



sustainable**event**
A L L I A N C E

Annual Report 2013 / 2014

The Sustainable Event Alliance is an association and professional guild at the intersection of sustainability and event management. The SEA formed in 2010 and is an incorporated association.

Our vision is to unite event professionals, and together work towards increased attention to and knowledge of sustainability in event management.

Our mission is to:

- Provide a knowledge bank for events practitioners through the SEA website.
- Help events to navigate their pathway to sustainable event practice.
- Offer a portal for networking and discussion around sustainable event management.
- Communicate and create a commonality of best practice in sustainable event management across all industry sectors and the supply chain.
- Accredit event sustainability professionals – managers, consultants, auditors, trainers and sector specialists – setting knowledge benchmarks for competency and expertise.
- To spread the desire to reduce impacts of event production.
- To open up opportunities for innovation of sustainable production solutions within the industry.

The SEA is international and has representation in many regions and countries.

1. Board of Directors

- Meegan Jones – President (public officer, treasurer)
- Liam O’Keefe – Board member
- David McPhee – Board member
- Madgalina Yarichkova – Board member (Bulgaria)
- Ann-Karin Både – Board member (Norway)

- Cameron Little (Australia) – Retired Mid Term

1.1 Board Vacancies

All SEA board positions are up for renewable and nominations are called for.

All current board members are re-applying for positions.

All nominee names will be sent to all SEA members in the week after the AGM for voting if more than eight nominees are received.

The SEA Chair will be nominated from within the new board.

2. Advisory Group

The SEA has an advisory group consisting of experts in events sustainability or specific specialist areas within the industry. Due to lack of resources this year, SEA admin has not been able to actively pursue involvement by the Advisory Board. Advisory Board members can be viewed on the SEA website.

3. Review of previous 12 month's activities:

During the past 12 months, the Sustainable Event Alliance has focused on the following:

3.1 Sustainable Event News

A major development during the past financial year has been the launching of the sustainable event news service. We curate news from all over the world on sustainable event achievements and best practice. news.sustainable-event-alliance.org

3.2 Building resources for the industry

This includes the How-To Guides, links and hosting of reports and research, best practice. Included also is the Linked IN Discussion Group – *Events Sustainability Practitioners*.

3.3 Searching for sustainable suppliers

The s.Supplier Database continues with co-ordinators and members searching and proposing for listing, sustainable solutions, products and services providers. Potential suppliers are reviewed based on accepted best practice within their industry sector – the existence of industry eco-labels or other programs which monitor and specify best practice. In the absence of such programs, a self-declaration of management of sustainability issues is acceptable. More listings are sought.

3.4 Development of regions

The active involvement of country coordinators around the world has decreased. New engagement is needed to reactive regional activity. With the emergence of new event sustainability groups and programs, SEA is taking an overarching role and networking with these groups, suggesting direct contact to regional concerns where appropriate.

3.5 Virtual Internships

Two interns have been supervised by Ann-Karin Både. Their main tasks have been in editing the news service news.sustainable-event-alliance.org.

3.6 Accredited Professional

The SEA Accredited Professional program continues to grow. We are encouraging all those who are consulting to, training or auditing the event industry in sustainability to be SEA Accredited Professionals. There are several steps to go through and assessments are peer reviewed.

3.7 Website re-design

The SEA website was re-designed into a new format.

4. Membership

The SEA has several types of membership ranging from Student membership at US\$25 to large event member at US\$300. Standard membership is US\$75 for an individual and US\$100 for an event, supplier or venue. We additionally now offer a free access to the site which allows users to view the how-to guides but not the supplier database, roadmap tool or Accredited Professional program.

4.1 Membership numbers

The effort of the SEA has thus far been in developing resources and in creating networks and alliances with other organisations and associations. A concerted membership drive has not been undertaken however we are very happy with the membership numbers which sit at 130.

