

ANNUAL REPORT 2020-2021



SPORTS
ENVIRONMENT
ALLIANCE®



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SPORTS
ENVIRONMENT
ALLIANCE®

SPORTS ENVIRONMENT ALLIANCE

Our Purpose

SEA is established for the purpose of protecting and enhancing the natural environment of Australasia 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 our charity organisation to protect our clean future through present action

Our Vision

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

Our Mission

We live by the mission of leading, educating, and inspiring our 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.

90+

family members strong*

*Family Members consist of Members, Partners, Ambassadors, and Friends of SEA.

SEA 2020-2021 GOALS

1

TO GROW A THRIVING MEMBERSHIP

This FY, SEA had 42 members and had the target of growing the SEA family with 25 new members.

With the hardships of bushfires and then covid 19, SEA had to learn how to survive {and thrive} in an unpredictable environment.

SEA hit a milestone of surpassing 50 members, resulting in a family of 54 strong.

2

TO FOSTER IMPACTFUL PARTNERSHIPS

The FY target was to engage three (3) partnerships that would make a difference.

SEA met and exceeded this target by growing the partner family from five (5) to seven (7) incredible change making allies.

Tapping into the partners' expertise SEA will continue to help support its members' planetary health journeys.

3

TO ENGAGE THE GLOBAL MOVEMENT

SEA celebrated five (5) incredible years of cultivating respect for our natural world, encouraging and supporting leadership and action from the sport community in Australia and New Zealand.

SEA participated in Sport Positive, the UN framework forum, continued to grow its online presence, sharing stories and celebrating all the planetary efforts of the SEA family and beyond.

WHAT WAS LEARNED

SEA had to be flexible, understanding, and have compassion during a time where members were struggling to cope in the new world.

It had to learn new ways of keeping 'planet' on top of mind and important in the conversations which connected planetary health to global health.

In the end, SEA had to learn to be resilient as it understands empowering SEA's community to be an ally to planetary health is a marathon, not a sprint.

CHAIRPERSON'S REPORT

I am delighted to write this report on behalf of myself and my predecessor, Peter Wearne, who was interim chair of SEA until my appointment in late 2020.

No organisation escaped the effects of the last 20 months and SEA is no exception.

Nonetheless much was achieved as is referred to in this report despite the myriad of challenges including:

- completion of the Future Proofing Community Sport & Recreation Facilities online guide which is a roadmap for climate change management for facilities
- the upgrade of the SEA website and the integration of the TidyHQ membership tool
- and very importantly the commencement of a strategic review in May which will lead to significant Member benefits and a change to the way in which SEA operates. Much more to come on this.

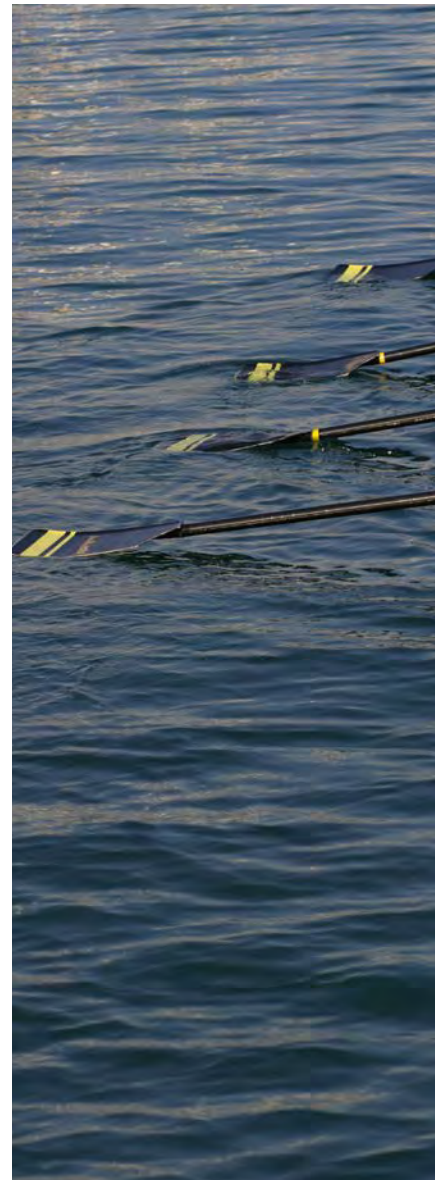
I have long been a supporter of the work of SEA and have found that my learning curve, as chair, is both steep and fascinating.

