

# ANNUAL REPORT

# 2022

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SPORTS  
ENVIRONMENT  
ALLIANCE®



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SPORTS  
ENVIRONMENT  
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# SPORTS ENVIRONMENT ALLIANCE

## Purpose

SEA is established for the purpose of protecting and enhancing the natural environment of Australia and New Zealand, by promoting sustainability, sustainable development, regeneration and use of resources by:

1. Educating the general public through mass engaging cultural levers, namely, the sport community and industry,
2. Encouraging climate action through mitigation and adaptation; sharing resources and undertaking related projects & programs,
3. Engaging all communities in the ideals, values, and vision of the organisation to protect a clean future through present action

## Vision

To lead the sport community's engagement with the circular economy.

## Mission

SEA lives by the mission of leading, educating, and inspiring the sport community members to learn, share, and act for a more sustainable & regenerative Australasia.

empowering  
sport to do more  
{for the world}  
with less  
{footprint}  
since 2015.

100+

Members strong\*

# SEA 2021-2022 GOALS

## 1

### TO GROW A THRIVING MEMBERSHIP

SEA set a goal to grow its family of change makers to over 100 this year.

SEA is pleased to announce this number was achieved, with 60 SEA Members, six Associate Members, 30 Friends of SEA and seven Partners.

SEA is grateful for the support from the SEA network, which showed resilience throughout another difficult year.

## 2

### TO FOSTER IMPACTFUL PARTNERSHIPS

SEA retained the size of its Partner network with seven incredible, change-making allies on board.

Tapping into the Partners' expertise, SEA will continue to help support its Members' sport and climate journeys. This will be fostered through the newly established quarterly Partner advisory meetings.

## 3

### TO ENGAGE THE GLOBAL MOVEMENT

SEA celebrated seven years of cultivating respect for the natural world, encouraging and supporting leadership and action from the sport community in Australia and New Zealand.

SEA participated in numerous domestic and international forums and events and continued to grow its online presence, sharing stories and celebrating all the environmental efforts and achievements of the SEA network and beyond.

### WHAT WAS LEARNED

During a continued time of uncertainty, which made climate planning and action difficult, SEA had to remain flexible in its approach.

The organisation had to adapt and learn how to deliver a game plan that ensured Members and the broader SEA community could continue working on what counts – protecting our places of play – while facing both lockdowns and the eventual opening of both Australia and New Zealand post COVID-19.

SEA also learnt that although change can be challenging, and the first step is hard, it is always worth it to embrace, be adaptable, flexible and agile.

# CHAIRPERSON'S REPORT

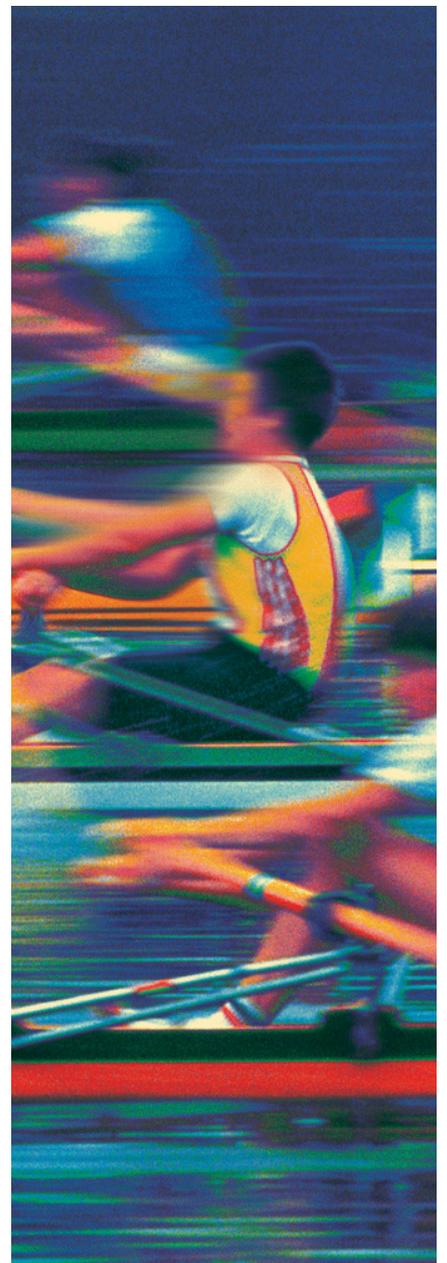
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2021/22 began as the previous year ended: in the grip of the pandemic with the attendant trials and tribulations felt by so many in a multitude of ways. Nonetheless the team at SEA, directors, staff and volunteers soldiered on to continue SEA's work to make sure that whatever could be done to help sports adapt and change to mitigate their footprints would be done. Preserving and protecting places to play is what SEA is all about.

