

<div>ESG Ambition</div>	<div>Celebrate our community, build trust, and contribute positively to the environment through our role as a venue, as the organisers of the Melbourne Royal Show, and as a platform for the agricultural community</div>		
<div>Strategic Priorities</div>	<div>Our Communities</div> <div>Celebrate our community through safe, enjoyable, and accessible events, competitions, and programs</div>	<div>Our Environment</div> <div>Contribute positively to the environment through our site, operations, and as a platform to inspire and innovate</div>	<div>Our trusted reputation</div> <div>Be a trusted and transparent organisation, develop strategic partnerships, and work with our communities and stakeholders around new sustainability opportunities</div>
<div>Proposed Strategic Objectives</div>	<div>1.1 <b>Prioritise health and safety:</b> A safe and healthy environment for our staff, volunteers, clients, competitors, and patrons</div> <div>1.2 <b>Develop our workforce:</b> Attract and retain an engaged workforce of staff and volunteers, with training and development opportunities, a positive work culture, and inclusive policies</div> <div>1.3 <b>Promote animal welfare:</b> Promote the welfare of animals involved in our events, and expand VBAT's role for the organisation</div> <div>1.4 <b>Foster happy competition and event experiences:</b> Create positive event and competition experiences for all, that are accessible, inclusive, and showcase leading event management practices</div> <div>1.5 <b>Support our communities:</b> Contribute positively to our communities' needs in collaboration with our partners, through targeted investment, and providing a platform for education</div> <div>1.6 <b>Respect Indigenous Heritage / Culture:</b> Respect, celebrate and acknowledge the significance of Indigenous heritage and culture</div>	<div>2.1 <b>Minimise waste:</b> Minimise our waste to landfill and improve circularity, aligned with industry best practice</div> <div>2.2 <b>Improve our energy profile:</b> Increase self-generation and reduce reliance on the fossil fuels, reduce energy consumption through efficiency measures</div> <div>2.3 <b>Investment in the Masterplan:</b> Make strategic environmental improvements to our site, through larger-scale investment in the site's Masterplan</div> <div>2.4 <b>Reduce our emissions:</b> Play our part in reducing greenhouse gas emissions, supporting the goals of our stakeholders, and setting emissions reduction targets</div> <div>2.5 <b>Provide sustainable event offerings:</b> Provide opportunities for our event clients and patrons to contribute positively to our sustainability goals through their events and attendance at Melbourne Showgrounds</div>	<div>3.1 <b>Strengthen our partnerships and relationships:</b> Develop a network of partners and work together to find shared solutions to sustainability challenges and opportunities</div> <div>3.2 <b>Work with our supply chain:</b> Select suppliers with positive ESG credentials and work with our existing suppliers to influence more ethical and sustainable practices</div> <div>3.3 <b>Tell our story:</b> Communicate our contributions to the community and environment, and promote our achievements authentically and transparently to our stakeholders</div> <div>3.4 <b>Attract sustainable event clients:</b> Seek out and secure hosting rights to high-profile sustainability focused expos and conferences, and provide opportunities for sustainability focused partners to showcase their message at Melbourne Royal events</div> <div>3.5 <b>Elevate data protection and privacy:</b> Embed leading cybersecurity and privacy management practices into our events, competitions, and business</div>