



# BYRON BAY SURF FESTIVAL

august 15-18 2024

# THE SUSTAINABILITY REPORT 2024

BY THE CN AGENCY



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# ACKNOWLEDGEMENT

We acknowledge the Traditional Custodians of these incredible surf spots the Arakwal people, the Minjungbal people and the Widjabul people of the Bundjalung Nation. We deeply respect their connection to the land, waters, and culture, and we honour their Elders, past, present, and emerging.

As surfers, we understand the importance of protecting our oceans and coastlines. The wisdom and sustainable practices of the First Nations peoples inspire us to take action against climate change and to promote sustainability. Let's ride the waves together, respecting the traditions and wisdom that have been here long before us, and work towards a future where our beautiful surf spots are preserved for generations to come.

We are grateful for the support of our sponsors, local environmental groups and our volunteers. Additionally, we recognise the Byron Shire Council's commitment to sustainability and their goal of achieving a landfill-free and carbon-neutral status by 2025. These collective efforts help us minimise Festival waste and divert it from landfills.



# MESSAGE FROM OUR TEAM

At the Byron Bay Surf Festival (BBSF), our mission is to celebrate surfing as a profound expression, art form and lifestyle. As part of this commitment, we prioritise environmental stewardship by implementing rigorous sustainability practices across all our events and partnerships. Our sustainability policy focuses on three core areas: measuring and offsetting carbon emissions, minimising energy consumption and minimising waste.

Our Sustainability Report provides a comprehensive assessment of the environmental impacts of the surfing events at BBSF. Our report evaluates how our Festival influences the environment, including local beaches, parks, infrastructure and the community.

Sustainability is at the heart of the BBSF. It reflects our dedication to a better world through targeted, measurable and continuously reviewed efforts. We welcome input and collaboration from everyone who shares our vision for a sustainable future. Please contact our Sustainability Consultancy, The CN Agency, for more information.

**“We prioritise environmental stewardship by implementing rigorous sustainability practices...”**



John Finlay – Event Chariman

**The mission is to present and maintain the culture of surfing as an expression, art, and lifestyle. Ensure the Festival also reflects the values and creative culture of the Byron Bay region and community. The event’s purpose is to create a platform that brings together both surfers and those interested in surfing in a celebration of surf culture.**

**James McMillan – Founder of BBSF**





# OUR EVENT

Founded in 2010, the Byron Bay Surf Festival (BBSF) is operated by Byron Bay Surf Festival Pty Ltd (ABN:68153063319) in partnership with Surfers for Climate (ABN:83642508781). It showcases core and creative surf culture by presenting innovative and experiential ideas through unique and engaging experiences. The 2024 BBSF hosted approximately 82 unique surfers and contest attendees across three days of surfing events.

The Festival inspired several events including surfing, art, music, film, special guests, and environmental aspects with an awareness and focus on sustainability, education, and innovation. These cultural events attracted over 4600 attendees.

BBSF is proud to be a sustainable event and has a clear path towards reducing environmental and community impacts through education with a curated festival of like-minded vendors and special guests.

Last year BBSF was proud to be the first surf event in Australia to certify carbon neutral with Climate Active. BBSF 2024 is carbon neutral for the surfing events, which include emission activities (attendee travel, accommodation, waste, water, food, products, professional services, ICT services and equipment and stationary fuels.) BBSF cultural events, outside its control, are excluded from this reporting.

