

STATE SPORTING ASSOCIATION'S
ENVIRONMENTAL
ETHICS
PILOT PROJECT

Presented By

Phil Badock Department of Sport and Recreation

Derek Gerrard Greensense

Hayley Lethlean Triathlon WA



Department of
Sport and Recreation

Building stronger, healthier, happier and safer communities.

INTRODUCTION

Phil Baddock – Team Leader, Statewide Innovations

The Project and Presenters

GREENSENSE

Derek Gerrard – Founder of Greensense Consultancy

Making Sense of Climate Change

CASE STUDY: Triathlon WA

Hayley Lethlean – Executive Officer, Triathlon WA

Environmental Sustainability



PROJECT TIMELINE

ESTABLISHED *October 2009*

PROGRESS REPORT *Active '10*

FINAL REPORT *Active '11*



PROJECT MEMBERS

FOOTBALL WEST



ROYAL LIFE SAVING SOCIETY OF WA



ROWING WA



SURF LIFE SAVING WA



TRIATHLON WA



WA FOOTBALL COMMISSION

GREENSENSE CONSULTANCY



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OBJECTIVES

- To raise awareness of environmental issues.
- To encourage and enable the implementation of environmentally sound practices.
- To assist in the development of activity-specific and organisational policies.
- To position sport organisations to take a lead role in the community by providing and promoting environmentally sound policies and practices to all key stakeholders.



