



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

## **Annual Report 2012 / 2013**

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
- Madgalina Yarichkova – Board member (Bulgaria)
- Ann-Karin Både – Board member (Norway)
  
- Alexandra Idri – Board member (Italy) – Retired Mid Term
- Carly Cosmo – Board member (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. The SEA Chair will be nominated from within the new board.

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## 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 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*.

### 3.2 Participating in the development of the ISO 20121 standard

The SEA was an official liaison body for the development of the new industry standard ISO 20121 Events Sustainability Management Systems. We have actively promoted the take up of the standard upon it's launch in June 2012.

### 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 SEA encourages participation from all regions of the world and as this organisation is participatory in nature if a keen representative comes forward they are embraced and encouraged to represent their region of the world to enhance understanding of sustainability in event management.

### 3.5 Virtual Internships

Due to lack of administration time, interns have not been taken on over the past year.

### 3.6 Events Sustainability Roadmap

This initiative continues and is available to all SEA members. The International Society of Sustainability Professionals has been using it as part of their training course in event sustainability.

### 3.7 Accredited Professional

The SEA Accredited Professional program continues to grow. It is a slow burn but we are encouraging all those who are consulting to, training or auditing the event industry in sustainability should be SEA Accredited Professionals. There are several steps to go through and assessments are peer reviewed.

### 3.8 Hunter OEH Grant

A grant of \$9000 from the NSW Office of Environment and Heritage was received to cover the cost of a coordinator to do specific outreach to the event industry in the Hunter Region of NSW, Australia. Three training courses were run, and specific outreach was conducted by a coordinator to get the industry engaging in sustainability practice.

### 3.9 Auditor Competencies

The SEA participated in the development of *ISO/IEC TS 17021-4:2013 Competence requirements for auditing and certification of event sustainability management systems* (Part 4). This was through an industry poll to gather suggestions, attendance (virtually) at two working group meetings, gathering feedback on drafts and promoting the release of the specification. It is encouraged that all in the event industry intending to be audited, to ensure auditors meet these competencies.

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## 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 116.

## 5. Regions and Industry Alignments

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. Included in the last year are:

**Greening Events** – Finland

**GO Group** – Germany/Europe

**Event Greening** – South Africa

## 6. Financial Report

The previous AGM was not aligned with the Financial Year. We have adjusted our accounting and AGM timing to align with the Financial Year and so two years of accounting are presented.

### Accounts: July 2011 to June 2012

<b>Income</b>	<b>\$9,763.42</b>
Grants	\$4,000.00
Membership	\$5,763.42
<b>Expenses</b>	<b>\$6,773.99</b>
Website	\$328.41
Fees	\$197.45
OEH Grant	\$4,211.01
ISO Costs	\$500.00
Staff Costs	\$1,537.12

**Profit/Loss 2011-2012** **\$2,989.43**

Carried Over from previous year \$16.07

**Cash in Bank as at 30 June 2013** **\$3,005.50**

### Accounts: July 2012 to June 2013

<b>Income</b>	<b>\$10,209.80</b>
Grants	\$5,000.00
Membership	\$5,209.80
<b>Expenses</b>	<b>\$7,179.60</b>
Website	\$240.10
Fees	\$344.86
Insurance (required for 2 <sup>nd</sup> grant)	\$962.64
Phone	\$16.00
OEH Grant	\$4,076.00
Staff Costs	\$1,540.00