The highlight of the year was the SEA Summit held on 3 March 2022 at the MCG for the first time since 2019. This excellent day commenced with a smoking ceremony in Yarra Park before a range of people from across sport and business discussed so many ideas about what can be done to help sport organisations do what they can to preserve the world we want and expect to continue to live in. Congratulations to the SEA Changer Award winners Australian Grand Prix Corporation in the SEA Member category and Oaks Cypress Lakes Resort Golf and Country Club in the non-Member category, and of course to judges Layne Beachley AO, Damon Gameau and Ciaran McCormack.

SEA held its biggest AGM so far at the end of 2021, online as it was. As a prelude to the meeting a Panel was held and the audience was delighted to hear from Dr Maddy Orr, Co-Convenor of Sport@COP, Matthew Campelli, Director of Sustainability at Touchline and Julia Pallé, Director Sustainability at Formula E.

Departing the Board were Eliza Newnham, Peter Wearne and Matt Green and they are once again thanked for their contribution to the growth of SEA during their respective tenures. Seeking re-election were Tiffany Cherry and Sandra Loader. Sandra was re-elected and was joined by new directors Neil Dalrymple, Amie Wallis, Tracey Gaudry and Cassandra Hadson. Continuing directors were Adam Luscombe, Margot Foster and Charlotte Hayes who replaced Natalie Bhardwaj as Treasurer in August 2021.



# CHAIRPERSON'S REPORT (CONT.)

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Thanks also to Natalie who did a marvellous job in wrangling the finances and directors particularly appreciated her graphic explanations of the financial reports.

Other than the elections the meeting approved a new, more coherent Constitution for SEA.

Dr Sheila Nguyen resigned as CEO effective mid April 2022 and thanks are extended to her for her vision and commitment to the idea for and then the execution of SEA, the world recognised organisation that it now is. As one of the Founders she retains her position as director on the Board. Her place was filled on an interim basis by SEA Legal Adviser Jack Peterson until the appointment of Consultant CEO Katherine O'Regan on 1 July 2022. Thanks to Jack for holding the fort and maintaining an even keel in his dual roles of lawyer and administrator for SEA.

An annual report is not only a time to summarise the year but to thank the many supporters of SEA. Members, Associate Members, Partners, Friends of SEA and Ambassadors are the lifeblood of what SEA is and does because they believe in what SEA does and want to be part of a future where anyone who wants to can play sport, unhindered by the challenges of hostile environments. You know who you are and you know where we can find you: listed on pages 11-13 of this report.

The year ahead presents opportunity aplenty as SEA looks to consolidate its wins, increase its membership and reach, and plans for the post-pandemic world where, because of the plague, we've become so much more closely connected and no one is out of touch or out of reach if an idea is to be shared or a thought planted. There remains lots to do.

**Margot Foster AM BA LLB OLY**

CHAIRPERSON



# CEO'S REPORT

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The 2021-2022 FY was one that demonstrated the resilience of the SEA family and its enduring commitment to a better future. Through this period, we had intermittent lockdowns and a level of uncertainty that made {climate} planning near impossible.

Despite the constraints and conditions we faced, the SEA family was present, engaged, and available to be part of our {mostly} online events and discussions in earnest.

