

ENVIRONMENTAL SUSTAINABILITY ACTION PLAN 2022 - 2024



RICHMOND GREEN



RICHMOND
EST 1885

**let's play today,
for tomorrow**

ACKNOWLEDGEMENT OF COUNTRY

Richmond Football Club acknowledges the traditional custodians of the land on which we work and play, the Wurundjeri people of the Kulin Nations. We pay our respect to their elders, past, present, and emerging and acknowledge the intimate connection that Aboriginal and Torres Strait Islander people have with Country, the environment and the natural world.



MESSAGE FROM THE CEO

Climate change is one of the most pressing challenges facing our planet. Sport and football are not exempt from the impacts of climate change and Richmond Football Club is now fully committed to action.

This industry-first Environmental Sustainability Action Plan (ESAP) is a significant step forward in our climate action commitments. While we have taken some steps in the sustainability space, this ESAP ensures transparency and accountability around this necessary work and will serve as a tool to inspire change in our sphere of influence.

We are ensuring that we are taking an organisation-wide approach to effectively embed sustainability and climate action in the way we do business while also building awareness more broadly and contributing to education and behavioural change in our community.

We also have a responsibility to future generations and to Australia's First Peoples who nurtured this land for tens of thousands of years. We are committed to doing our part to help create a world where sport can be enjoyed long into the future.

There is a lot of work to do, but we are confident that our Club's goals can be achieved through collaboration with our partners, members, supporters, and the broader Richmond community to help create collective change.

We look forward to reporting back on our progress.

Brendon Gale
Chief Executive Officer

ABOUT RICHMOND FOOTBALL CLUB

Established in 1885 and based in Richmond, Melbourne, the Richmond Football Club has been an active competitor and member of the Australian Football League (AFL) for over 130 years, winning 13 premierships, most recently in 2020. The Club has also founded a women's team playing in the AFL Women's competition since 2020 and a wheelchair football team playing in the VWFL competition since 2018. More recently, the Club has worked to distinguish itself as a leading voice for social impact, reconciliation, diversity and inclusion, and sustainability throughout Australian sport.

Today, the Club employs 800 staff (full-time, part-time and casual) across its business focus areas and is represented by 123 footballers (AFL, VFL, VFLW and VWFL). The Club has over 100,000 members, over 500,000 supporters nationwide, and over 30 commercial partners.

THE CLUB HAS FOUR OTHER KEY BUSINESS FOCUS AREAS:

- **Aligned Leisure:** Supported by the Club and the AFL, Aligned Leisure is a vehicle to manage Richmond's health and leisure business activities.
- **Korin Gamadji Institute (KGI):** The Club's centre for Indigenous youth leadership. KGI is a unique and innovative Indigenous centre supporting the next generation of Aboriginal and Torres Strait Islander people.
- **Richmond Institute of Sport Leadership:** The Richmond Institute is the education arm of the Club, developing the next generation of sports industry leaders.
- **Bachar Houli Foundation (BHF):** Supported by the Club, BHF aims to build young leaders within the Muslim community while supporting social cohesion through sport.



Our Club Purpose

Connecting to thrive and win.

Our Club Values

Aware, Disciplined, Relentless, and United.

Richmond is anchored by unifying core values: Aware, Disciplined, Relentless, and United. We value awareness as an organisation and as individuals. We value a reputation as an authentic, transparent, and fair football Club. This means we challenge ourselves and others to support and care for our people and planet while seeking new ideas, perspectives, and continuous improvement.

We are at the start of our sustainability and climate action journey. While there is still a lot to learn and do in this space, this Environmental Sustainability Action Plan is an important step in our commitment to the thriving and prosperity of our people, planet and sport.

SPORT AND CLIMATE CHANGE

Climate change remains the most urgent threat facing our world today. It is already significantly impacting our natural environment, cities, societies, and the economy. Tackling this global challenge requires collective action by all sectors, including sports, to contribute to a healthier, more sustainable, and more prosperous future.

