



Atlas Events Sustainability Policy

1. Executive Summary

Atlas Events are committed to delivering premier sporting events that reflect the environmental, social, and economic values of each region. In Australia, we take great pride in our event locations and appreciate the places where we host our activities. That's why we are doing our best to help ensure we are implementing sustainable practices within our event experience.

2. Scope of the Policy

This policy applies to:

- All event operations, planning and delivery
- Staff, contractors, volunteers, suppliers and partners
- Participants, spectators and community stakeholders
- Pre-event, event-day and post-event activities

3. Governance & Leadership

Atlas Events integrates sustainability into all levels of decision-making.

Key suppliers are encouraged to align with Atlas Events' sustainability expectations.

3.1 Responsibilities

- The Event Director oversees sustainability implementation and compliance.
- All staff and contractors are required to follow sustainability procedures.
- Volunteers receive sustainability briefings as part of their induction.

3.2 Stakeholder Engagement

- Collaboration with local councils and businesses, community groups and environmental organisations.
- Transparent communication with sponsors regarding sustainability commitments and outcomes.

4. Sustainability Objectives



We aim to:

1. Minimise environmental impact through waste reduction, resource efficiency and responsible procurement.
2. Reduce transport-related emissions by promoting sustainable travel options.
3. Support the local economy and community through local sourcing and charitable partnerships.
4. Protect the natural environment of each region.
5. Continuously improve sustainability performance through monitoring, review, and innovation.

5. Environmental Management

5.1 Waste Reduction & Resource Efficiency

- Recyclable paper cups used at all on course hydration points.
- Bins placed throughout the event precinct with clear signage – separated into:
 - general waste
 - co-mingled recycling
 - cans and bottles
 - organic waste
- ‘Return and Earn’ initiative for charities.
- Volunteers cleaning litter at aid stations indicating bins.
- ‘Litter Angels’ volunteers walking the course collecting discarded waste.
- Plastic Bag Free event precinct.
- Social Media Education pieces on how to discard litter.
- No paper/plastic promotional items in athlete race packs.
- No printed Competitor Guides; all materials provided digitally.
- Electronic volunteer waivers and electronic event registration.
- Reusable event operations equipment used where possible ie. reusable zip ties
- Reusable event and sponsor signage used where possible ie banner mesh



- All clothing left at the start line or on course collected and donated to charity partners.
- Leftover fruit donated to the local school, charity and/or zoos.

5.2 Water Management

- Use of public water sources rather than bottled water.
- Hydration refill stations available for participants and spectators.

6. Sustainable Transport

6.1 Transport Initiatives

- Public Transport Information provided online.
- Park n Ride shuttle bus service to reduce private vehicle use (where applicable).
- Encouragement of active commuting as part of participant training.
- Collaboration with local authorities to reduce congestion and idling.

7. Social & Economic Sustainability

7.1 Local Procurement

- Preference for local suppliers to reduce transport emissions and support the regional economy.
- Encouragement of local food vendors using compostable or recyclable packaging.

7.2 Community Impact

- Donation of clothing and leftover items to local charities.
- Engagement with community groups and volunteers to maximise local benefit.

8. Environmental Protection

8.1 Environmental Safeguards

- Course design minimises impact on natural areas and wildlife.
- Post-event clean-up operations ensure all areas are restored to pre-event condition or better.
- Promotion of 'leave no trace' behaviour among participants and spectators.

9. Monitoring, Measurement & Reporting



9.1 Performance Indicators

The event will track and review*:

- Waste Management audit report
- Water usage
- Transport mode share (e.g., shuttle, public transport, private vehicle)
- Local supplier engagement

* For events over 10,000 participants

9.2 Reporting

- Annual sustainability report shared with council, sponsors, and stakeholders.
- Public-facing summary published on the event website.

10. Continuous Improvement

Atlas Events commits to:

- Annual review of this policy.
- Identification of new sustainability initiatives each year.
- Professional Development of staff in sustainability best practices.
- Adoption of emerging best practices from global running events.
- Ongoing consultation with council, sponsors, and community partners.

11. Policy Review & Approval

This policy is reviewed annually.

Approved by:

Lisa Crowther

Atlas Events Business Operations

Dated: 06/02/2026