Three key achievements from the year include {note- there are many more on the pages to come}:

- The exponential growth of our extended {social media} family reach - estimated at 14 million - what an impressive figure.
- The creation of an online community space- which provided another means to be a more connected #OnePlanetTeam.
- And, whilst we planned {and re-planned} to host our #SEASummit on numerous occasions in 2021, it was a significant achievement to finally host our 4th annual summit- in March 2022 and in person- another great win!

In this year, another milestone was achieved- my tenure as CEO came to its conclusion in April 2022.

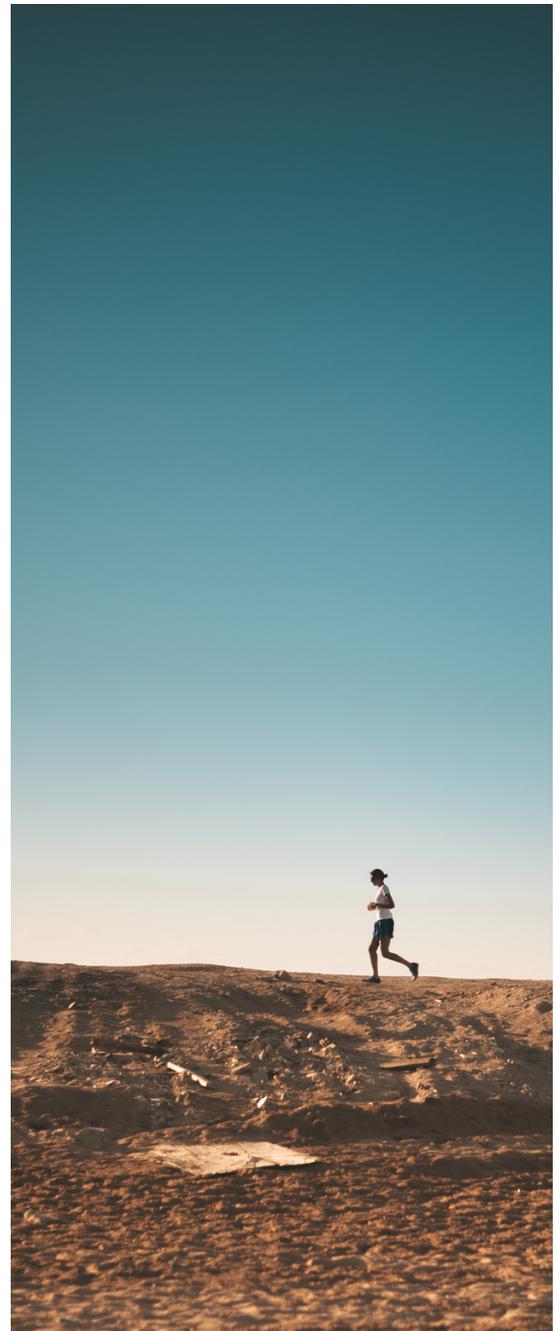
It has been an inimitable opportunity to seed an idea that has flourished into a community of empowered {and empowering} sport allies who are now willing {and able} to lead, learn, share and act on behalf of our natural world. What an absolute privilege to stand beside you, to admire your good {climate} work, and to cheer on your planetary health efforts from the sidelines.

Having co-founded SEA in 2015 with Malcolm Speed AO, SEA's Foundation Chair, I remain on the Board the board to witness SEA's continued growth and successes.

Deepest appreciation to Malcolm Speed AO who believed in my {what probably seemed like a} left- wing, hippie, tree hugging idea, to all my team mates along the way who contributed to building the vision {you know who you are}, and to the SEA Board, team, and family who continue to lead and act to protect the places where we play for future generations of play.

**Dr Sheila N Nguyen**

CO-FOUNDER & CEO (TO 15 APRIL 2022)



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# THE HIGHLIGHTS

2021-2022



As SEA entered the FY2021/22, the world was still in the throes of Covid-19. SEA's way of dealing with the uncertain environment was to focus on the future and the theme of 'Build your Game Plan.'

