

Netball Victoria

# Green Action Plan

2023-2025

Doing good things for the planet



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## Acknowledgement of Country



In the spirit of reconciliation, Life Sport Journey and Netball Victoria respectfully acknowledge the Traditional Owners and Custodians of all the lands and waters that make up Victoria. We also acknowledge the Wurundjeri people as the Traditional Owners and Custodians of the land at the State Netball Centre in Parkville, which is considered the home of netball in Victoria and we pay our respects to Elders past and present.

Netball Victoria recognises the tremendous contribution that Aboriginal and Torres Strait Islander people make to sport, in particular netball in Victoria. We also wish to highlight the power of netball to promote reconciliation, enhance belonging and reduce inequality.







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# About this document

## DOCUMENT PURPOSE

The **Netball Victoria 2023-2025 Green Action Plan** signals Netball Victoria’s intention to take positive and practical steps towards becoming a greener organisation.

This is an aspirational plan with an aspirational vision. It supports the growing national and international practices in sport to ensure the protection of our environment and invest in a sustainable future.

This Action Plan has been developed from several project activities including:

- Desktop research
- Staff consultation and follow up with Shelley Haynes and Jen Camilleri

## HOW TO USE THIS DOCUMENT

The Netball Victoria 2023-2025 Green Action Plan provides seven green strategic priorities in a clear framework for the organisation to implement.

A set of practical strategic actions (pp. 13-18) flow from the seven strategic priorities. These green actions are specific to Netball Victoria’s journey towards a more consciously green future.

## ACKNOWLEDGEMENTS

Thank you to the staff involved in this project and to all those who will drive the implementation of this Action Plan, including:

### Project Leads

- **Shelley Haynes** – Facilities Development Manager
- **Jen Camilleri** – GM, Affiliate Services

### Netball Victoria Environmental Working Group (EWG)

- **Judi Buhagiar** – Eastern Region Manager
- **Jen Camilleri** – GM, Affiliate Services
- **Denielle Campbell** – Netball Participation Co-ordinator – East Gippsland
- **Shelley Haynes** – Facilities Development Manager
- **Virginia Hester** – Senior Brand & Design Co-ordinator
- **Meg Hopper** – Workforce Development Manager
- **Nicole Menzel** – Human Resources Manager
- **Sharlene Nation** – Metro Region Manager
- **Rachel O’Brien** – Merchandise Specialist
- **Stacey O’Neill** – Performance Competitions Manager

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The information contained in this report is intended for the specific use of the client to which it is addressed (“Netball Victoria”) only. All information and recommendations by Life Sport Journey are based on information provided by or on behalf of Netball Victoria and Life Sport Journey has relied on such information as being correct at the time of preparation of this Report.

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# Foreward

Netball Victoria recently launched its 2023-2026 Strategic Plan. Under the Strategic Pillar, “Lead,” Netball Victoria promotes “education and advocacy for environmental sustainability.” The measure for success in this area is identified as: “improved sustainability practices in venues and programs.”

This Action Plan expands and details Netball Victoria’s strategic objective to educate and advocate for environmental sustainability and provides practical ways to achieve improved sustainability practices across the organisation.

As the world shifts towards a more eco-conscious mindset, the demand for sustainable practices in sport is rising. Within Australia and abroad, sporting organisations are looking for ways to reduce their carbon footprint and minimise waste, assessing and evaluating their own sustainable practices.

The inception of Netball Victoria’s Environmental Working Group (**EWG**) ([refer Appendix 1](#)) heralded the beginning of Netball Victoria’s own move towards more eco-conscious practices. This Action Plan is the culmination and synthesis of the work and activities completed to date by the EWG, driven by project lead, Shelley Haynes, Facilities Development Manager. Both Shelley Haynes and Jen Camilleri, GM, Affiliate Services, contributed generously to a consultation process ([refer Appendix 2 for consultation questions](#)). Their responses, along with desktop research have informed this Action Plan.

As an organisation employing over 60 people and with approximately 110,000 members, Netball Victoria’s opportunity to make a positive impact on the environment and embrace and promote sustainable solutions is significant.