The sports sector is already feeling the impact of climate change at all levels, from grassroots to elite. The health and wellbeing of players and communities and the availability of playing surfaces have been threatened by the increased prevalence of extreme weather such as heat waves, drought, floods, and bushfires. By extension, the capacity of Sport – an essential fabric of our cultural identity – to bring people and communities together is being compromised.¹

According to the Intergovernmental Panel on Climate Change (IPCC) report titled *Climate Change 2021: the Physical Science Basis, limiting global warming to 1.5°C above pre-industrial levels is required to avoid catastrophic impacts on our planet.* However, the report revealed that global temperature is expected to reach or exceed 1.5°C of warming in the next decades unless immediate and large-scale reduction in greenhouse gas (GHG) emissions takes place. To achieve this, the global net emissions of GHG from human activities must decrease by 45% by 2030 and reach net-zero by 2050. Multi-sectoral, ambitious, and effective climate action is needed to reach these crucial emission reduction targets.²

The sports sector is uniquely positioned to be part of the solution by committing to net-zero targets and reducing its own carbon footprint, leveraging its influence and platform to inspire meaningful climate action beyond sports.

As society and industry move towards reducing their reliance on fossil fuels and their impact on the climate and the environment, there are also transitional risks that we face if we fail to engage in climate action. This will require evolving our operations, priorities, and focus. With changes in policies, regulations, funding requirements, and investment strategies, the transition to net-zero is essential.

If we want future generations to enjoy the sport we love, we need to take responsibility for Richmond's own climate footprint while harnessing the power of our Club and sport to grow awareness and engage our community in climate action.

1. www.unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action
2. www.ipcc.ch/report/sixth-assessment-report-working-group-i





OUR COMMITMENT TO CLIMATE ACTION AND ENVIRONMENTAL SUSTAINABILITY

Richmond is committed to:

- Reducing the Club's own environmental impact by decreasing its greenhouse gas (GHG) emissions by 50% by 2030 and achieving net-zero emissions by 2040.
- Using its reach and platform to encourage climate action and build environmental awareness.

PROGRESS TO DATE

The Club has made some important changes in recent times prior to and while in the process of developing the Action Plan. Here are some highlights:

GHG emissions baseline established with Environmental Global Benefit (EGB Consortium), For-NRG (4NRG) and Australian Circular Economy Solutions (ACE Solutions) based on 2019, 2020, 2021 emissions profile. Risks, opportunities and recommendations for GHG reduction were subsequently developed and included in the ESAP.



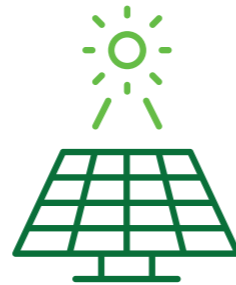
Richmond remains **the only AFL Club to become a signatory** to the United Nations Framework Convention on Climate Change (UNFCCC) Sports for Climate Action and Race to Zero Initiatives.

UNFCCC



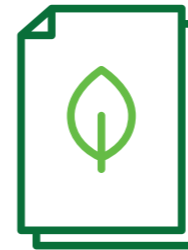
The **Richmond Green Brand** was launched to be used across the Club's environmental sustainability work reinforcing commitment to climate action.

Reduced water consumption by **50%** by utilising grey water from the Melbourne Cricket Ground (MCG).



Installed solar panels generating **12%** of the Club's electricity demand using renewable energy.

Eliminated the use of plastic straws, cups, bags, and water coolers.



All paper products across the business are **Forest Certification System (FSC) certified**.

Committed to biodiversity through continuing **partnership with the World Wide Fund for Nature - Malaysia (WWF - Malaysia)** with 318 Tiger Conservation Memberships sold.



Optimised swimming pool heating temperature to **reduce gas usage**.

Created a job position that formally includes **sustainability as a key responsibility** of the role.



More than **3,500** members have opted out of receiving their cards and packs to support reduction of material use.



Increased lighting efficiency by **30%** by replacing halogen lights with LED lights.





SCOPE OF THE ACTION PLAN

The scope of the Environmental Sustainability Action Plan (ESAP) covers Richmond Football Club activities and facilities at Punt Road Oval, Yarra Park, Richmond, Victoria 3121. Aligned Leisure works in partnership with various local government and commercial partners. In the management of these facilities, programs, and services, tailored Environmental Sustainability Plans are developed suited to the unique needs of each partner and the local community. These plans align with the respective partners' sustainability priorities and targets. Aligned Leisure also maintains certification to ISO 14001 Environmental Management Systems.

