



**“THIS YEAR  
I WILL...”**

As we roll on past the end of another year and into 2011, it's time to set yourself some new green goals, as these eco-minded local and international personalities have...

Kylie Kwong

The celebrity chef made a commitment in 2005 to use only organic and biodynamic ingredients in the dishes served at her Sydney restaurant, Billy Kwong. She has implemented a range of other sustainability practices in the running of the business, from serving Fair Trade coffee to encouraging diners to donate to a renewable energy credits program. This approach to the environment is a natural extension of Kwong's Buddhist philosophy.



Jane Goodall

The indefatigable primatologist is best known for her work with the chimpanzees of Gombe in Tanzania and her spirited advocacy for threatened species. She has spent 50 years studying the social and family interactions of wild chimpanzees, making her one of the world's most highly regarded experts in this area. She is the founder of the Jane Goodall Institute, a global not-for-profit organisation that equips people to make a positive difference for all living creatures.



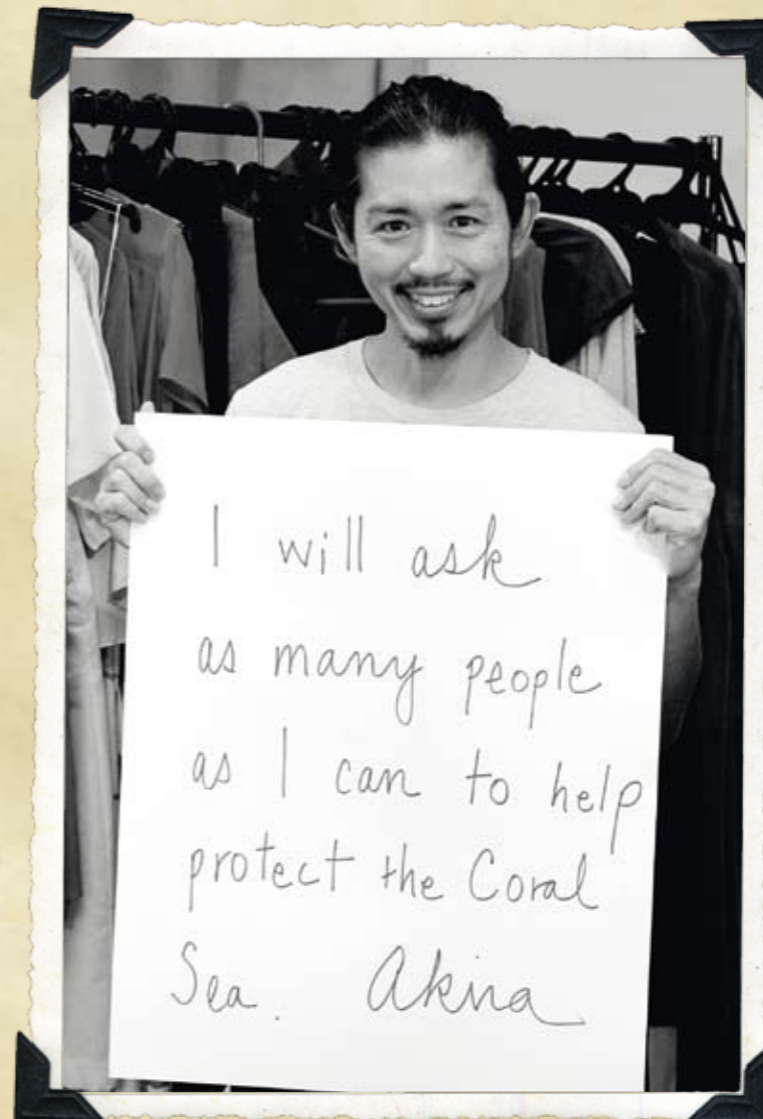
< Jon Dee

Dee is the founder and managing director of Do Something, a not-for-profit organisation that combines the resources of businesses and the goodwill of the Australian public to create social and environmental change. He is the author of *Sustainable Growth*, a guide for small-to-medium-sized businesses looking to green their operations, was NSW Australian of the Year for 2010 and has set up several advocacy organisations, including Planet Ark.



Akira Irogawa

His name inscribed on his own shopfronts and designer garment tags worldwide, this fashion designer knows the importance of the environment as it is integral to his design philosophy. He is an ambassador for a campaign to have the Coral Sea, which extends east from the Great Barrier Reef, declared a Marine Protected Area ([www.protectourcoralsea.com.au](http://www.protectourcoralsea.com.au)). He believes the precious and exotic colours of the Coral Sea have all the elements of inspiration and that its protection is vital.



Andy Ridley >

As the executive director of Earth Hour, Ridley hopes that governments around the world will listen to the voice of the hundreds of millions of people who participated in the global climate change campaign in 2009 in 88 countries and take action to reduce emissions. His passion for scuba diving has made him particularly concerned about the protection of one of Australia's last pristine marine wilderness areas, the Coral Sea.