6. Financial Report

July 1 2013

Carried Forward (Cash in Bank)	\$	5,117.04
Income		\$3,374.20
Expenses		\$6,640.43
Website	\$538.24	
Fees	\$387.52	
Member Admin	\$1,650.00	
Staff	\$4,064.67	
Profit/Loss		-\$3,266.23
June 30 2014 Closing Balance:		\$1,850.81

Signed



Meegan Jones – President
Sustainable Event Alliance

Attachment 1 – Financial Accounts

Supplier	Website	Fees	Member Admin	Staff
	\$538.24	\$375.52	\$1,650.00	\$4,064.67
August	\$14.20	\$2.84	\$30.00	\$-
Paypal Fees		\$2.84		
Digital Pacific	\$14.20			
Website and Accounts Management			\$30.00	
August	\$14.90	\$16.95	\$30.00	\$-
ANZ Bank		\$12.00		
Paypal Fees		\$4.95		
Digital Pacific	\$14.90			
Website and Accounts Management			\$30.00	
September	\$14.90	\$17.93	\$1,040.00	\$285.00
ANZ Bank		\$12.00		
Paypal Fees		\$5.93		
Digital Pacific	\$14.90			
Ann-Karin Bade				\$285.00
Website and Accounts Management			\$40.00	
SEA Accredited Professionals program			\$500.00	
SEA Administration			\$500.00	
October	\$73.90	\$18.89	\$30.00	\$630.00
ANZ Bank		\$12.00		
Paypal Fees		\$6.89		
Digital Pacific	\$14.90			
Ann-Karin Bade				\$630.00
WBTD - paid direct from PP	\$19.00			
Digital Pacific	\$40.00			
Website and Accounts Management			\$30.00	
November	\$28.82	\$92.18	\$70.00	\$420.00
ANZ Bank		\$12.00		
Paypal Fees		\$2.30		
Godaddy	\$12.42			
Digital Pacific	\$16.40			
Website and Accounts Management			\$70.00	
Ann-Karin Bade				\$420.00
Reimbursement memberships		\$77.88		
December	\$27.89	\$19.98	\$20.00	\$156.08
ANZ Bank		\$12.00		
Paypal Fees		\$7.98		
Digital Pacific	\$14.90			
Scoop It	\$12.99			
Website and Accounts Management			\$20.00	
Green Events Conference Europe				\$156.08
January	\$27.89	\$25.17	\$40.00	\$420.00
ANZ Bank		\$12.00		
Paypal Fees		\$13.17		
Digital Pacific	\$14.90			
Scoop It	\$12.99			
Website and Accounts Management			\$40.00	
SEA Administration				\$420.00
February	\$27.89	\$91.03	\$20.00	\$1,088.59
		\$12.00		
Paypal Fees		\$6.91		
Digital Pacific	\$14.90			
Scoop It	\$12.99			
SEA Administration				\$345.00
Website and Accounts Management			\$20.00	
SEA Administration				\$420.00
SEA Administration				\$240.00

Business Cards				\$83.59
Reimbursement membership		\$72.12		
March	\$209.19	\$20.27	\$40.00	\$405.00
ANZ Bank		\$12.00		
Paypal Fees		\$8.27		
GoDaddy	\$18.17			
Digital Pacific	\$14.90			
Scoop It	\$12.99			
Website and Accounts Management			\$40.00	
S2Member renewal	\$15.96			
S2Member	\$147.17			
SEA Administration				\$405.00
April	\$42.88	\$17.75	\$120.00	\$270.00
ANZ Bank		\$12.00		
Paypal Fees		\$5.75		
Digital Pacific	\$14.90			
Scoop It	\$12.99			
SEA Administration				\$270.00
S2 Member Renewal Reminder	\$14.99			
Website and Accounts Management			\$120.00	
May	\$27.89	\$30.98	\$170.00	\$180.00
ANZ Bank		\$12.00		
Paypal Fees		\$18.98		
Digital Pacific	\$14.90			
Scoop It	\$12.99			
SEA Administration				\$180.00
Website and Accounts Management			\$170.00	
June	\$27.89	\$21.55	\$40.00	\$210.00
ANZ Bank		\$12.00		
Paypal Fees		\$9.55		
Digital Pacific	\$14.90			
Scoop It	\$12.99			
Website and Accounts Management			\$40.00	
SEA Administration				\$210.00