The realisation of this Action Plan over the next two years will have both positive environmental and economic outcomes. This is the market of the future and Netball Victoria is one of the first state sporting organisations in Victoria to develop an environmentally sustainable Action Plan, leading the way in becoming a greener sporting organisation.

**Abbreviations used in this document**

- **EDM** means Electronic Direct Mail
- **EWG** means the Netball Victoria’s Environmental Working Group
- **MO** means Member Organisation
- **NV** means Netball Victoria
- **SEA** means Sports Environmental Alliance
- **YAC** means Netball Victoria’s Youth Advisory Committee

# VISION

Empowering our netball community to live healthier lives in a healthier environment.





# Summary of our green priorities

SEVEN STRATEGIC PRIORITIES HAVE BEEN IDENTIFIED TO SUPPORT THE IMPLEMENTATION OF THIS ACTION PLAN.

## ONE

### Green Audit - drawing a line in the sand

Conduct, record and share internal green audit results with all NV staff with the objective of raising awareness, generating discussion, making decisions and sparking positive change.

## TWO

### Applying a green lens to NV's policies and procedures

Review and refine NV's relevant policies and procedures.

## THREE

### Our green home

Monitor and reduce waste generated in our offices at the State Netball Centre.

## FOUR

### Environmentally conscious events

Review our events with a green lens and refine practices, driving positive environmental change.

## FIVE

### Spread the word

Communicate and infuse the message: "Do good things for the planet."

## SIX

### Partnerships and memberships

Actively seek partnerships with organisations that embrace and promote an environmentally sustainable future.

## SEVEN

### Leadership and advocacy

Build on the work of NV's Environmental Working Group to implement this plan.

# Putting our Green Action Plan in practice

## HOW TO USE THE GREEN ACTION PLAN

- The following table-format plan (pp. 13-18) is broken into six columns.
- Columns 1-3 identify seven **priority areas**, with associated **green goals** and **green actions**. The **green actions** are the identified projects to be undertaken by NV's EWG.
- Columns 4-6 are to be completed by the EWG to operationalise this plan and allocate projects to the EWG participants. It is recommended to co-opt others in the organisation to both share the workload and actively involve them in NV's green journey. This would include the YAC and other working groups.
- It is envisaged this Action Plan will be embedded into practice and actively monitored, with progress reported in various meetings at both staff and Board level.
- This Action Plan is intended to actively support Netball Victoria's contribution to the protection of the environment and investment in sustainable practices.

# Green Action Plan

Priority Areas	Green Goals	Green Actions	FY23/24	FY24/25	WHO
<b>ONE</b> Green Audit - drawing a line in the sand	<b>1.1</b> Conduct, record and share internal green audit results with all NV staff with the objective of raising awareness, generating discussion, making decisions and sparking positive change.	<b>a) Conduct a green audit</b> of NV suppliers, partners and sponsors. Evaluate their green strategies. Develop a 'green scale' of assessment.  <b>b) Identify green projects and concepts implemented by other MOs.</b> Seek to collaborate, share ideas and adopt new initiatives.  <b>c) Conduct a waste audit</b> of the amount of waste generated by NV across key areas including but not limited to: <ul style="list-style-type: none"><li>Kitchen</li><li>Stationery</li><li>Uniforms</li><li>Equipment</li><li>Merchandise and packaging</li></ul>			
<b>TWO</b> Applying a green lens to NV's policies and procedures	<b>2.1</b> Review and refine NV's relevant policies and procedures.	<b>a) Develop, document and implement a new stationery ordering process</b> incorporating sustainability and environmental considerations. Minimise over-ordering.  <b>b) Define what a 'paperless office' looks like</b> and implement a staged program towards becoming 'paperless'. Promote positive environmental and economic outcomes; a 'double win'. Current initiatives to build on include paperless AGM, e-membership cards. Explore QR codes to replace paper event/competition programs.			
<b>THREE</b> Our green home	<b>3.1</b> Monitor and reduce waste generated in our offices at the State Netball Centre.	<b>a) Following the waste audit, take the steps to make sustainable choices</b> in NV's supply chain to reduce environmental impact and landfill.  <b>b) Introduce initiatives</b> to monitor and reduce waste.  <b>c) Build on initiatives including</b> using and promoting the use of reusable cups ('Keep Cups').  <b>d) Wherever possible</b> and practical, opt for biodegradable and recyclable packaging.  <b>e) Continue to collaborate with venue management</b> to build on waste reduction and recycling ideas, including the introduction of food waste bins.			