This ESAP primarily focuses on climate change mitigation. However, we also acknowledge the need to ensure that our sport is adapting and resilient to climate change. Therefore, climate adaptation measures will be considered as part of Richmond's Punt Road Oval Redevelopment process. Climate adaptation will also be continuously discussed with internal stakeholders at all levels of the Club as well as with external stakeholders including commercial partners and the AFL.

GOVERNANCE AND IMPLEMENTATION OF THE ACTION PLAN

The ESAP has been approved and prioritised at a leadership level by Richmond's Senior Management Team (SMT) and has been budgeted for with a commitment to fund it across the next three years.

Richmond is embedding environmental responsibility and sustainable practices throughout its business, with all staff and departments collectively contributing to the implementation of the ESAP and the achievement of its targets. Specific department responsibilities have been allocated to the actions of the plan.

The Sustainability Team will oversee the ESAP's implementation. The Sustainability Team will also provide support and guidance for departments to successfully implement their actions and play their part in achieving Richmond's sustainability objectives.

Richmond's Environmental Sustainability Working Group includes representatives from all departments, including representation from the SMT. Members of the working group act as internal ambassadors for the Club's sustainability work. Their role includes ensuring updates are communicated to

their respective departments and providing essential insights and perspectives on different areas of the Club's operations. Members of this Working Group will also influence and contribute to the conversation around environmental sustainability issues at the Club. The Working Group is chaired by the Sustainability Team.

The Club will use an internal version of the ESAP with a more granular timeline and specific allocations to ensure environmental sustainability objectives are being met by the established timeframe.

Further, Environmental Sustainability Working Group members will have significant representation in conversations surrounding the Club's Punt Road Oval Redevelopment. **A Redevelopment Team, along with the CEO, COO, and CMO, will be responsible for implementing environmental sustainability practices relevant to the redevelopment project.**

DEVELOPMENT OF THE ACTION PLAN

This Action Plan was developed by the Social Impact and Sustainability Manager with contributions and insights from the Environmental Sustainability Working Group and external stakeholders. External contributors and partners were consulted and drawn on for subject matter expertise and feedback on the plan.

RICHMOND'S ENVIRONMENTAL SUSTAINABILITY WORKING GROUP

This group is chaired by the Sustainability Team and includes representatives from across the organisation including senior management.

- **Rita Nehme**
Social Impact and Sustainability Manager (Co-Chair)
- **Michael Lacy**
Head of Community (Co-Chair)
- **Simon Matthews**
Chief Marketing Officer (Member of the Punt Road Redevelopment working group).
- **Airlie Johnston**
Senior Partnerships Manager
- **Angela Booth**
Senior Accountant
- **Becky McCulloch**
Former Graphic Designer
- **Ben Tudhope**
Business Development Manager of Aligned Leisure
- **Brady Cooper**
Korin Gamadji Institute Programs Lead
- **Hannah Hooper**
Legal Counsel
- **Lloyd Klaman**
Business & Procurement Manager (Member of the Punt Road Redevelopment working group)
- **Michael Stahl**
Chief Operating Officer (Member of the Punt Road Redevelopment working group)
- **Samantha James**
Accounts Officer
- **Simon Derrick**
General Manager of Commercial Operations & Stakeholder Engagement

EXTERNAL ADVISORY

Richmond would like to thank and acknowledge all those who contributed and were consulted in the making of this document. In particular, the Club thanks the following people:

- **Christian Stamm**
Senior Sustainability and Climate Action Manager at FIFA
- **Lindita Xhaferi Salihu**
Sector Engagement Lead, UNFCCC
- **Matthew Nicholas**
Director of Sustainability at Tennis Australia
- **Max Hass, Angela Fieldhouse, Thinh Dao, Geoff Kimmitt, Matt Wildsoet**
Executive Management team of Environmental Global Benefits (EGB), For-NRG (4NRG) and Australian Circular Economy Solutions (ACES)
- **Meegan Jones**
Sustainability Programme Advisor at The Ocean Race
- **Sheila Nguyen**
Head of Sustainability at FIFA Women's World Cup and Co-Founder of the Sports Environment Alliance (SEA)

