

**The LEAD Group's
Technical Advisory Board**

- **Prof Brian Gulson**
isotopic fingerprinting
- **Dr Garth Alperstein**
community paediatrics
- **Assoc Prof Peter Newman**
*science and technology policy,
urban planning*
- **Dr Ian Irvine**
environmental contamination
- **Dr Chloe Mason**
*public health, environmental
protection, public interest*
- **Dr Val Brown**
environment, consumers
- **Dr Jill Maddison**
veterinary research
- **Dr. Ross Perry**
holistic vet & bird specialist
- **Graeme Waller**
*pathology, environmental
assessment*
- **Fred Salome**
industrial chemist, paint
- **Prof Graham Vimpani**
child and family health
- **Dr Karl Kruszelnicki**
*medical and scientific
commentator*
- **Dr John Wlodarczyk**
statistician
- **Prof Geoffrey Duggin**
clinical toxicologist
- **Jack Haley**
*automotive engineering,
environmental impacts
of vehicles*
- **Michelle Calvert**
local government
- **Michael Mobbs**
environmental law
- **Elizabeth O'Brien**
*community advocacy,
international campaigning*
- **Theresa Gordon**
*point source community
advocacy, international
campaigning*
- **Dr Kate Hughes**
*political scientist, toxics
campaigner*
- **Dr Marc Grunseit**
*professional and hobby
(leadlighting) safety*
- **Robin Mosman**
conflict resolution
- **Prof Michael Mira**
public health, general practice
- **Dr Ben Balzer**
general practice
- **Rosemary Ayoub**
early childhood education
- **Mike van Alphen**
*public health and environmental
investigation*
- **Dr. Mariann Lloyd-Smith**
international toxics campaigning
- **Carol Bodle**
*lead assessment and
occupational hygiene*



The Lead Education and Abatement Design Group
Working to eliminate lead poisoning globally and to protect the
environment from lead in all its uses: past, current and new uses
ABN 25 819 463 114

President's Annual Report FY2014

By Elizabeth O'Brien, LEAD Group Committee President

What does The LEAD Group have to be proud of this year?

- Income
- Service/Influence
- Vision

The last financial year has been a milestone year for The LEAD Group (TLG) in a very sad way: the first member of our Technical Advisory Board (TAB) to die, Prof. Chris Winder, passed away in May 2014. Thank you to Michelle Calvert, TLG Vice President for taking over Chris' role as a member of the three member Lead Education and Abatement Fund (LEAF) Committee. However, I am still searching for a OHS toxicologist who is sufficiently lead-knowledgeable to replace Chris on the TAB.

The LEAD Group did not gain any Australian Federal government funding which provided for one full time waged staff member, myself and two part time waged staff members to run the Global Lead Advice and Support Service (GLASS) in FY2013. For the whole of FY2014 our attempts to win grants were fruitless. However, those efforts in FY2014 to apply for grants have resulted in \$4850 being received from NRMA Community grants in mid-July 2014 and \$500 will be received from the Pratt Foundation in December 2014. My plan that we would apply for 1 grant per week did not come to fruition as grant writing is a very specialised and time consuming process. The other plan to email an invitation to become a Lead Safe World major sponsor to one company per week also fell away.

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The LEAD Group's Technical Advisory Board continued

- **Jamie Wood**
local council environmental health
- **Dr. Perry Gottesfeld**
public health and the environment
- **Isla MacGregor**
- **Dr. Mariann Lloyd-Smith**
international toxics campaigning
- **Carol Bodle**
lead assessment and occupational hygiene
- **Prof Mark P Taylor**
environmental metal exposures, sources and pathways
- **Dr. Fatma Zahrani**
pediatrics, research on lead levels
- **Prof Clement Adebamowo**
lead in the domestic environment
- **Dr. Godofredo Arauzo**
Doe Run lead smelter, community of La Oroya
- **Dr. Gavin Mudd**
environmental impacts of mining

Since losing funding for GLASS, phone calls and email inquiries have continued unabated, yet despite not having sufficient waged data entry staff or trainers to add all of the emails to the database, our level of service to the community has barely changed. For example, when we were funded and required to send the GLASS FY2008 Annual Report to the Federal Department of Environment [http://www.lead.org.au/GLASS_Annual_Report_to_DEWHA_2007-2008.pdf] we reported that 3,973 calls (email and phone) were handled and data-entered in that financial year. In FY2014, we handled and data-entered a total of 3865 calls (Graph 1). 2446 calls came from Australia. The only other country to have more than fifty calls was the USA with 901 calls (Graph 2).

Our global presence is best summarised in FY2014, by the web data below and having passed the two million mark in webpage views for www.lead.org.au (the tally was 1,097,530 page views as at 30 June 2008 and in FY2014 there were 266,633 page views of a total of nearly 3 million views) and having had web-viewers from more countries/territories this year than any other year – 203 countries/territories, bringing the total number of countries/territories from which our web viewers have come, to 230 (Table 2). The most popular page viewed was 'effects of lead on the environment' with 15,956 views (Table 3). The total pages viewed and visitors to lead.org would be more if Telemates hadn't closed the site down because of bandwidth problems.

As of today, the account balances are as follows:

- TLG \$902.39 + \$998.24 (from Paypal Account). Total: \$1900.63
- LEAF \$3,936.00
- GLASS \$7.74
- GLASS BOS \$1.13.
- Total \$4,847.26

Margaret Mead said: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has."

The LEAD Group aims to eliminate lead poisoning globally by the year 2041 and to protect the environment from lead.

Our updated vision includes:

- ◆ An end to road-use leaded petrol by 2015
- ◆ A 2015 start to a double-blind longitudinal study of the potential for healthier longer life of low-dose chelation therapy for the billions of people who have already been exposed to lead
- ◆ At least a dozen countries creating a lead poisoning prevention policy by 2020 (see our Model National Policy at http://www.lead.org.au/Model_National_Public_Health_Policy_on_the_Prevention_of_Lead_Poisoning_20080516.pdf)
- ◆ Lead-safe homes
- ◆ Lead-safe workplaces
- ◆ Lead-safe communities
- ◆ A lead-safe world by 2041

The best idea I've had recently to achieve a lead safe world is the 'Blood Lead Challenge' described briefly at www.lead.org.au/wp-content/uploads/2014/10/Blood-Lead-Challenge.pdf

According to our webmaster Rocky Huang, there were 47 unique LEAD Group staff members who worked at The LEAD Group last financial year. Also, I contributed 2508 hours last financial year and this was calculated by Rocky with information obtained from my Timesheet entries.

I am looking forward to input from members of TLG at the Annual General Meeting on 22nd October 2014 to ensure our success and growth in the years ahead.

Words from www.lead.org.au Webmaster David Ratcliffe

There were 137 documents added to the website this financial year. Among these, there were 3 media releases and 3 Lead Action Newsletters added to the website. I contributed 1,339 hours to www.lead.org.au last financial year.

Reports added:

Annual Activity Report of GLASS to DSEWPaC 2012-2013

Appendix - Annual Activity Report of GLASS to DSEWPaC 2012-2013

PCFV Leaded Petrol Matrices (http://www.lead.org.au/PCFV/Lead_Matrix-Index_Table_20130227.pdf + 7 PDFs

Factsheets added:

Exposure Assessment: Lead Neurotoxicity - Is the Center for Disease Control's goal to reduce lead below 10 µg/dl blood in all children younger than 72 months by 2010, good enough? html & PDF

All visitor and page view numbers appear to be down this financial year for some reason, maybe not enough promotion from the federal Department of the Environment. They had assumed The LEAD Group no longer wanted referrals from their Community Information Unit once their grant period ended for our Global Lead Advice and Support Service (GLASS) on June 30, 2013.