# Green Action Plan

Priority Areas	Green Goals	Green Actions	FY23/24	FY24/25	WHO
<b>FOUR</b> Environmentally conscious events	<b>4.1</b> Review our events with a green lens and refine practices, driving positive environmental change.	<b>a) Develop a checklist in order to make sustainable choices</b> in NV's supply chain and procurement for all events to reduce environmental impact and landfill.  <b>b) Review travel with a green lens including Melbourne Vixens, State Teams and staff:</b> <ul style="list-style-type: none"><li>• Car hire</li><li>• Flights</li><li>• Accommodation</li></ul> <b>c) Embed an environmental awareness clause into any NV travel/car policies</b> to ensure waste, cost and energy consumption are well-considered when making logistics and travel decisions.  <b>d) We would love</b> to see the Melbourne Vixens playing in a recycled uniform, in recycled shoes, with a recycled ball.			
<b>FIVE</b> Spread the word	<b>5.1</b> Communicate and infuse the message: "Do good things for the planet."	<b>a) Build a comprehensive 'planet conscious' staff education program.</b> Create an annual calendar – keep it engaging, celebrate the success stories. <ul style="list-style-type: none"><li>• Bring the YAC into an active role and campaign around being greener in netball.</li><li>• Continue contributing to the 'All Stars' monthly meetings agenda with a range of EWG information and updates. Make these impactful and effective (e.g. share practical success stories like the Netball Exchange, sustainable design features of facilities etc.).</li><li>• Spread the word via Facebook groups, monthly EDMs, internal Microsoft Teams channel (fortnightly green post), news items, Green Awareness Week (e.g. Trash Talk).</li><li>• Create a webpage dedicated to the organisation's green goals and commitments.</li><li>• Continue to promote green initiatives and discourse via social media. Re-post green-themed Association and Club posts (<a href="#">see Appendix 3</a>).</li><li>• Explore creating an NV green logo.</li><li>• Investigate online environmental and climate change awareness education – promote to staff and members.</li></ul>			

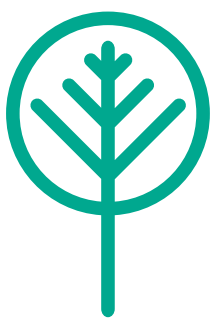


# Green Action Plan

Priority Areas	Green Goals	Green Actions	FY23/24	FY24/25	WHO
<b>SIX</b> Partnerships and memberships	<b>6.1</b> Actively seek partnerships with organisations that embrace and promote an environmentally sustainable future.	<p><b>a) Join the industry conversation and action:</b></p> <ul style="list-style-type: none"> <li>• <b>Maintain membership</b> of, support and contribute to the <a href="#">Sports Environment Alliance</a>.</li> <li>• <b>Attend industry conferences</b> and summits (e.g. SEA annual summit, Australian Grand Prix sustainability pod).</li> <li>• <b>Subscribe</b> to relevant news feeds (e.g. <a href="#">The Sustainability Report</a>).</li> <li>• <b>Identify other organisations</b> to partner with for green projects and initiatives.</li> <li>• <b>Build a green library</b> of information to ensure an up-to-date and relevant knowledge in this area (<a href="#">refer Appendix 4</a>).</li> </ul> <p><b>b) Continue to evolve the <a href="#">Gilbert/RACV/Game On Recycling</a> netball exchange partnerships</b> and build on the inaugural Netball Exchange event.</p> <p><b>c) Follow the <a href="#">Game On Recycling</a> research</b> into using recycled balls as goal posts and other initiatives.</p> <p><b>d) Develop a team of environmental champions</b>, including approaching elite-level netball athletes with a passion for the environment, as our environmental sustainability ambassadors.</p> <p><b>e) Initiate and/or support uniform and equipment</b> drop-offs and recycling programs. Support our Affiliates with recycling of uniforms and equipment.</p>			
<b>Seven</b> Leadership and advocacy	<b>7.1</b> Build on the work of NV's Environmental Working Group to implement this plan	<p><b>a) Bring this Action Plan to life. With the EWG</b>, complete this Action Plan:</p> <ul style="list-style-type: none"> <li>• Identify the green actions and projects to be implemented over the next two years.</li> <li>• Create an Excel spreadsheet to allocate tasks and responsibilities.</li> <li>• Agree on roles and responsibilities.</li> <li>• Continue to meet monthly and report against this Action Plan.</li> </ul> <p><b>b) Actively seek Executive Team support to lead their teams in green initiatives:</b></p> <ul style="list-style-type: none"> <li>• Consider how each area of the business can be involved.</li> <li>• Use this plan as a conduit to start conversations and seek buy-in.</li> <li>• Work collaboratively and create regular touchpoints with the Executive Team.</li> </ul> <p><b>c) As we gain momentum:</b></p> <ul style="list-style-type: none"> <li>• Share this Plan with our Affiliates and empower our Affiliates to take Green Action!</li> </ul>			