ENVIRONMENTAL SUSTAINABILITY PARTNERS

Over the past two years we have developed some key relationships and partnerships that have linked the Club into global networks to build education and understanding, and ultimately help the Club identify opportunities for change and growth. These partnerships include:

- **Sports Environment Alliance (SEA)**
- **UNFCCC Sports for Climate Action**
- **World Wide Fund for Nature – Malaysia (WWF-Malaysia)**



STRUCTURE OF THE ACTION PLAN

The plan is structured into the five key focus areas below with outcomes and targets under each. These focus areas are mapped to the UN Sustainable Development Goals (SDGs) and the UNFCCC Sports for Climate Action Principles.

Richmond's Environmental Focus Areas:

1. Greenhouse Gas Emissions
2. Material Sourcing and Waste Management
3. Biodiversity
4. Climate Leadership
5. Education for Climate Action



ALIGNMENT TO THE UNFCCC SPORTS FOR CLIMATE ACTION FRAMEWORK

As part of our commitment to environmental sustainability, Richmond remains the only AFL Club to become a signatory to the Sports for Climate Action Initiative, and the Race to Zero, which fall under the United Nations Framework Convention on Climate Change (UNFCCC). As a signatory, Richmond has committed to five fundamental principles outlined below:

The different focus areas of this plan have been mapped to Principles 2, 3, 4 and 5 while Principle 1 underpins the whole plan as Richmond aims to embed environmental responsibility and sustainability practices throughout its business. The Club will work towards a comprehensive incorporation of climate action into its business strategy, operations, events, procurement, infrastructure, and communications.



ALIGNMENT TO THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

The United Nation's Sustainable Development Goals (SDGs) are 17 universal interlinked goals aimed at achieving significant social, economic, and environmental change by tackling the world's most pressing challenges by 2030. The SDG global framework provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.³

Richmond's ESAP supports the SDGs by contributing to **seven of the goals** that have an environmental sustainability focus. The focus areas of this plan have been mapped to those seven goals. The targets and indicators of the SDGs will also be used when evaluating and reporting on the ESAP.



³. sdgs.un.org/goals

ACTION PLAN



1 GREENHOUSE GAS EMISSIONS

Richmond aims to mitigate its climate impact by reducing GHG emissions. It is the start of the Club's journey to meet its UNFCCC Sports for Climate Action commitments of reducing GHG emissions by 50% by 2030 and achieving net-zero by 2040. Actions under this focus area were informed by recommendations from EGB Consortium, 4NRG and ACE Solutions while undertaking the Club's GHG emission baseline measurement. A full GHG emissions report and GHG reduction roadmap to 2030 will be published in 2022.



Objectives and Targets	Actions	Timeframe	Responsibility
<p>1. Measure and report on the Club's environmental sustainability work.</p> <p>Target: A public environmental sustainability report published annually</p>	<ul style="list-style-type: none"> Measure Richmond's GHG emissions annually with the first emission measurement report to be released in 2022. Develop a public annual report to communicate Richmond's progress in relation to its ESAP's implementation including progress on GHG emissions reduction. Report on Richmond's progress to the UNFCCC Sports for Climate Action Initiative. Publish an emission reduction roadmap for the target of 50% reduction of GHG emissions by 2030. 	<p>FY 2022</p> <p>Annually</p> <p>Annually</p> <p>FY 2022</p>	<p>Sustainability Team</p> <p>Sustainability Team</p> <p>Sustainability Team</p> <p>SMT and Sustainability Team</p>
<p>2. Reduce GHG emissions at current Punt Road facilities and as part of the Punt Rd Redevelopment.</p> <p>Target: 25% reduction of GHG emissions by 2024</p>	<ul style="list-style-type: none"> Improve energy efficiency at facilities by implementing the following: <ul style="list-style-type: none"> Replacing all lighting with LED globes Implementing sensor lights Using solar powered water heating Implementing automated heating and cooling systems Consolidating cool rooms and insuring they are running at optimum capacity 	<p>FY 2022</p>	<p>Facilities and Procurement Team</p>