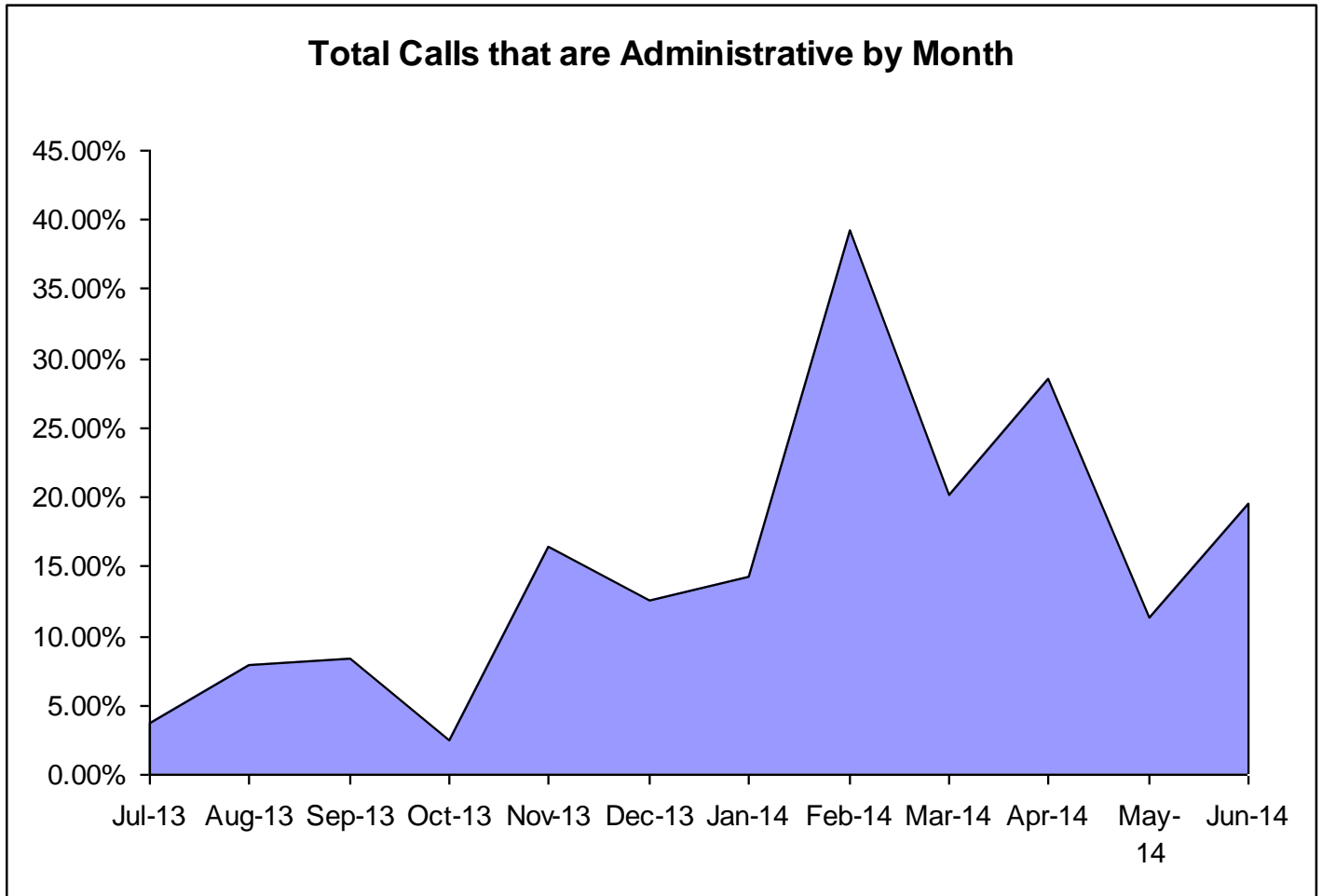
Lead Safe World (LSW) Observations by LSW Webmaster Rocky Huang

Promotion from social media has really lifted the number of visitors to LSW. Referrals from The LEAD Group (www.lead.org.au) contributed quite significantly to our visit count with 48.45% from that source alone. 44 sessions were from social media and I think that with more promotions on social media by connecting more with influential environmental social sources, we could really enhance our presence.

I suggest that we write guest articles with links to our LSW page on other people's websites. Especially those who are environmental and health conscious and already know about lead as an issue. Direct searches from Google has increased by 22.73% since this time last year so we should consider a campaign on Google if funding allows for that.

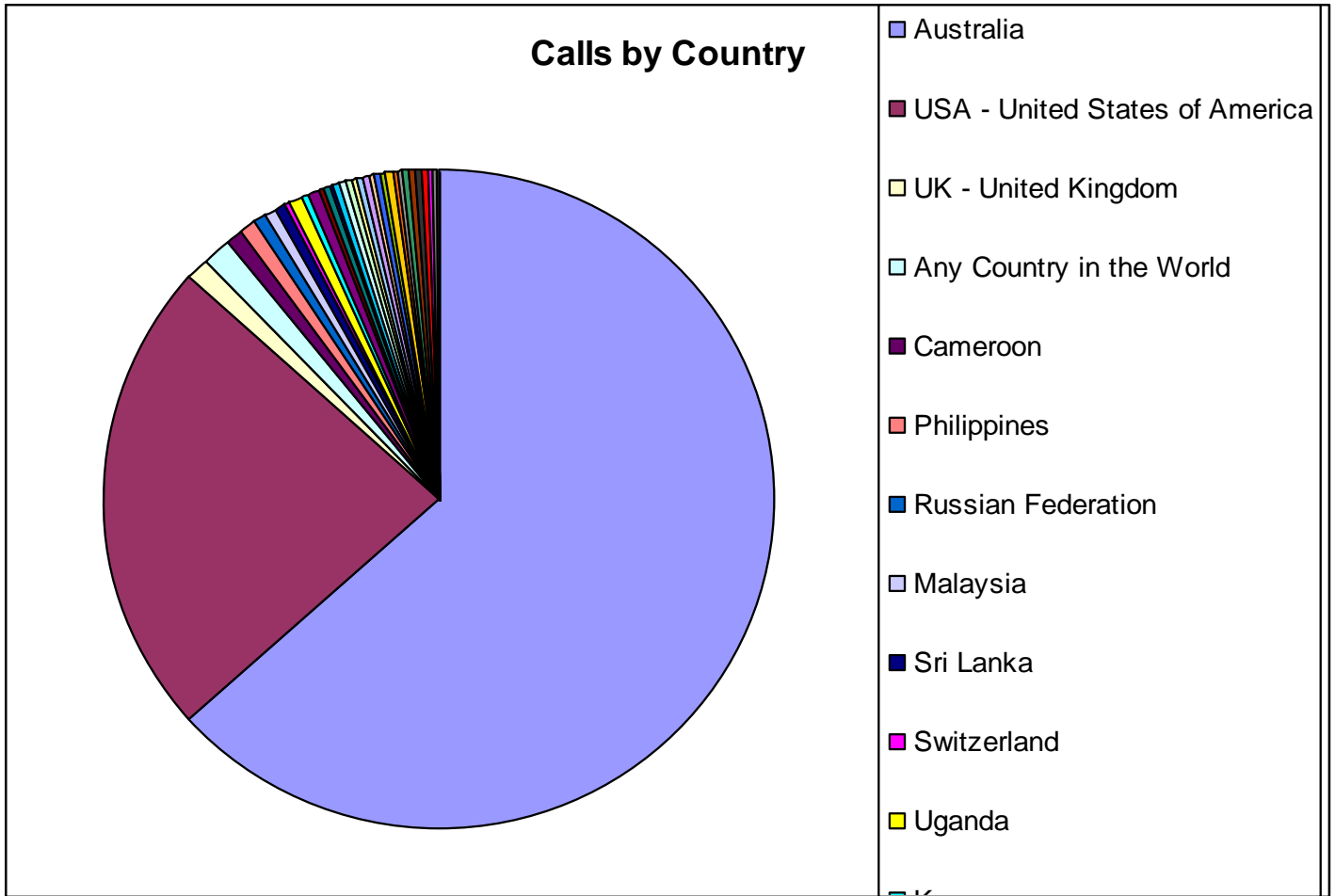
Today I have set up Google analytics on the Volcano Art Prize (VAP) website so that next financial year, VAP may have a detailed report.

