

# New Management Team at GreenPlumbers

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GREEN INVEST LIMITED

GI REPORT

GreenPlumbers has new reigns and they come in the shape of CEO Michael Donnelly and newly-appointed Operations Manager Angela McWiggan.

Michael brings a wealth of global experience to the



*GreenPlumbers CEO  
Michael Donnelly*

table, having spent nearly 20 years in managerial positions for Unicon International and finance company GE.

Not having always worked at the top, Michael first started as a technical surveyor at Unicon International. His strong work ethic, however, soon led him to continuous promotions – first overseeing the company’s operations on the West Coast of the USA, and then overseeing its Asia operations.

“I was based in Singapore for six and a half years when I was running Unicon’s Asia operations, and it was during this time that I completed my Masters of Business Administration,” said Michael Donnelly, CEO of GreenPlumbers.

In January 2000, Michael returned to San Francisco where he joined GE as a Business Development Manager in Commercial Finance.

“After two years, my lovely Australian spouse, Theresa, advised me that it would be wise for me to relocate to Melbourne,” said Michael. “So I willingly obeyed and transferred to GE in Melbourne, where I spent another six years with the company before accepting an opportunity in the sustainability and environmental industry.”

In July 2008 Michael was asked to join GreenPlumbers International on a contractual basis.

“I fell in love with the opportunity and agreed to head the company in early August,” said Michael. “For me, it’s been important to work with a brand that has genuine value and a company that is really going to make a difference to the environment. Together, Angela and I have immensely enjoyed work-



*GreenPlumbers Operations  
Manager Angela McWiggan*

ing on the various sustainability projects.”

Angela joined GreenPlumbers last month as its Operations Manager after an extensive and diverse career that has spanned over 20 years. From marketing and real estate, to insurance and running her own mechanical workshop, there doesn’t seem to be any industry Angela hasn’t touched in her working life.

Angela’s many skills are also reflected in her education; she has completed her Diploma of Business Studies in UK, Certificate IV in Workplace Assessment and Training, as well as studies in Accounting/P&L and Trial Balance, and Project Management. Angela has also attained her Real Estate Agents Representative Licence and been trained in Emergency Response and First Aid.

“My early years were spent working for my family business in the UK, before I moved to Australia in 1984 and got my first job at RACV in the training department,” said Angela. “After that, I moved to ACI Computers as a Marketing Assistant to the National Marketing Manager of Australia, and then NRMA Insurance as an Advisor, before I took a time out to get married and have my two beautiful children.”

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## Special points of interest:

- Michael Donnelly has had 20 years experience nationally and internationally in managerial positions
- Angela McWiggan’s diverse career spans from real estate and marketing, to insurance and running her own mechanical workshop
- Both Michael and Angela’s careers began overseas, before respectively transferring to Australia

## New Management Team at GreenPlumbers *Continued...*

Angela soon returned to the workforce, this time managing her own mechanical workshop business.

“The business was incredibly successful and I ended up selling it and moving into real estate,” said Angela.

Angela’s next career move was into commercial real estate at Centro Properties Group. “During that time I represented Centro at the Mass Gathering Forums for Counter Terrorism and assisted the Shopping Centre Council and other members in the development of the Counter Terrorism Tool Kit. Once this project was completed, I was approached by a local company to work on the ‘Green School Vouchers’ and ‘Community Water Grants’,” said Angela. “This, of course, tied in nicely with me coming onboard with GreenPlumbers last month, as one of our major projects has been the installation of energy and water saving systems under the Federal Government’s energy efficiency rebate programs.”

With the previous Howard Government, a ‘Green School Voucher’ and ‘Community Water Grant’ rebate scheme worth up to \$50,000 was avail-



GP Operations Manager Angela McWiggan and CEO Michael Donnelly outside GP Head Office in Scoresby

able for schools that signed up for the installation of energy efficient products.

Under the Rudd Government, a ‘National Solar Schools Plan’ took its place. The new scheme’s emphasis is on all energy, such as PV solar, rather than just water alone, and encompasses a rebate of up to \$50,000.

“We are currently still completing the installations for these rebate programs,” said Michael. “With Angela now onboard, the team at GreenPlumbers has never looked more set to continue with many more of these successful ventures.”

