



2019-20 Annual General Meeting

DATE: 22nd September 2020

Agenda

- Welcome
- Apologies
- SEA committee - Leadership Team

- **General overview** - Hackathon, Reusables
- The financial statement has been prepared and included in the report.
- SEA Board
 - **Competency and Assessment**
Update on programme
 - **Partnerships & Affiliated Organisations**
Update on partnerships

- **Membership Team**
Update on membership, student enquiries and bursaries

- **Supplier Database**
Update on supplier DB

- **Regional Network Hubs, Slack and Membership Engagement**
Update on regional hubs

- **Close of Meeting**

- **General discussion**



Annual Report 2019 / 2020

The SEA was founded in 2009 by a group of events professionals specialising in event sustainability. It has now grown to a truly global guild of events and individuals committed to using the power of events for good.

The Sustainable Event Alliance is an association and professional guild at the intersection of sustainability and event management.

The SEA is a not for profit and established as an 'Incorporated Association', registered in NSW, Australia. It was incorporated in July 2010. Incorporation number: INC9893674. View [SEA Constitution](#).

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

Our Vision

Our vision is to unite event professionals and together work towards increased attention to and knowledge of sustainability in event management, ultimately to reduce the impacts of events, to play their part in restoring and regenerating natural systems and in creating a fair and healthy world for all.

We work together to set the markers of what good practice in sustainable event management looks like.

With sustainability in event management thankfully becoming more mainstream and of interest by the whole of the event industry, we are now a growing global affiliation of organisations, events, and individuals who are focusing on improving the sustainability outcomes of events.

Together we're committed to harnessing the powerful opportunity to advance and promote sustainable development through events.

Our Mission

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.
- Accredite 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.

1. Board of Directors

- Meegan Jones – President (public officer, treasurer)
- Cameron Little - Vice President (public officer, secretary)
- Greg Howell – Board member
- Lisa Cameron - Board member
- Andrew McArthur - Board member

Board Vacancies

Currently there are no vacancies for the board, however we would accept up to two new nominations to join the board.

2. Leadership Team

The SEA had a Leadership Team consisting of specialists in events sustainability. Leadership Team members can be viewed on the [SEA website](#).

Returning	Not returning in 2020
Andrew Macarthur (Australia) Lisa Cameron (QLD, Australia) Greg Howell (QLD, Australia) Cameron Little (Sydney, Australia) Meegan Jones (International) Lorenzo Orlandi (Italy)	Chelli Easson (Australia) Rob Harris (Australia)
New for 2020: Abena Poku-Awuah (UK) Sarah Tosone (Australia) Nancy Guevaraz (Canada, Mexico) Mélanie Delaplanche (Belgium)	Temporary hiatus Antonio Cañas Rojas (Spain)
	Resigned during term Crecilda van der Merwe (South Africa) David Muller (USA) Carolina Vosatkova (Czech Republic) Donal Flannery (Ireland) Tim Benson (UK)

Christie Kamphuis (Australia) Mayra La Cruz (Spain) Claudia Moya (Spain) Michele Fox (USA) Joined during term: Suzanne Morrell (USA) Vivian Belzaguy (USA) Stephanie Nelson (USA)	Brett Blumberg (USA) Annette Ott-Barnett (Australia/USA) Mak Tsan Lam (Matthew) (Hong Kong)
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3. Review of previous 12 month's activities:

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

3.1 COVID-19 Hackathon

When COVID-19 struck, the events industry came to a grinding halt. In April 2020, the SEA convened a global coming together of industry professionals for a therapeutic re-imagining of events. The Hackathon featured two sessions, more than 20 teams, and attracted 800+ participants. The event was very well received, generated great exposure for the SEA and has the potential to return in the future. [Find out more.](#)

3.2 Sustainable Event Awards

In early 2020, the SEA partnered with the UK-based, Event Industry News to develop a global event industry awards program, the Sustainable Event Awards. Members of the SEA Leadership Team developed rigorous assessment criteria and questions for the inaugural program, and will contribute a number of judges to assess the entries once the Awards close. [Find out more.](#)

3.3 Global Reusables Hygiene Project (RH)

This global initiative was born out of the Hackathon and widespread demand for guidelines that support the use of reusables at events following the COVID-19 pandemic. The SEA partnered with The Ocean Race who provided the funding necessary to commission a Project Manager, who will deliver the guidelines on behalf of the SEA in October, 2020. [Find out more.](#)

3.4 Sustainable Event News

We curate news from all over the world on sustainable event achievements and best practice. News.sustainable-event-alliance.org. We hope to produce more original content developed by our members, Leadership Team and accredited professionals.

3.5 Searching for sustainable suppliers

The Supplier Database continues with Leadership Team and SEA 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.

3.6 Development of regions

The SEA originally set up with regional or country co-ordinators. This model was not able to be continued as the co-ordinators were not able to give enough attention and time to nurturing their region.

During 2019/2020 we were able to reactivate the regional focus. This largely has come off the back of the Hackathon. USA hub is the most active and Regional Australia hub is also growing. We have had enquiries from Chile and India and are currently working with those interested parties to develop an approach which will work for them.

3.7 Virtual Internships

No interns are currently active as the SEA board and Leadership Team does not have anyone willing to take on this role.

3.8 Student Members

Students (university) are offered free access to the SEA website upon application and proof of their student status. During 2019-2020 25 students were provided access.

3.9 Bursary Members

Due to Covid 19 and many events people being out of work or on furlough, we offered free membership in exchange for volunteer work. Primarily the duties were to find 20 new suppliers for the database. At the close of June 2020 there were 2 bursary members.

3.10 Accredited Professional

The SEA Accredited Professional programme is growing. During 2019-2020 we transitioned the programme to two levels - Practitioner and Specialist. Specialists are the previous Accredited Professionals (consultants etc) and Practitioners is a new lower level for events professionals.

In the last twelve months there have been 10 people assessed and there are currently another 3 under way. We are expecting this to pick up significantly during the next 12 months.

3.11 ISO 20121 Registry

The ambition is for this registry to be a central database for all organisations and events that have been externally assessed for compliance to ISO 20121. During 2019 - 2020 significant effort was put into getting all known events and organisations that have achieved conformity, listed on the register. View the register [here](#).

3.12 ISO 20121 Training

We are licensing an online training course in ISO 20121. In the previous year there were approximately 10 students that completed this training.

4. Membership

Standard membership is €100 for an individual and €200 for an event, organisation, supplier or venue.

4.1 Membership numbers

We have had 60 new members join the SEA in the past 12 months.

Membership Income: \$8346.68

5. Financial Report

Carried Forward (Cash on hand), 1st July 2019		\$ 1522.23
Income:		\$19301.99
Membership:	\$8346.68	
Courses:	\$9756.06	
Other income:	\$1199.24	
Expenses:		\$19332.66
Website and IT:	\$1965.33	
Fees (bank, paypal, stripe):	\$ 573.38	
Travel:	\$ 150.00	
Course payments:	\$8837.40	
Admin staff:	\$7806.55	
2019-2020 Profit:		-\$ 30.67

Signed



Meegan Jones – President
Sustainable Event Alliance