GREENSENSE

Derek Gerrard - Founder

Making Sense of Climate Change

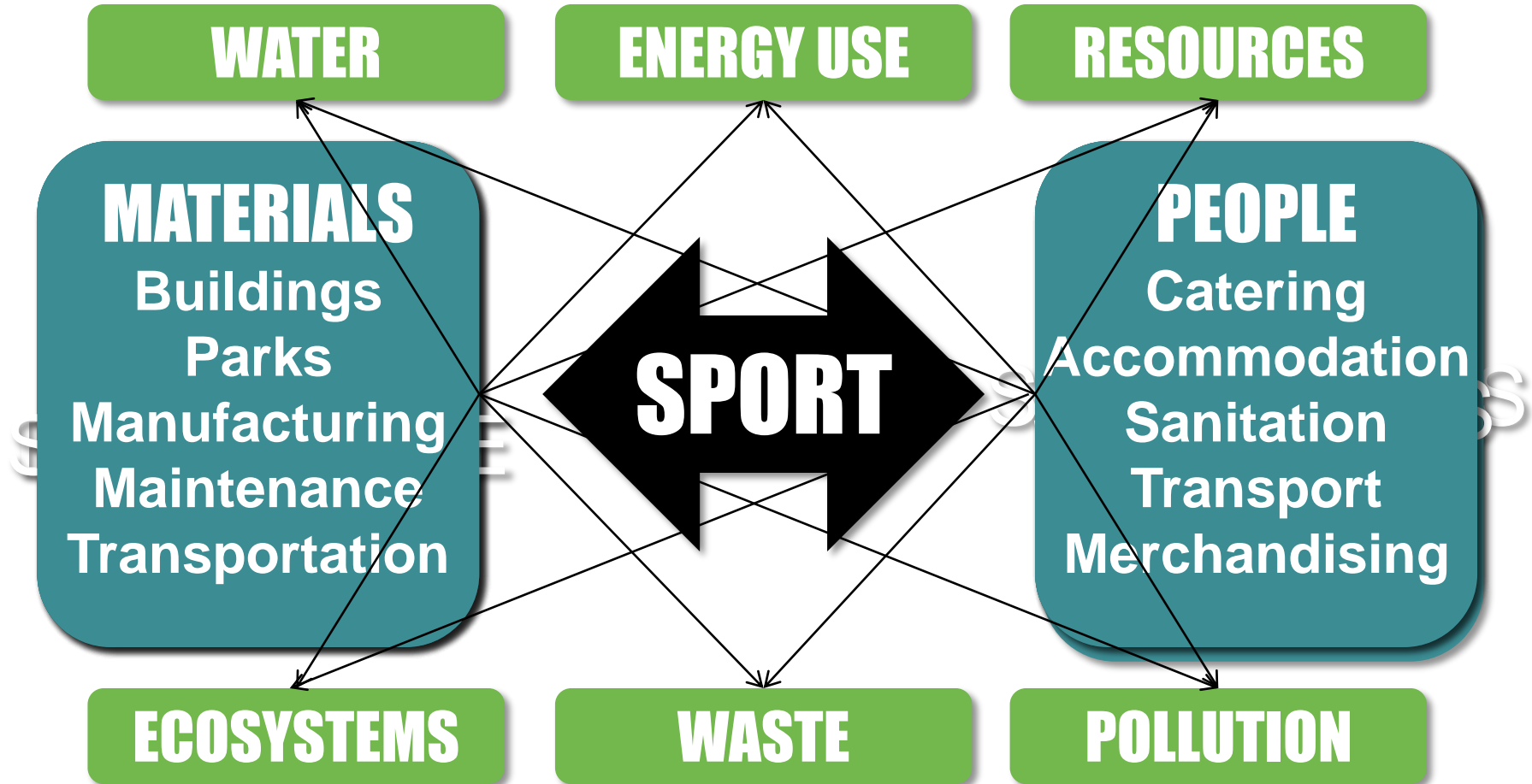
SUSTAINABILITY IN SPORT

- Why sustainable sport?
- What's happening globally/locally
- Opportunities
- Where do we start?

“Give the planet a sporting chance”
Jacques Rogge - IOC President



SUSTAINABLE SPORT?



“Whenever a person engages in sport there is an impact on the environment”

UN Sports & Environment Program

GLOBAL ACTIVITY

- US Open Tennis
- FIFA World Cup
- London Olympics
- FIVB Swatch Beach Volleyball Championships



LOCAL ACTIVITY

- WA Football Commission
- Drug Aware Pro
- Rowing WA
- Surf Life Saving
- Triathlon



OPPORTUNITIES

- Community Awareness
- Early planning can lead to savings
- Sponsorship
- Begin with benchmarking





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Environmental Sustainability

Triathlon Western Australia



OBJECTIVES

- Identify alternatives to minimize impact
- Create and promote environmental sustainability
- Set sustainable and feasible targets
- Commit to continual improvement in performance
- Raise awareness
- Benchmark - 3 year KPI's & review
- 6 Key areas of focus



IMPLEMENTATION – Accommodation

“To favor green accommodation thereby minimizing negative impacts to air quality and climate”

- Staff accommodation – Centrally located
- Shared accommodation
- Accommodation link on website
- Access to event



IMPLEMENTATION – Catering

“To source sustainable food, reduce waste to landfill and contribute to the local community groups”

- Local produce
- Little waste 1:1
- Provided healthy Options
- Recycled waste
- Verbal contract



IMPLEMENTATION – Print and Promotion

“To promote sustainability internally and externally while at the same time raising the profile of your sport event and with key stakeholders”

- Online registrations
- Electronic competitors handbook
- Limited printed promotion
- Shared advert flyers
- Local printing company



IMPLEMENTATION – Travel

“To favor green fleets and public transportation
thereby minimizing negative impacts to air
quality and climate”

- Car pooling
- Bus to Busso
- Green Fee
- Shuttle bus



IMPLEMENTATION – Venue

“To convene accessible sporting events with a minimal ecological footprint”

- Disabled access/support
- Dunes roped off
- Post event checks
- Recycling team
- Rubbish/Recycling bins
- Toilets - waterless
- Diesel generators



