



OCEAN  
< RESPECT >  
RACING

**2018 Rolex  
Sydney Hobart  
Yacht Race**  
Sustainability  
Report

**#Cleanseas**



## FOREWORD SKIPPER STACEY JACKSON

I am immensely proud of the work Ocean Respect Racing has done for sustainability in sailing and how we have engaged the Australian public.

Restoring ocean health and building equality in offshore sailing have been passions of mine for a long time. These were both points of focus for the 2017-18 Volvo Ocean Race, in which I competed with Vestas 11th Hour Racing, but I knew there was much more work to be done. Positive progress in these key areas is the reason I founded Ocean Respect Racing and this report is a testament to the team's achievements towards this goal.

In the six months from conception to competition Ocean Respect Racing has made a big impact. Our message of healthier oceans and sustainability has reached **millions of people**. The team led by example, and **Refused, Reduced, Reused and Recycled**, to run the team operations as sustainably as possible. We tracked our transport, accommodation, freight and fuel use and have **calculated - and compensated for - our carbon footprint**.

We ticked off racing goals, winning the Jane Tate trophy for first female skipper, 2nd in IRC division 0, 2nd in ORCI division 1 and a massive achievement of **2nd overall in IRC**.

We would like to thank our team ambassador and female role model, Hon. Julie Bishop, for adding visibility and impact to our campaign.

We would also like to thank our main sponsor, **11th Hour Racing** for their support and sustainability guidance and the **Oatley Family** for the loan of Wild Oats X and technical support.

**We look forward to the next race!**

## ➤ OUR MISSION

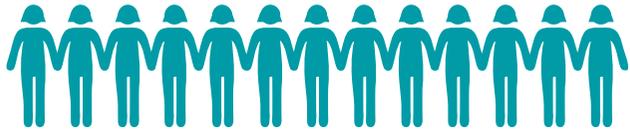
The Ocean Respect Racing campaign was a historic initiative and a first of its kind in Australia – bringing together political, philanthropic and business leaders together from around the world to promote and build a greater awareness about the importance of ocean health and sustainability in Australia.

### SUPPORTING OBJECTIVES:

- To be the most successful all-female team in domestic and international ocean racing.
- To represent sustainability and generate awareness around restoring ocean health.
- To demonstrate that a highly experienced all-female team can compete against mixed and all-male teams of similar experience.
- Challenge to win the Tattersall Cup (overall handicap trophy).
- Win Jane Tate Trophy for 1st placed female skipper.
- To be role models and mentors for younger women in sport and sailing.
- To engage with Julie Bishop and drive change in Australia.



Photo credit Salty Dingo Media

  
**70** SYDNEY TO HOBART  
RACES CONTESTED

  
**20**  
LAPS OF  
THE PLANET

  
**1600**  
NAUTICAL  
MILES  
SAILED

  
**\$20K**  
IN GRANTS  
TO LOCAL  
ORGANISATIONS

  
**800**  
SINGLE-USE  
BOTTLES AVOIDED

**100%**  
OF YACHT ENTRIES  
PROVIDED WITH  
RECYCLING BAGS 

  
**ZERO**  
SINGLE USE  
COFFEE CUPS USED

  
**65** MEAT  
FREE  
MONDAY MEALS

OCEAN  
< RESPECT >  
RACING

  
**35kg**  
OF RUBBISH  
COLLECTED

**4**   
SUSTAINABILITY  
TALKS GIVEN  
AT LOCAL YACHT CLUBS

**138,000kg**

  
CO<sub>2</sub>  
OFFSET

 **73%**

 **17%**

 **8%**

 **2%**

**10,000L**  
OF WATER  
SAVED



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#Cleanseas

Women and Youth

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## > THE RACE

The Rolex Sydney Hobart Yacht Race is one of the world's most loved, and notorious, offshore challenges. First competed for in **1945** it has become an icon of the Australian summer sporting calendar with tens of thousands of fans watching the start on the shores of Sydney Harbour or on national television.

The race starts on Boxing Day in Sydney Harbour and races **628 nautical miles** south down the New South Wales coast then across the infamous Bass Strait to the East Coast of Tasmania. Boats then must cross the aptly named Storm Bay and sail up the challenging Derwent River to finish off Constitution Dock in Tasmania's capital city Hobart.

The race is known around the world for its gruelling conditions and for the challenging weather systems the yachts can face during the Australian summer.