# Appendices





# Appendix 1

## Netball Victoria Environmental Working Group (EWG)

- Judi Buhagiar – Eastern Region Manager
- Jen Camilleri – GM, Affiliate Services
- Denielle Campbell – Netball Participation Co-ordinator – East Gippsland
- Shelley Haynes – Facilities Development Manager
- Virginia Hester – Senior Brand & Design Co-ordinator
- Meg Hopper – Workforce Development Manager
- Nicole Menzel – Human Resources Manager
- Sharlene Nation – Metro Region Manager
- Rachel O'Brien – Merchandise Specialist
- Stacey O'Neill – Performance Competitions Manager



# Appendix 2

## Project consultation questions

Background - Opportunities & Challenges

1.

Please articulate your/NV Visions for a "Green Netball Victoria" and "Sustainability Action Plan?" Include time periods/s.

2.

What **priority areas** you **hoping will be identified** in a "NV Sustainability Action Plan?"

3.

Please out line NV's **current green** and **not-so-green practices** across key business areas (e.g. SNHC building, office/internal practices, facilities development). Please share any resources created by NV

4.

Please share **base line** and **future objectives**

5.

Please identify any key **challenges/risks/obstacles** that will need to address to realise its green vision?

Stakeholder Relationships

6.

What is **Netball Australia** currently doing in this area? An specifics that NV would like to emulate?

7.

Please outline NV's current and desired future green goals for its **stakeholder, sponsor and supplier relationships**. (e.g. values, alignment, selecting partners and suppliers with green strategies, etc.)

Best Practice & Success Models

8.

Please identify **other sport or organisations** that you feel demonstrate best practice green action in strategy, communications, decision-making, and operations.

9.

What do you believe will be **key factors leading to sustainable success** for NV in this area?

Further Coments

10.

Any further comments?

a) Would you like me or NV to compile the report/graphics for this project?