Graph 1: Call Counts per Month : FY 2013-14



Month	Count
Jul-13	510
Aug-13	438
Sep-13	488
Oct-13	649
Nov-13	220
Dec-13	234
Jan-14	289
Feb-14	195
Mar-14	239
Apr-14	144
May-14	306
Jun-14	153
	<u>3865</u>

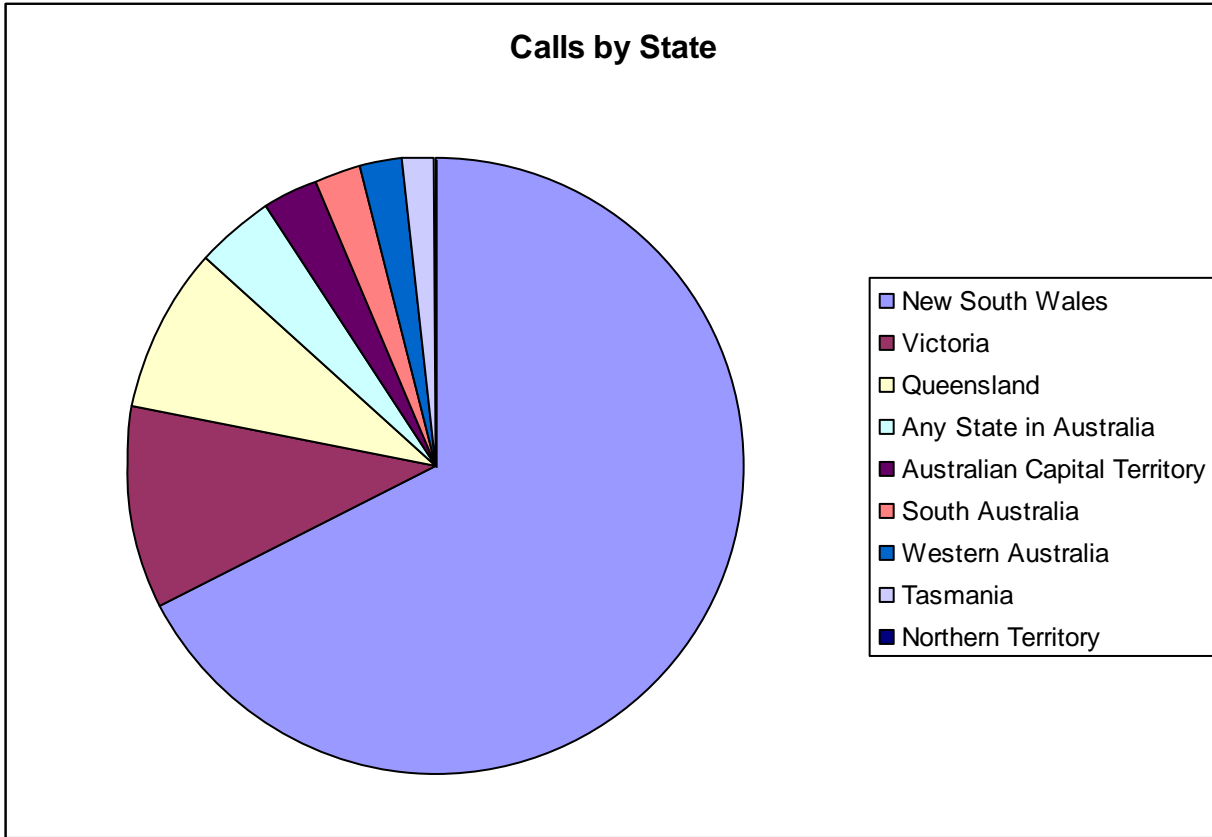
Graph 2: Call Counts by Country



TLG received enquiries from at least 60+ countries in FY2014 (we still haven't data entered many of our emails).

	Country	Count			
1	Australia	2446	31	Brazil	5
2	USA - United States of America	901	32	Pakistan	5
3	UK - United Kingdom	48	33	Zimbabwe	5
	Any Country in the World (not revealed)	47	34	South Africa	4
4	Cameroon	37	35	New Zealand	4
5	Philippines	28	36	Latvia	4
6	Russian Federation	25	37	Burundi	4
7	Malaysia	24	38	Cook Islands	3
8	Sri Lanka	17	39	France	3
9	Switzerland	17	40	Jordan	3
10	Uganda	17	41	Spain	3
11	Kenya	16	42	Saudi Arabia / Kingdom of Saudi Arabia	3
12	Indonesia	14			
13	Germany / Deutschland	14	43	Poland	3
14	India	12	44	Macedonia (Republic of Macedonia)	3
15	Mexico	11	45	Serbia (Republika Srbija)	2
16	Canada	11	46	Liberia	2
17	Ghana	10	47	Palestine / Occupied Palestinian Territory	2
18	Nigeria	10	48	Mauritius	2
19	Tunisia	9	49	Morocco	1
20	Tanzania	8	50	Japan	1
21	Lebanon	8	51	Georgia	1
22	Cote d'Ivoire / Côte d'Ivoire (Ivory Coast)	8	52	Guatemala	1
23	Benin	8	53	Chile	1
24	Czech Republic	7	54	Bahrain	1
25	China, People's Republic of	7	55	Turkey	1
26	Nepal	7	56	Thailand	1
27	Sweden	7	57	The Netherlands	1
28	Singapore	7	58	Togo	1
29	Zambia	6	59	Uruguay	1
30	Bangladesh	6	60	Venezuela	1
					<hr/> 3865

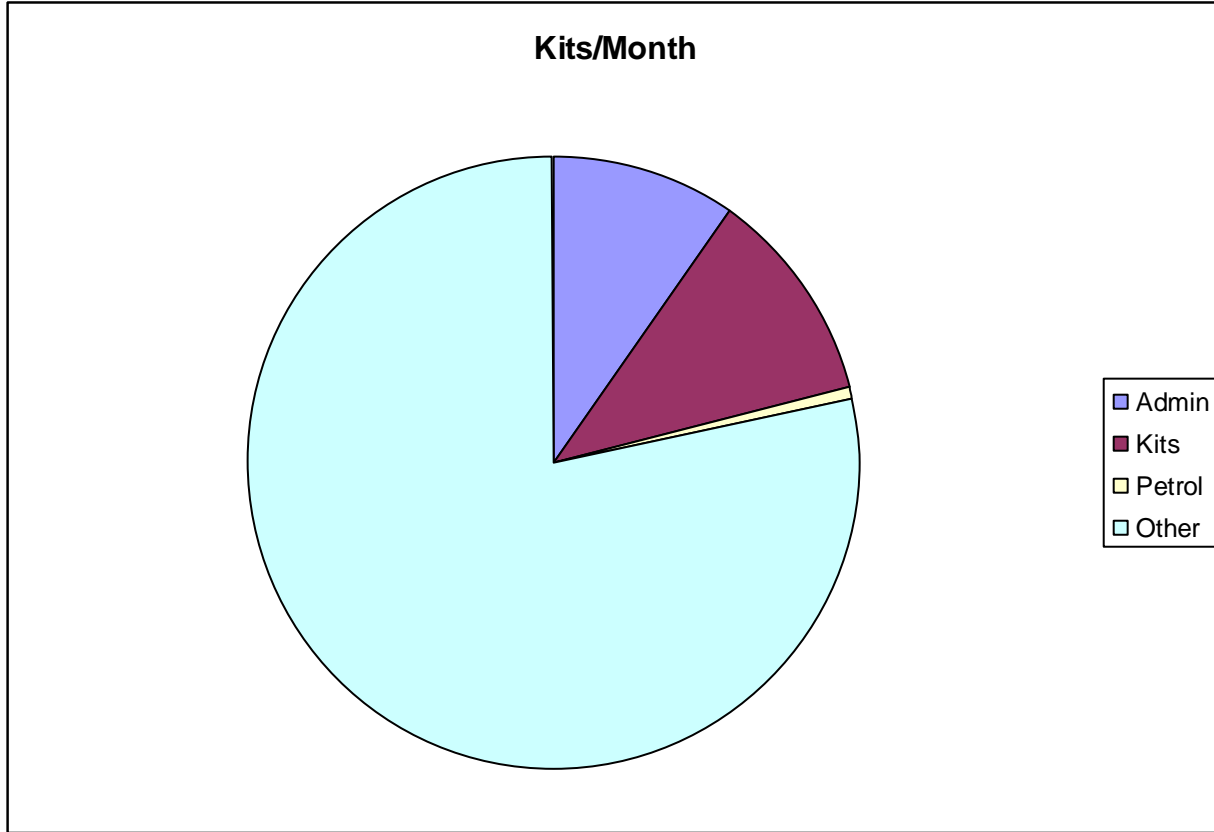
Graph 3: Call Counts by Australian State : FY2014