IMPLEMENTATION – Waste and Water

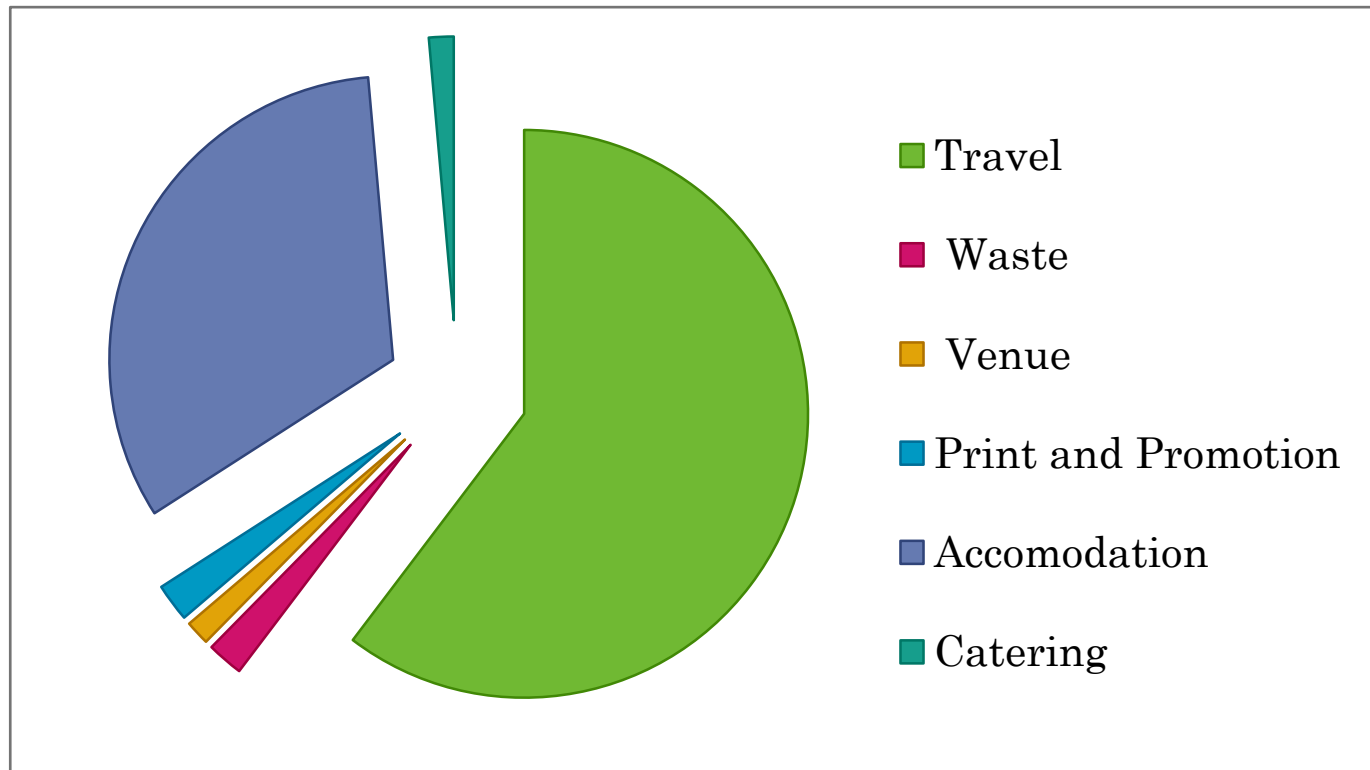
“To minimize negative impacts to air, land, water and biodiversity; to convene low-waste sports events”

- Local recycling company
- Rubbish and recycling bins placed around site
- Non smoking event
- Biodegradable cups and bottles
- Minimal paper waste
- Meter tap on showers