## > THE TEAM

Ocean Respect Racing was formed from skipper Stacey Jackson's unwavering passion for sailing and determination to create the first ever all-female professional crew to win the Rolex Sydney Hobart Yacht Race. The **team of 13** consists of some of the world's finest sailors – from America's Cup crews to Volvo Ocean Race sailors, to Olympians and Match Racing champions – and they have a total of **70 Sydney Hobart races** and **20 around the world races between them.**

The team competes to win while showing respect for the ocean with their actions and messaging. With the support of 11th Hour Racing, the team uses the platform of sailing to inspire positive action for the ocean amongst the Australian sailing community and the broader public – the team's campaign is centred around three key pillars: **Act, Inspire, Engage.**



Ocean Respect Racing Crew and Ambassador Hon. Julie Bishop MP  
Photo credit Salty Dingo Media



## SAILING ACHIEVEMENTS

The Rolex Sydney Hobart is often described as one of the toughest races in the world, and though the 74th edition saw storm free conditions, the crews faced multiple weather challenges.

Light and fickle airs leaving Sydney Harbour with a building northerly breeze made it hard to extend away from the chasing teams. Then the team had a calm day of sailing under spinnaker across the Bass Strait before a foggy night of very disorientating sailing. This is where Ocean Respect Racing made their move, shaking all but one of their competitors to emerge from the fog in 5th place. One last battle across Storm Bay and up the River Derwent saw the history making all-female team cross the line in 6th place.

**2nd IRC overall**

**2nd IRC Division 0**

**2nd ORCI Division 1**

**Jane Tate Trophy for first placed female Skipper**

**Elapsed time: 2 days 1 hour 53 minutes and 15 seconds**



Photo credit Salty Dingo Media

## > STAKEHOLDER ENGAGEMENT

**Sustainability is a team effort and the team made sure they engaged with all their stakeholders to maximise their message, their impact and their actions. Continuing and building on these relationships is a key focus point for the ORR long term campaign.**

**Team ambassador Hon. Julie Bishop** helped magnify the team's messaging even making a leap of faith from Wild Oats X at the start of the race

**Woolwich Dock and Deckhouse** hosted the team's stay in Sydney, they implemented the team's sustainability guidelines into the team launch event and Woolwich Dock has committed to recycling for 2019

The sustainability plan was shared with all **team members** and they were the face and voice of the campaign

**Channel 7** covered the team's journey through both traditional broadcast and social media outlets, boosting the reach of the team's message

**The Cruising Yacht Club of Australia** hosted a sustainability evening with Team ORR and are encouraging the team to develop a sustainability plan

**Hamilton Island Race Week** will introduce sustainability Initiatives for 2019

The team engaged **Henri Lloyd** on reducing their plastic packaging

### STAKEHOLDERS:

Rolex Sydney Hobart  
Race Organisation

Marinas, Boatyards &  
Event Venues

Yacht & Sailing Clubs

Sailing Associations

Team members

Ambassadors

Other teams

Suppliers

Sponsors

Media



# SUSTAINABILITY PLAN OVERVIEW

## 1.ACT LEAD BY EXAMPLE

- Key actions by the team during the campaign:
- Avoidance and reduction
  - Accommodation and Logistics
  - Responsible Purchasing
  - Monitoring and Reporting



## 2.INSPIRE THE AUSTRALIAN PUBLIC AND FUTURE GENERATIONS

- Ocean Respect Racing used their media platforms to share their message, actions and goals with their fans.
- The team sailed under the UN Environment Clean Seas Campaign supporting its global call to action #Cleanseas



## 3.ENGAGE YACHT CLUBS AND LOCAL NGOS

- The Team directly engaged the local community through several initiatives:
- Activations with local NGOs
  - Yacht Club talks
  - Clean Up Australia recycling initiative with CYC
  - School visits



## 1.1 ACT: AVOIDANCE AND REDUCTION

**The sailors and shore team introduced a few simple Initiatives to reduce and avoid single use plastics throughout the campaign:**

**For each team member:**

- Reusable water bottle
- Reusable coffee cup/smoothie cup
- Bamboo toothbrush

**For the team:**

- Reusable shopping bags
- Reusable container for lunches onboard



**These simple steps allowed Ocean Respect Racing to:**

**Avoid 800 single use plastic bottles**

**Use zero single use coffee cups**

**Avoid 364 sandwich wrappers**

**Save 10,000 litres of water and 216 kgs of CO2 simply by cutting out meat each Monday of the campaign for a total of 65 meat free meals**

## WHAT CAN YOU DO?

**These simple steps can be done at home, school and at work.**

- ✓ Use a reusable coffee cup and drink bottle
- ✓ Say no to straws and plastic shopping bags
- ✓ Cut out meat from your menu at least one day a week

## > 1.2 ACT: ACCOMMODATION AND LOGISTICS

**65 % of the all team housing was located in walking distance to the yacht in both Sydney and Hobart.**

- The main house was located just 400m from the yacht
- The crew members housed further away made sure to carpool their journeys to reduce their carbon footprint
- Airbnb's were located in Hunters Hill council. The waste collection service included co-mingled, cardboard, rubbish and composting

Airbnb accommodations were the first choice, providing options to rent a place with facilities to live, cook and clean sustainably. All housing locations were local to shops and markets. The team chose to cook at home most nights, being a more economical and more sustainable way to manage packaging and food preparation.