**Profit/Loss 2012-2013** **\$3,030.20**

Carried Over from previous year \$2,989.43

**Cash in Bank as at 30 June 2013** **\$6,019.63**

Signed



Meegan Jones – President  
Sustainable Event Alliance

## Attachment 1 – Financial Accounts

Supplier	Description	Website	Fees	OEH	ISO	Staff
<b>TOTAL</b>	\$6,773.99	<b>\$328.41</b>	<b>\$197.45</b>	<b>\$4,211.01</b>	<b>\$500.00</b>	<b>\$1,537.12</b>
<b>July</b>	<b>\$417.80</b>	<b>\$10.00</b>	<b>\$21.80</b>	<b>\$-</b>	<b>\$-</b>	<b>\$386.00</b>
Jane Fullerton Smith	Owed from last year					\$120.00
Meegan Jones	Owed from last year					\$86.00
ANZ Bank	Account Service Fee		\$12.00			
Godaddy	Website Hosting	\$10.00				
Meegan Jones	Administration					\$160.00
Angela Morrison	Administration					\$20.00
Paypal	Paypal Fees		\$9.80			
<b>August</b>	<b>\$281.89</b>	<b>\$47.87</b>	<b>\$24.02</b>	<b>\$-</b>	<b>\$-</b>	<b>\$210.00</b>
ANZ Bank	Account Service Fee		\$12.00			
Godaddy	Website Hosting	\$10.00				
Godaddy	Email Hosting	\$37.87				
Meegan Jones	Administration					\$210.00
Paypal	Paypal Fees		\$12.02			
<b>September</b>	<b>\$250.00</b>	<b>\$10.00</b>	<b>\$20.00</b>	<b>\$-</b>	<b>\$-</b>	<b>\$220.00</b>
ANZ Bank	Account Service Fee		\$12.00			
Godaddy	Website Hosting	\$10.00				
Meegan Jones	Administration					\$220.00
Paypal	Paypal Fees		\$8.00			
<b>October</b>	<b>\$119.20</b>	<b>\$10.00</b>	<b>\$19.20</b>	<b>\$-</b>	<b>\$-</b>	<b>\$90.00</b>
ANZ Bank	Account Service Fee		\$12.00			
Godaddy	Website Hosting	\$10.00				
Meegan Jones	Administration					\$90.00
Paypal	Paypal Fees		\$7.20			
<b>November</b>	<b>\$609.50</b>	<b>\$10.00</b>	<b>\$19.50</b>	<b>\$-</b>	<b>\$500.00</b>	<b>\$80.00</b>
ANZ Bank	Account Service Fee		\$12.00			
Godaddy	Website Hosting	\$10.00				
Meegan Jones	Administration					\$80.00
Paypal	Paypal Fees		\$7.50			
Meegan Jones	Support for ISO 20121 Trip				\$500.00	
<b>December</b>	<b>\$660.04</b>	<b>\$21.89</b>	<b>\$13.15</b>	<b>\$560.00</b>	<b>\$-</b>	<b>\$65.00</b>
ANZ Bank	Account Service Fee		\$12.00			
Godaddy	URL renewal	\$11.89				
Godaddy	Website Hosting	\$10.00				
Tiffany Lown	OEH Outreach			\$280.00		
Mosai Music	OEH Outreach			\$280.00		
Meegan Jones	Administration					\$40.00
Tiffany Lown	Administration					\$25.00
Paypal	Paypal Fees		\$1.15			
<b>January</b>	<b>\$227.80</b>	<b>\$24.90</b>	<b>\$47.90</b>	<b>\$-</b>	<b>\$-</b>	<b>\$155.00</b>
ANZ Bank	Account Service Fee		\$12.11			
Godaddy	Website Hosting	\$10.00				
Digital Pacific	new web hosting	\$14.90				
Meegan Jones	Administration					\$50.00
Magdalena Yarickova	Administration					\$50.00
Tiffany Lown	Administration					\$55.00
Paypal	Paypal Fees		\$35.79			
<b>February</b>	<b>\$364.60</b>	<b>\$104.90</b>	<b>\$13.60</b>	<b>\$150.00</b>	<b>\$-</b>	<b>\$96.10</b>
ANZ Bank	Account Service Fee		\$13.60			
Godaddy	Website Hosting	\$10.00				
Digital Pacific	new web hosting	\$14.90				
Digital Pacific	transfer wordpress site	\$80.00				
Tiffany Lown	OEH Outreach			\$150.00		
Meegan Jones	Administration					\$90.00
Paypal	Paypal Fees					\$6.10
<b>March</b>	<b>\$1,044.17</b>	<b>\$44.15</b>	<b>\$-</b>	<b>\$900.00</b>	<b>\$-</b>	<b>\$100.02</b>
ANZ Bank	Account Service Fee					
Digital Pacific	new web hosting	\$14.90				
Tiffany Lown	OEH Outreach			\$900.00		
Rocket Genius	Gravity Forms Renewal	\$29.25				
Meegan Jones	Administration					\$90.00
Paypal	Paypal Fees					\$10.02

