

**Kathryn Calaby**, Managing Director, GreenFusion

Having worked in the retail, marketing and event industry for a fifteen of years, Kathryn Calaby witnessed the amount of energy, waste and water that was consumed and not managed effectively or efficiently. She believed that more needed to be done in regards to the management of these resources. As stated in GreenFusion's vision and mission – the establishment of the company is not only to provide marketing and event advice to clients but work to with them in making a positive impact on the environment in which they operate.

Kathryn has a Bachelor of Commerce degree with a major in Management and Marketing from the University of Adelaide and a Diploma of Market Research from the Market Research Society of Australia. Kathryn has fifteen years experience in retail/purchasing, marketing and events. Her experience has been with small to medium sized business, the tourism industry, not-for-profits and state and federal government.

Starting her career in Adelaide with a retail store chain, she then became marketing officer at the Adelaide University Union. Kathryn then moved to Canberra for five years and worked closely with local and NSW tourism industry, tertiary institutions and Federal and Territory government and established her own consulting company. In Canberra Kathryn worked with events such as Rugby World Cup, Australian Maters Games, Floriade, National Kite Festival and a number of seasonal tourism campaigns. This worked required her to liaise with a number of the National Attractions such as Australian War Memorial, National Gallery, National Archives, National Portrait Gallery, and National Museum. Her marketing work has included, events, brand development, internal and external communications, stakeholder engagement, media and sponsorship. Kathryn also has an interest in social media and is currently managing the social media sites for The Bob Hawke Ministerial Centre.

Kathryn has just developed an Environmental Management System for Canberra Stadium a sporting, conference and event venue that hosts approximately 25, 000 people. Kathryn has been trained in EcoMapping and Eco Management Audit Scheme more commonly known as EMAS. These are tools geared to businesses looking to understand and develop an environmental management system (EMS). Kathryn is a member of Eco Council Australia Pacific which expedites the use of EcoMapping and EMAS in Australia and the Pacific and will presenting at the EMAS conference in Belgium in November this year a paper on 'Sustainability and the Event Industry in Australia'. Kathryn (along with colleagues) is also in the process of developing a 'sustainable events' certification with Good Environmental Choice Australia and is building an Adelaide 'Sustainable Events Alliance' Chapter .