Objectives and Targets	Actions	Timeframe	Responsibility
	<ul style="list-style-type: none"> Using low-carbon refrigerants and installing freezer curtains Installing timers on TV screens, computer monitors and vending machines at the power points to turn them off outside of operating hours Optimising the operations of kitchen equipment including ovens, exhaust hoods, fridges, dishwashers, microwaves and cook tops Optimising the operations of the Building Management Systems (BMS). 	<p>FY 2022</p>	<p>Facilities and Procurement Team</p>
	<ul style="list-style-type: none"> Transition to renewable energy by: <ul style="list-style-type: none"> Applying good maintenance to existing solar panels Investing in additional solar energy Exploring the use of vertical wind turbines for electricity generation. 	<p>FY 2022-2023</p>	<p>Facilities and Procurement Team and SMT</p>
	<ul style="list-style-type: none"> Work with the AFL and the City of Melbourne to explore the introduction of free public transport for Richmond fans when travelling to games, accessible with their match day tickets. This will assist in reducing emissions from transport and can also benefit crowd-building by incentivising more fans to attend games in person. 	<p>FY 2023</p>	<p>Sustainability Team and SMT</p>
	<ul style="list-style-type: none"> Develop an Environmental Action Plan specifically for the Punt Road Redevelopment to ensure environmentally sustainable principles and practices are embedded in the design, planning and operations of new facilities. This will include a climate resilience check to incorporate any climate adaptation measures necessary to protect the facilities from climate impacts. 	<p>FY 2023</p>	<p>Redevelopment Team</p>
<p>3. Offset unavoidable emissions by investing in projects that deliver both climate and sustainable development benefits.</p> <p>Target: A Carbon Offsetting project launched by 2024</p>	<ul style="list-style-type: none"> Explore measurable and verified carbon offsetting projects with high environmental integrity. This might include the creation of a Richmond Forest or other climate positive projects. Work with the Korin Gamadji Institute (KGI), Richmond's Indigenous leadership centre, to identify opportunities to work with our Indigenous community connections on projects that might provide social, environmental, and economic benefit to their communities. 	<p>FY 2024</p> <p>FY 2023</p>	<p>Sustainability Team</p> <p>Sustainability Team and Community Team</p>

2 MATERIAL SOURCING AND WASTE MANAGEMENT

Richmond is committed to sustainable sourcing and management of materials used by the Club. This practice includes reducing material use and optimising material lifecycle through reusing, repurposing, recycling, or composting. Objective 2 of this focus area has included actions related to water use.

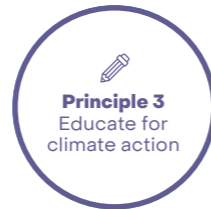
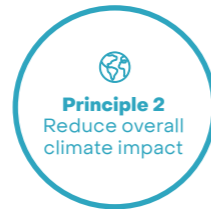


Objectives and Targets	Actions	Timeframe	Responsibility
<p>1. Ensure sustainable sourcing of goods and services across Richmond's operations, events, and facilities.</p> <p>Target:</p> <p>🎯 Environmental Procurement Strategy approved and adopted across the business by 2023</p>	<ul style="list-style-type: none"> Implement an environmental procurement strategy that ensures that when sourcing goods and services, the Club selects businesses with sound environmental practices that align with its sustainability objectives such as; low carbon footprint, good material management and the appropriate environmental certifications. This strategy can be aligned or combined with Richmond's Social Procurement Strategy, which is being developed as part of the 2022-2024 Diversity and Inclusion Action Plan and Reconciliation Action Plan. Continue using FSC (Forest Stewardship Council) Certified paper across the Club's events and operations. Establish partnerships with socially and environmentally responsible procurement partners. 	<p>FY 2022</p> <p>Ongoing</p> <p>FY 2023</p>	<p>Sustainability Team</p> <p>Facilities and Procurement Team</p> <p>Partnership Team</p>
<p>2. Reduce material and water consumption throughout the Richmond business.</p>	<ul style="list-style-type: none"> Maintain Richmond's arrangement with the MCG to continue accessing MCC grey water for use in Punt Road Oval facilities. Incorporate a rainwater capture system at the new Punt Road Redevelopment to ensure used water is returned to the hydrological cycle. Implement water stations around Richmond facilities and eliminate the purchase and use of single use plastic bottles throughout Richmond's business. 	<p>Ongoing</p> <p>FY 2023</p> <p>FY 2022</p>	<p>Facilities and Procurement</p> <p>Redevelopment Team</p> <p>Facilities and Procurement</p>