Over the course of the year, SEA held 20 events with contributions from across the SEA network including Members and Partners nationally and internationally.

## Commonwealth Climate Conversations

SEA continued its quarterly sessions with UK-based British Association for Sustainable Sport (BASIS) to encourage further dialogue between the networks that share a Commonwealth sport culture.

## Candid Climate Conversations

At SEA's first Candid Climate Conversations attendees heard from SEA Ambassador and Olympic Race Walker Rhydian Cowley about his 2021 Olympic experience. Hosted by Tiffany Cherry,

attendees learnt about Rhydian's career, his passion for the environment and how climate change impacts athletes and sport.

## Formula 1 Sustainability Pod

During the Formula 1 Australian Grand Prix, the Australian Grand Prix Corporation in collaboration with SEA hosted round table discussions at the Sustainability Pod, a space for small round table discussions focused on creating transparency around the topic of sustainability. Over four days, The Pod hosted change makers from a range of industries to discuss and explore the macro and micro issues facing industries on their sustainability journey.

## Sport@COP

Although SEA staff could not be there in person, it was with great pride that SEA (virtually) represented the Australian and New Zealand sport and climate movement (with its international allies) at COP26. Aside from showcasing SEA Members' amazing work and sharing in the discussions, SEA co-founder Sheila Nguyen also served as a judge in the first SPORT@COP Hackathon.

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# THE HIGHLIGHTS

2021-2022 (CONT.)



## SEA Summit

After many false starts, SEA held its first (in-person) SEA Summit since Covid-19 at SEA Member Melbourne Cricket Ground.

The SEA Summit was focused on the theme of the 'Planet Champions Game Plan' and breaking down the journey of efforts into the representative quarters of the journey most of SEA's community take to achieve empowerment to do more {for the world} with less {footprint}.

The SEA Team curated the agenda to help delegates to:

- Get a strong sense of what their planet journey requires
- Have the space to connect with the right people who might likely be part of their #OnePlanetTeam
- Showcase, share, and celebrate all the good work that the sports industry and community do.

19 speakers contributed to the agenda, to name a few: Neil Dalrymple (Bowls Australia), Warwick Waters (Australian Olympic Committee) and Simon Matthews (Richmond FC). International contributors included Lee Spivak (Waste Management Phoenix Open) and Caroline Carlin (Southampton FC).

## SEA Changer Awards

The winners of the SEA Changer Awards were announced, judged by Layne Beachley (seven-time World Surfing Champion), Damon Gameau (2040), and Ciaran McCormack (Climate Reality Project). SEA member finalists were Victoria Racing Club, Motorsport Australia and winner Australian Grand Prix Corporation, Non-SEA member finalists SportENG on behalf of Waverley Netball Centre and winner Oaks Cypress Lakes Resort, Golf and Country Club.

The SEA Summit was attended by 114 delegates and 18 digital attendees.

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# DIGITAL MEDIA

## 2021-22

During the 2021/22 financial year, SEA's social media following grew (organically) by 43 percent, to a total of over 5000 followers across Facebook, LinkedIn, Twitter and Instagram.

The total potential reach, which includes the following and reach of the wider SEA network (Ambassadors, Members, Partners, and Associate Members) peaked at an impressive 14 million.

As SEA's social media reach grew, the type of content that was distributed was fine-tuned, with a focus on delivering customised and tailored experiences across each platform. The goal to diversify and reach more people via different channels was met.

