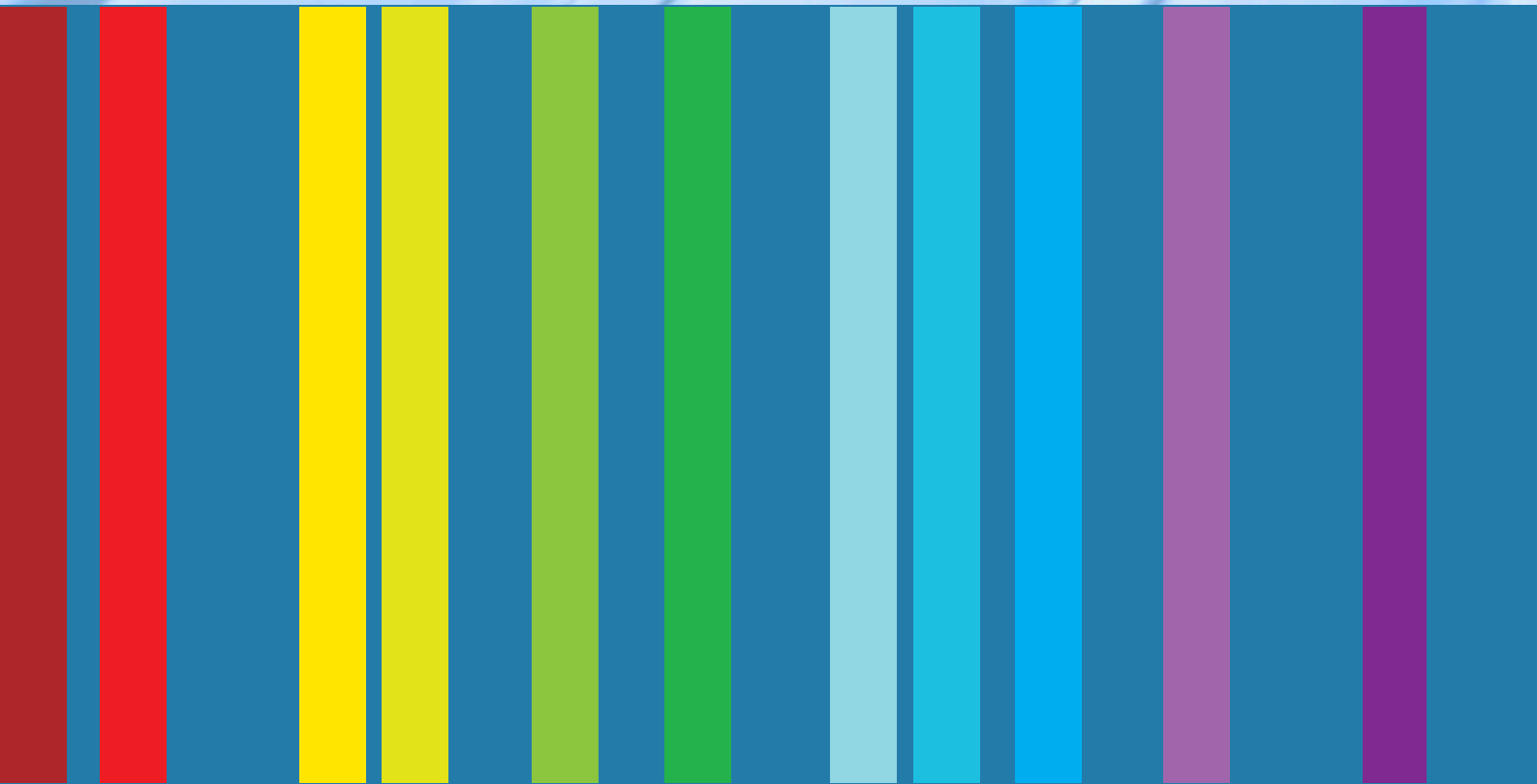


CARBON PLANET CASE STUDY: TELSTRA DOME





Case Study



Background

Telstra Dome, Australia's premier sporting and entertainment venue, provides world-class facilities. The stadium is now a major component of the Australian sports and entertainment landscape.

Telstra Dome caters to a wide range of passionate supporters, from corporate clients through to families. Each year, Telstra Dome has over 2.5 million visitors pass through its turnstiles.

The venue is host to 60 sporting events across AFL, A-League Soccer, NRL, ARL plus some other international fixtures. Along with these sporting events, Telstra Dome attracts visitors to concerts, functions and special events.

The Challenge

Consumers prefer to patronise businesses that are proactively environmentally responsible and conscious. The mission for businesses is to develop strategic solutions to manage carbon emissions while staying competitive and profitable.