I thank my fellow Directors, whose bios appear towards the end of this report, for their support and guidance and of course SEA's indefatigable CEO Dr Sheila Nguyen, and her team, for her wonderful work.

Last but not least I extend my thanks to Members, Partners and Ambassadors whose contributions and enthusiasms ensure SEA's message and work is and remains guided by science for the benefit of the planet.

Margot Foster AM BA LLB OLY

CHAIRPERSON



CEO'S REPORT

In late 2019- early 2020, bushfires drew global attention and the conversation about climate and our natural world was front and centre. SEA was ready to amplify that sentiment.

Unexpectedly, the public's attention moved away from nature to focus on the travesty of the pandemic which continues to loom large in our lives.

To say the environment was uncertain is an understatement.

In spite of the challenges, the SEA family of change makers grew ever more committed.

SEA celebrated many key milestones, among them, celebrating its 6th anniversary and surpassing the target of 50 Members.

SEA held its first ever virtual summit and launched its #SEAAcademy to deepen the learning opportunities.

SEA initiated quarterly meetings with the British Association for Sustainable Sport (BASIS) and continued to deliver incredible opportunities for its members to learn how to 'do sport & planet.'

SEA welcomed a new Chairperson and Treasurer and initiated a strategic review of how SEA could do more and be more for the SEA family.

More of the year's highlights follow on the next pages.

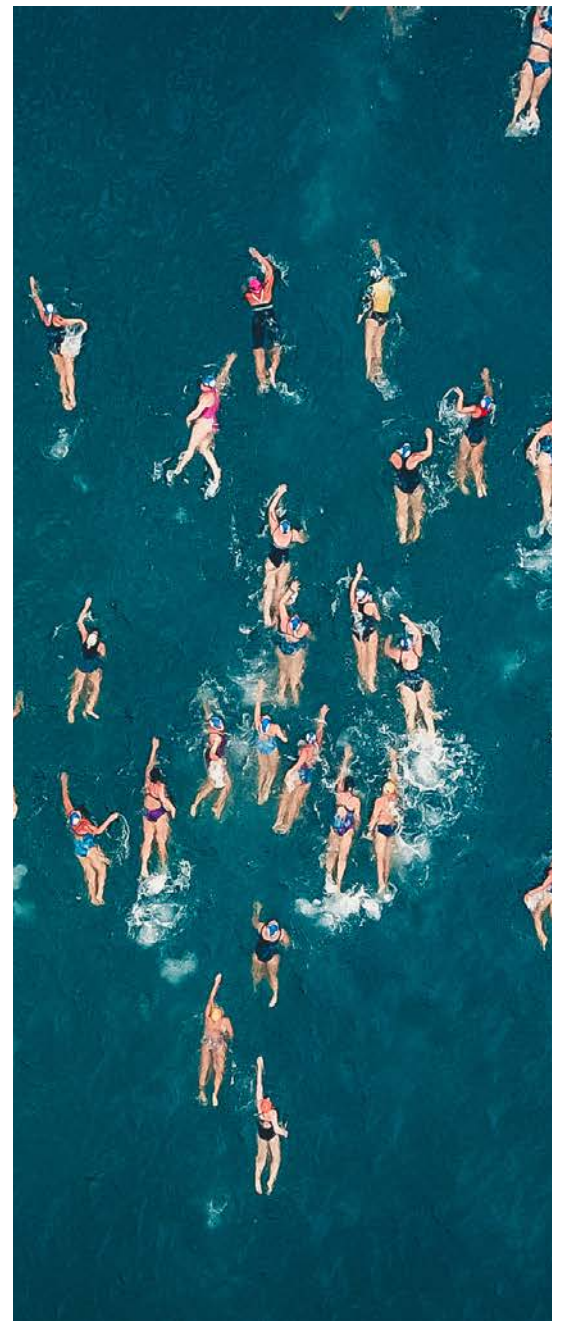
These successes would not have been achieved without the unconditional support of the SEA Board, team and family.

Their contribution has advanced SEA's efforts to transition into its next phase to continue to empower sport to lead, learn, share and act on behalf of our natural world.

With the momentum and interest in sport and planetary leadership increasing, I am confident that this movement will only get stronger and leave even more long-lasting planet legacies.

