

MEDIA RELEASE

31 August 2011

**CARBON CONSCIOUS PROUD TO SUPPORT
PERTH 2011 ISAF SAILING WORLD CHAMPIONSHIPS**

A speech by Carbon Conscious CEO Peter Balsarini at the launch of the Environment & Sustainability Policy for the Perth 2011 ISAF World Sailing Championships.

Good morning ladies and gentlemen.

As the Chief Executive Officer of Carbon Conscious Limited, I am very proud to participate in the launch of the Environment & Sustainability Policy for the ISAF 2011 World Sailing Championships, to be held in Fremantle between the 3rd and the 18th of December this year.

The ISAF 2011 World Sailing Championships are a world-class sporting event that will attract competitors, spectators and tourists from across the globe to our magnificent State, and greatly enhance Perth's reputation as one of the world's great sailing venues. It is a wonderful opportunity to showcase to the world our magnificent city, our great sporting culture and our glorious natural environment.

Carbon Conscious is very proud to be a sponsor of the ISAF 2011 World Sailing Championships and the exclusive supplier of carbon offset credits to the event. We fully support the tremendous efforts made by ISAF 2011 to deliver world's best practice in carbon emission offsets, and make this the greenest World Sailing Championships ever held.

In July 2009, ISAF 2011 contracted Carbon Conscious to plant approximately 8,000 Mallee Eucalypt seedlings on cleared sub-agricultural grade land in the Western Australian wheat belt, to offset the anticipated carbon emissions generated by the event. I'm pleased to report that all 8,000 seedlings have been planted and the Perth 2011 Forest is now thriving.

As these seedlings mature, they absorb increasing amounts of carbon dioxide from the air and store it in the roots and in the soil, in a process known as bio-sequestration. I suspect we'll become much more familiar with this term in coming years as we all become more "carbon conscious" and the new carbon economy begins to have a profound and lasting impact on the lives of all Australian's.

Through their foresight and leadership, the organisers of the ISAF 2011 World Sailing Championships have set a new standard for planning and managing an environmentally sustainable and responsible international sporting event in Australia, and greatly enhanced international sailing's reputation as a clean, green sport. In doing so they have thrown out a challenge to the organisers of Australia's other major sporting events and the leaders of other sporting codes to follow their strong example.

While today's launch event may be largely symbolic in nature, I can assure you there is nothing symbolic about the many hundreds of tonnes of carbon dioxide that will be removed from our atmosphere by the Perth 2011 Forest. Long after this magnificent international sporting event is over, this forest will continue to remove hundreds of tonnes of carbon from our atmosphere for decades to come.

The Perth 2011 Forest will stand as a permanent memorial to the vision, foresight and leadership of the Perth 2011 ISAF World Championships organising committee, and will provide a range of fantastic long-term environmental benefits.

In closing, I would like to congratulate the organisers of the Perth 2011 ISAF World Championships on the magnificent work they have done to date, and wish them, their hard working and dedicated staff and their army of volunteers all the very best for the event, which is now just over 90 days away.

Good luck and on behalf of your friends at Carbon Conscious, our best wishes for a successful event.

Thank you.

ENDS



WA Environment and Water Minister The Hon. Bill Marmion MLA shaking hands with Carbon Conscious CEO Peter Balsarini at the launch of the Perth 2011 ISAF Sailing World Championships Environment & Sustainability launch event on the Swan River foreshore.



(L to R) WA Environment and Water Minister The Hon. Bill Marmion MLA with Perth 2011 ISAF World Championship Chairman (and former Federal Environment Minister) Hon. Ian McDonald, Beijing Olympic Laser-class Gold Medallist Tessa Parkinson and Carbon Conscious CEO Peter Balsarini pose for photos at the launch event.



Carbon Conscious CEO Peter Balsarini speaks at the Perth 2011 ISAF Sailing World Championships Environment & Sustainability launch event.