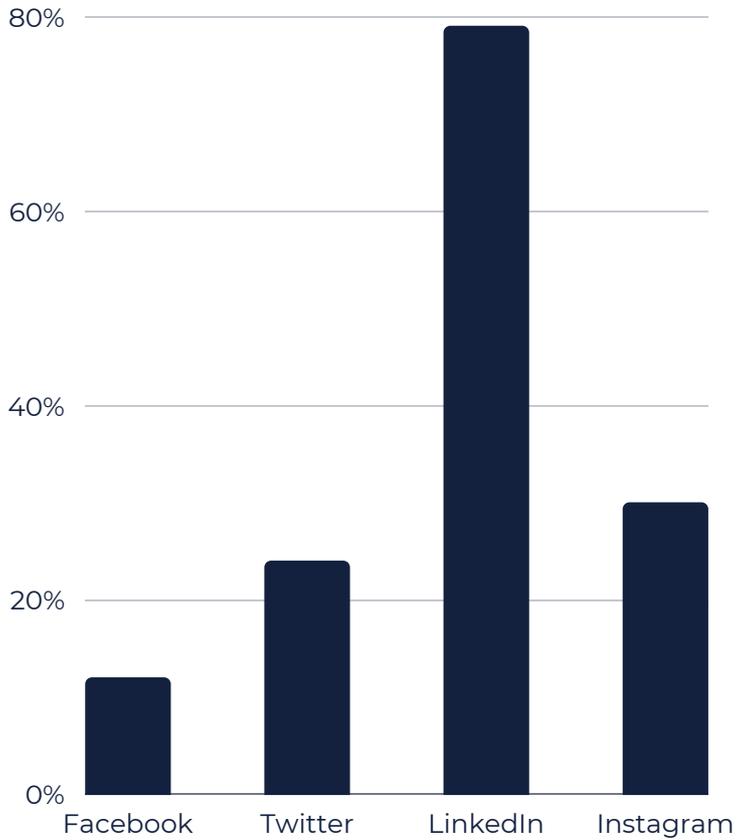


Figure 1. Percent increase of followers across platforms; annual figures.\*

# 43%

Increase in social media followers

# 5,321

Total social media followers

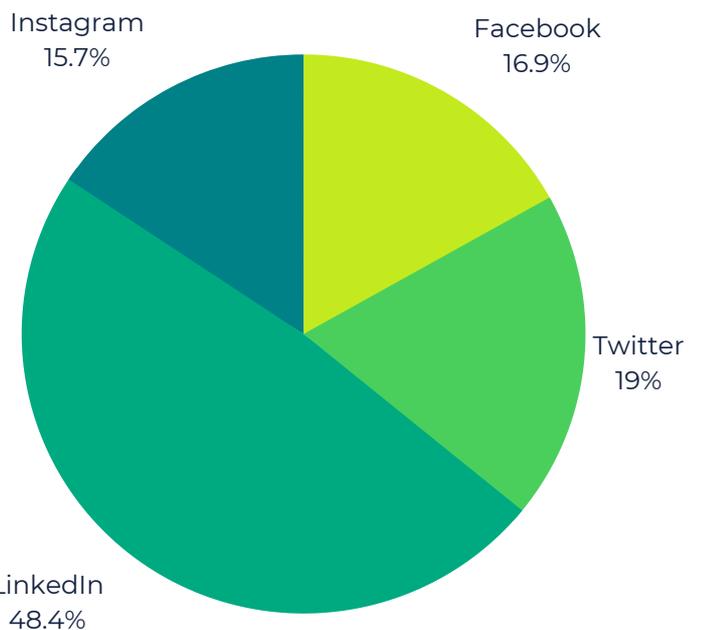


Figure 2. Number of followers across SEA's social media platforms; percent of total presence.\*

\*All data reflects performance in the period of July 2021- June 2022.



