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MEDIA RELEASE

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SEA turns six

For immediate release

Today, the Sports Environment Alliance (SEA) is excited to celebrate six years of doing more {for the world} with less {footprint}.

Founded by current CEO, [Dr Sheila Nguyen](#), and former and inaugural Chair [Malcolm Speed AO](#) in 2015, SEA is a for purpose, membership organisation focused on protecting the places where we play through the advocacy of sport industry leaders.

Since its inception SEA's family of members, ambassadors, and partners has multiplied to over 50 organisations representing Australia and New Zealand in the global conversation.

SEA's change-makers include national sports organisations, state sport organisations, community sporting clubs, LGAs, schools, elite athletes and several value-aligned partner organisations and institutions.

"Sport has the power to influence, and we are passionate about continuing to help the industry to tackle environmental health from the grassroots up to elite sport through education, empowerment, and setting an example," said Dr Nguyen.

"Our members, partners, volunteers, ambassadors, staff and the wider {sport & planet} community are the ones who drive the movement's momentum towards our clean future, and we want to take this opportunity to thank them for their ongoing support and leadership," she remarked.

Over the past six years, SEA has contributed to a number of research and advocacy reports such as the Climate Institute's [Climate Change and Sport Report](#) and the Climate Council's [Game, Set, Match report](#).



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The organisation has also presented at COP21 and co-chaired the 2018 Sustainable Innovations in Sport forum (Amsterdam). Last year, in collaboration with the Victorian Government, SEA also proudly published its own set of resources Future Proofing Community Sport & Recreation Facilities.

Supporting the UNFCCC Sport for Climate Action framework, SEA continues to represent at global alliance meetings and forums, where sport can and should be expressing the deep concern about the health of our natural environment. These events serve as a catalyst, positioning sport as a serious and active leader in protecting the places where we play.

Looking towards the future, Dr Nguyen explained that SEA will continue to share the industry's eco-stories, the latest opportunities to engage in the circular economy, and host events to connect with national and international peers, community, commercial and other expert thought leaders.

“Extending the knowledge and networks of our family and improving their level of impact and influence are integral to protecting our clean future,” Dr Nguyen said.

To celebrate SEA's birthday, let's all refocus on the end – a 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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To download this media release, please click [HERE](#).

For more information or to arrange an interview, please contact communications@sportsenvironmentalliance.org