



Sydney, NSW

www.ozgreen.org



'Over the past eight years SVA has helped to get OzGREEN on the map, introducing OzGREEN to people who have the potential to help us reach our goals. Association with the SVA brand has helped OzGREEN get a 'tick of approval' and attract supporters and investors.'

Sue Lennox

Co-Founder/CEO
OzGREEN

How we came together

OzGREEN works as a sustainability leadership and education provider. SVA began working with OzGREEN in 2002, impressed by its unique sustainability process to impact environmental challenges by informing, inspiring and involving individuals and groups to actively make a difference to the environment on a local and broader community level. In addition to multi-year funding, SVA has supported OzGREEN through mentoring, portfolio management and organisation capacity building and scaling of key programs that have potential for larger impact.

Set up in 1992, OzGREEN focused initially on preserving Australia's water resources by harnessing the energy and interest of school students and businesses to tackle this critical issue. By inspiring and empowering the next generation of environmental caretakers, OzGREEN developed an impressive track record of success.

OzGREEN's influence now extends beyond students. Its process underpins a suite of programs centring on Sustainability Leadership, Sustainability Education and Sustainability Awareness. Programs range from one hour workshops to three day intensives. These initiatives aim to inspire and engage the energy of adults, corporations and communities as well as school children. Its programs consistently turn out individuals who discover that their core values include a real desire for a cleaner, safer world and have gone on to introduce positive environmental change, not only in their own lives but in their extended communities.

OzGREEN recognises that although most Australians are aware that we face critical environmental challenges, few have a clear picture of what they can actually do about it. The transformative learning model and leadership programs foster informed participation, harness people's unique contributions and build pathways for ongoing, independent and effective engagement.

Mission

OzGREEN educates, engages and empowers young people, adults, corporations and communities to tackle critical environmental sustainability challenges (such as climate change and water) and become leaders of positive social change.

Purpose

OzGREEN seeks to co-create sustainable, resilient communities by enabling people to tackle the ecological and social challenges of our times and accelerate the transition to sustainability.

OzGREEN's programs foster informed participation, harness people's special contributions and build pathways for ongoing engagement. OzGREEN's unique approach incorporates environmental education, leadership and personal development, enabling people to develop innovative sustainability solutions themselves.

Growth

- OzGREEN grew strongly between FY94 (\$30,000 revenue) and FY01 (\$491,000 revenue) with a CAGR of 49 per cent. At this stage, OzGREEN shifted strategy to focus on core strengths, rather than easy funding opportunities. As the organisation continued to grow, it reached the limit of the founders' capacity to simultaneously manage the organisation and to deliver programs. OzGREEN needed additional core funding and a redesigned organisational model to go to the next level.
- To this end, OzGREEN has vigorously developed its investor base, instigated facilitator training programmes and up-skilled its staff and volunteers to increase the capacity of the organisation and reduce dependence on its co-founders. OzGREEN now has 6.6 FTE staff, including a business development manager appointed in 2009, with SVA's support.

- Since SVA began supporting OzGREEN in 2002, capacity has increased both in funding and organisational terms resulting in the delivery of greater social impact. OzGREEN has now run programs across all Australian states and the number of programs has increased: there were 14 sustainability leadership programs in FY09 compared to three in FY02. There were 18 sustainability education programs in FY09 compared to seven in FY02.
- OzGREEN has developed a corporate program *Living Communities*, working with AMP, DiData, Sun Microsystems, Allco Financial Services and Australian Graduate School of Management (AGSM) Executive programs.
- In 2009/10, OzGREEN has been building on its strengths. This includes: developing high level strategic partnerships; accessing new funding partners; creating new models of collaboration and in-house program delivery; and leveraging OzGREEN networks including alumni from the youth leadership programs who are now working as senior sustainability managers in the corporate and government sectors.

Social impact

- Since inception OzGREEN has worked with more than 500 schools, 500 businesses and many thousands of individuals. In the first half of FY10 alone, OzGREEN trained 854 sustainability leaders through its *Youth LEAD*, *Leading with the Heart*, *MYRiveR* and *Living Communities* programs, involved a further 1671 households in sustainability events and actions in Australia (and an additional 20,000 internationally in East Timor, India and Papua New Guinea).
- OzGREEN's leadership programs have resulted in an average 35 per cent reduction in participants' ecological footprints (measured pre and post programme), demonstrating OzGREEN success in harnessing personal capacity for change.

Initial SVA distribution		2002	
Total distributions from SVA		\$730,000	
SVA in-kind support		\$306,500	
SVA brokered support		\$371,000	

	2002	2009	CAGR
Revenue	\$513,000	\$876,847	8%
Participants	500	2,300	24%

Why OzGREEN is graduating

OzGREEN and SVA have had a long and successful partnership over eight years. As one of the first cohort of ventures SVA partnered with in 2002, SVA has supported OzGREEN during its growth phase and more recently has assisted OzGREEN to review and strengthen its governance and build a management capability aligned with the founders' preferred operating model supporting its future. With a three year growth strategy ratified, a model of scaling impact through community-led hubs underway and strengthened management capability in place, OzGREEN was graduated from SVA's venture portfolio at the beginning of 2010.

SVA recognises the significant impact OzGREEN has had on the environment in Australia over the last 18 years and holds OzGREEN and its work in the highest regard, having learnt much from Sue Lennox and her team throughout the partnership.

Looking ahead

As it celebrates its 18th year in 2010, OzGREEN will focus on securing the future by building its funding base and partnership relationships as well as exploring ways to increase the impact of the programs and reduce cost per participant without compromising social outcomes. To this end, in 2010 OzGREEN will launch a major capital campaign *Securing our Future* to raise \$18 million over five years to build core capacity and contribute to expansion of their work in the sustainability arena. This will be initiated by a major pitch to raise \$1.8 million in FY2010/11.

OzGREEN will continue to grow the reach and impact of its multi-award winning *Sustainability in Action* process. OzGREEN will further extend its reach and impact by leveraging its network, strengthening focus on 12 sustainability hubs and embarking on joint venture partnerships. Key new activities include: the Great Eastern Ranges Initiative; climate adaptation and sustainability action planning programs with Indigenous communities around Cape York; and *YOUth LEADing Australia* – local sustainability action congresses linked nationally for global change.