State	Count
New South Wales	1649
Victoria	263
Queensland	211
Any State in Australia (not revealed)	102
Australian Capital Territory	65
South Australia	58
Western Australia	57
Tasmania	39
Northern Territory	2
	<u>2,446</u>

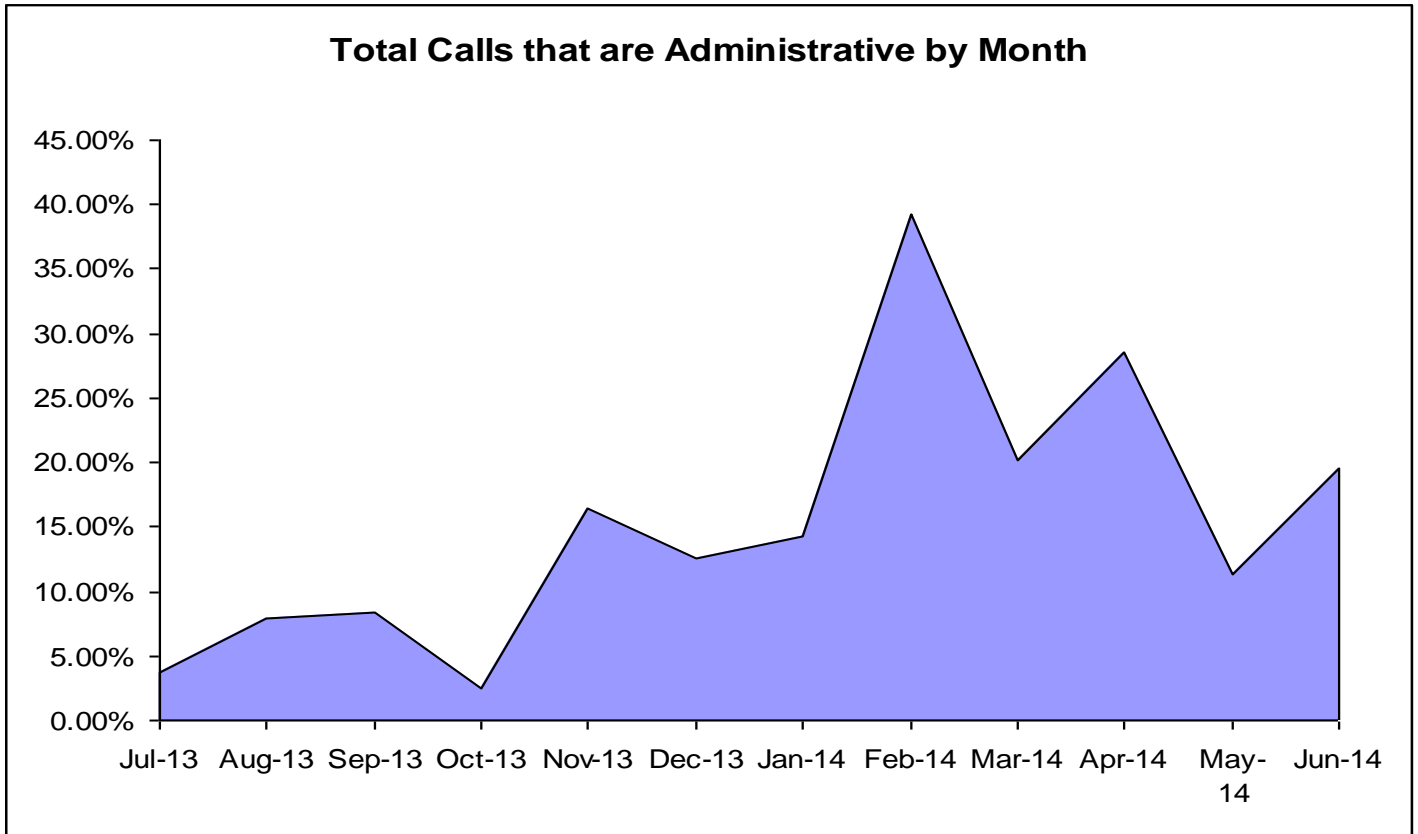
Graph 4: Percent of Call Records by Type/Subject for FY2014

"Other" refers to communications with clients which are about lead generally, not about kits or leaded petrol elimination, and "admin" refers to non-lead related calls, e.g. writing grant applications. I lament every moment spent on admin related tasks when it could have been better used on lead related tasks, especially the global elimination of leaded petrol.



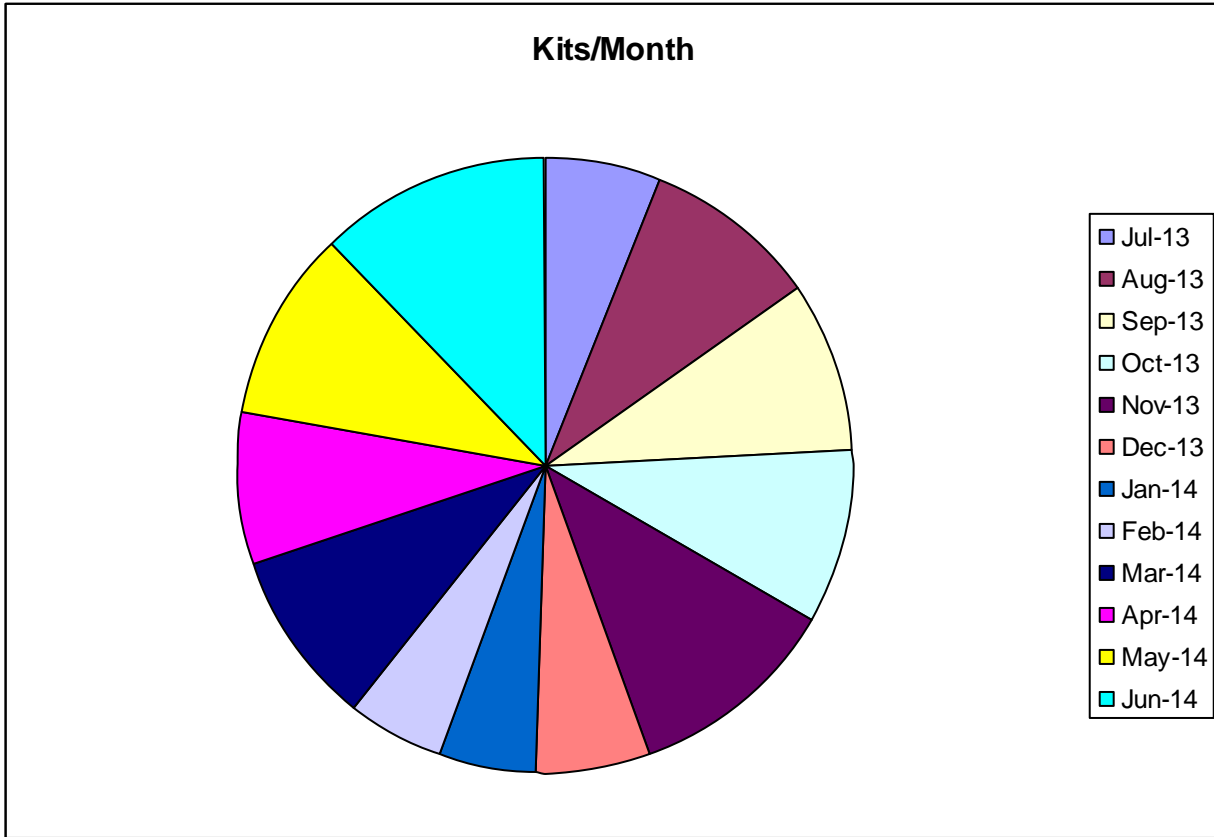
<u>Task</u>	<u>Percentage</u>
Admin	9.83%
Kits	11.20%
Petrol	0.75%
Other	78.21%
	<u>100.00%</u>

