

NOOSA FESTIVAL OF SURFING OCEAN POSITIVE EVENT 2021 SUSTAINABILITY REPORT

HEADS OF NOOSA PRESENTS

NOOSA FESTIVAL
OF **SURFING**
15 - 23 MAY 2021





The 30th Annual Noosa Festival of Surfing, presented by Heads of Noosa Brewing Company, has been designated as an Ocean Positive Event.

An Ocean Positive Event is addressing local environmental and social impacts, while also measuring and “wiping out” its carbon footprint by planting and protecting SeaTrees. This Sustainability Report is a transparent description of the sustainability performance of the event, and includes measured data, photos and recommendations for improvement.

After more than a year of Covid related disruptions, Sustainable Surf / Seatrees was delighted to be involved in the event at Noosa. Sustainable Surf / SeaTrees would like to thank World Surfariis, The Noosa Malibu Club, and all of the event sponsors for their commitment to sustainability.

Special thanks to Amanda Pummer for her ongoing role in guiding sustainability activations at the event over the past 2 years, and to Josh Allen and John Finlay from World Surfariis for inviting Sustainable Surf / SeaTrees to be a part of the event in 2021.

Now in its 30th consecutive year, the Noosa Festival of Surfing is the largest longboard event in the world. The event blends the importance of surf lifestyle and culture with environmental protectionism and sustainability. Together with Tourism Noosa and the Noosa Shire Council, the Festival continues to strive to be an environmentally responsible festival.

The Festival normally takes place annually between mid-February and late-March, typically low season for tourism to Noosa. However, with on-going widespread travel and gathering restrictions due to the Covid pandemic, the event was held from 15 to 23 May, 2021. The Covid-related border closures by the Australian Government essentially prohibited international longboarders from attending. Nonetheless, the Festival still attracted the best longboarders from across Australia, boosting badly affected Noosa tourism to this surfing mecca.

Noosa's surrounding coastline and in particular, First Point at Main Beach, is one of just 10 World Surfing Reserves. It has significant cultural, social and historical meaning to local people and surfers around the world. The Festival recognizes its event management activities and operations on the beach and in the water have the potential to produce both positive and negative environmental, economic and social impacts. The Festival commits to continually improve the environmental and social sustainability performance and annual benchmarking. Our sustainable event management principles are: Stewardship, Inclusivity, Integrity and Transparency.

Underpinning the event's commitment to sustainability, for the third year running, a formal Sustainability Policy has been produced and publicly displayed on the Noosa Festival of Surfing Website.

The Noosa Festival of Surfing event is managed by World Surfari Pty Ltd and its environmental and social sustainability is key to its operations, development and future for the local Noosa community and surfing culture globally.

The Festival is a 10-day program, being held from May 14 – May 23, 2021 (inclusive) in the Noosa Shire and on the Main Beach on the Sunshine Coast in Queensland, Australia. The program includes surfing competitions and exhibitions and the promotion of our surfing culture including movies, music and art. We expect approximately 600 competitors and thousands of visitors, both domestic and international (pending Covid-19 restrictions), who will come to Noosa to experience our celebration of the joy of surfing in the widest sense. They will enjoy the iconic coastline, a combination of natural beaches, dunes and tidal ecosystems, coastal parks and coastal infrastructure, as well as Noosa's associated village atmosphere of first-class accommodation, dining and shopping, gourmet produce and surf culture – all with a uniquely environmentally sensitive ethos.

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In 2021, we will continue to benchmark our key activities of energy, water and waste and ensure clear reporting of land use, air quality and noise and encourage participation from our local communities and World Surfing Reserve conservation groups. In 2021, we also target saving over 10,000 single use water bottles by providing a Back to Tap refill station. We target to have more recycling waste than landfill waste in 2021. In 2019, we were awarded Plastic Free Champion status by completely removing the use of single use plastics at our event. In 2021, we will continue to work with Plastic Free Noosa to achieve Plastic Free Champion status and meet with nearby businesses to encourage movement and steps towards plastic free operations.

The Festival will comply with all relevant legislation and regulations within the permit approved through the Noosa Council and strive to achieve international best practice on environmental and sustainability matters.

A Sustainability Officer is part of our Festival organization. Our Sustainability Officer has responsibility for ensuring ongoing environmental performance, identification of environmental risks, recording and monitoring of impacts and implementing environmental and social sustainability measures.

Special consideration will be given to promoting local businesses within the Festival and wherever possible, environmentally sustainable products and services will be sourced locally.