Accommodation options in Hobart are slightly more restricted by the fact that Hobart is a small city with major population increase over the few days of end of year holidays and the race finish. Hotels were the best and closest option to the yacht, all team members were within a short walk to the yacht. These lodgings were only required for two nights as it is generally a short turn around for the yacht returning north.



## ➤ 1.3 ACT: RESPONSIBLE PURCHASING

- The team chose locally sourced food in zero waste packaging for both sailing lunches and snacks
- Lunches were packed by a local café in team Tupperware containers to eliminate waste
- Snacks for the race were provided by a local business in a large container and the team repacked them into reusable onboard containers to avoid excess packaging
- The team used eco-friendly yacht cleaning products such as Simply Green to wash Wild Oats X
- The team dined at Mures Seafood in Hobart and met the restaurant owners. This gave the team an opportunity to learn about how this family business offers a variety of sustainably caught, responsibly sourced seafood with an emphasis on Australian wild catch. Anyone can make sure they purchase seafood responsibly by following the [Sustainable seafood guidelines](#)
- Food for crew houses and days ashore were purchased locally in order to reduce transport miles for produce. When possible organically grown food was purchased



Photo credit Salty Dingo Media



## 1.4 ACT: MONITORING AND REPORTING

**MONITORING AND REPORTING CREATES A BETTER UNDERSTANDING OF HUMAN IMPACT ON THE OCEAN. THE TEAM UNDERTOOK FOUR KEY INITIATIVES:**

- **Carbon Footprint tracking:** (see page 20 for details)
- **Initiating and participating in beach cleans**
  - 15 kgs of rubbish removed from a Sydney Harbour beach
  - 1853 kgs were removed from a heritage listed island on Queensland's Moreton Bay, including 20kgs by the team.
  - Rubbish was audited to build understanding of source
- **Water sampling**
  - On the return delivery to Sydney after the race, the crews on both Wild Oats X and XI took water samples for Queensland based scientists. These samples will be tested for evidence of microplastics and the testing will hopefully be repeated each year to build a robust data set. This work was inspired by the 2017-18 Volvo Ocean Race science program
- **Reporting on the campaign - you're reading it!**



Photo credit Salty Dingo Media



## > 2. INSPIRE

THE OCEAN RESPECT RACING CAMPAIGN BUILT A HIGHLY EFFECTIVE MEDIA PLATFORM TO PROMOTE THE TEAM AND ITS MESSAGE



70 Print Articles  
5,340,156 People Reached



166 Online Articles  
217,624,997 People Reached



36 Broadcast TV Appearances  
3,605,200 People Reached

### Popular Facebook posts:

By 2050, there will be more plastic in the ocean than fish: **4,880 views**  
Today we had a visit from the next generation of female sailors: **9,342 views**

### Watch:

[Clean Up Australia Video](#)  
[Boxing Day start video](#)  
[Ocean Crusaders Grant video](#)

### Read:

[Article 1: Newsroom.co.nz](#)  
[Article 2: New York Times](#)  
[Article 3: New York Times](#)



Photo credit Salty Dingo Media



2121 FOLLOWERS



1341 FOLLOWERS



119 FOLLOWERS

## > 2. INSPIRE: #CLEANSEAS

On October 29th 2018, Australia became the 56th country to sign the UN Environment's #CleanSeas pledge. The team were thrilled that the Australian Government had confirmed its support for the campaign and - having already decided to support it - this just compounded the team's decision to use it as their call to action!

The whole team signed the pledge - making both team and personal commitments - and #CleanSeas was proudly branded onto Wild Oats' headsail. The team also used their speaking opportunities and events to encourage others to commit to taking action for the ocean by committing to #CleanSeas.

**“As the home of the Great Barrier Reef and incredibly rich and diverse ecosystems, Australia’s commitment to this global campaign is incredibly important.”**

UN Environment's former Executive Director Erik Solheim.