**“Our mission is to celebrate surfing as a profound expression, art form and lifestyle.”**



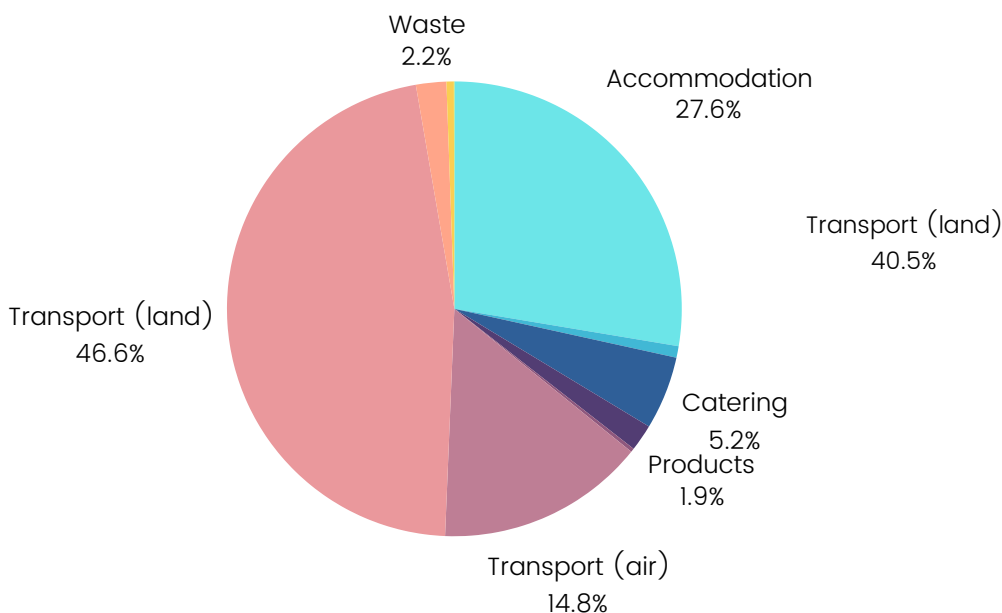
# EMISSIONS SUMMARY

All emission sources listed in the emissions boundary are part of the carbon neutral claim. Quantified emissions have been assessed as relevant. Those meeting only one condition of the relevance test can be excluded from the certification boundary. Emissions tested for relevance are detailed below against these criteria:

1. Size: The emissions from a source are likely large relative to the event's electricity.
2. Influence: The entity can influence emissions reduction from a source.
3. Risk: Emissions contribute to the event's greenhouse gas risk exposure.
4. Stakeholders: Key stakeholders deem the emissions relevant.
5. Outsourcing: Emissions are from outsourced activities previously or typically within the event's boundary for comparable events.

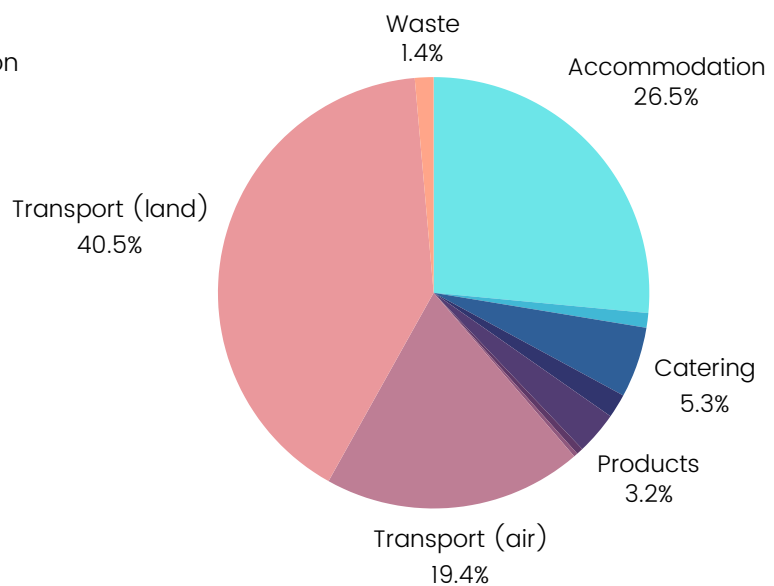
If emission sources have been non-quantified due to one of the following reasons: 1. Immaterial <1% for individual items and no more than 5% collectively 2. Cost effective Quantification is not cost effective relative to the size of the emission but uplift applied.