<b>April</b>		<b>\$578.69</b>	<b>\$14.90</b>	<b>\$7.78</b>	<b>\$496.01</b>	<b>\$-</b>	<b>\$60.00</b>
ANZ Bank	Account Service Fee						
Digital Pacific	new web hosting	\$14.90					
Tiffany Lown	SEA Hunter				<b>\$480.00</b>		
Skype	Phone Credit				<b>\$16.01</b>		
Meegan Jones	Administration						\$50.00
Angela Morrison	Administration						\$10.00
Paypal	Paypal Fees			\$7.78			
<b>May</b>		<b>\$1,270.40</b>	<b>\$14.90</b>	<b>\$10.50</b>	<b>\$1,245.00</b>	<b>\$-</b>	<b>\$-</b>
ANZ Bank	Account Service Fee						
Digital Pacific	new web hosting	\$14.90					
Tiffany Lown	SEA Hunter				<b>\$1,050.00</b>		
Paypal fees	To test new member rego			\$10.50			
Hunter Tourism	SEA Hunter				<b>\$195.00</b>		
Meegan Jones	Administration						\$80.00
Angela Morrison	Administration						\$10.00
Paypal	Paypal Fees			\$20.74			
<b>June</b>		<b>\$949.90</b>	<b>\$14.90</b>	<b>\$-</b>	<b>\$860.00</b>	<b>\$-</b>	<b>\$75.00</b>
Digital Pacific	new web hosting	\$14.90					
Meegan Jones	SEA Hunter				<b>\$860.00</b>		
Meegan Jones	Administration						\$75.00

## 2012 - 2013

Supplier	Description	Website	Fees	Insurance	Phone	OEH	Staff
	\$7,179.60	\$240.10	\$344.86	\$962.64	\$16.00	\$4,076.00	\$1,540.00
<b>July</b>	<b>\$236.79</b>	<b>\$13.55</b>	<b>\$23.02</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$-</b>	<b>\$120.00</b>
ANZ Bank	Account Service Fee		\$12.00				
Digital Pacific	Website Hosting	\$13.55					
Elders Insurance	Public Liability Insurance			\$80.22			
Meegan Jones	Administration						\$120.00
Paypal	Paypal Fees		\$11.02				
<b>August</b>	<b>\$619.88</b>	<b>\$27.10</b>	<b>\$37.56</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$315.00</b>	<b>\$160.00</b>
ANZ Bank	Account Service Fee		\$12.00				
Digital Pacific	Website Hosting	\$13.55					
Digital Pacific	Register URL	\$13.55					
Elders Insurance	Public Liability Insurance			\$80.22			
Meegan Jones	Administration						\$160.00
Greer Allen	OEH Upper Hunter Project					\$140.00	
Greer Allen	OEH Upper Hunter Project					\$175.00	
Paypal	Paypal Fees		\$25.56				
<b>September</b>	<b>\$822.61</b>	<b>\$13.55</b>	<b>\$28.84</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$700.00</b>	<b>\$-</b>
ANZ Bank	Account Service Fee		\$12.00				
Digital Pacific	Website Hosting	\$13.55					
Elders Insurance	Public Liability Insurance			\$80.22			
Greer Allen	OEH Upper Hunter Project					\$175.00	
Meegan Jones	OEH Upper Hunter Project					\$140.00	
Greer Allen	OEH Upper Hunter Project					\$385.00	
Paypal	Paypal Fees		\$16.84				
<b>October</b>	<b>\$1,728.53</b>	<b>\$13.55</b>	<b>\$105.26</b>	<b>\$80.22</b>	<b>\$16.00</b>	<b>\$1,448.50</b>	<b>\$65.00</b>
ANZ Bank	Account Service Fee		\$12.00				
Digital Pacific	Website Hosting	\$13.55					
Elders Insurance	Public Liability Insurance			\$80.22			
Skype	Credit				\$16.00		
Meegan Jones	Administration						\$55.00
Madgalina Yarichkova	Administration						\$10.00
Facebook	Facebook Ad					\$66.00	
Greer Allen	OEH Upper Hunter Project					\$962.50	
Meegan Jones	OEH Upper Hunter Project					\$420.00	
Dept Fair Trading	A12 form		\$82.00				
Paypal	Paypal Fees		\$11.26				