Read more:

[Australia signs Clean Seas pledge](#)

[Click here to Sign the pledge](#)

### OCEAN RESPECT RACING'S CALL TO ACTION:

**Refuse - Reduce**

**Reuse - Recycle**



## ➤ 3. INSPIRE: WOMEN AND YOUTH

Ocean Respect Racing was formed - and entered into the Sydney Hobart - in a bid to encourage stronger female representation in Australian sailing and to promote ocean health and sustainability. Skipper Stacey Jackson wants to show the world what a highly experienced team of female sailors can do.

**“We wanted to show that women are capable of competing at the highest level in offshore sailing.”**

Skipper Stacey Jackson

The 2018 Sydney Hobart Yacht Race had just over 80 females competing, the organising club refer to this as a ‘year for women’ however, this is still less than 1% of the people making up the Sydney Hobart race crews.

**Ocean Respect Racing believes we can do better!**



Photo credit Salty Dingo Media

## 3. ENGAGE

### TEAM MEMBERS SPOKE AT THEIR HOME CLUBS TO SHARE THEIR JOURNEY:

- Jade Cole, Sophie Cizek and Stacey Jackson spoke at Sandringham Yacht Club
- Katie Spithill and Stacey Jackson spoke at Royal Prince Alfred yacht club
- Faraday Rosenberg spoke at Port Denison Sailing Club

**“I am delighted to be the ambassador for Ocean Respect Racing. This historic initiative will set the benchmark for female participation in sailing in Australia, and Stacey’s team comprises some of the most capable sailors. Importantly, I am looking forward to working closely with the team and the UN Environment and Clean Seas campaign to promote the importance of ocean health and sustainability in Australia. I hope that their sporting endeavours will inspire women and girls around the world.”**

Hon. Julie Bishop MP



The Team hosted a sustainability evening at The Cruising Yacht Club of Australia. Over 100 people attended and the event was live streamed.



Photo credit Salty Dingo Media

Australia’s former Foreign Minister, Hon. Julie Bishop MP Ambassador to Ocean Respect Racing. Ms Bishop is a passionate advocate for women and sustainability.

## ➤ 3. ENGAGE: THE FUTURE

The Team invited the youth female sailors from Hunter Hill sailing club to come and meet some of the crew and visit the yacht. The young ladies learnt about the importance of looking after their harbour and oceans and how they can make a difference when sailing their dinghies. They met some of the world's finest female sailors and learnt about life onboard a racing yacht. More than 450 kids got the opportunity to visit the yacht, meet the sailors or hear about the team's race through school visits and boat tours.



Hunters Hill female youth dinghy sailors visiting Wild Oats X



Team member Faraday Rosenberg, spoke at St Mary's Catholic School and Queens Beach State School, the school her two children attend in Bowen, in North Queensland.

## ➤ 3. ENGAGE: ACTIVATIONS AND GRANTS

Clean Up Australia received a \$10,000 grant from 11th Hour Racing as part of Ocean Respect Racing's Campaign. The Team met with CUA to discuss their work in the community and learnt how everyone can get involved and initiate positive action. The grant was activated in 3 easy steps.

<https://www.cleanupaustaliaday.org.au>

1. The Team and Clean Up Australia, cleaned a famous beach on Sydney Harbour collecting 15 kgs of rubbish in just one hour.
2. Recycling bags were given to each yacht in their race pack to encourage the teams to recycle onboard.
3. The spectators who watched the start of the Sydney Hobart race were given a call to action to take home their rubbish and stop to collect any rubbish they found.

[Watch Activation video](#)



Photo credit Salty Dingo Media

## ➤ 3. ENGAGE: ACTIVATIONS AND GRANTS

### OCEAN CRUSADERS RECEIVED THE SECOND \$10,000 GRANT FROM 11TH HOUR RACING

A small, but quickly growing organization, Ocean Crusaders specialise in waterway cleaning on a large scale. Team Skipper, Stacey Jackson, joined Ocean Crusaders for a trip to the heritage listed and uninhabited island of St Helena, in Queensland's Moreton Bay. All the rubbish collected by the volunteers, an incredible 1853 kgs, clearly originated in Moreton Bay and the City of Brisbane.