RESULTS – Summary

- Total Green House Gas Emissions = 1046.8 tonnes
- 57.7kg emissions per person



PERSPECTIVE

The total event emissions is equivalent to the annual emissions of 300 cars

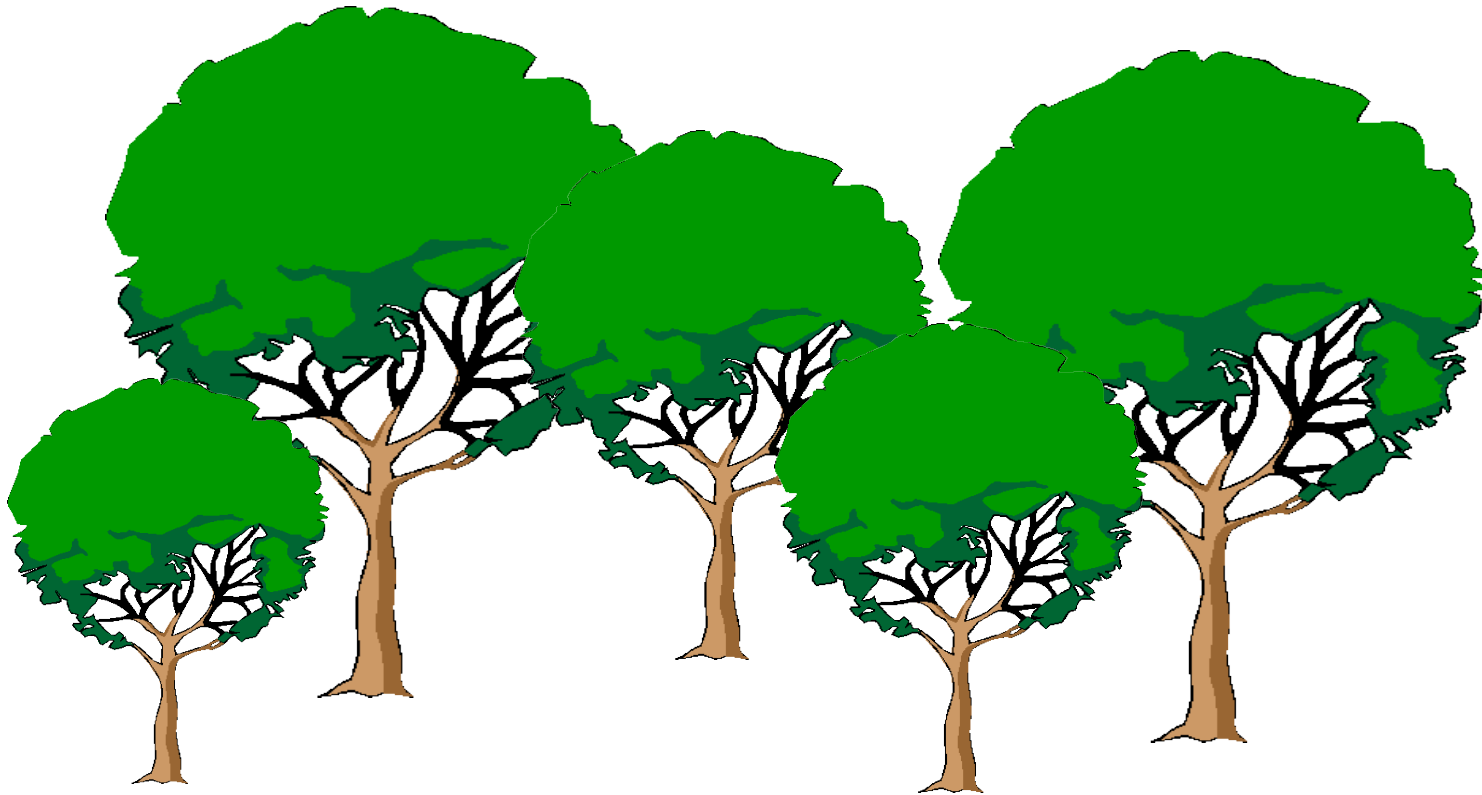


X 300



PERSPECTIVE

It would take **5234** trees **30** years to remove
the carbon from the air



RECOMMENDATIONS

- **Accommodation:** Promotion of bus and car pooling
- **Catering:** Organic food
- **Print & Promo:** Increase electronic media and promotion
- **Travel:** Promotion of Green Fee
- **Venue:** Green partner, Use Biodiesel Fuel
- **Waste:** More bins on cycle leg



THANK YOU

Philip.Badock@dssr.wa.gov.au

Derek@greensense.com.au

Hayley@triathlonwa.asn.au