Graph 5: Percentage of Time Spent on Admin per Month in FY2014



Month	%
Jul-13	3.66%
Aug-13	7.88%
Sep-13	8.44%
Oct-13	2.53%
Nov-13	16.40%
Dec-13	12.50%
Jan-14	14.23%
Feb-14	39.29%
Mar-14	20.10%
Apr-14	28.57%
May-14	11.27%
Jun-14	19.53%

Graph 6: Kits Sold per Month: FY2014



Month	Count
Jul-13	6
Aug-13	9
Sep-13	9
Oct-13	9
Nov-13	11
Dec-13	6
Jan-14	5
Feb-14	5
Mar-14	9
Apr-14	8
May-14	10
Jun-14	12
	<hr/> <hr/>
	99

Table 1: Call Counts by Australian Suburb: FY2014

Suburb	Count				
Sydney	187	Glenorchy	8	Kinglake	5
Summer Hill	110	Hazelbrook	8	Highton	5
Australia	102	Karabar	8	Grafton	5
Ermington	90	Katoomba	8	Glen Iris	5
Leichhardt	58	Broken Hill	8	Frenchs Forest	5
Macquarie University	49	Callaghan	8	Frankston South	4
North Sydney	49	Adelaide	8	Gladesville	4
Melbourne	37	Berala	8	Grenfell	4
Hamilton	35	Barton	8	Darlinghurst	4
Ashfield	35	Rockdale	8	Double Bay	4
Canberra	30	Turrumurra	8	Dulwich Hill	4
Marrickville	29	Paddington	8	Kellyville Ridge	4
Glebe	28	Wentworth Falls	8	Lewisham	4
Brisbane	26	Nambucca Heads	7	Merewether	4
Camberwell	24	Villawood	7	Arncliffe	4
Ballina East	23	Seven Hills	7	Beaumaris	4
Willoughby	23	Bangalow	7	Birkdale	4
Strathfield North	22	Avalon	7	Bellevue	4
Morningside	22	Avoca	7	Bellevue Hill	4
Enmore	21	Homebush	7	Clayton	4
Ultimo	20	Grose Wold	7	Camden	4
Parramatta PO	20	Lenah Valley	6	Camira	4
Melbourne GPO	19	Manly	6	Campbelltown	4
Newtown	18	Margate	6	Wetherill Park	4
Woolloomooloo	18	Marleston	6	West Perth	4
Middleton	17	Matraville	6	Tighes Hill	4
Linden	17	Ballina	6	Sydney University	4
Haberfield	17	Argenton	6	Tullamarine	4
Asquith	17	Belmont	6	Torrensville	4
Newcastle	15	Camperdown	6	Surry Hills	4
Perth	15	Canterbury	6	Springwood	4
Petersham	15	Capalaba	6	O'Connor	4
Alexandria	14	Burwood	6	Port Melbourne	4
Albert Park	12	Bondi Junction	6	Quakers Hill	3
Balmain	12	Castle Hill	6	Penrith PO	3
Chatswood	12	North Ryde	6	Rhodes	3
Epping	12	Peakhurst	5	Pascoe Vale	3
The Gap	12	Morley	5	Parkville	3
Randwick	11	North Sydney PO	5	Parliament House	
Mosman	11	Ryde	5	Canberra	3
Macquarie Park	11	St Helens	5	Old Junee	3
Mitchelton	11	Strathfield	5	New Farm	3
Birchgrove	10	Thomastown	5	Murray Bridge	3
Penrith	10	Thornleigh	5	Narellan	3
Parramatta	10	Whyalla Norrie	5	St Albans	3
Pymont	9	Como	5	St Ives	3
Townsville	9	Coopers Plains	5	St Marys	3
Stanmore	9	Berwick	5	Scullin	3
Bathurst	9	Beverly Hills	5	Smithfield	3
Annerley	9	Beecroft	5	South Hurstville	3
Coorabell	9	Albury	5	Toowong	3
Brighton	9	Adamstown	5	Toowoomba	3
Hurlstone Park	9	Armidale	5	Byron Bay	3
Curtin	9	Artarmon	5	Broadway	3
Dutton Park	9	Loganholme	5	Chippendale	3
Earlwood	9	Mascot	5	Casula	3
		Kensington	5	Canning Vale	3
				Coogee	3

Coorparoo	3	Bankstown	2	West Melbourne	1
Blackburn	3	Batman	2	Wollongong	1
Ashbury	3	Baulkham Hills	2	Wollongong North	1
Auchenflower	3	Bayview	2	Woollahra	1
Abbotsford	3	Concongella	2	Westbury	1
Adelaide GPO	3	Clayfield	2	Revesby	1
Malvern	3	Curl Curl	2	Richmond	1
Milsons Point	3	Cronulla	2	Ringwood	1
Macclesfield	3	Carlton South	2	Red Hill	1
Lindfield	3	Charmhaven	2	Redcliffe	1
Hastings	3	Castlecrag	2	Queens Park	1
Hawthorne	3	Chester Hill	2	Queenstown	1
Ipswich	3	Cobar	2	Railway Estate	1
Jindabyne	3	Coburg North	2	Prestons	1
Drummoyne	3	Coffs Harbour	2	Prospect	1
Goombungee	3	Burraneer	2	Pullenvale	1
Graceville	3	Brisbane PO	2	Port Fairy	1
Hallam	3	Boolaroo	2	Pennant Hills	1
Geelong East	3	Bowral	2	Padstow	1
Frenchville	2	Bolton Point	2	Parkdale	1
Goodwood	2	Bondi	2	North Tivoli	1
Hamlyn Terrace	2	Caringbah	2	Northcote	1
Grose Vale	2	Sydenham	2	Northgate	1
Geelong	2	Turrella	2	Oak Park	1
Gosford	2	University of New		Oakford	1
Essendon	2	England	2	North Parramatta	1
Floreat Park	2	University of New		Ngunnawal	1
Footscray	2	South Wales	2	Murwillumbah	1
Jannali	2	Thirroul	2	Moss Vale	1
Jewfish Point	2	Rose Bay	2	Mount Colah	1
Hoppers Crossing	2	Strathfield South	2	Mount Druitt	1
Hurstville	2	Southbank	2	Mount Isa	1
Hawker	2	Mount Vincent	2	Narre Warren North	1
Hawthorn	2	Neutral Bay	2	Nedlands	1
Kogarah	2	Nhulunbuy	2	Netherby	1
Lakemba	2	North Beach	2	Newcastle University	1
Lambton	2	North Melbourne	2	Newcastle West	1
Lane Cove	2	Orange	2	Newport	1
Mayfield	2	Ormeau	2	Spring Hill	1
Maleny	2	Parkes	2	Springvale South	1
Melville PO	2	Newrybar	2	Stones Corner	1
McMahons Point	2	Peak Hill	2	Sussex Inlet	1
Medowie	2	Picnic Point	2	Surrey Downs	1
Alderley	2	Pinbarren	2	Rosebery	1
Altona Meadows	2	Redfern	2	Rosny	1
Annandale	2	Regency Park	2	Rosny Park	1
Araluen	2	West Sunshine	2	Rozelle	1
Austinmer	2	Vaucluse	2	Rushcutters Bay	1
Austral	2	Westmead	2	Russell Lea	1
Ayr	2	Winston Hills	2	Rydalmere	1
Bacchus Marsh	2	West Hobart	2	South Yarra	1
Ballarat	2	Waverley	2	Somersby	1
Auburn	2	Wallsend	2	Salisbury	1
Berkshire Park	2	Waratah	2	Silverwater	1
Bellingen	2	Warwick	2	Thornlands	1
Belrose	2	Woonona	2	Toongabbie	1
Beaumont	2	Yatala	2	Toorak	1
Bargo River	2	Zetland	1	Tallai	1
Belimba Park	2	Waubra	1	Tenterfield	1
Bella Vista	2	Warrawang	1	Terrey Hills	1
		Welshpool	1		