# SEA's 2021-2022 Members lead the way.



Auckland Stadiums | Australian Football League | Australian Grand Prix Corporation | Australian Olympic Committee | Australian Turf Managers Association | Belgravia Health and Leisure Group | BOWLS Australia | Brunswick Bowling Club | City of Darebin | City of Melbourne | City of Melbourne Bowls Club | Collingwood FC | Cricket Australia | Cricket Victoria | Dick Johnson Racing | Essendon FC | Football Australia | Frankston District Netball Association | Fremantle FC | Geelong FC | Golf Australia | Giants FC | Hawthorn FC | Holy Trinity CC | Kardinia Park Stadiums Trust | Karting NSW | Kooyong Lawn Tennis Club | Melbourne Beach Volleyball Association | Melbourne Cricket Club | Melbourne FC | Melbourne Racing Club | Middle Park FC | Moreland City Council | Motorsport Australia | Netball Victoria | Palm Beach Surf Life Saving Club | Paralympics Australia | Poowong and District Amateur Basketball Association | Regional Sport Victoria | Reservoir Sporting Club | Richmond FC | Sandringham District Netball Association | Scotch College | South East Leisure | Summersalt Gymnastics Club | Surf Life Saving South Australia | Tennis Australia | Tennis Victoria | Thornbury Turf Stokers | TrailsPlus | Victoria Amateur Football Association | Victoria Racing Club | Wellington Shire Council | West Coast Eagles FC | Western Bulldogs FC | Western Force | Western United Football Club | Woodend Golf Club | YMCA Victoria | Youngs Siding Swamp Rats CC



SEA's 2021-2022 Associate Members have planet in their intentions and are on a journey to making the world a better place through learning and collaborating with SEA.



*SPORTSCOVER™*



No2ndPlace

Big Screen Video | Third Place Thinking |  
Sportscover | MI Global Partners | My Sport Live |  
No2ndPlace

# PARTNER INSIGHTS

SEA's PARTNERS are clean economy leaders that have created solutions, uncovered new ways of environmental stewardship, and are catalysing change within and around the sport community. They support SEA's members in doing the great sport & environment work that they do.

Fundamentally, thriveability is visionary - it is about creating a future we want rather than just avoiding a future that terrifies us. It is about acting with enthusiasm and becoming a good climate change player.

- Terry Muir, Founder CEO, ePar

We are proud to be associated with SEA, and playing our part in assisting professional sports clubs and stadiums like GWS through to ground-roots level sporting organisations on their sustainability journey.

- enervest

An invite to the supply chain to develop robust and resilient mechanisms for coping with a changing environment but adapting to disruptive risks.

- Josh Ryan, Manager- Risk & Sustainability, iEDM

Sport has been a driver of some of the most important social conversations in this country and we'd love to see it play the same role in bringing climate conversation to Friday Night Football, the kids' weekend cricket matches and all the other places we come together for the love of sport!

- Tara Oakley, Climate Solutions Manager, South Pole

While continuing to promote healthy wellbeing of humans, I foresee the next couple of years a greater emphasis on having our Fields of Play advocate for a healthy environment.