“I look forward to implementing efficient procedures and policies to assist with the management of campaigns and projects to enable a stable platform to grow business,” said Angela. “I see providing excellence in customer service internally and externally and empowering

staff to add value to the organisation as a major focus and enjoying the ride as we go.”

“What we really are at our core is a national infrastructure of GreenPlumbers,” said Michael. “We have project coordinators at our call centre based in Scoresby to facilitate work for our external customers and throughout Australia, where we take on what we call projects and campaigns.”

“A project for us would be a job where we are involved in everything, from the installation and billing, to the collecting. Campaigns, on the other hand, are jobs where we do a joint campaign with Caroma, for example, and we’re responsible for the installations but not the billing and collecting,” added Michael.

*“I see providing excellence in customer service internationally and externally and empowering staff to add value to the organisation as a major focus...”*

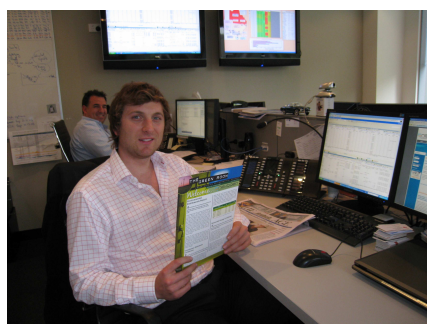
Currently, other GreenPlumbers’ assignments include the Caroma single-flush toilet replacement campaign, which first started in the Sydney suburb Macquarie and has resulted with other areas in the pipeline;

and the Scouts’ 100-year rainwater harvesting project, a national rollout of rainwater harvesting systems in 1218 scout halls across Australia.

## The Green Room a Must for Carbon Industry

The Green Room...ever wonder what it’s all about? No, it’s not the backstage room where the performers go once they’re off stage. It’s a weekly source of information and commentary on the state of our country’s environmental markets.

Produced by Nextgen, Australia’s largest carbon broker and advisor, The Green Room is distributed to over 100 industry participants who have come to heavily rely on the publication as their “environmental bible”. Subscribers pay \$1,500 + GST a year to receive weekly advice from a company at the forefront of the carbon brokerage market.



Marco Stella, Environmental Broker, Editor of The Green Room, with the publication at the trading desk at Nextgen

This month we sat down with Marco Stella, editor of The Green Room, for a behind-the-scenes look at what it’s really all about.

### **How did the Green Room start?**

The Green Room began in an attempt to fill the conspicuous information void in the very early days of the Australian environmental markets. As the trading volumes grew and more partici-

pants joined the fray, the need arose for the regular publication of reliable information relating to environmental pricing

and a commentary on all matters (policy, regulatory etc...) affecting the markets.

### **How do you source your stories every week? What inspires you to write them?**

The stories are sourced across each week and are based upon both domestic and international developments which impact the markets. While these developments can be broad and sometimes appear far off, they can have real affects on the markets and their participants. Perhaps the most interesting facet of The Green Room is the insight it grants into the potential effects that such developments can have on trading. Like all of the Nextgen Green Team, I am very passionate about the development of these all-important environmental markets as part of a concerted and much needed response to climate change. It is

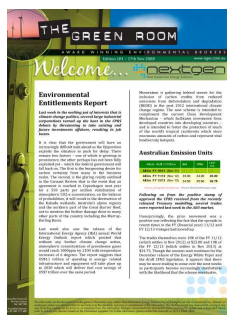
# The Green Room a Must for Carbon Industry *Continued...*

a very rewarding feeling knowing that you're playing a part in that development.

**When did you first start writing for the Green Room?**

I have been contributing to The Green Room for 18 months, however it is only in the last 12 months that I have been editing the weekly publication.

**Due to financial turmoil delaying action against climate change, is the Australian government now moving forward according to procedure? If not, what is the expected date?**



The Green Room

Despite the global financial turmoil the Federal Government has been steadfast in its resolve to push ahead with the Carbon Pollution Reduction Scheme (CPRS) beginning mid 2010. They



Nextgen team at work. From left to right: Dan Foster, Adrian Ryan and Chris Williams.

are doing this in the face of much pressure from industry groups and the Opposition, but with the backing of many others including prominent climate scientists, environmental groups and significant portions of the corporate sector. The release of the long awaited Treasury modelling which undermined many of the more pessimistic allegations of the likely effects of emissions trading has strengthened the Federal Government's position.