Table 2: Countries/Territories Visiting The LEAD Group’s Website www.lead.org.au in FY2014

1 United States	78,750 (40.26%)	38 Denmark	284 (0.15%)
2 Australia	55,036 (28.13%)	39 Finland	268 (0.14%)
3 United Kingdom	12,029 (6.15%)	40 Trinidad and Tobago	259 (0.13%)
4 Canada	9,134 (4.67%)	41 Switzerland	258 (0.13%)
5 India	6,136 (3.14%)	42 Jamaica	257 (0.13%)
6 Philippines	2,839 (1.45%)	43 Belgium	241 (0.12%)
7 New Zealand	2,733 (1.40%)	44 Taiwan	225 (0.12%)
8 South Africa	1,444 (0.74%)	45 Israel	221 (0.11%)
9 (Country not set)	1,639 (0.84%)	46 Greece	220 (0.11%)
10 Indonesia	1,436 (0.73%)	47 Iraq	215 (0.11%)
11 Malaysia	1,310 (0.67%)	48 Sri Lanka	204 (0.10%)
12 Germany	1,157 (0.59%)	49 Portugal	188 (0.10%)
13 Singapore	1,090 (0.56%)	50 Norway	179 (0.09%)
14 China	1,051 (0.54%)	51 Romania	177 (0.09%)
15 Pakistan	1,041 (0.53%)	52 Ghana	156 (0.08%)
16 Nigeria	845 (0.43%)	53 Serbia	156 (0.08%)
17 United Arab Emirates	656 (0.34%)	54 Austria	153 (0.08%)
18 Ireland	643 (0.33%)	55 Russia	150 (0.08%)
19 Hong Kong	640 (0.33%)	56 Jordan	148 (0.08%)
20 Netherlands	603 (0.31%)	57 Peru	146 (0.07%)
21 Thailand	578 (0.30%)	58 Ukraine	121 (0.06%)
22 France	552 (0.28%)	59 Macedonia (FYROM)	111 (0.06%)
23 Egypt	540 (0.28%)	60 Slovakia	103 (0.05%)
24 Saudi Arabia	499 (0.26%)	61 Czech Republic	102 (0.05%)
25 Brazil	473 (0.24%)	62 Bulgaria	96 (0.05%)
26 Mexico	447 (0.23%)	63 Lebanon	95 (0.05%)
27 Italy	398 (0.20%)	64 Ethiopia	94 (0.05%)
28 Sweden	392 (0.20%)	65 Oman	94 (0.05%)
29 Japan	377 (0.19%)	66 Argentina	93 (0.05%)
30 Iran	370 (0.19%)	67 Hungary	93 (0.05%)
31 Spain	350 (0.18%)	68 Qatar	93 (0.05%)
32 Kenya	348 (0.18%)	69 Colombia	92 (0.05%)
33 South Korea	348 (0.18%)	70 Kuwait	90 (0.05%)
34 Turkey	334 (0.17%)	71 Croatia	88 (0.04%)
35 Bangladesh	333 (0.17%)	72 Tanzania	88 (0.04%)
36 Vietnam	331 (0.17%)	73 Slovenia	84 (0.04%)
37 Poland	297 (0.15%)	74 Mauritius	83 (0.04%)

75	Puerto Rico	83 (0.04%)
76	Nepal	81 (0.04%)
77	Morocco	79 (0.04%)
78	Zimbabwe	79 (0.04%)
79	Bahrain	70 (0.04%)
80	Cyprus	69 (0.04%)
81	Palestine	69 (0.04%)
82	Uganda	66 (0.03%)
83	Estonia	64 (0.03%)
84	Lithuania	61 (0.03%)
85	Algeria	59 (0.03%)
86	Malta	56 (0.03%)
87	Côte d'Ivoire	51 (0.03%)
88	Chile	48 (0.02%)
89	Libya	48 (0.02%)
90	Tunisia	48 (0.02%)
91	Albania	47 (0.02%)
92	Brunei	46 (0.02%)
93	Bosnia and Herzegovina	44
94	Botswana	43 (0.02%)
95	Fiji	43 (0.02%)
96	Cambodia	43 (0.02%)
97	Barbados	42 (0.02%)
98	Ecuador	41 (0.02%)
99	Zambia	41 (0.02%)
100	Guatemala	38 (0.02%)
101	Kazakhstan	38 (0.02%)
102	Venezuela	37 (0.02%)
103	Sudan	36 (0.02%)
104	Yemen	36 (0.02%)
105	Myanmar (Burma)	35 (0.02%)
106	Kosovo	35 (0.02%)
107	Panama	34 (0.02%)
108	Bahamas	33 (0.02%)
109	Laos	33 (0.02%)
110	Azerbaijan	32 (0.02%)
111	Georgia	30 (0.02%)
112	Guyana	30 (0.02%)

113	Mongolia	29 (0.01%)
114	U.S. Virgin Islands	29 (0.01%)
115	Iceland	27 (0.01%)
116	Dominican Republic	26 (0.01%)
117	Maldives	26 (0.01%)
118	St. Vincent & Grenadines	26 (0.01%)
119	Costa Rica	25 (0.01%)
120	Latvia	25 (0.01%)
121	Namibia	25 (0.01%)
122	Armenia	24 (0.01%)
123	Syria	22 (0.01%)
124	Luxembourg	21 (0.01%)
125	Guernsey	20 (0.01%)
126	Guam	20 (0.01%)
127	Rwanda	19 (0.01%)
128	Bhutan	18 (0.01%)
129	Honduras	17 (0.01%)
130	Jersey	17 (0.01%)
131	Bolivia	15 (0.01%)
132	Malawi	15 (0.01%)
133	Paraguay	15 (0.01%)
134	Benin	14 (0.01%)
135	Cameroon	14 (0.01%)
136	Papua New Guinea	14 (0.01%)
137	Afghanistan	13 (0.01%)
138	Moldova	13 (0.01%)
139	Isle of Man	12 (0.01%)
140	Saint Lucia	12 (0.01%)
141	Belize	11 (0.01%)
142	Nicaragua	11 (0.01%)
143	Congo (DRC)	10 (0.01%)
144	Dominica	10 (0.01%)
145	New Caledonia	10 (0.01%)
146	Togo	10 (0.01%)
147	Uruguay	10 (0.01%)
148	Antigua and Barbuda	9 (0.00%)
149	Burkina Faso	9 (0.00%)
150	Suriname	9 (0.00%)