**An audit of the 92 bags of rubbish collected highlighted the need for the public to reduce the use of such items:**

- 9000 broken pieces of glass
- 4620 pieces of plastic
- 1350 plastic single use bottles
- 971 pieces of polystyrene
- 451 foam floats - 209 flip flops
- 189 glass bottles
- 201 flip flops
- 139 shoes
- 26 tyres



*Educating people on issues our oceans are facing since 2010*



A portion of the 1853 kgs of rubbish removed over one weekend. [Watch the video.](#)



Photo credit Emily Scott Images

# > CARBON FOOTPRINT COMPENSATION

During the campaign Team Ocean Respect Racing focused on reducing their carbon footprint through the avoidance and reduction techniques outlined in this report. What couldn't be reduced was measured and compensated for through a donation to [SeaGrass Grow](#), who specialise in compensating for carbon footprints with blue carbon projects such as sea grass restoration.

## The team tracked:

- Air travel
- Fuel on and off the water
- Land travel
- Accommodations
- Shipping & freight
- Materials used



A Carbon compensation is a way to offset your emissions by funding an equivalent carbon dioxide saving elsewhere. Helped by Damian Foxall, the sustainability manager of team [Vestas 11th Hour Racing](#) (Stacey's Volvo Ocean Race team) the team used the same methodology to calculate their footprint, which equalled 138 tonnes of carbon dioxide emitted (CO<sub>2</sub>e).

**THE COST OF COMPENSATION IS \$35 AUD PER TONNE, WHICH GAVE A TOTAL COMPENSATION VALUE OF \$4830 AUD.**

There are many natural ways to absorb carbon dioxide such as mangroves, salt marsh and seagrass meadows. The team's footprint will be compensated by a monetary donation to [SeaGrass Grow](#).



## CHALLENGES

**THE TEAM IS PROUD OF THEIR ACHIEVEMENTS HOWEVER - AS WITH ALL THINGS TO DO WITH COMPETITION - IMPROVEMENT IS THE KEY TO GREAT SUCCESS. THE TEAM BELIEVES THAT SHARING THESE CHALLENGES WILL HELP THEM DEVELOP IN THE FUTURE AND HELP OTHERS BENEFIT FROM THEIR EXPERIENCE.**

**Short timeframe:** Sustainability always benefits from prior planning. Ocean Respect Racing built their highly successful race campaign - from conception to competition - in less than 6 months. This limited some decision making for accommodation, suppliers, flights and availability but the team knows that earlier planning in the future will help them make the best choices for the environment.

**Building a brand:** Ocean Respect Racing was a new team created to compete in the 2018 Rolex Sydney Hobart yacht race and it took time to gather traction. Establishing a strong network of stakeholders and partners

helped the team rapidly develop the campaign and promote their message. The team will focus on developing these relationships and expand their network to make an even greater impact in the future.

**Infrastructure:** Sometimes things just aren't quite how you'd like them to be. Unfortunately, until the end of 2018, Woolwich Dock, where the team were based in Sydney, did not recycle due to high cost associated with the service. This challenged the team's responsible waste management commitment. They got around it by transporting their recycling back to their accommodations, but it wasn't an ideal situation. The team engaged with Woolwich Dock and, with support from the Oatley Family, new recycling facilities will be available from 2019.

**Clear role definition:** In this short campaign the individual roles became blurred and everyone did a bit of everything. Moving forward the team will assign a sustainability officer to focus on the development,

implementation and reporting of the team's sustainability goals. This would be an exciting addition moving forward and allow Ocean Respect Racing to really lead sustainability in Australian sailing.



## **FUTURE AMBITIONS**

**A massive amount of momentum was created through this very short campaign and Ocean Respect Racing is keen to build on this strong groundwork.**

The team knows that making the important shift to sustainability is a journey and many lessons have been learnt over the last 6 months. Sharing the experience helps us develop as a team and hopefully helps our fans understand how they too can take positive action for the ocean.

2019 is a big year for sailing in Australia. The 75th Rolex Sydney Hobart yacht race expects to attract over 300 yachts and a new brand race is being established from Brisbane to Hamilton Island. These races provide a great platform for working with yacht clubs, sailing teams and sailing fans to better our sport and environment.

The team recognises that it's important for sports teams to lead by example and they want to build on the achievements of this report and set higher standards for the future. ORR will continually work to Refuse, Reduce, Reuse and Recycle and to lower their overall environmental footprint. Sharing this journey with stakeholders and fans along the way.

### **2019 GOALS:**

- Use this report and team experience to develop an ambitious sustainability plan for the team's 2019 campaign
- Work with the CYC to implement a comprehensive sustainability plan for the 75th Rolex Sydney Hobart Yacht Race
- Work with Australian Sailing to develop sustainability protocols for Australian regattas
- Work with Clean Up Australia and Ocean Crusaders to build outreach programs around sailing events

## PARTNERSHIPS

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## TEAM SUPPORTERS

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# THANK YOU

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