We encourage everyone associated with the Festival to present our commitment to environmental and social sustainability to our competitors, guests, visitors, suppliers, contractors, agents and sponsors.

Signed



JOHN FINLAY, Director, World Surfari

Noosa Festival of Surfing Event Manager

5 February 2021

SUSTAINABILITY PERFORMANCE SUMMARY

Climate Change:

- Target: 50% of carbon footprint offset
- Result: 100% of participant travel and generator use offset

Energy:

- Target: 15% increase in renewable energy use
- Result: Target not met. Estimated 20% renewable energy use as per 2020

Waste:

- Target: 70% of waste diverted from landfill
- Result: 71% of waste diverted

Community:

- Target: Support and enhance the local community
- Result: More that \$20,000 raised for non-profits



CLIMATE CHANGE + ENERGY

For 2021, event organisers targeted offsetting 50% of the event's carbon footprint. This target was met, with 100% of the footprint offset.

The event had a target of increasing renewable energy use by 15%. This target was not met.

The Noosa Festival of Surfing is offsetting 100% of the measured CO2 footprint of the event by planting and protecting SeaTrees with non-profit partner Sustainable Surf. Mitigating the event's CO2 footprint helps reduce direct threats to surfing from climate change/global warming such as: sea level rise, ocean acidification, reduced wave heights and loss of coral reefs globally.

Emissions from participants travelling to the event are being offset via SeaTrees VCS/CCBA certified carbon credits from the Southern Cardamom REDD+ Project in Cambodia. The event is also leaving an "Ocean Positive" impact by planting 38 trees locally with Trees for Tourism (a Tourism Noosa initiative) and an additional mangrove SeaTree in Indonesia for every tonne of carbon dioxide calculated. These trees have the potential to sequester an additional 23 tonnes of carbon dioxide.

For 2021, the calculation of the carbon footprint of the event was focused on the travel of the 306 unique competitors to the event and the local travel of the 35 staff involved in running the event. The following assumptions have been made as part of the calculation:

- 100% Qld competitors drove. 70% local and 30% from Gold Coast region
- 50% NSW competitors flew from SYD. 50% drove (70% northern NSW, 30% SYD)
- 50% Vic competitors flew from MEL, 50% drove from the Torquay region
- 70% SA competitors flew from ADL, 30% drove from Adelaide
- 100% WA competitors flew from PER
- 100% Tas competitors flew from HBA
- 23 staff were assumed to have driven 35 km each
- No local travel has been included. It is recommended that this be collated for future events

The 267.6 litres of fuel that powered the generators running the event at each location were also included.



Grid electricity was used to power the main event site and the Solbar Beach Bar. Energex, the wholesale provider for Queensland Councils, does not provide Green energy options. It is estimated that 20% of electricity is from renewable sources based on the Queensland grid average.

Sustainable Surf used its proprietary carbon calculator to develop an estimate of the carbon footprint for the event: 60.3 metric tonnes of carbon dioxide.

Breakdown of carbon footprint:

Area	Total tonnes	Percent of Total
Vehicles	35.2	58.3%
Flights	24.4	40.5%
Generator	0.7	1.2%
Total	60.3	100%

The event organisers should be commended for taking this first step towards mitigating the carbon footprint of the Noosa Festival of Surfing.

Recommendations:

Gather more travel data:

It is recommended that for 2022, the postcode for each person involved in the event is captured as part of event registration. This will enable a more accurate calculation of the footprint of the event. This also provides an opportunity to communicate the event's sustainability commitments and to provide advice on ways to reduce people's emissions from getting to the event by "road tripping" to Noosa with a friend.

Use renewable Energy:

Biodiesel and/or solar-powered generators are a reliable option for surf contests. It is recommended that these options are explored for future events and promoted as part of the event's on-beach sustainability efforts.



WASTE MINIMISATION + RECYCLING

For 2021, event organisers had committed to a landfill diversion target of 70%. This target was met, with 71% of waste diverted from landfill.

The event also had a commitment to reduce the total waste volume generated by the event by 20%. This target was met and exceeded with the volume reduced by 34% from 2020 levels.

A major achievement in 2021 was the selection of the major bar sponsor, operators and food providers, Heads of Noosa Brewing together with Solbar, Diablo Ginger Beer and the likes of Lite n Easy who, with the use of keg beer, reusable cups and compostable packaging, were able to minimize waste and ensure a high amount of recycling.