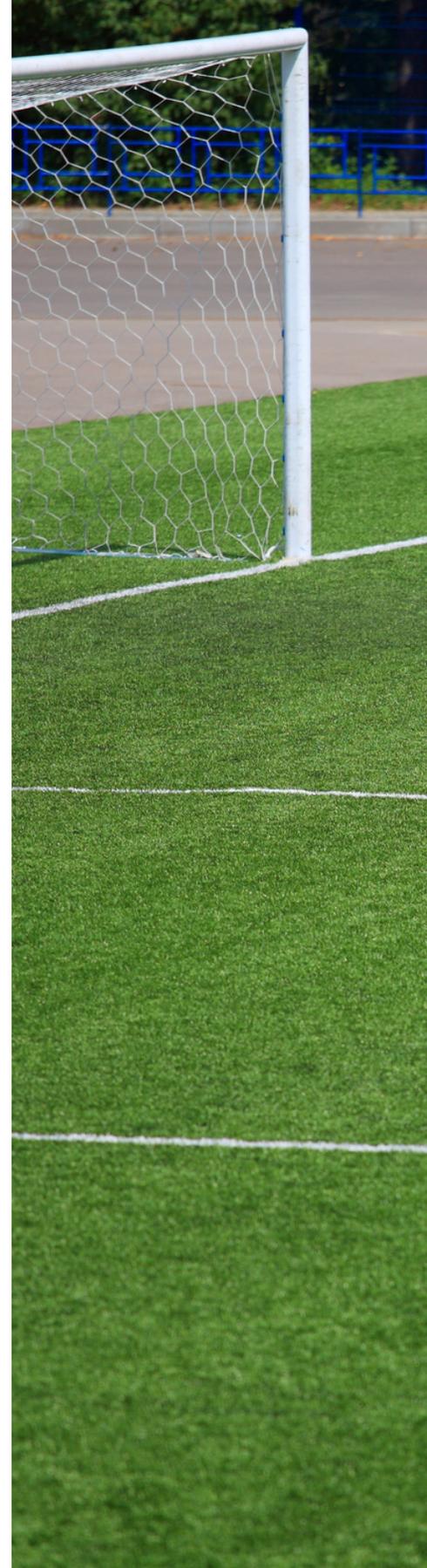
- Jarrod Hill, CEO & Director, SportENG

Our vision is to harness the power of sport to build a sustainable future and our mission is to empower sport in the UK to become a world leader in sustainability with the urgency dictated by science.

- BASIS

We see sport rising to the challenge - adapting and innovating across areas of design, construction, manufacturing, operations and training to deliver sport that is socially, economically and environmentally sustainable.

- Camilla Brockett, Associate Professor, Victoria University



**BASIS**

  
**enervest**  
EMPOWERING THROUGH POWER

**ePar**

**iEDM**

 **south pole**

**SPORTENG™**

 **VICTORIA  
UNIVERSITY**

# FINANCIAL SUMMARY

Another challenging year for all Not-For-Profits and SEA was certainly not exempt from this. However, continued responsible fiscal management meant that SEA was able to deliver a surplus for the 2022 financial year, whilst maintaining a strong balance sheet position.

We were thrilled to be able to host the SEASummit and Awards Ceremony in person, at the iconic MCG, which could not have been possible without the wonderful support of our partners.

As sporting organisations make hard decisions about where to invest limited funds, SEA membership fees have remained buoyant, from existing and new members. Partnerships are vital to SEA being able to drive change and we have welcomed several this year, and SEA has continued to provide consulting services to clients looking to expand on their environmental capability. Victorian Government support grants continued to provide much needed support for the SEA team.

The 2021-2022 FY result was a profit of \$14,016.

**Charlotte Hayes**

TREASURER





## **MARGOT FOSTER, AM BA LLB OLY- CHAIRPERSON**

Margot Foster AM BA LLB OLY joined the board in November 2020, taking up her role formally in January 2021.

A lawyer by trade, Margot is a consultant and adviser in not for profit governance working to deliver programs to improve organisation performance through a better understanding of how boards work and what director responsibilities are. She is an Olympic bronze medallist and Commonwealth Games gold medallist in rowing.



## **CHARLOTTE HAYES**

Charlotte Hayes was appointed SEA's Treasurer in October 2021.

She is a Fellow of CPA and an AICD graduate. With over 12 years of experience within sport, Charlotte has undertaken CFO and COO roles at the Australian Grand Prix Corporation, Invictus Games Sydney 2018, Netball Australia and now Motorsport Australia. She has seen first-hand the healing power of sport and is committed to sustainable change.



## **CASSANDRA HADSON**

Cassandra joined SEA since 2021 and is a member of the Nominations Committee.

With significant experience in State Sporting Associations and professional codes, state government, federal politics and peak industry bodies, Cassandra understands the important role sport plays in climate conversations. Cassandra looks forward to SEA continuing to progress important climate conversations, encouraging tangible industry accountability and change.



## **SANDRA LOADER**

Sandra joined the SEA Board in September 2018 and has served as the Co-Chair of the Ambassador Committee since its inception.

A professional executive and non-executive director with a mixed portfolio, and a purpose focused on leading change when it comes to protecting the environment, technical innovation, and governance that unlocks excellence. Her board experience spans the Food and Beverage, Sports and Government sectors in addition to coaching and mentoring individuals.



## AMIE WALLIS

Amie Wallis joined the board in November 2021 and is the Chief of People and Culture at the Australian Olympic Committee.