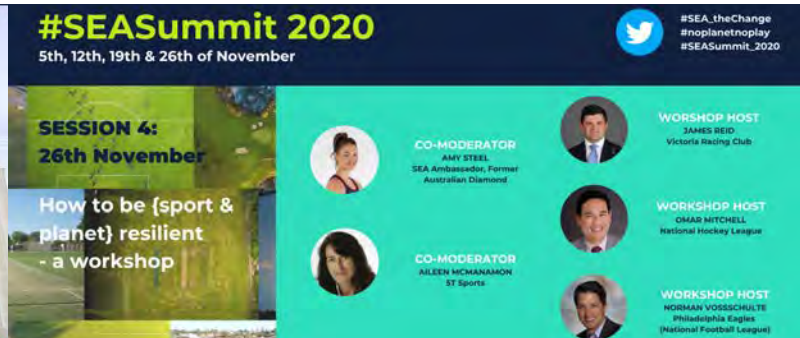
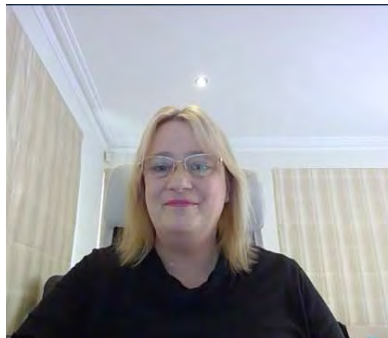
Dr Sheila N Nguyen

CO-FOUNDER & CEO



THE HIGHLIGHTS

2020-2021



As SEA entered the FY2020/21, we were in the throes of covid 19.

SEA's way of dealing with the uncertain environment was to focus on the theme of 'sustainability as a means to be resilient.' And, SEA was successful.

SEA experienced many 'firsts' and marked many achievements.

Over the course of the year, SEA held twenty-four (24) events. Of those, 42% were collaborations with SEA's international colleagues, to mention a few, Hattie Park (Wimbledon, UK), Norman Vosschulte (Philadelphia Eagles, NFL), and Claire Poole (Sport Positive- League Table, UK).

SEA held its first {virtual} #SEASummit as a response to ongoing covid restrictions. The #SEASummit was held over the course of four (4) weeks.

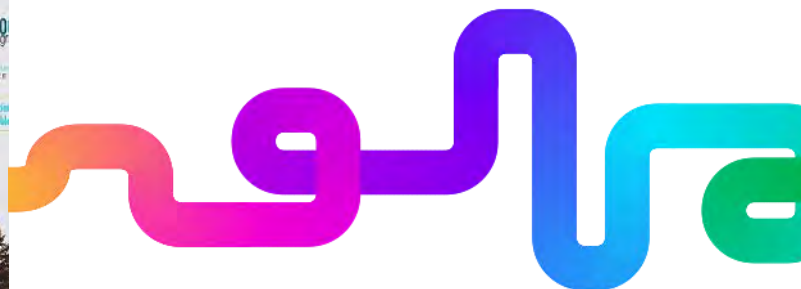
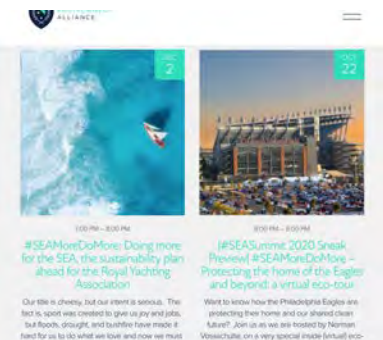
Summit delegates were invited to interactive workshops, panels and a competition where teams were asked to develop sport and planet solutions, guest judged by Layne Beachley (7 time World Surfing Champion), Damon Gameau (2040), and Ciaran McCormack (Climate Reality Project).

SEA initiated 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. In these sessions, the conversations focused on topics such as the Hit for Six report, how sport can and should lead on climate and provided opportunities to organically connect.

SEA and BASIS plan to extend the invitation to collaborate with sports from other Commonwealth countries in the coming year.

THE HIGHLIGHTS

2020-2021 (CONT.)



SEA created the #SEAAcademy modules as a response to a growing demand for deep-dive learning experiences, specifically focused on two topics: climate 101 and environmental impact assessments. The #SEAAcademy module topics will continue to expand reflecting members' needs and expectations.

SEA participated as a partner in the Sport Ecology Group's Earth Day event by exploring climate change impact on sport and heat policy.

In between lockdowns, SEA held its first community sport event social at #SEAMember, City of Melbourne Bowls Club, where the SEA family gathered to celebrate the launch of Bowls Australia's {SEA Member} Sustainability Strategy and to hear from our community sport members, Middle Park Football Club and City of Melbourne Bowls Club on their efforts to protect the places where we play.