Objectives and Targets	Actions	Timeframe	Responsibility
<p>Targets:</p> <p>🎯 Richmond is a single-use plastic free Club by 2024</p> <p>🎯 Richmond's potable water use is reduced by 15% by 2023</p> <p>🎯 The number of membership packs produced and sent to members is reduced by 30% by 2024</p>	<ul style="list-style-type: none"> Provide all staff and players with reusable water bottles to refill at water stations as well as a reusable coffee cup made from recycled material to eliminate the use of single use plastic bottles and reduce the use of disposable coffee cups. Only provide reusable bags at the Roar Store and throughout Richmond activations and events. Continue to encourage members to opt-out of their membership fulfilment packs. Continue to reduce packaging material in Roar Store operations and shipping. Develop and implement a guideline and checklist for elimination of single use plastic across the Club and throughout Club events and programs. 	<p>FY 2022</p> <p>Ongoing</p> <p>Annually</p> <p>Ongoing</p> <p>FY 2022</p>	<p>Merchandise Team</p> <p>Merchandise Team</p> <p>Membership Team</p> <p>Merchandise Team</p> <p>Sustainability Team</p>
<p>3. Implement best practice management of materials over their lifetime</p> <p>Targets:</p> <p>🎯 Achieve 70% landfill diversion by 2024</p> <p>🎯 100% of organic waste is diverted from landfill by 2024.</p>	<ul style="list-style-type: none"> Reuse, repurpose or recycle at least 70% of demolished material from the Punt Road Redevelopment. Implement a comprehensive furniture reuse solution as part of the current facilities and the Punt Road Redevelopment. Incorporate best practice centralised recycling system and eliminate individual desk bins in all offices and spaces throughout Richmond facilities with clear instructions and education on the best use of the recycling bins. Implement on-site organic waste processing solution or explore a collaboration with the MCC to use their organic dehydrator to compost Richmond's organic waste into a soil additive that will benefit the Punt Road Oval and Yarra Park gardens. Ensure all used cardboard boxes are properly disposed and recycled. Establish a Richmond apparel eco-range with the Club's apparel partners Puma and Cotton On. The Richmond eco-range will be produced using sustainable material and environmentally conscious practices. Undertake a yearly waste audit and report on material use and management to be included in the Club's annual sustainability reporting. 	<p>FY 2024</p> <p>FY 2022</p> <p>FY 2022</p> <p>FY 2023</p> <p>FY 2022</p> <p>FY 2024</p> <p>Annually</p>	<p>Redevelopment Team</p> <p>Redevelopment Team</p> <p>Facilities and Procurement Team</p> <p>Facilities and Procurement Team</p> <p>Facilities and Procurement Team</p> <p>Merchandise and Sustainability Teams</p> <p>Facilities and Procurement Team</p>

3 BIODIVERSITY

Richmond is committed to biodiversity and conservation with a focus on the conservation of the endangered wild tiger, the Club's iconic mascot. Team mascots symbolise culture and community and are a big part of the Club's identity. Tigers are iconic animals that are special to the Club's fans, players, and staff. Since the Richmond Football Club was founded in 1885, 95% of the world's wild tiger population has disappeared. There are currently less than 4,000 tigers left in the wild due to the impacts of poaching, habitat loss, and the illegal wildlife trade.