<b>November</b>		<b>\$1,074.31</b>	<b>\$13.55</b>	<b>\$20.54</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$875.00</b>	<b>\$85.00</b>
ANZ Bank	Account Service Fee			\$12.00				
Digital Pacific	Website Hosting		\$13.55					
Elders Insurance	Public Liability Insurance				\$80.22			
Greer Allen	OEH Upper Hunter Project						\$595.00	
Meegan Jones	OEH Upper Hunter Project						\$280.00	
Meegan Jones	Administration							\$85.00
Paypal	Paypal Fees			\$8.54				
<b>December</b>		<b>\$624.27</b>	<b>\$26.66</b>	<b>\$19.89</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$437.50</b>	<b>\$60.00</b>
ANZ Bank	Account Service Fee			\$12.00				
Digital Pacific	Website Hosting		\$13.55					
Digital Pacific	SEA.com url renewal		\$13.11					
Elders Insurance	Public Liability Insurance				\$80.22			
Greer Allen	OEH Upper Hunter Project						\$297.50	
Meegan Jones	OEH Upper Hunter Project						\$140.00	
Meegan Jones	Administration							\$60.00
Paypal	Paypal Fees			\$7.89				
<b>January</b>		<b>\$380.37</b>	<b>\$13.55</b>	<b>\$36.60</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$100.00</b>	<b>\$150.00</b>
ANZ Bank	Account Service Fee			\$12.11				
Digital Pacific	Website Hosting		\$13.55					
Elders Insurance	Public Liability Insurance				\$80.22			
Meegan Jones	Administration							\$150.00
Meegan Jones	OEH Upper Hunter Project						\$100.00	
Paypal	Paypal Fees			\$24.49				
<b>February</b>		<b>\$384.02</b>	<b>\$13.55</b>	<b>\$30.25</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$200.00</b>	<b>\$60.00</b>
ANZ Bank	Account Service Fee			\$13.60				
Digital Pacific	new web hosting		\$13.55					
Elders Insurance	Public Liability Insurance				\$80.22			
Meegan Jones	Administration							\$60.00
Meegan Jones	OEH Upper Hunter Project						\$200.00	
Paypal	Paypal Fees			\$16.65				
<b>March</b>		<b>\$766.42</b>	<b>\$30.54</b>	<b>\$15.66</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$-</b>	<b>\$640.00</b>
ANZ Bank	Account Service Fee							
Digital Pacific	SEA URL Renewal		\$15.64					
Digital Pacific	Website Hosting		\$14.90					
Elders Insurance	Public Liability Insurance				\$80.22			
Meegan Jones	Develop Acc Prof Exam							\$500.00
Meegan Jones	Administration							\$120.00
Paypal	Paypal Fees			\$15.66				
<b>April</b>		<b>\$227.17</b>	<b>\$44.70</b>	<b>\$12.25</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$-</b>	<b>\$90.00</b>
ANZ Bank	Account Service Fee							
Digital Pacific	Website Hosting		\$14.90					
Elders Insurance	Public Liability Insurance				\$80.22			
Meegan Jones	Administration							\$90.00
Paypal	Paypal Fees			\$12.25				
<b>May</b>		<b>\$95.12</b>	<b>\$14.90</b>	<b>\$-</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$-</b>	<b>\$-</b>
ANZ Bank	Account Service Fee							
Digital Pacific	Website Hosting		\$14.90					
Elders Insurance	Public Liability Insurance				\$80.22			
Meegan Jones	Administration							\$170.00
Paypal	Paypal Fees			\$18.04				
<b>June</b>		<b>\$220.10</b>	<b>\$14.90</b>	<b>\$14.98</b>	<b>\$80.22</b>	<b>\$-</b>	<b>\$-</b>	<b>\$110.00</b>
ANZ Bank	Account Service Fee							
Digital Pacific	Website Hosting		\$14.90					
Elders Insurance	Public Liability Insurance				\$80.22			
Meegan Jones	Administration							\$110.00
Paypal	Paypal Fees			\$14.98				