

ADELAIDE VENUE MANAGEMENT DOUBLES DOWN ON SUSTAINABILITY COMMITMENT WITH RELEASE OF 'THE GREEN PRINT'



Martin Radcliffe AVM CEO (right) and Julian Marchant AVM ESG Planning & Project Manager (left)

Adelaide, South Australia (6 May, 2024) - Adelaide Venue Management (AVM), operators of Adelaide Convention Centre, Adelaide Entertainment Centre and Coopers Stadium, is proud to unveil its inaugural Environmental Social Governance (ESG) strategy, *The Green Print* — a plan that underlines AVM's commitment as a 'force for good' in the dynamic events and venue management industry.

The four-year plan (2024 –2027) maps AVM's path to a more sustainable future, minimising the organisation's environmental footprint and maximising its positive impact on communities. *The Green Print* builds upon AVM's unwavering commitment to delivering responsible events, with initiatives closely aligned to State and Federal sustainability targets, and the United Nations Sustainable Development Goals.

Martin Radcliffe, CEO of Adelaide Venue Management, says that *The Green Print* outlines AVM's vision to operate Australia's most sustainable venues.

"Sustainability is a major focus in the events and venue management industry, with growing patron expectations, and event organisers seeking to align with sustainable venues," comments Radcliffe.

"As the proud operator of three of South Australia's most important and iconic venues, AVM is committed to raising the bar when it comes to all things ESG. Whether it's reducing energy consumption, minimising waste, or embracing diversity, we're constantly seeking to innovate and lead our industry.

"The Green Print will guide our ESG initiatives over the next four years, prioritising areas of most importance to our clients, team and the industry at large. It's not only about improving the environmental efficiencies of our own venues, but about creating tangible solutions for our clients and guests to support a better tomorrow. It's a whole of AVM commitment and one I'm proud to say the team has enthusiastically embraced."

Key focus areas of *The Green Print* include:

GOING GREEN: exploring new methods to reduce energy use, lowering greenhouse gas emissions, and eliminating and avoiding waste. As part of *The Green Print*, AVM will work to divert 95% of waste from landfill, transition to 100% LED lighting, and increase on-site renewable electricity generation across its venues.

SUSTAINABLE SOURCING: continuing to support South Australian suppliers to ensure the benefit of AVM's operations extend to support local businesses. *The Green Print* commits to maintaining at least 97% South Australian-based suppliers, with representation of all the state's renowned food and beverage production regions.

COMMUNITY EDUCATION AND ENGAGEMENT: collaborating to build awareness, motivate change and improve collective outcomes. This focus area extends to social sustainability, fostering deeper relationships with First Nations suppliers and local not-for-profit organisations.

ADAPTING TO A CHANGING CLIMATE: developing resilience to navigate climate change, guided by EarthCheck standards, exploring sustainable food production capabilities, and supporting biodiversity/ecosystem services growth in South Australia.

GOOD GOVERNANCE: regular and transparent communication of AVM's ESG contributions to highlight impacts to the business, including publication of an Annual ESG Report, highlighting progress against key targets,

Julian Marchant, AVM's first dedicated ESG Planning and Project Manager, says *The Green Print* establishes AVM's intent to do 'more good' for our communities and the environment.

"At AVM, we recognise the important role we play in creating awareness, educating and promoting solutions to some of the world's most pressing issues, from climate change to waste avoidance, accessibility and First Nations reconciliation," comments Marchant.

"*The Green Print* outlines AVM's targets and actions relating to these themes, and is designed to maximise our positive impact and help create lasting legacies for our clients and the broader community. The plan is ambitious in its targets, but we remain fully committed to inspiring and driving positive environmental and social change."

To learn more about *The Green Print*, including targets and action, visit avmc.com.au/esg.

###

About Adelaide Venue Management

Adelaide Venue Management operates three of Adelaide's most important and iconic venues: Adelaide Convention Centre, Adelaide Entertainment Centre and Coopers Stadium, in addition to being the presenting partner for concerts and events at The Drive. Each year, AVM hosts more than 1,000 events, attracting more than 300,000 visitors to South Australia. It employs over 1,000 South Australians and delivers more than \$250 million in annual economic benefit to the state.

AVM proudly supports the delivery of sustainable events. In 2023, Adelaide Convention Centre became the world's first convention centre to achieve EarthCheck's coveted Master certification – reflecting more than 15 years' best practice in business, environmental and social sustainability.

Media contact

For further information or to coordinate interview opportunities, please contact:

Amy Christie
Communications Manager, Adelaide Venue Management
E: amy.christie@avmc.com.au | P: +61 8 8210 6752