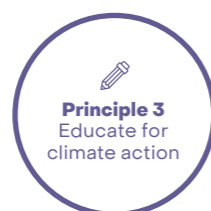


Objectives and Targets	Actions	Timeframe	Responsibility
<p>Enhance biodiversity, with a focus on wild tiger conservation, through awareness raising and fan engagement.</p> <p>Targets:</p> <ul style="list-style-type: none"> 🎯 10 tiger patrol units funded through WWF-Malaysia by 2024 🎯 At least 3,300 members acquire a Tiger Conservation membership by 2024 	<ul style="list-style-type: none"> Continue working with WWF-Malaysia to support projects that are saving wild tigers from extinction and increasing their numbers in the wild. 	Ongoing	Partnership Team
	<ul style="list-style-type: none"> Continue promoting the Richmond Tiger Conservation membership offering. Through this membership, Richmond fans can raise funds to employ Indigenous community members in Malaysia who work with WWF-Malaysia to patrol the Royal Belum State Park disrupting poachers' activity, destroying tiger snares, and monitoring the area for tigers. 	Ongoing	Partnership and Membership Teams
	<ul style="list-style-type: none"> Implement a yearly campaign on International Tiger Day (July 29) to raise awareness around Tiger conservation amongst members and fans. Undertake a biodiversity audit as part of the Punt Road Oval Redevelopment to ensure native habitats are protected and well-managed in the redevelopment process. 	Annually FY 2023	Partnership and Digital Team Redevelopment Team



4 CLIMATE LEADERSHIP

Richmond is committed to utilising its position and platform as an elite sports club to inspire collective action and lead by example in its sphere of influence. Leveraging our partnerships and networks will be crucial to achieving our sustainability goals while ensuring continuous learning and improvement along our journey.



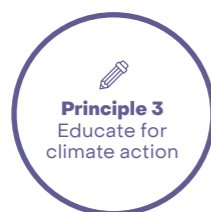
Objectives and Targets	Actions	Timeframe	Responsibility
<p>1. Leverage Richmond's networks, connections, and partnerships to create collective impact.</p> <p>Targets:</p> <p>🎯 One new environmental sustainability partnership established by 2023</p> <p>🎯 Two existing partners actively engaged in the Club's environmental work through joint projects or environmental contract clauses by 2023</p>	<ul style="list-style-type: none"> Regularly share Richmond's environmental sustainability commitments with existing partners to identify common goals and scope potential collaborations on environmental projects. 	Ongoing	Partnership Team
	<ul style="list-style-type: none"> Incorporate environmental sustainability clauses in new partnership agreements to establish formal collaborations on sustainability projects and support mutual climate action goals. This includes, but is not limited to, contribution to the businesses' respective GHG reduction targets, joint climate advocacy campaigns, and collaborations on material management initiatives. 	FY 2023	Partnership Team
	<ul style="list-style-type: none"> Maintain and strengthen Richmond's relations with SEA, UNFCCC Sports for Climate Action, and WWF-Malaysia. 	Ongoing	Sustainability and Partnership Teams
	<ul style="list-style-type: none"> Identify new strategic partners for the Club's environmental work to amplify our impact and accelerate the achievement of our sustainability objectives. 	FY 2023	Sustainability and Partnership Teams
	<ul style="list-style-type: none"> Maintain collaborations and ongoing exchange between Aligned Leisure and the Club to ensure continuous learning and improvement of sustainable practices and methodology. 	Ongoing	Sustainability and Facilities and Procurement Teams

Objectives and Targets	Actions	Timeframe	Responsibility
<p>2. Use Richmond's platform and influence to positively impact environmental action in the AFL industry and sports sector more generally.</p> <p>Targets:</p> <p>🎯 Three round table events organised sustainably by 2024</p> <p>🎯 Four sustainability stories shared on Richmond media channels per year</p> <p>🎯 One joint advocacy campaign run in collaboration with key actors in the sector by 2024</p>	<ul style="list-style-type: none"> Build the capacity of the Club's leaders (SMT and Board) to advocate for climate action internally and externally in line with the Club's commitments and environmental sustainability focus areas. 	Annually	SMT and Sustainability Team
	<ul style="list-style-type: none"> In addition to the annual sustainability report, share stories of success through media articles, videos, and social media to communicate the Club's progress and next steps in its sustainability journey. 	Annually	Digital and Media Teams
	<ul style="list-style-type: none"> Organise an annual round table event that brings together leaders from both the sports and environment sector as well as Richmond's partners to share knowledge and ideas. The round table event will be run with a minimal climate footprint including zero waste and net-zero carbon emissions. 	Annually	Partnerships and Sustainability Teams
	<ul style="list-style-type: none"> Collaborate with likeminded sports organisations and clubs on strategies to influence sector's operations, policy makers, and businesses. 	FY 2023	Partnerships and Sustainability Teams
	<ul style="list-style-type: none"> Maintain Aligned Leisure's ISO 14001 certification in Environmental Management Systems. 	Annually	Aligned Leisure Team and SMT
	<ul style="list-style-type: none"> Ensure that Richmond's Environmental Sustainability Working Group influences the Punt Road Redevelopment actions. 	Ongoing	Redevelopment and Sustainability Teams



5 EDUCATION FOR CLIMATE ACTION

Richmond is committed to raising awareness, building knowledge, and inspiring collective action by engaging Richmond's staff, players, members and supporters in climate and environmental action.