**Are there any other delays that can be expected to further hold off plans for climate change or impact plans in any way?**

According to the Federal Government's current schedule, the Energy White Paper and draft CPRS legislation will be released in December. Perhaps the biggest challenges the Government now face are the need to gain the support of the Greens and Independent Senators (in the event that the Opposition do not support the legislation), as well as the fact that 2010 (the year the CPRS will be introduced) is an election year. To date, the Rudd Government has maintained a substantial lead in polling over the Opposition. Should this no longer be the case in the lead up to the next election, the CPRS could potentially be threatened with delay if the Government is forced to back down or in the event that the Opposition takes such a policy to the election and wins. Such an outcome has been seen in New Zealand with the newly elected National Party Government vowing to alter the emission trading legislation passed by the outgoing Government.

**Marco is also an Environmental Broker and Consultant at Nextgen.**

## GreenPlumbers USA Army Set to Triple in Growth

Just one year after its inception, the American branch of GreenPlumbers is running strong. By the end of 2008, GreenPlumbers USA will have completed nearly 100 workshops, issuing 3,100 accreditations to plumbers in 30 states. The numbers are expected to triple, rising to almost 10,000 accreditations by the end of 2009. The licensing program is also garnering enthusiastic support, with 20 licenses in 10 states, and a further 19 under consideration.

"Getting involved early with GreenPlumbers made good sense to us," said Glen Steiner, owner of One Call Plumbing in Phoenix, Arizona. "Becoming a licensed GreenPlumber shows our commitment towards education and providing the most up-to-date information and skill to serve our clients' needs."



Roebers Plumbing and Wallner Plumbing (California) receive their GP Licensee Certificates from Ian McMillan (GNV), Steve & Megan Lehtonen (GP USA)

GreenPlumbers workshops have been requested in all 50 states and Puerto Rico, and the program has been featured in more than 20 construction and conservation magazines and several television newscasts. Recently, GreenPlumbers was featured as a front

-page story on the popular environmental website Treehugger.com - showing that the GreenPlumbers message of conservation is resonating not only with plumbers, but with environmentalists. GreenPlumbers was also recently featured on the consumer website Walletpop.com, a message that the economic benefits of conservation are not being lost on the American public.

Water utilities have also gotten onboard, with water districts sponsoring workshops across the country. Keith Bancroft, conservation specialist for the Marin Municipal Wa-

ter District in California, said, "MMWD was honored to be the first water agency in the U.S. to host a GreenPlumbers workshop. We've received extremely positive feedback."

Stacy Smith, conservation specialist with Denver Water in Colorado, echoed his sentiment. "Denver Water is proud to support the efforts of GreenPlumbers USA to educate and engage plumbers to promote water efficiency."

Recently, GreenPlumbers won the attention of the water industry at the WaterSmart Innovations '08 conference in Las Vegas. The conference, held by the Southern Nevada Water Authority in partnership with the Environmental Protection Agency's (EPA) WaterSense program, united professionals in the

fields of water conservation and green energy to plan and educate plumbers and other industry-related groups. With over 1,000 attendees, the presentation covered issues such as water efficiency, new

technology and the importance of con-

*"What a great feeling you get being a GreenPlumber, when you can help the environment and your neighbor."*

# GreenPlumbers USA Army Set to Triple in Growth *Continued...*

servicing Mother Nature's precious resource.

Representing Green Invest at the conference were Onni Corporation President Steve Lehtonen and Green Invest Managing Director Ian McMillan. Steve presented on the GreenPlumber program in the US, speaking about the rapid spread in providing a green army to implement the various Governments' water efficiency requirements. He was supported by Ian, who addressed the issue of global warming in a changing world, the direction governments were going with carbon trading and the im-



From left to right: GP USA President Steve Lehtonen, GP USA licensee Richfield Plumbing David Adelmann, and GNV MD Ian McMillan, at Las Vegas WaterSmart Innovations Conference 2008

successful relationship with GreenPlumbers (at the conference)," said Doug Bennett, conservation manager of the Southern Nevada Water Authority. "It is vital that the public sector and private sector work collaboratively to accelerate adoption of the best water efficiency technologies for homes and businesses. GreenPlumbers USA is a vital link in promoting and delivering the best water efficiency technologies and techniques to the end user. This has been an ideal partnership."