As part of the global movement, SEA participated in and hosted a Sport Positive panel on climate issues in the Asia Pacific with representatives from Japan League and #SEAMembers, Tennis Australia and Melbourne Cricket Ground. The discussion was centred on how the sport community can continue to progress on planetary efforts in the midst of bushfire and covid relief.

In and amongst all of the year's excitement, SEA upgraded its website and implemented the use of a membership database tool.

Saving the best for last, SEA's major 2020/2021 achievement was launching the community sport climate mitigation and adaptation resources resulting from a 3- year partnership with the Victorian Government. SEA's hope is that the free-to-use resources will help community sports play on for generations to come.

SOCIAL MEDIA

2020-2021

As SEA grew, so did what and how often SEA shared and learned to inspire the sport community to lead and act. SEA's main platform to communicate and celebrate is on social media and in August 2020, SEA began to track its social media growth, reach and impressions.

SEA achieved incredible heights to grow the sport & planet loving community who were engaged with SEA.

52%

Increase in social media followers

3,551

Total social media followers

*All data reflects performance in the period of August 2020- June 2021.

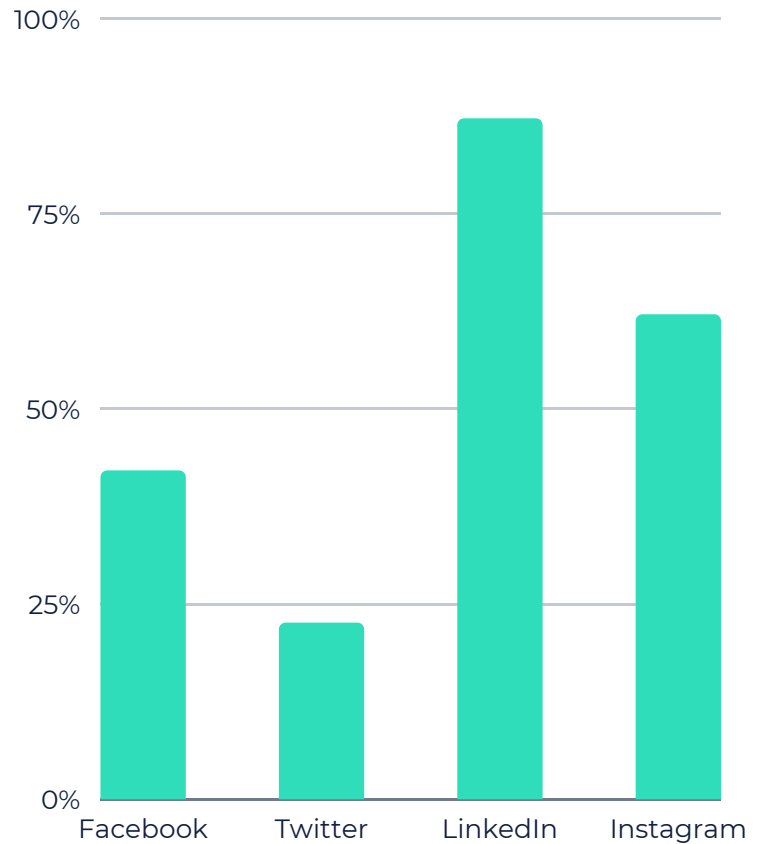


Figure 1. Percent increase of followers across platforms; annual figures.*

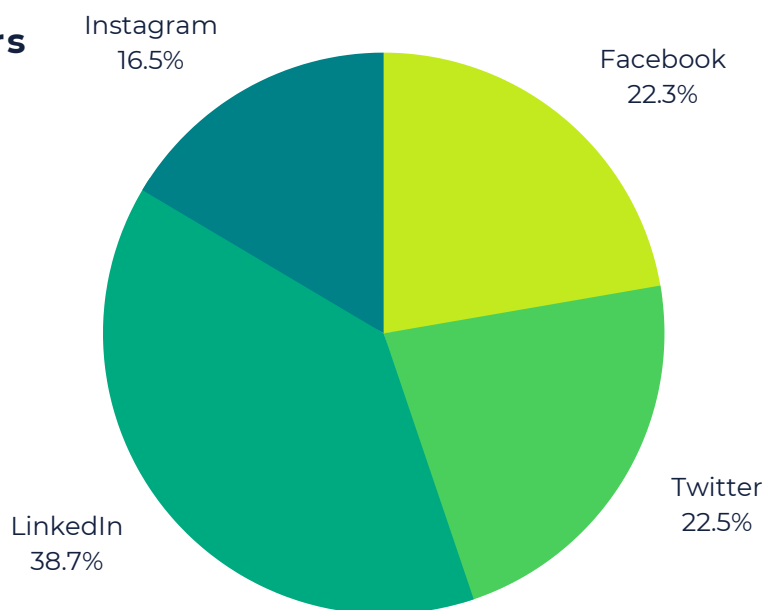


Figure 2. Number of followers across SEA's social media platforms; percent of total presence.*



