

Condamine Alliance is the regional body with lead responsibility for enabling the community to achieve sustainable natural resource management in the Condamine River catchment, at the head of the Murray-Darling Basin. The Alliance is based at 3 Clifford Street, Toowoomba.

The Alliance is a community-based organisation, accredited by the Australian and Queensland governments to plan, fund and implement environmental programs in the catchment.

The Alliance has developed and registered the Ecostamp trademark, at left, as an endorsement brand to promote organisations that demonstrate Corporate Social Responsibility (CSR).

The brand has a dual purpose: it generates recognition for environmentally friendly organisations, and it generates funding and support for environmental programs that are community based and government endorsed.



the

ECOSTAMP

Environmental
branding for
company
recognition
and product
endorsement

Access to this trademark ensures:

1. Partnering with a recognised environmental organisation to invest in programs of national significance through flagship models for environmental management.
2. Access to the nationwide network of 56 regional NRM bodies (14 in Queensland), as well as local, state and Australian government departments; and community groups, such as Landcare and Greening Australia.
3. Marketing-communications support for campaigns that promote national recognition of projects that demonstrate CSR.

Organisations that meet specific criteria are licensed by Condamine Alliance to use the trademark on products and services and in company communications.

Discussions are under way with a number of corporations that will have the opportunity to become the first companies licensed to use the brand.

Companies demonstrate CSR in a number of areas, but may benefit from an effective means of conveying this information to the community at large. A partnership with Condamine Alliance will enable them to receive widespread recognition and generate a marketing advantage through the use of a distinctive brand that signifies CSR.

For further information, please contact Francine Holt, Corporate Partnerships Coordinator: Condamine Alliance 07 46200117 or 0439 673 083.

"The partnership that we have developed with the Condamine Alliance over the last year has become a key element in our strategy to seek new solutions for problems associated with the over-use of existing natural resources and the universal degradation of fresh water quality."



Associate Professor Mark Porter, Head of Agricultural, Civil and Environmental Engineering, University of Southern Queensland, Toowoomba

"Working together means capacity to undertake meaningful and significant catchment research has been significantly increased enabling projects that would not otherwise have been possible. Benefits from our partnership with Condamine Alliance and the resulting research output are likely to continue for many years."

Professor Roger Stone, Director Australian Centre for Sustainable Catchments, University of Southern Queensland, Toowoomba

"When we were approached by Condamine Alliance to become a partner in the Mother Of Millions eradication project for Millmerran Shire it became obvious that the proposal represented a win-win situation for all involved. The environment wins due to the removal of an introduced pest; the community wins because a non-productive species, toxic to livestock is removed and replaced with productive species, and the company wins because it fulfils our corporate responsibility obligations"

Michael Winter, Plant Manager, Millmerran Operating Company Pty Ltd.

"It was a pleasure to work with the Condamine Alliance and their extremely innovative approach to increasing wildlife awareness by the use of our dual alarm bell cat collars. Our partnership with a not-for-profit natural resource management organisation was a first for Kra Mar Pet Supplies and has opened the door to new business possibilities and future partnership programs"

Andrew Lansdown, National Sales Manager, Kra-Mar Pet Supplies

Our corporate partnership programs deliver outcomes to the triple bottom line

the ECOSTAMP

Economic benefits	Environmental benefits	Social benefits
<p>Improved business opportunities for corporate partners can include:</p> <ul style="list-style-type: none"> • increased sales and market share driven by consumer preference for specific products or services that bear the Ecostamp logo; • increased demand for shares generated through interest in CSR; • improved shareholder and client relationships through opportunity to contribute to environmental and community programs. 	<p>Partnership programs will deliver outcomes in four key environmental areas:</p> <ul style="list-style-type: none"> • wildlife protection • endangered species recovery • land management best practice • information & education 	<p>The community will benefit from:</p> <ul style="list-style-type: none"> • improvements to the local environment; • participation in environmental programs; • increased awareness of environmental values; • sustainable use of local natural resources; • increased funding opportunities.



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