Stephanie Thornton, EPA's WaterSense partner outreach coordinator, was similarly pleased. "Plumbers really are on the front lines of water efficiency, so we're excited to see such an overwhelming level of enthusiasm for the GreenPlumbers workshops."

GreenPlumbers USA doesn't plan to stop with sweeping the United States. As demand for the program continues to rise, plans have been announced to expand and establish training into Canada - eventually becoming GreenPlumbers North America. Of course, plumbers will continue to be trained across the United States, with upcoming workshops scheduled in California, Oregon, Wisconsin and Washington. Licensed and accredited GreenPlumbers are spreading the news to their colleagues and customers.

"We have new truck wraps with the GreenPlumbers logo on them, and it's our hope to be out there promoting green products and green living," said Dennis Hamon, of Gene Johnson Plumbing in Seattle. "People may overlook the idea that the plumber is one of the front-line people in conserving water and energy. We are the ones who make that a reality. If homeowners want to be green, one of the first things they should do is contact a plumber."

John Roeber, owner of Roeber's Plumbing in California and one of the first American licensed GreenPlumbers, concurs. "What a great feeling you get being a GreenPlumber, when you can help the environment and your neighbor."



WaterSmart Innovations Conference 2008 in Las Vegas

perfect carbon trading would have on businesses and communities.

GreenPlumbers also held all five of its workshops at the conference, accrediting an amazing 450 plumbers in three days. "We were pleased to build a suc-

## ETU Forges Unique Partnership with Green Invest

This month, in an unprecedented move, the Electrical Trades Union (ETU) has formed a partnership with Green Invest and taken an investment in the company.

"The union has taken an unprecedented step by investing into this company because we see it as having an excellent strategic position for strong growth and more importantly, a very close relationship with the industry that we see as being the future for electrical workers," said Dean Mighell, State Secretary of the ETU. "It's interesting we'd invest in something like this, but at the end of the day, for the executive of the union to unanimously support it, makes it clear that we think it's an excellent fit for us."

The ETU first heard about Green Invest through the work of GreenPlumbers and also the jobs they had done through the Master Plumbers and Mechanical Services Association of Australia (MPMSAA).

"We admit that initially we were a little put out to see the electrical side left behind," said Dean. "But we then found out about Nextgen and realised that there was a real synergy with electrical workers."

"Also the recent acquisition of Sustainable Footprint, we think, is a fantastic strategic move," added Dean.

The ETU's advocacy of Green Invest is so strong that they are now working to develop the "Green Electricians", a program to be based closely on the GreenPlumbers model.

"We've had some guidance from the management team at Green Invest on the basis of what they've done for GreenPlumbers, and are being taught and advised on how to set up our Green

Electricians model," said Dean.

Dean first began his career fittingly as an electrician, before joining the ETU as a union organiser 20 years ago in 1988. Only seven short years later, in 1995, Dean was promoted to State Secretary and has successfully held the position since.

"We, at Green Invest, are very excited about our newly-formed alliance and support from the ETU," said Ian McMillan, Managing Director of Green Invest. "This is a positive step in the right direction and a sign that there are many more good things to come."



State Secretary of ETU  
Dean Mighell

"We found from early discussions that both organisations shared a passion to build a sustainable environment. This alliance builds on our strategic direction of strengthening our water and energy capabilities and build an environmental workforce in plumbing and electrical second to none," added Ian.

# 2008 GreenPlumbers Awards Showcase Plumbing Excellence

As the major sponsor, Green Invest was pleased to contribute to the 2008 GreenPlumbers Awards. The prestigious annual awards were held on the 10<sup>th</sup> November in the Grand Ballroom of the RACV Club on Bourke Street, Melbourne and attended by 300 representatives of industry, Government, water authorities and plumbing businesses from around Australia. Conducted by the Master Plumbers & Mechanical Services Association of Australia, the 2008 GreenPlumbers Awards is entering its seventh year and showcases the country's best environmental products and businesses. This year there were seven categories, judged by independent industry and environmental leaders.

