

**PRESS RELEASE 14TH DECEMBER 2009**

Triathlon Western Australia is very proud to announce the partnership with Perth-based climate change and carbon management consultancy, **Greensense**. With the engagement of **Greensense**, TWA will aim to raise awareness and increase education about environmental sustainability and will endeavor to foster sustainable values and principles to all staff, volunteers, members, participants and corporate organisations involved in the sport of triathlon and ultimately to the wider community.

Further to an initial discussion paper presented to the TWA Board by member Eloise Dortch in April 2009, it has been agreed by the Board to further develop the "Green Triathlon Concept" and to progress in many ways the environmental sustainability of our sport. One of the key outcomes of the discussion paper was the partnership with a commercial auditing consultancy to gain a better understanding of where our sport currently sits in relation to environmental sustainable practices and how we can monitor, improve and work towards delivering improved environmentally sustainable outcomes across all areas of our sport.

In the first instance TWA wish to embed sustainable principles at our own event, the SunSmart Busselton Festival of Triathlon 30<sup>th</sup> April – 1<sup>st</sup> May 2010. It is aimed that through raising awareness and education at this event, TWA can encourage and promote both affiliated clubs and private race directors to follow similar practices over time at their events thus minimizing the ecological footprints of triathlon events.

The Shire of Busselton is an amazing venue for the festival of triathlon and an environment which is pristine and fragile. We aim to work closely with the local community to ensure that our event enhances the Busselton community and leaves a minimal impact on the environment.

Through the festival and sustainable initiatives TWA aims to raise awareness amongst our members, participants and spectators ensuring that all individuals look to minimizing ecological footprints and become more aware about how individuals in their own way can make a difference to our environment.

Executive Officer Hayley Lethlean says "The sporting industry is a powerful tool and sport will always be in the hearts and minds of the Australian nation. Triathlon is an outdoor sport with most athletes having a very close affinity and intimacy with nature. We have the ability to influence well beyond the competitive realms of sport and I am confident that working closely with Greensense on this journey not only can we make a difference for our members and the community of today, but also for our generations of the future."