduce the need for lighting.



Upgrading to split system
Air Conditioners



Timer on kitchen urn



Dyson hand driers in bathrooms



Skylights in the workshop reduce the
need for lighting.

3 Recycling and waste reduction

We have had cardboard, paper, metal and aluminium recycling for many years. We also use recycled rags for the workshop and cleaning. However it was worth reinforcing the importance of recycling with all staff and making sure they were making the effort to use the correct bins. To do this we purchased colour coded recycling bins for the lunch area as well as posters detailing which items can be placed in which bins. An additional simple sign pointing out the aluminium cans bin increased the amount of cans collected and reduced the amount of landfill waste collected each day. We have also sourced biodegradable garbage bags for use in the bins.



Colour coding recycling bins



Recycling noticeboard



Aluminium cans recycling



JJ Richards Cardboard Recycling Bin on left with general bin on right



Metal cycling skip, left, battery recycling bin, middle, Mixed Recyclables bin, right.

In the office, we have recycle bins for all paper and cardboard, and a bin for paper which can be bundled and re-used for note paper. In the Parts Department packaging that can be reused is kept and reused. And in the Service Department we purchase recycled clothes from The Salvation Army to use as rags.



Receptionist Shaelene Goodman with our paper re-use bin.



Packaging ready for recycling in the Parts Department.



Clothing recycled as rags from the Salvation Army.

4 Reducing water use

Gladstone has rarely been placed on water restrictions. However with the cost of water rising and the potential for restrictions always there, it makes sense to make the most of the dealership's roof span to collect water. This year we installed three 9,000L tanks to collect rain water to use on the wash bay, and also to use to wash cars on the lot. We had trouble convincing our plumber how much tank water we would use and he talked us out of capturing water from both buildings. However our usage has confirmed that next year we need to link both buildings to the tanks to ensure we are using tank water more often than not to wash our cars.

Other water saving activities over the past 2 years include installing dual flush toilets, water saver tap in the kitchen, timers on our garden irrigation, triggers on the end of each hose and purchasing a pressure washer which can use up to 80% less water than a normal hose.



3 x 9000L tanks



Timers for irrigation



Michael our detailer with a trigger on the hose and pressure washer

5 Environmentally Friendly Purchasing

Encouraging and empowering staff to make environmentally friendly purchases has resulted in some surprising support for changes that have had to overcome entrenched prejudices.

E10 unleaded fuel is one such option that management was biased against because of historical bad perceptions. However one staff member asked why aren't we using it? Toyota has for some time clearly stated its vehicles can take E10 fuel, but memories and stories of cars playing up with E10 fuel meant we only used regular unleaded. So this year we adopted the policy of using E10 unleaded fuel, and we haven't had a complaint or an issue since.

Other environmentally purchasing changes we have made this year include –

- 50% recycled paper
- Paper cups for water and cardboard cups for coffee - even better we're trying to convince all staff to use and wash their own mug and limit disposable cups for customer use only.
- Changing our main car wash detergent from "Blue Moto" to "Trucking Gold ". Trucking Gold is rated acceptable for disposal in the sewer after processing through a separator, which is what we do.
- Sourcing biodegradable bin liners instead of plastic bags
- When updating company vehicles we chose a Prius for our most used vehicle, the customer drive car, and also for a customer loan car, and Hybrid Camrys for our Fleet Manager's car and Dealer Principal's car.
- Rechargeable batteries for mobile devices such as cameras.



Chris Tucker our Fleet Manager with his Hybrid Camry



We use paper with at least 50% recycled content



Rechargeable batteries for cameras

6 Environmental Training and Site/Customer communications

All Parts, Service and Sales staff have completed training on hybrid vehicles.

We have installed recycling information posters in our lunch area together with colour coded bins.

All staff are provided with a copy of our Environmental Policy together with the background explanation as to why it is important.

Through this report we intend to communicate to our customers our 2010 Environmental initiatives.

7 Social Contribution Program

We have been a driving force behind Tree Day in the Gladstone region for many years. During this time we have been able to build relationships with Conservation Volunteers Australia, the Gladstone Regional Council and Rio Tinto Alcan, one of the region's largest employers. This year was the third year we planted on the site of an old dump next to a creek. It is great to see trees from previous year flourishing and returning an old dump site to bushland.



DP James Robertson and GM Rodney Felsch at Tree Day 2010



Financial Controller Julianne Grice on right with staff and families preparing sausages for the masses



The completed site

We also assist Conservation Volunteers Australia throughout the year when they host student graduations or ask for assistance with a project and by displaying their newsletters and brochures in the dealership.



Conservation Volunteers Australia Newsletter and brochures on display in the dealership

Gladstone is an industrial city, and to address the environmental imbalance which occurs when a region provides minerals and metals to the world, the Gladstone Regional Council holds an "Ecofest" each June. We participate in Ecofest with a tent display of how our hybrids work, together with a vehicle on display, and giveaways. Interactivity with the local community is also improved by participation in the Ecofest children's treasure hunt whereby all children have to come to our tent to find the answer to a quiz question about hybrid vehicles so they can win a prize. Around 8,000 people attend Ecofest each year.

We are also long term supporters of two 'grass roots' community groups with fantastic environmental credentials, the Gladstone Orchid and Foliage Society and the Gladstone Civic Beautification Committee.

Each Easter we allow the Gladstone Orchid and Foliage Society to take over our showroom free of charge to hold their annual Easter Display and Plant Sale. The event attracts thousands of residents to view purchase prize winning Orchids and other plants. The Society promotes growing plants as a past time and provides education to members on how to nurture and get the most out of nature.

The Gladstone Civic Beautification Committee for many years has through plantings in public areas and promotion of gardening worked to help ensure Gladstone doesn't become an ugly industrial city. Each year the Committee runs the local garden competition and we donate the use of a vehicle for a week to enable the judges to assess the local entrants.

Our main local partnership however is with Gladstone's only professional sports team, the Yaralla Port City Power. Fielding a men's and women's team in the state basketball league, the Yaralla Port City Power offered us a unique and high profile opportunity. All businesses are constantly asked for sponsorship and it the benefits are often not easy to quantify. We were concerned that giving \$100 to everyone who asked didn't enable us to build a close relationship and create any real benefit for the dealership. We therefore decided to become a major sponsor of the Yaralla Port City Power for the following reasons –

- Teams are fielded in both the men's and women's competitions
- The club has a significant juniors competition exposing our sponsorship to a large number of local families
- Basketball is inexpensive to play and appeals to a wide cross section of the community
- It is the only local sport recruiting professional players and coaches, exposing providing valuable expose to elite athletes and education for local players
- The home games attract crowds of 500, and the sponsorship includes prominent signage inside the stadium.

The cost of our sponsorship is \$5,000 per year plus the use of up to 3 second hand cars for the 6 month season which the club uses as part of the package they use to attract top players.



Dealer Principal James Robertson on the far left with both the Men's and Women's Port City Power Basketball Teams

Conclusion

Thank you for taking the time to read our report. We are looking forward to continuing to reduce our environmental impact and also assisting our community to reduce its environmental impact.

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