



SPORTS  
ENVIRONMENT  
ALLIANCE





## **SEA ACKNOWLEDGEMENT OF COUNTRY**

**We acknowledge the traditional Custodians of the land and water upon which we live and play, and we pay respect to Elders from all communities who have protected and continue to protect these cherished places in our past, present, and for generations of play into our clean future.**

**#NoPlanetNoPlay<sup>®</sup>**



## **It started as a seed of an idea.**

In the midst of drought, we asked the sport community, "how to mitigate against climate so that we can protect the places where we play for generations of play ahead?"

That single question started the journey for us to build a family where sport could lead as a voice for the trees and become, itself, more nimble to our changing climate.

Co- founded in 2015 by Malcolm Speed AO & Dr Sheila N Nguyen, SEA is humbled and honoured to be joined by those open enough to innovate and change and bold enough to act on integrity.



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## About us

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We are committed to do more {for the world}  
with less {footprint} so we can continue to  
have places to play.



WE ARE a for purpose,  
membership organisation  
focused on supporting  
environmental leadership  
and advocacy of the sport  
community



Our VISION is to lead  
the sport industry's  
circular economy  
engagement



Our MISSION is to lead,  
educate, and inspire our sport  
community members to  
learn, share, and act for a  
more sustainable and  
regenerative Australasia

## What we do

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We work to support our family members' journeys in protecting the places where we play for generations to come through education, linking them to the wider sport and planet community, and celebrating their good {planet} leadership and actions.

We believe that sport has the power to influence – and we want the sport industry to be a megaphone for tackling environmental health at all levels of sport.



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## We work together

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Born in 2015, our family of members, ambassadors, and partners are multiplying to represent Australia and New Zealand in the global conversation.

We share eco-stories, the latest opportunities to engage in the circular economy, and host a number of events to connect with national and international peers, community, commercial and other expert thought leaders.





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## We advocate

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SEA has contributed to a number of research and advocacy reports such as the Climate Council's Climate Change and Sport Report and the Climate Council's Game, Set, Match report.

We attend global alliance meetings, presenting at forums where sport can and should be expressing our deep concern about the health of our natural environment. At those events, we share our vision positioning sport as a serious and active leader in protecting the places where we play.

SEA presented at COP21 and co-chaired the 2018 Sustainable Innovations in Sport forum (Amsterdam), and we support the UNFCCC Sport for Climate Action framework.



## We take pole position

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We make better choices in how we operate and partner and with those who will help us best achieve the lightest {footprint}. We are on the move and in the movement, as without change there is #noplanetnoplay®.



## How we're funded

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- #SEAMembers
- #SEAPartners
- #SEAAssociateMembers
- #FriendsofSea
- #SEASummit & other events
- Consulting & other services
- Government funding & donations

## Management & operations

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Reporting to the CEO, the #SEATeam is a small yet mighty team, representing efforts across:

- Communications
- Community & Membership
- Events

The #SEATeam is supported by volunteer and pro-bono engagement in the areas of:

- Legal
- Finance
- Research

The #SEATeam work together to achieve the strategy designated by the Board of Directors.

## 2019-2022 Strategic plan

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### *1. To Grow a Thriving Membership*

- Increase membership to 100 Members.
- Maintain an annual rate of 95% member retention.
- Optimise membership benefits reflective of needs.

### *2. To foster Impactful partnerships*

- Secure multi-year partnerships focused on aligned outcomes.
- Attracts geographically & sector diverse partnerships.
- Establish a member supporting partner advisory council.

### *3. To engage the global movement*

- Enact relevant climate commitments
- Support community focussed climate action.
- Champion movement through community.







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# #SEAMembers

Our #SEAMembers lead the way towards our clean future. They range from local community clubs and professional sport clubs to city councils, schools, state, and national sport associations that look after the places where we play.





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# #SEAPartners

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Our #SEAPartners represent community organisations that care about regenerating our future, corporations that actively contribute to the clean economy, and others who support, advise, innovate and incubate ideas for our family to grow into our clean future.

**BASIS**

  
**enervest**  
EMPOWERING THROUGH POWER

**epar**®

**iEDM**

 **south pole**

**SPORTENG™**

 **VICTORIA  
UNIVERSITY**



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# #SEAAssociateMembers

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#SEAAssociateMembers are organisations that have planet in their intentions and are on their journey to making the world a better place through learning and collaborating with the #SEAFamily and the wider {sport & planet} movement.





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# #FriendsofSEA

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#FriendsofSEA are individuals who care about what we care about and want to learn more about how they can play their part in protecting the places where we play for generations to come.





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# #SEAAmbassadors

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#SEAAmbassadors are proactive, passionate influencers who use their voice as a megaphone to amplify the voice of our natural environment.





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# #SEASummit & other events

Every year, the Sports Environment Alliance hosts the #SEASummit, to provide a place for our family and the greater clean economy community to engage on solutions to protect what matters to us: blue skies, clean water, and green grass.



At #SEASummit, we celebrate those who make remarkable efforts to minimise their environmental impact, make their sports more sustainable and act as environmental stewards to ensure that we continue to have spaces and places to play and present them with the esteemed #SEACHanger Awards.



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## Donate

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We want your support to make sport & planet impact happen. Our initiatives require funding from those who align with our values and see sport as the means to take action to make change for the benefit of greater environmental health.

## Pledge

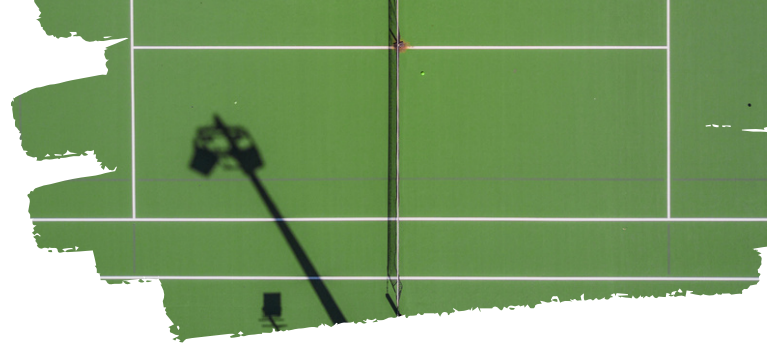
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Do you want to pledge to a better, cleaner future for generations of play? Start or continue your journey to do more {for the world} with less {footprint}, so we can protect the places where we play.





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# Join the #SEATeam

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Let's start with the end in mind.

We see our future with the sun shining, the water clean, the air fresh, and filled with the smell of newly cut grass.

Join us and we can #SEA\_theChange together.







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## Contact

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