Objectives and Targets	Actions	Timeframe	Responsibility
1. Educate and engage staff and players in environmental and climate action.	<ul style="list-style-type: none"> Maintaining Richmond's Environmental Working Group with representation from across the Richmond business to drive continuous improvement opportunities. 	Ongoing	Sustainability Team
Targets: 🎯 80% of staff feel actively engaged and committed to Richmond's sustainability work (reported through Richmond's annual staff experience survey) annually	<ul style="list-style-type: none"> Introduce training modules on environmental sustainability as part of the Richmond staff induction, including but not limited to, information about emission reduction, recycling, single use plastic, and sustainability efforts around the Club. 	FY 2023	Sustainability and HR Teams
	<ul style="list-style-type: none"> Share progress with staff annually at all-staff meetings and through quarterly all-staff email updates. 	Ongoing	SMT
	<ul style="list-style-type: none"> Implement an internal environmental sustainability competition or challenge for staff and players. For example, Plastic Free July. 	Annually	Sustainability and HR Teams
🎯 Six Athlete Ambassadors established and actively contributing to Richmond's environmental sustainability work by 2022	<ul style="list-style-type: none"> Develop an athlete ambassadors' program and engage two players from the men's and two players from the women's team to be ambassadors for Richmond's environmental work. Ensure that appropriate education, training, and knowledge is provided to the players. 	FY 2022	Football Department and Sustainability Team

Objectives and Targets	Actions	Timeframe	Responsibility
	<ul style="list-style-type: none"> Organise at least one annual educational event around environmental sustainability for staff. For example, a panel event during Earth Day or World Environment Day. 	Annually	Sustainability Team
	<ul style="list-style-type: none"> Provide opportunities for staff to attend conferences and trainings in Environmental Sustainability as part of their professional development. 	Ongoing	Sustainability and HR Teams
	<ul style="list-style-type: none"> Incorporate content around 'sustainability in sport' in the Richmond Institute of Sports Leadership curriculum. 	FY 2023	Richmond Institute and Sustainability Teams
	<ul style="list-style-type: none"> Select three Richmond Institute of Sport Leadership students every year to support Richmond's environmental work as part of their student placement. 	FY 2023	Richmond Institute and Sustainability Teams
	<ul style="list-style-type: none"> Select three Korin Gamadji Institute (KGI) Ambassadors to be involved in Richmond's environmental sustainability work. 	FY 2023	KGI and Sustainability Teams
2. Engage members and supporters in environmental and climate action.	<ul style="list-style-type: none"> Establish a Green Game themed match day as part of the AFL and/or AFLW competition. The Green Game will be an opportunity to demonstrate the sustainable delivery of a large-scale sporting event while increasing public awareness and knowledge around climate action. 	FY 2023	Sustainability, Digital, Media, and Fan Engagement Teams
Targets: 🎯 25% of members are actively engaged in Richmond's environmental work through membership levy or participation in sustainability programs annually	<ul style="list-style-type: none"> Implement one annual public facing campaign around environmental sustainability. Ensure that player ambassadors are involved in the campaign to generate excitement and engagement amongst members and supporters. 	FY 2023	Digital Team
	<ul style="list-style-type: none"> Explore strategies to leverage Richmond's membership offerings to support the Club's environmental sustainability work. This can be in the form of a new membership product, add on, or a membership levy that can support the Club's carbon offsetting projects. 	FY 2023	Membership Team
🎯 At least 100,000 supporters are engaged with the Richmond Green Game by attending the game or engaging with the campaign and programs around it.	<ul style="list-style-type: none"> Identify Richmond members with strong digital presence and influence to support the Club's work and advocate for climate action. 	FY 2023	Digital Team