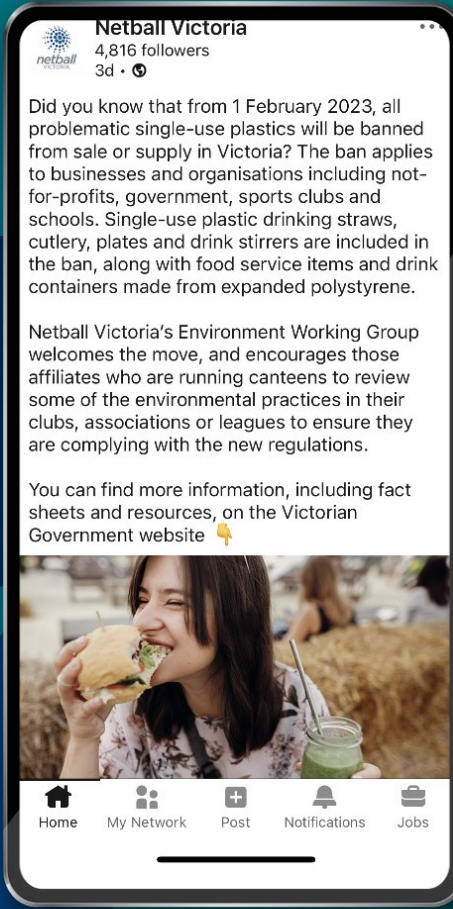
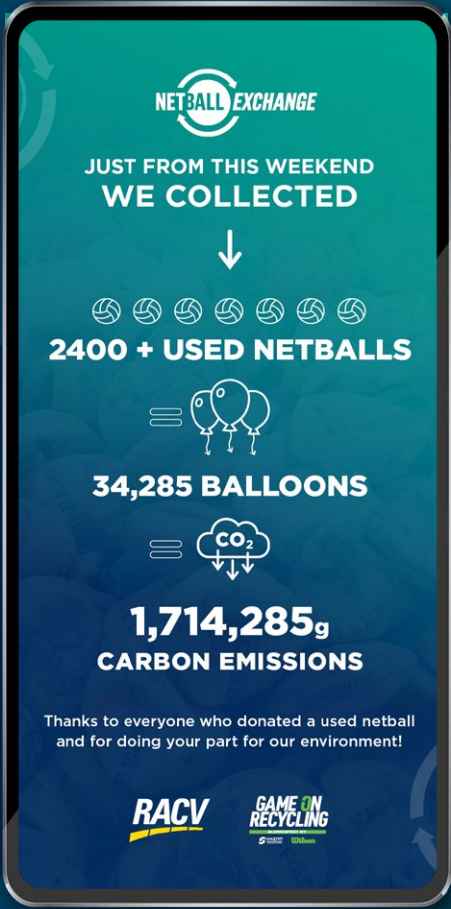
b) ideas about communicating and education around supporting a green NV future?





# Appendix 3

## NV & NV Association green social media posts





## Appendix 4

### HANDY (GREEN) LINKS AND RESOURCES

#### Green resources and articles of interest

- [2023-2026 Netball Victoria Strategic Plan](#) (refer p.10, Strategic Pillar “Lead”; Objective “Netball Victoria is a leader in equality, ensuring fairer access, investment and opportunities for all”; Item #4 “Educate and advocate for environmental sustainability”; Measure “Improved sustainability practices in venues and programs”)
- [Climate Clever](#)
- Gilbert: “As an organisation, Gilbert Netball is proud to use recycled and sustainable materials, which are then packaged in an environmentally ways. Our [ENVYRO](#) approach will ensure the environment is carefully considered as we produce hundreds of thousands of sporting equipment, apparel and teamwear items each year. ” (reference: <https://www.gilbertnetball.com.au/blogs/behind-the-brand/gilbert-launches-dedicated-teamwear-catalogue>)
- [Game On Recycling](#)
- [Gilbert ENVYRO – A sustainability initiative](#)
- [“It’s time to stop ignoring the overproduction of sports merch”](#) (Fashion Magazine, 2023)
- [“Mikaela Shiffrin leads push for winter sports sustainability amid climate crisis”](#) (The Guardian, 2023)
- [“Net Zero Since Inception: Formula E Publishes Season 8 Sustainability Report”](#) (FIA Formulae, 2023)
- [“Our partnership revenue grew fivefold in three years’: Sports sustainability experts make the business case for carbon reduction.”](#) (Sports Pro Daily, 2023)
- [PUMA: Beyond recycling: sportswear collection PUMA and First Mile empowers communities in need](#)
- [Sports Environment Alliance \(SEA\)](#)
- [SEA Resources and guide to future proof sport and recreation](#)
- [“Sustainability” \(International Olympic Committee\)](#)
- [“Sustainability, the sports industry’s next upgrade”](#) (The Sustainability Report, 2023)
- [The Sustainability Report – the inside track on sport sustainability](#) (free subscription)





Netball Victoria

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Prepared by NikkiBurger, Life Sport Journey

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