Auckland Stadiums | Australian Football League | Australian Grand Prix Corporation
 Australian Olympic Committee | Australian Turf Managers Association | Bowls Australia
 Brunswick Bowling Club | City of Darebin | City of Melbourne | City of Melbourne BOWLS CLUB
 City of Stirling | Collingwood FC | Cricket Australia | Cricket Victoria
 East Perth Football Club | Essendon FC | Football Australia
 Frankston District Netball Association | Fremantle FC | Geelong FC | Golf Australia
 Greater Western Sydney FC | Hawthorn FC | Holy Trinity CC | IRONMAN Oceania
 Kardinia Park Stadiums Trust | Karting NSW | Kooyong Lawn Tennis Club
 Melbourne Cricket Club | Melbourne FC | Melbourne Racing Club | Middle Park FC
 Moreland City Council | Motorsport Australia | Netball Victoria | Old Xaverians' Athletic Club
 Red Hill Football & Netball Club | Regional Sport Victoria | Richmond FC
 Sandringham District Netball Association | Scotch College | Summersalt Gymnastics Club
 Surfing Victoria | Surf Life Saving South Australia | Tennis Australia | Tennis Victoria
 Thornbury Turf Stokers | TrailsPlus | Victoria Racing Club | Wellington Shire Council
 West Coast Eagles FC | Western Bulldogs FC | YMCA Victoria
 Youngs Siding Swamp Rats CC

PARTNERS' INSIGHTS

SEA's PARTNERS are clean economy leaders which have created solutions, uncovered new ways of planetary stewardship, and are catalysing change within and around the sport community. They support SEA's members in doing the great {sport & planet} work that they do, and below are some insights on things learned and thoughts shared by some of SEA's Partners.

Fundamentally, thrivability 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

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

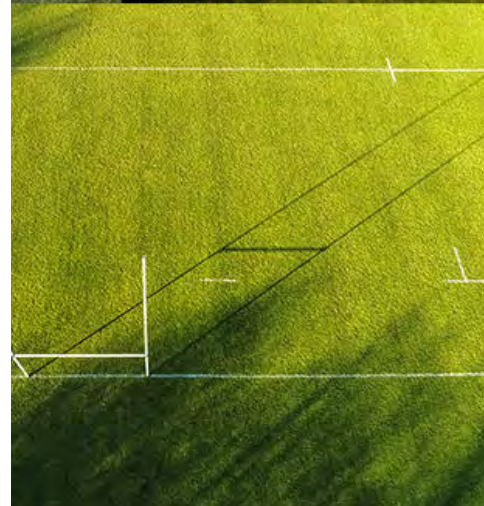
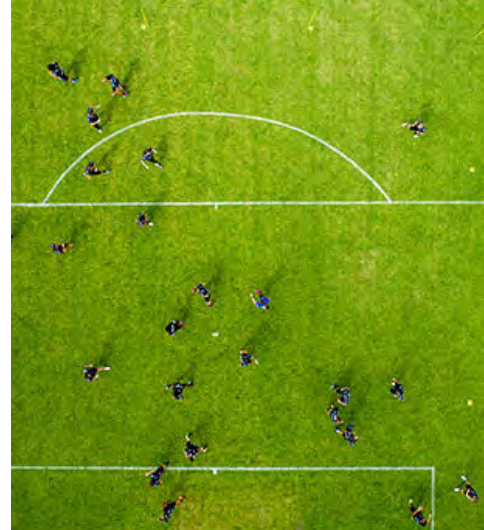
- Josh Ryan, Manager- Risk & Sustainability, iEDM

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

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



FINANCIAL SUMMARY

In what was an obviously challenging and unpredictable year, SEA adapted and evolved to deliver a profit for the year.