According to Ian McMillan, Managing Director of Green Invest, the company is proud to be associated with the prestigious awards. "The annual GreenPlumbers Awards are going from strength to strength and signify the high regard the GreenPlumbers movement is held in this country. The MPMSAA has done an excellent job in establishing GreenPlumbers and this presents a strong foundation for us to build our national environmental installation credentials," he said.

Seeley International, a manufacturer for more than 60 years of evaporative cooling products, won the Energy Efficient Product of the Year Award for its Braemar Highly Efficient Gas Ducted Heating System. The system is Australia's most efficient range of ducted gas heating, with the highest heating efficiency of up to 5.4 stars.



2008 GP Awards, in the Grand Ballroom of the RACV Club on Bourke St, Melbourne

Wattworks took out the Water Efficient Product of the Year Award with its Smartpit Greywater Diversion Device, a greywater reuse system that saves 113 litres of rainwater per day.



At the GP Awards Left to right: National Industry Development Manager of MPMSAA Gary Workman, President of MPMSAA Bill Durham, Winner of GreenPlumber of the Year Award, Warren Perrett CEO from AquaBlock.

Caroma's Flex Plan Flexible Waste Connection Toilet System won the Innovative Product of the Year Award, while Burbank Plumbing and Maintenance Services triumphed in the Domestic Project of the Year category with its Sunbury Home Project.

Suncorp prevailed over Sustainable Plumbing Solutions as the Commercial Project of the

Year, with its Aerocycle Greywater Treatment Project in Suncorp Place, Sydney. The project involved the installation of a 140 cubic litre greywater system that successfully reused 84,000 litres of treated rainwater for toilet flushing. The scheme saved \$98,000 last year and reduced usage by 30,000 kilolitres, setting national benchmarks for the commercial sector.

The ceremony ended with the Product of the Year and GreenPlumber of the Year Awards. The Product of the Year Award was judged from all products in the Innovative, Energy Efficient and Water Efficient Product of the Year. Caroma was successful in the Product of the Year category, again with its Flex Plan Flexible Waste Connection Toilet

System.

Warren Perrett from Aquablock was the proud winner of the GreenPlumber of the Year Award, recognised for his outstanding contribution to the plumbing industry and his leadership in environmental plumbing services. Aquablock is a GreenPlumbers licensee company and works closely with the team at Scoresby, Melbourne in installation programs.

"I definitely didn't expect to win; it came as a complete surprise. I was totally over the moon about winning. It's going to mean a lot to our company. We intend to market it very heavily and make it our full focus going forward in the next 12 months," said Warren Perrett, CEO of Aquablock. "All the staff were rapt. It was a team effort and so we wanted to thank all the boys for their input."

"We work very closely with GreenPlumbers, doing a lot of their allocated work. So we do a lot of schools and a lot of the Scout Halls, and a lot of their tank connections. Privately we do a lot of tank-toilet connections and also solar hot water," added Warren. "We're now

*"The annual GreenPlumbers Awards are going from strength to strength and signify the high regard the GreenPlumbers movement is held in this country."*

moving into the consulting side of things for builders and architects. There's a lack of information on the environmental side for the building and construction industry."

The GreenPlumbers training programs are designed to assist plumbers in understanding their role in relation to climate change and environmentally sustainable plumbing practices. Each year the GreenPlumbers awards are held to recognise and honour the businesses and products that best reflect these practices.

To date there have been over 5,000 GreenPlumber accreditations in Australia, representing more than 3,000 businesses.

## Hobart Nursing District Gets Carbon Makeover

With fears of a global recession and growing awareness of one's carbon footprint, businesses are increasingly turning to Sustainable Footprint for much needed energy assessments. Becoming 'sustainable' is no longer just a way of paying heed to the environment, it is also a way of saving on utility expenditure costs – issues that in this day and age are becoming more urgent by

the day.