Amie has more than 20 years' experience in human resources, change management, transformation, and leadership. She has worked with organisations including the AOC, NAB, IBM, Victoria Racing Club, and KPMG, with a key focus on partnering with internal and external stakeholders to deliver on purpose, strategy, culture, and commercial realisation.



## ADAM LUSCOMBE

Adam has been on the SEA Board since July 2019.

Adam does his best work at the critical intersection of strategy and operations. Adam has over 30 years of High-Performance Coaching, Board experience, major event and infrastructure strategy and management experience.

Adam is currently the General Manager at the South Australian Aquatic & Leisure Centre.



## NEIL DALRYMPLE

Neil joined the Board in November 2021 and is the current CEO at Bowls Australia (BA), where he has spearheaded many innovative, strategic, and operational changes.

Neil has a strong commitment to the myriad of health and wellbeing benefits that engagement with sport has for all Australians. He has an inclusive and pragmatic approach to sports administration and is strongly committed to organisational transparency and good corporate governance.



## TRACEY GAUDRY

Tracey joined the Board in November 2021 and is a member of the Nominations Committee. A senior executive, non-executive director, and dual Olympic cyclist, she has led or contributed to sustainability initiatives including with SEA, ACT Cycling, Oceania Cycling Confederation, and the Union Cycliste Internationale.

Tracey is currently CEO Comm Unity Plus Services Ltd, a non-Executive Director with the Oceania Cycling Confederation and Member of the Deakin University Sport Network Advisory Board.



### DR SHEILA NGUYEN- CO-FOUNDER & DIRECTOR

Sheila co-founded SEA in 2014, and is a current board director.

Sheila was recognised by the Australian Financial Review as a Top 100 Women of Influence in 2019 for her work in galvanising the sport industry behind planetary health. With over 20 years' research and industry experience, Sheila's lifelong commitment is to leverage the reach, influence and power of sport to 'do good' for the powerless.

### DIRECTOR ATTENDANCE

Director	Eligible Meetings	Attended Meetings
Margot Foster AM	9	9
Charlotte Hayes	8	7
Cassandra Hadson	7	6
Sandra Loader	9	9
Amie Wallis	7	7
Adam Luscombe	9	9
Neil Dalrymple	7	6
Tracey Gaudry	7	7
Dr Sheila Nguyen	9	8
<b>1 July – 25 November 2021 Meetings only</b>		
Peter Wearne	2	2
Tiffany Cherry	2	2
Natalie Bhardwaj	1	1
Liza Newnham	2	2
Matt Green	2	1

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# SEA TEAM



KATHERINE  
O'REGAN  
CEO



SCOTT SHERIDAN  
OFFICE &  
COMMUNITY



CHRISTINA WILSON  
OPERATIONS &  
EVENTS



ANNA HAINES  
COMMUNICATIONS

SEA IS FORTUNATE TO HAVE A TEAM OF CHANGE MAKERS AND DEDICATED VOLUNTEERS WHO CONTRIBUTE TO #NOPLANETNOPLAY.



JACK PETERSON  
LEGAL



LUKE BONE  
RESEARCH



NATASHA NOISIARA  
RESEARCH



DIVYA GUPTA  
SOCIAL MEDIA

# 100

In 2022-2023, SEA aims to grow its network to 100 more change makers that will join SEA in protecting the places where we play.



SEA extends its thanks  
for your ongoing  
support & leadership to  
protect the places  
where we play.

## Acknowledgements

Special thanks to SEA's Members, Associate Members, Partners, Friends of SEA, Board and SEA team for their courage to be the change and for their tireless efforts to lead our community into our clean future.

We work together to protect the places where we play because we know that #NoPlanetNoplay®

Sports Environment Alliance  
E: [seahq@sportsenvironmentalliance.org](mailto:seahq@sportsenvironmentalliance.org)  
W: [www.sportsenvironmentalliance.org](http://www.sportsenvironmentalliance.org)



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