Despite pivoting its main event, the SEA Summit, and deferring the Awards Ceremony, SEA maintained its sponsorship and grant commitments ensuring the delivery of a successful event and maintaining the revenue level.

Whilst expenditure was at times a challenge given the need to be responsive to Members and the Victorian Government restrictions as they came into force, SEA was able to shift focus to generate consulting income from Members who saw the benefits of utilising a quieter sporting calendar to invest in projects.

Victorian Government support grants during the lockdown along with Member renewals saw the year-end balance sheet end in a strong financial position.

The 2020-2021 FY result was a profit of \$15,114.

Natalie Bhardwaj

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.



PETER WEARNE

Peter Wearne has been a SEA Director since 2015, and represents the Melbourne Cricket Ground, a SEA Foundation Member.

Peter Wearne has been the General Manager – Facilities with the Melbourne Cricket Club since 2006, and is also responsible for the MCC's environmental sustainability initiatives which have led to the MCC's becoming one of the world's most sustainable stadiums.



NATALIE BHARDWAJ TREASURER

Natalie was appointed SEA's Treasurer in July 2020.

She has over 15 years of professional experience, is admitted to the Supreme Court of Victoria and is an MBA and AICD graduate. Natalie has worked in a wide range of industries including professional services, investment banking and health care, in both domestic and international jurisdictions.



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.



TIFFANY CHERRY

Tiffany has been a Director at SEA since 2015.

An innovation and Leadership MBA graduate. Internationally experienced multimedia and marketing executive with elite stakeholder relations, event and crisis management, community engagement and broadcasting skills, across a variety of platforms. Qualified, non-practising physiotherapist. Her purpose is to drive change for equality and sustainability.



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.



MATTHEW GREEN

Matthew joined the inaugural SEA Board in 2015.

Matthew has over 18 years commercial experience specializing in technology audit and assurance and risk management. He is a Partner with Grant Thornton Australia Limited in the Risk Consulting team. Matthew leads the specialist national Technology Risk Consulting practice and has been with the firm for 10 years. Prior to joining Grant Thornton Matthew worked for a big 4 firm advising on technology risk, audit and resilience planning.



LIZA NEWNHAM

Liza has been a SEA Director since August 2019.

She is a seasoned strategic commercial executive experienced in leading and driving partnerships and commercial outcomes for media, sports and content organisations worldwide. She has worked with organisations such as 21st Century Fox international, Cricket Australia & Sportradar. She has a passion for the power of sport to influence positive and responsible change.



DR SHEILA NGUYEN- SECRETARY & DIRECTOR

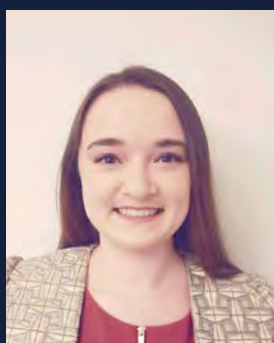
Sheila co-founded SEA in 2014, and is its registered Secretary.

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	Number attended
Margot Foster AM	4	4
Peter Wearne	6	5
Natalie Bhardwaj	6	6
Sandra Loader	6	6
Tiffany Cherry	6	6
Adam Luscombe	6	5
Matthew Green	6	4
Liza Newnham	6	6
Dr Sheila Nguyen	6	6

SEA TEAM



EMILY SELF
OPERATIONS



ALEX WYLDE
COMMUNITY



CHRISTINA
WILSON
EVENTS

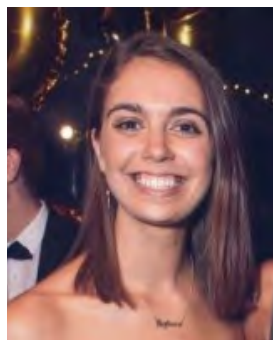


ANNA HAINES
SOCIAL MEDIA

WE ARE SO FORTUNATE TO HAVE A TEAM OF CHANGE MAKERS AND DEDICATED VOLUNTEERS WHO CONTRIBUTE TO #SEA_THECHANGE.



JACK PETERSON
LEGAL



ABIGAIL SMART
MEDIA



ZAC PASSMORE
RESEARCH



HAYLEY KNIGHT
OPERATIONS

100

In 2021-2022, SEA wants to grow the family to 100 change makers who will join us in protecting the places where we play.



We #envirolove your ongoing leadership to protect the places where we play.

Acknowledgements

Special thanks to SEA's Members, Partners, friends, 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
W: www.sportsenvironmentalliance.org

Join the
#GETAFAMILY



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