Through an ongoing partnership with "Plastic Free Noosa", bins with clear signage were placed around the main event areas for four waste streams. Unfortunately, the 2021 Festival experienced a significant reduction in volunteers, to the extent that no volunteer "Waste Warriors" were available to provide education and guidance on where to place waste, resulting in significantly higher contamination of each waste stream. This in turn increased waste management expenses, with waste contractors needing to re-sort offsite.

In 2021, the event again partnered with Plastic Free Noosa to be a "Plastic Free Event". This involved no selling of single use plastic water bottles whatsoever, the sale of refillable water bottles, the provision of water refill stations, banning of balloons, glitter and plastic disposable gifts and plastic bags, beach clean ups, monitoring of beach vendors to use 100% compostable food ware and reusable cups at the bar.



Unity Water set up a water refill station to encourage and enable the refilling of reusable water bottles. Refills via the station avoided the use of 908 water bottles.

714 “refundable containers” were collected and the \$71.40 refund was donated to Plastic Free Noosa.

Breakdown of waste data:

Area	Total kg	Percent of Total
Recyclables	9.5	3%
Wine bottles (recyc)	122	44%
Cardboard (recyc)	40	14%
Compostables	25	9%
Landfill	80	29%
Total waste	276.5	100%
Total diversion	196.5	71%
Refundables	714 refundable containers	

The event organisers should be commended for their ongoing efforts to decrease waste and improve recycling and composting.

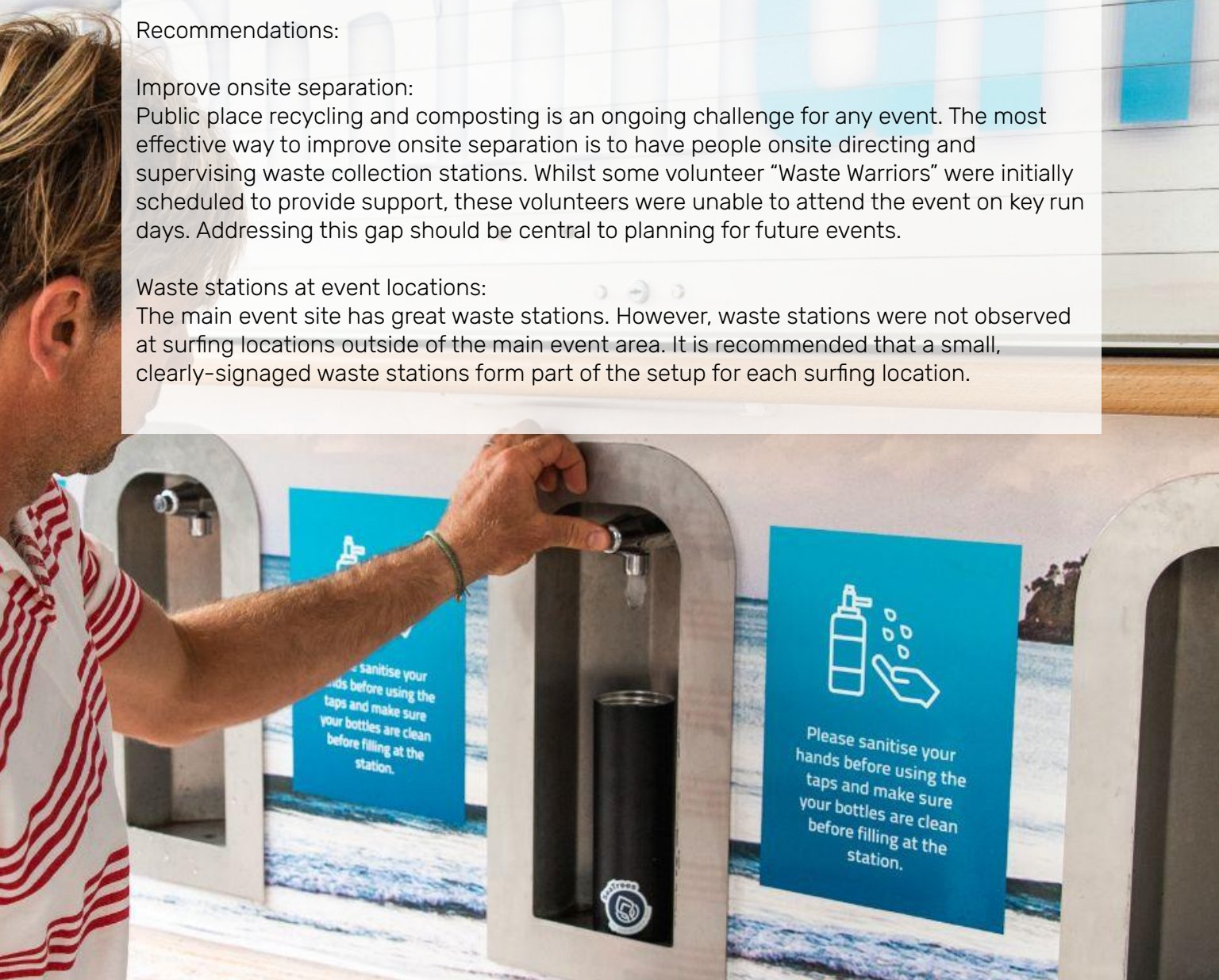
Recommendations:

