



Australian Business and Biodiversity Initiative (ABBI) Report on Activities

Activities in 2015

The Australian Business and Biodiversity Initiative (ABBI) has undertaken a number of activities in 2015 as follows:

- Development of an ABBI logo to help maintain consistency across marketing materials and improve brand recognition.
- Finalisation of the ABBI Value Proposition and continued efforts to build the profile of ABBI and encourage growth in membership.
- Commencement of two projects. The ABBI hopes to have these projects completed in 2016.
- Facilitation of communication between members regarding consultation opportunities, news and events of mutual interest.
- Consideration of a forward work plan for the ABBI.