Telstra Dome is a significant consumer of energy but at the same time recognises the imperative to reduce its greenhouse gas emissions. More recently, Telstra Dome has purchased a lighting system from the Dutch company, SGL, to improve the seasonal, natural light deficiency that has required Telstra Dome to replace turf during the busier months of the year.

The lights will be used continually between events from April through to September, when conditions for turf growth are least optimal.





Telstra Dome



The Solution

As a world-class facility, Telstra Dome is focused on being proactive, setting high standards for the stadium— now and for the future. Part of this objective is being technologically advanced, cutting-edge and environmentally aware.

To embark on the task of reducing the greenhouse gas emissions associated with these new multi-million dollar grow lights, Telstra Dome engaged Carbon Planet to identify the carbon footprint associated with the grow lights and offset its emissions with certified carbon credits. Carbon Planet calculated that the annual carbon output of the lighting rigs required 2,224 certified carbon credits to offset its emissions.

Satisfied with the transparency of Carbon Planet as a company, Telstra Dome then contracted Carbon Planet to undertake a comprehensive Greenhouse Gas Emissions Assessment and advise on carbon

offsetting and reduction initiatives with a detailed management plan.

Telstra Dome's partnership with Carbon Planet, Australia's leading carbon management company, is a major step towards becoming an environmentally conscious operation.

The Outcome

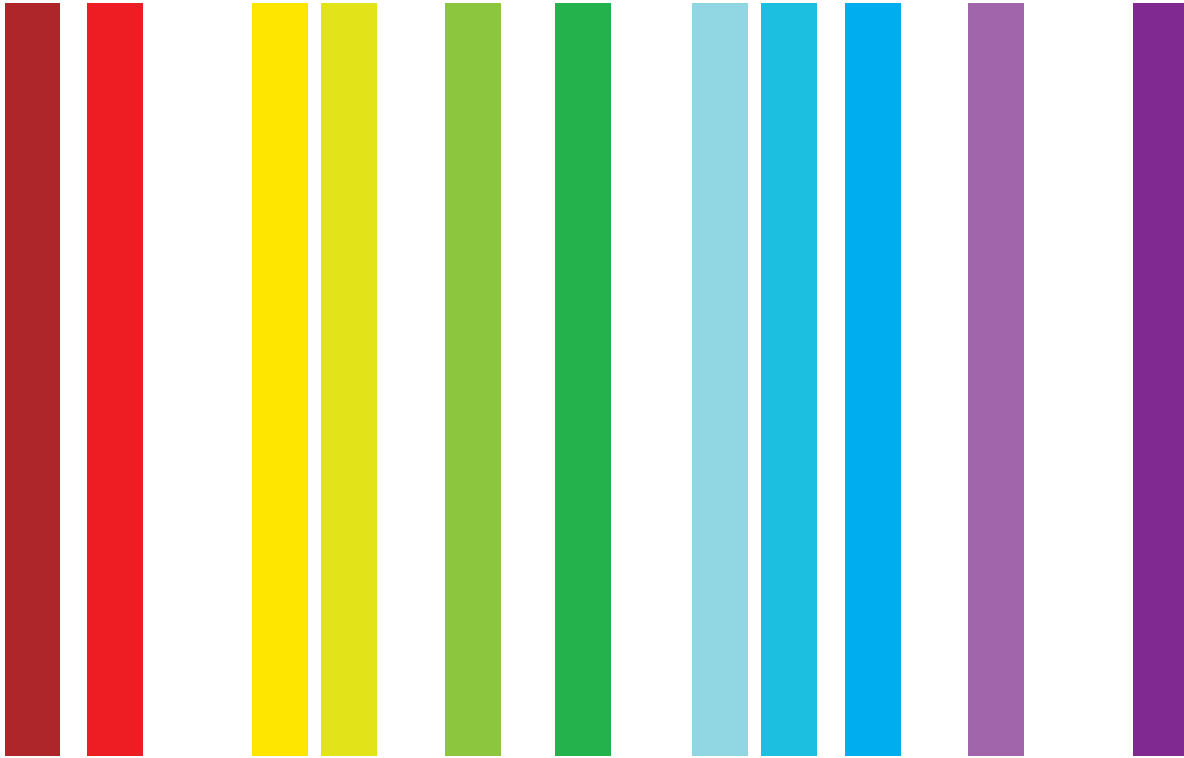
Working with Carbon Planet to offset emissions from the grow lights was a forward-thinking move for Telstra Dome. As a responsible business venue, it has demonstrated that it is expediting plans to reduce its impact on climate change.

It's all about rising to the challenge. As a socially responsible industry leader, Telstra Dome took the initiative. It encountered a problem in its operations which it confronted and resolved, following adventurous international. research. The issue was not only dealt with but has rectified in an environmentally and socially acceptable manner.





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