**2023**



**26.89 t CO2-e**

**2024**



**10.00 t CO2-e**



# OUR CARBON FOOTPRINT

Emission Category	Total Emissions (t CO <sub>2</sub> -e)
Accommodation	2.65
Construction materials and services	0.11
Catering	0.53
ICT services and equipment	0.18
Products	0.32
Professional services	0.05
Stationary energy (liquid fuels)	0.03
Transport (air)	1.94
Transport (land)	4.05
Waste	0.14
Water	0.002
<b>Total</b>	<b>9.996 t CO<sub>2</sub>-e</b>

## Carbon Offsets

Project Name	Offset Type	Offset Quantity
SeaTrees Southern Cardamom REDD+ Project	VCU	10



# OUR ENVIRONMENTAL ACTION

Our sustainability policy focuses on three core areas: offsetting carbon emissions, minimising energy consumption and minimising waste.



## 01. Offsetting Carbon Emissions

·Calculate and offset the CO<sub>2</sub>e emissions from ticketed surfers' travel and event operations through Sea Trees, raising awareness of travel impacts on the environment. Measure and communicate the Event's activity carbon emission summary to educate attendees about CO<sub>2</sub>e, the event's main emission sources and how they can help reduce CO<sub>2</sub> impacts.



## 02. Minimising Waste

We aim for minimal waste creation and divert over 75% of all waste from landfill. We reuse event equipment to minimise consumption and waste. Promote reusables to encourage plastic free. Provide waste options for: Landfill, Earn & Return (benefiting local NGOs), Organics (for composting) and Recycling. ·We conduct daily clean-ups at surfing event locations and advocate for the Take 3 for the Sea Byron, Balloon Free Byron Shire and Butt Free Byron Shire initiatives.



## 03. Minimising Energy Consumption

Whenever possible, minimise energy consumption for any emissions sources and continue the goal to source renewable energy sources to power Festival operations on the beach.





# OUR SUSTAINABILITY GOALS

There are 17 [United Nations Sustainable Development Goals](#) and 169 targets in total. While they are all important and interrelated Byron Bay Surf Festival has a keen focus on #12 Responsible Consumption and Production, #3 Gender Equality and #13 Climate Action.



## 01. Responsible Consumption and Production

Ensure sustainable consumption and production patterns .Partnering with sustainable and eco-conscious surf brands allows us to be mindful and responsible in what we produce and consume for the Festival ensuring we focus on reusable and sustainable solutions.



## 02. Gender Equality

Achieve gender equality and empower all women and girls especially in surfing. In the 2024 BBSF we hosted the Women's Surf Aid Tag Team event and continue to push for equal opportunity for women to participate and win in all surfing events and competitions at BBSF.

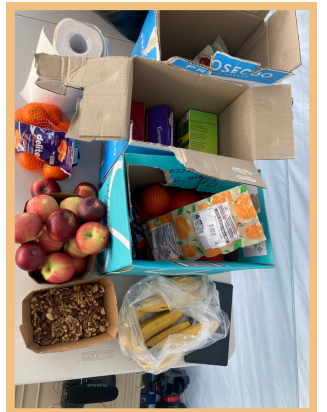


## 03. Climate Action

·Partnering with Byron Bay's environmental protection agencies to promote local actions that safeguard our coastlines and marine life from pollution. We also offset all our carbon emissions to [SeaTrees](#) which aids in the restoration and protection of at-risk marine ecosystems.



# MEDIA

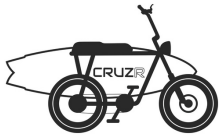




# OUR PARTNERS



Hydro Flask - dedication to reducing single use plastics with their quality drink and food wares.



Cruzer - dedication to reduction in the use of fossil fuels through the implementation of EV products and education of the community in this area.



Surfers for Climate - dedication to changing the perspective on climate change from a generational level through action and enlisting of politicians to drive their purpose.



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