One example of a business turning to Sustainable Footprint is the Hobart District Nursing Service, one of Tasmania's oldest and best respected philanthropic organisations. Established in 1896, with over 70 staff and an annual turnover of over one million dollars, this growing organisation is looking at

new and cost effective ways to improve business performance. Under the leadership of its CEO Kim McGowan, the 2006 Telstra Tasmanian Business Woman of the Year, Hobart District Nursing Service engaged Sustainable Footprint to conduct an environmental assessment of their head office in Moonah, Tasmania.

# Hobart Nursing District Gets Carbon Makeover *Continued...*

"The primary focus was to calculate baseline energy, gas, water and transport use and develop key strategies for environmental impact reduction," said CEO of Sustainable Footprint, Ross Brierty. "Through the engagement of key District Nursing staff, and the development of a draft environmental declaration, Sustainable Footprint provided the framework for the implementation of the key actions identified in the Environmental Assessment Report."

The environmental audit of sustainability process is essentially covered in five steps before the organisation is honoured with a seal of recognition – 'The Sustainable Footprint Carbon Monitored program'. These steps include calculating the company's carbon and water footprint; developing environmental policies and procedures; and staff education.

The Carbon Monitored program is a method by which organisations can demonstrate that their site has received an environmental audit of sustainability and that they are implementing appropriate measures to reduce their Carbon Footprint to more sustainable levels.

From the assessment, Hobart District Nursing Service determined that the organisation contributed 69 tonnes of

Greenhouse Gas (GHG) to the atmosphere and consumed 151kL of water. On identifying the organisations environmental footprint, Sustainable Footprint worked with Hobart District Nursing Service to formulate key behaviour change and retrofit solutions tailored to the ongoing operational requirements of the organisation.

"The environmental assessment report identified significant carbon, water and cost savings in a number of key

areas. The greatest saving was in transport, where through the phased change-over to more fuel efficient fleet vehicles, 18 tonnes of GHG could be saved," said Ross. "In total, our retrofit solutions reduced electrical appliance use by 30%, lighting by up to 40%, IT equipment by up to 16% and water use by up to 21%. With all the reduction targets combined, the report outlined an annual cost saving of \$7,500 and a GHG reduction of 20 tonnes, representing a 29% reduction from baseline figures."

Sustainable Footprint is now working closely with the Hobart District Nursing Service to implement the key recommendations from the report and market its sustainable credentials to its staff,

patients, business stakeholders and the greater Hobart community. Having completed an environmental assessment, The Hobart District Nursing Service will now use the Sustainable Footprint Carbon Monitored Seal in all marketing documents, websites and grant and tender applications.

"Now Hobart District Nursing Service can proactively promote their sustainable credentials to their client base," said Ross.

"An additional impetus for organisations to focus on their need to become more sustainable has been fast tracked by the recently introduced Federal Government's National Greenhouse and Energy Reporting System (NGERS) and the proposed Carbon Cap and Trade scheme," added Ross. "These measures are proving to force a top down effect in the supply chain, forcing all organisations to review their sustainability status."

Sustainable Footprint is an environmental auditing business that assists organisations to become more sustainable by focusing on implementing behavioural change measures and retrofitting devices that lead to energy, transport and water reduction. Backed by its network of alliance partners, Sustainable Footprint offers installation advice on the appropriate choice in energy efficient devices, heating and cooling measures, water efficient devices and carbon offsets.



*Hobart District Nursing Service CEO  
Kim McGowan*



*Warwick Lake (left) and Cameron Foley from Sustainable Footprint review Hobart District Nursing Service's Environmental Assessment Report*



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[www.sustainable-footprint.com](http://www.sustainable-footprint.com)

*Green Invest Limited (ASX:GNV) listed on the ASX in February 2008 and comprises three successful Australian businesses, GreenPlumbers, the country's leading group of environmental plumbers; Nextgen, the largest carbon broker in Australia; and Sustainable Footprint, an environmental company focused on delivering energy and water assessments.*

*Late in 2007, GreenPlumbers signed a landmark agreement with Onni Corporation to see the commercialisation of the GreenPlumbers program across America, the first time an Australian business has successfully exported an environmental practice overseas.*

*Green Invest's vision is to be the world's leading environmental services and commodities company.*