Improve onsite separation:

Public place recycling and composting is an ongoing challenge for any event. The most effective way to improve onsite separation is to have people onsite directing and supervising waste collection stations. Whilst some volunteer “Waste Warriors” were initially scheduled to provide support, these volunteers were unable to attend the event on key run days. Addressing this gap should be central to planning for future events.

Waste stations at event locations:

The main event site has great waste stations. However, waste stations were not observed at surfing locations outside of the main event area. It is recommended that a small, clearly-signed waste stations form part of the setup for each surfing location.



COMMUNITY + CULTURE

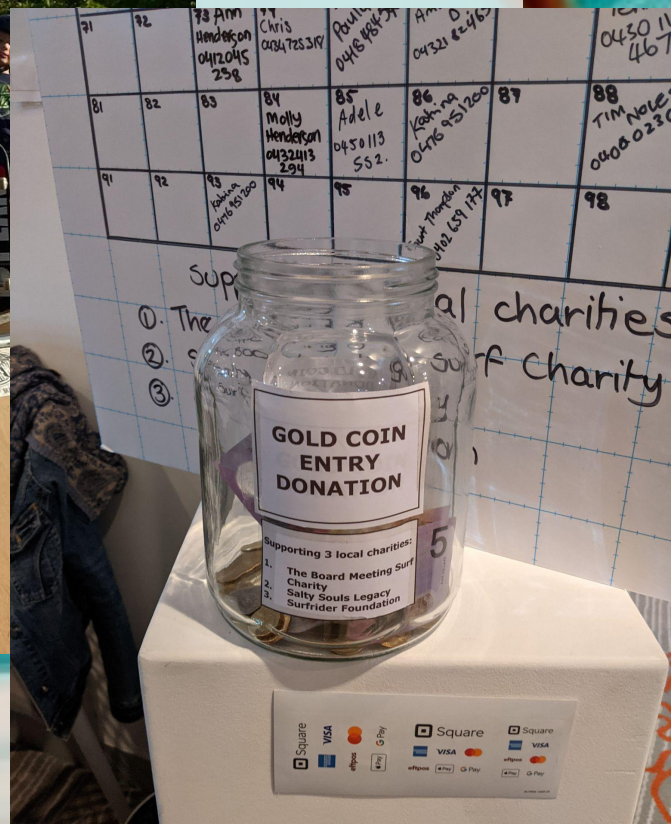
The Noosa Festival of Surfing is positively and proudly supported by the local community, council and businesses and is regarded as an event that perfectly aligns with the region's values, whilst celebrating Noosa Heads long and proud history of surf culture.

Each year, the Noosa Festival of Surfing opens with a Welcome to Country from representatives of the traditional owners and custodians of the land, the Kabi Kabi. A paddle out then takes place to honour and celebrate the coast where the event is held.

In 2021, the Festival gave back to the local and global community:

- Raising \$20,000 (approx) for local non-profit The Board Meeting Surf Charity through a charity dinner and auction fundraising event that included attendance by special guests Layne Beachley, Kirk Pengilly and Ray Gleave. All funds raised by The Board Meeting support local children with disabilities.
- Collecting and donating \$250 from Festival competitors to Surfaid to support women and children in remote parts of Indonesia.
- Hosting Chiggy's Skate Fest, held in Noosa Woods, which offered free lessons for kids (and big kids).
- Donating \$71.40 to Plastic Free Noosa from containers collected and recycled.
- Promoting all non-profit partners throughout the event messaging.

The event also has a Purchasing Policy which prefers local, fair trade, products with "eco-credentials" as demonstrated by more than 80% local product purchased.



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