151	Belarus	8 (0.00%)	177	Cuba	3 (0.00%)
152	Montenegro	8 (0.00%)	178	Gibraltar	3 (0.00%)
153	Macau	8 (0.00%)	179	Guinea	3 (0.00%)
154	Seychelles	8 (0.00%)	180	Guadeloupe	3 (0.00%)
155	Swaziland	8 (0.00%)	181	Monaco	3 (0.00%)
156	Grenada	7 (0.00%)	182	Mozambique	3 (0.00%)
157 (0.00%)	Saint Kitts and Nevis	7	183	Norfolk Island	3 (0.00%)
158	Lesotho	7 (0.00%)	184	Réunion	3 (0.00%)
159	Bermuda	6 (0.00%)	185	Solomon Islands	3 (0.00%)
160	Curaçao	6 (0.00%)	186	El Salvador	3 (0.00%)
161 (0.00%)	Cayman Islands	6	187	Aruba	2 (0.00%)
162	Senegal	6 (0.00%)	188	Martinique	2 (0.00%)
163	Sint Maarten	6 (0.00%)	189	Mauritania	2 (0.00%)
164	Timor-Leste	6 (0.00%)	190	French Polynesia	2 (0.00%)
165	Anguilla	5 (0.00%)	191 (0.00%)	Turks and Caicos Islands	2
166	Haiti	5 (0.00%)	192	Tajikistan	2 (0.00%)
167	Somalia	5 (0.00%)	193	Tonga	2 (0.00%)
168	Uzbekistan	5 (0.00%)	194	Samoa	2 (0.00%)
169	Angola	4 (0.00%)	195 (0.00%)	Caribbean Netherlands	1
170	Gambia	4 (0.00%)	196	Cape Verde	1 (0.00%)
171	Kyrgyzstan	4 (0.00%)	197	Eritrea	1 (0.00%)
172	Liberia	4 (0.00%)	198	Greenland	1 (0.00%)
173	Mali	4 (0.00%)	199	Liechtenstein	1 (0.00%)
174 (0.00%)	Northern Mariana Islands	4	200	Madagascar	1 (0.00%)
175 (0.00%)	British Virgin Islands	4	201	Sierra Leone	1 (0.00%)
176 (0.00%)	Congo (Republic)	3	202	Chad	1 (0.00%)
			203 (0.02%)	Turkmenistan	1 (0.00%)

230 Countries & Territories have Visited The LEAD Group's Website to date

See: <http://www.lead.org.au/Countries/Countries.html>

Table 3: Most popular 100 Pages viewed on www.lead.org.au

1. Effects of lead on the environment	15,956
2. Health Impacts of Lead Poisoning	12,785
3. What are the lead poisoning risks of a lead pellet, bullet or shot lodged in the body?	12,452
4. lead poisoning information from The LEAD Group Inc(Lead Education and Abatement Design Group Inc	12,161
5. How would you know if you or your child is lead poisoned?	5,781
6. Lead in Drinking Water in Australia	5,113
7. The main sources of Lead	4,823
8. Blood lead testing: who to test, when, and how to respond to the result	3,991
9. Please Advise Me If There Are Any Ill Effects From Using Restoria Hair Cream	3,986
10. What's in a Lead Pencil?	3,939
11. Cigarette Smoking & Lead Toxicity	3,830
12. US Scented Candles Study	3,691
13. Lead Poisoning And The Brain - Cognitive DeficitsAnd Mental Illness	3,509
14. Is your yard lead safe?	3,504
15. Countries where Leaded Petrol is Possibly Still Sold for Road Use As at 17th June 2011	3,456
16. Breastfeeding And Lead What Do Mothers Need To Know?	3,375
17. Do It Yourself Lead Safe Test Kits Ad	3,193
18. Distribution and Effects of Lead	2,936
19. Dangers of a blood lead level above 2 µg/dL and below 10 µg/dL to children	2,908
20. lead mining and lead processing companies links from The LEAD Group Inc. Global Lead Advice & Support Service	2,751
21. How does lead exposure affect our eyes?	2,457
22. Map of Lead Mining Sites in Australia	2,453
23. Lead poisoned pets and your family	2,363
24. The LEAD Group Inc Fact Sheet Index	2,333
25. Lead Exposure & Alzheimer%u2019s Disease: Is ThereA Link?	2,299
26. Australian Standard 4361.2 Guide To Lead Paint Management Preventing Lead Poisoning in Australia	2,172
27. lead mining companies links from The LEAD Group Inc. Global Lead Advice & Support Service	2,166
28. Lead paint & ceiling dust management - how to do it lead-safely	2,036
29. How soon after breathing lead paint dust should you test the blood for lead	2,016
30. About The LEAD Group	1,982
31. Lead in Household Drinking Water	1,843
32. Facts and Firsts of Lead	1,805
33. HEPA Vac Hire	1,775
34. Contact The LEAD Group	1,745
35. Health Effects of Airports	1,554
36. Banned: Leaded Wick Candles Australian world firstwith ban on candles that can cause lead poisoning	1,531
37. Pregnant or planning a pregnancy?	1,529
38. Treating lead poisoning - an alternative therapist's view	1,511
39. Ceiling dust & lead poisoning	1,488
40. Fine Particulates (PM2.5) Air Pollution Australia	1,474

41. <u>Lead, Cars and Petrol - what you should know.</u>	1,471	
42. <u>Sources of Lead</u>	1,378	
43. <u>Alcohol%u2019s link to higher lead and iron levels</u>	1,354	
44. <u>Lead aware housekeeping</u>	1,323	
45. <u>Hidden History of Leaded Gasoline Reveals Industry Conspiracy to Conceal Dangers - Lethal Product Still Marketed Throughout World</u>		1,275
46. <u>Queenslander Renovation Case Study: My story of lead poisoning</u>	1,259	
47. <u>Ballad of Calvary Street</u>	1,216	
48. <u>Lead in breast milk</u>	1,167	
49. <u>Biosolids used as fertilizer in China and other countries</u>	1,147	
50. <u>Calcium and lead levels</u>	1,140	
51. <u>Lead Analysis Laboratories</u>	1,125	
52. <u>Iron and lead levels</u>	1,088	
53. <u>Lead and Manganese Pollution may Lead to a Life of Crime</u>	983	
54. <u>Lead Contamination of Drinking Water in India due to PVC Pipes</u>	945	
55. <u>Fact sheet on lead and cancer</u>	939	
56. <u>DIY sampling-lab analysis lead test kits</u>	932	
57. <u>Lead Spot Test Kit Suppliers</u>	916	
58. <u>Is it legal to apply used engine sump oil to a timber paling fence?</u>	911	
59. <u>My son swallowed a lead fishing sinker & everything I have read contradicts my doctors advice</u>	882	
60. <u>Lead-Acid Batteries - The Problems</u>	868	
61. <u>Beware The Lead In Leadlighting</u>	867	
62. <u>Painters With Lead Paint Management Training - Queensland</u>	834	
63. <u>Lead spot test kit stockists, Australia</u>	814	
64. <u>When was lead paint banned in Australia</u>	807	
65. <u>Can lead bullet fragments left in the body begin to decompose after many years?</u>	786	
66. <u>The Global Problem of Lead Arsenate Pesticide</u>	732	
67. <u>Referral lists from the Global Lead Advice & Support Service</u>	726	
68. <u>Lead exposure and Lead poisoning in the Bell Telephone System</u>	711	
69. <u>How to wet sand or wet scrape prior to repainting inside</u>	707	
70. <u>O & A 2012</u>	703	
71. <u>HEPA Vac and Respirator Filter Suppliers</u>	701	
72. <u>Lead in Hair - Concern Over its Use as an Indicator of Non-Occupational Exposure</u>	697	
73. <u>Vitamin C (ascorbic acid) and lead levels</u>	697	
74. <u>Six countries still use leaded petrol. Why?</u>	690	
75. <u>Breastfeeding and Lead poisoning in shooting range</u>	683	
76. <u>Lead Safety Tool Kit For Councils Part 1</u>	677	
77. <u>New South Wales Local Government Links</u>	654	
78. <u>Emission statistics for lead in IKEA candle wicks</u>	653	
79. <u>Hazards Associated with Leadlighting as a Hobby</u>	641	
80. <u>LeadPro's "Green Machine" for Retrieving Lead Shot</u>	627	
81. <u>ADRA (Australian Dust Removalists Association)</u>	625	
82. <u>Was/is lead added to acrylic paints as well as enamels?</u>	619	
83. <u>Dangers of a blood lead level above 2 µg/dL and below 10 µg/dL to adults</u>	615	
84. <u>lead poisoning information from The LEAD Group Incorporated</u>	611	
85. <u>Lead poisoning in China, Part II - Lead in China</u>	583	
86. <u>Lead In Ceiling Dust</u>	568	

87. <u>Painters With Lead Paint Management Training - Australia</u>	567
88. <u>Lead Poisoning Slide Show</u>	559
89. <u>Dangers of lead for roofers</u>	553
90. <u>Material Safety Data Sheet for lead sheets and lead solids</u>	539
91. <u>The LEAD Group Inc. Newsletters</u>	523
92. <u>Technical Advisory Board Links from The LEAD GroupInc. Global Lead Advice & Support Service</u>	505
93. <u>About the Global Lead Advice and Support Service (GLASS)</u>	496
94. <u>Can you lead poison yourself or family with 60/40 solder for electronics hobby or by touching electrical cords?</u>	486
95. <u>List of Primary Lead Smelters in Australia</u>	484
96. <u>Renovation and Pregnancy - a Toxic Mix</u>	479
97. <u>Lead, Ageing and Death - English version</u>	457
98. <u>Painters With Lead Paint Management Training - Victoria</u>	453
99. <u>Council Lead Project</u>	444
100. <u>Lead in Baths</u>	438

Table 4: Total Pages Viewed and Visitors to www.lead.org.au in FY2014

Pages Viewed	Visitors
Jul 23,545	Jul 16,649
Aug 24,254	Aug 16,795
Sep 22,895	Sep 16,251
Oct 25,165	Oct 17,946
Nov 24,208	Nov 17,145
Dec 19,382	Dec 14,528
Jan 17,947	Jan 13,656
Feb 19,612	Feb 15,007
Mar 23,482	Mar 17,217
Apr 23,802	Apr 18,141
May 23,342	May 17,714
Jun 18,999	Jun 14,578
Total 266,633	Total 195,627

Table 5: Countries and Territories Visiting www.leadsafeworld.com in FY2014

NB: A session means a series of page views on the same day by one visitor.

Country / Territory	Sessions	Percent New Visitors this FY	No. New Users	Bounce Rate (Percentage of People Leaving After 1st Page)	Pages / Session	Avg. Session Duration
Australia	834	23.26%	194	46.40%	3.65	0:04:04
United States	61	80.33%	49	49.18%	2.52	0:01:33
France	36	100.00%	36	100.00%	1	0:00:00
Philippines	14	35.71%	5	42.86%	3.21	0:01:45
New Zealand	6	83.33%	5	16.67%	5.83	0:01:19
Germany	4	75.00%	3	50.00%	1.5	0:00:20
Indonesia	4	100.00%	4	50.00%	2.25	0:00:22
Tanzania	4	75.00%	3	25.00%	2.75	0:02:43
(not set)	4	100.00%	4	50.00%	1.5	0:00:00
India	3	100.00%	3	66.67%	2.67	0:00:38
	1,002	33.33%	334	48.70%	3.41	0:03:34

Table 6: Content Breakdown based on Page Section for www.leadsafeworld.com in FY2014

Page path level 1	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate (Percentage of People Leaving After 1st Page)	% Exit
/	1,076	572	0:01:19	50.18%	38.10%
/partners/	487	273	0:02:36	56.73%	29.77%
/solutions/	478	210	0:01:17	50.00%	25.31%
/about-us/	474	303	0:00:49	39.82%	29.54%
/contribute/	301	156	0:01:22	48.21%	22.59%
/media-page/	140	68	0:01:38	50.00%	23.57%
/product/	98	44	0:01:45	50.00%	13.27%
/overview/	81	63	0:00:59	40.91%	35.80%
/cart/	61	18	0:00:46	0.00%	1.64%
/shop/	35	16	0:01:39	0.00%	11.43%
	3,415	1,843	0:01:29	48.70%	29.34%

Graph 7: Dot Plot of Visitors by Month for www.leadsworld.com in FY2014

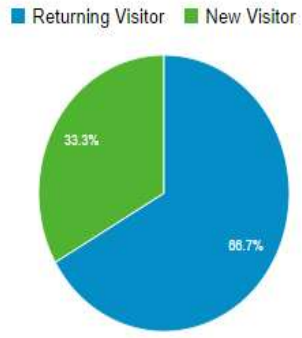
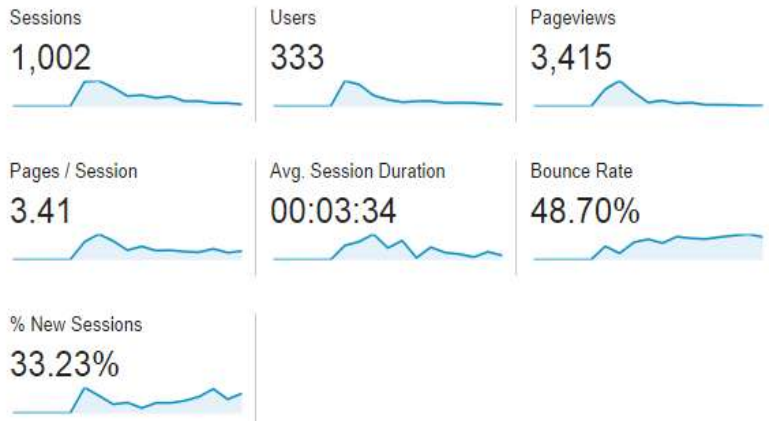
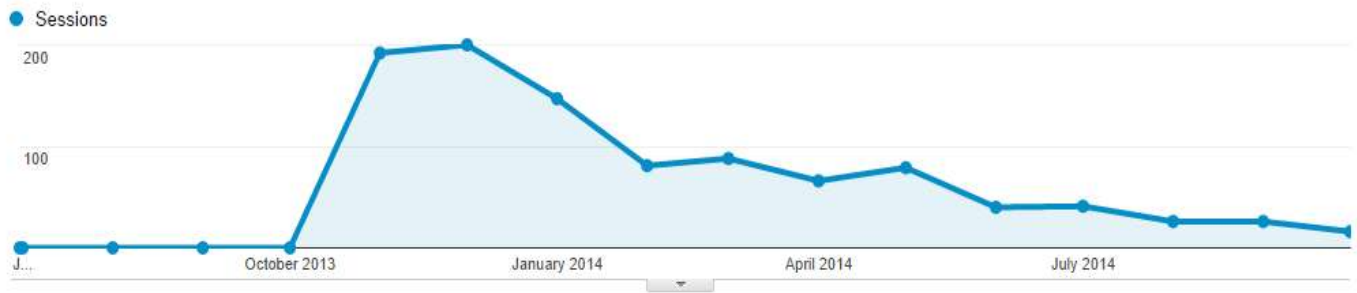




Table 7: Visits Listed by Sources for www.lead safeworld.com in FY2014

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
lead.org.au / referral	329	4.86%	16	49.54%	2.52	0:02:30
lead safeworld.com / referral	300	40.67%	122	47.00%	2.7	0:02:31
(direct) / (none)	212	77.36%	164	53.77%	4.75	0:04:25
google / organic	66	22.73%	15	40.91%	4.52	0:06:15
l.facebook.com / referral	20	0.00%	0	85.00%	1.45	0:02:33
volcanoartprize.com / referral	16	0.00%	0	37.50%	3.69	0:05:01
community.cleancookstoves.org / referral	14	0.00%	0	35.71%	5.29	0:15:06
blogger.com / referral	12	0.00%	0	33.33%	7.08	0:11:20
t.co / referral	11	18.18%	2	63.64%	4.82	0:09:42
edsolution.createsend1.com / referral	5	60.00%	3	20.00%	26.6	0:10:48
	1,002	33.33%	334	48.70%	3.41	0:03:34

Table 8: Top Search and Links to Volcano Art Prize for FY2014

Keyword	Percent of Search Traffic
1. prize.com sold for	32.62%
2. natak artist bhumika patel	20.49%
3. lead prize contest	20.37%
4. prize.com sold for"	13.42%
5. painting volcanoes etc	12.43%

Site	Page
1. stuffgate.com	stuffgate.com/118.139.175.1 
2. bjpsarkar.in	bjpsarkar.in/domain-list-13091 
3. lead.org.au	lead.org.au 
4. brookfieldnow.com	brookfieldnow.com/news/263295521.html 
5. pictureproducts.com.au	pictureproducts.com.au 