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TIFFANY & Co.


THE SAPPHIRE PROJECT

PROTECT WHAT IS PRECIOUS®



UNITING, EDUCATING AND INSPIRING OUR COMMUNITY
TO LOVE AND PROTECT OUR OCEANS

2022



WE ACKNOWLEDGE THE ABORIGINAL AND TORRES STRAIT
ISLANDER PEOPLES AS THE FIRST INHABITANTS AND THE
TRADITIONAL CUSTODIANS OF THE LANDS WHERE WE
LIVE, LEARN AND WORK. WE PAY OUR RESPECTS TO THE
ELDERS PAST, PRESENT, AND EMERGING, FOR THEY HOLD
THE MEMORIES, THE TRADITIONS AND CULTURE.

THE SAPPHIRE PROJECT



The ocean provides the oxygen for every second breath we take. In 2021, the UN World Oceans Day is focusing on Life and Livelihoods. This is so pertinent here in Australia. Our coast is intimately linked to our national economy, industry, arts, social lifestyle and cultural identity, with more than 85 per cent of Australians living within 50 kilometres of the sea. **Water has always been good to me, it's time to give back.**

*Ian Thorpe AM
Sapphire Committee &
Ocean Ambassador*

THE SAPPHIRE PROJECT

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KEY PEOPLE & ORGANISATIONS INVOLVED

HONORARY CHAIR
SUSAN ROCKEFELLER

SAPPHIRE 2022 HONOREE
VALERIE TAYLOR AM
Conservationist, Pioneering Diver, Shark Advocate and Photographer

SAPPHIRE FIRST NATIONS OCEAN LEADER
PHIL RIST
Senior Nywaigi man, Former Chair of the Indigenous Reef Advisory Committee, CEO of Giringun Aboriginal Corporation, Board Director at WWF Australia

SAPPHIRE COMMITTEE
RYAN GOLLAN (Chair) CLARE AINSWORTH HERSCHELL
HAYLEY BAILLIE BRIONY PRIER
IAN THORPE AM SUSAN WYNNE
SOPHIA FORREST ELLIE AITKEN
KATE CHAMPION CHONG CHUA

SAPPHIRE OCEAN AMBASSADORS
IAN THORPE AM JARROD SCOTT
MADISON STEWART KY HURST
LAURA WELLS PAUL DE GELDER
JULIA WHEELER MATT DRAPER
ACE BUCHAN BILLY BAIN
SAM BLOOM

SUPPORTED ORGANISATIONS IN 2022

1 REHABILITATION
BLUE CARBON LAB - DEAKIN UNIVERSITY

2 SCIENCE & RESEARCH
LIZARD ISLAND RESEARCH STATION - AUSTRALIAN MUSEUM

3 EDUCATION
TAKE 3 FOR THE SEA

4 COMMUNITY
CITIZENS OF THE GREAT BARRIER REEF

5 FIRST NATIONS LEADERSHIP
GIRRUNGUN ABORIGINAL CORPORATION

PARTNERED OCEAN ORGANISATION
THE GREAT BARRIER REEF FOUNDATION

ABOUT THE SAPPHIRE PROJECT

A LEGACY PROJECT

Our vision: The Sapphire Project's mission is to educate and inspire our Australian community to unite in taking action to protect our oceans.

Less than 2% of all charitable giving in Australia goes to the environment and within this, even less goes to the oceans.

Our goal: The Sapphire Project will provide a platform to showcase organisations committed to ocean conservation and connect the Australian philanthropic community to this critically underfunded area.

As a friend of the UN World Oceans Day, under their 2022 theme "Revitalisation: Collective Action for the Ocean", The Sapphire Project's focus is on the **Great Barrier Reef** - a World Heritage Site, one of the seven natural wonders of the world, the largest living structure on Earth and one of Australia's proudest cultural assets.

The Great Barrier Reef is often referred to as the lungs of our planet. It is even more bio-diverse than the Amazon rain forest. Like the Amazon rain forest, the reef has been burning - underwater.

In Australia, the Great Barrier Reef supports 64,000 jobs and contributes \$6.4 billion dollars to the economy. It is an important nursery for fish populations that provides food security, feeding millions of people around the world. It is also an important reservoir for ground breaking medicine.

Global warming has seen the Great Barrier Reef suffer from repeated bleaching events, and if global warming reaches 2 degrees Celsius we can expect to lose up to 98% of reefs worldwide.

In 2022, The Sapphire Project is proud to partner with these charitable organisations, supporting the ocean and the reef in the following areas:

1 Rehabilitation

Blue Carbon Lab - Deakin University

2 Science & Research

Lizard Island Research Station - Australian Museum

3 Education

Take 3 for the Sea

4 Community

Citizens of the Great Barrier Reef

5 First Nations Leadership

Girringun Aboriginal Corporation



ABOUT PROTECT WHAT IS PRECIOUS

A social impact initiative created to promote sustainability and ocean conservation, it was founded by award-winning documentary filmmaker, artist, conservationist and philanthropist Susan Rockefeller.

The Sapphire Project will create an Australian context to echo Susan's inspiring efforts to profile thought-leaders in entrepreneurship, responsible innovation, and social impact to provide inspirational calls to action and day-to-day solutions that drive positive change. The Sapphire Dinner aims to inspire a swell of philanthropic support for ocean conservation in Australia.

Previously, Susan and David Rockefeller have hosted the iconic Oceana New York Annual Gala to support our oceans, bringing together world renowned philanthropists, Fortune 100 leaders, conservation trailblazers and award-winning celebrities devoted to ocean restoration. Past patrons and special guests include many of the world's leading conservationists such as President Bill Clinton, Leonardo DiCaprio, Morgan Freeman, Michael Bloomberg, Steven Murphy, Diane Lane, Dan Barber, Ted Danson, Sam Waterston, Jane Fonda, Chris Hemsworth, Elsa Pataky, Adrian Grenier and many more. In Australia, Protect What is Precious is led by Ryan Gollan.

ABOUT SUSAN ROCKEFELLER

Founder of Protect What is Precious®
Honorary Chair of The Sapphire Project

A longstanding philanthropist, Susan and her husband David Rockefeller Jr. both sit on the board of Oceana, the world's largest international advocacy organisation focused solely on ocean conservation. Oceana's offices around the world work together to win strategic, directed campaigns that achieve measurable outcomes that will help make our oceans more bio diverse and abundant.

Susan also sits on the board of Stone Barns Centre for Food and Agriculture, We are Family Foundation, Land & Garden Preserve, a mission board member of Imagine, and a member of the USA Council of Foreign Relations.

In her film work, Susan is a Principal of Louverture films and a member of the Film Committee for the Museum of Modern Art. Her original films have aired on HBO, PBS, and the Discovery Channel.

Susan has given key-note presentations and participated in panel discussions at philanthropic and brand-sponsored events worldwide. Her articles have been featured in many international publications such as Forbes, VOGUE, Vanity Fair, The Wall Street Journal, National Geographic, and more.

UNITED NATIONS WORLD OCEANS DAY



WHAT IS WORLD OCEANS DAY?

The United Nations celebrates world oceans day every year on 8 June. Many countries have celebrated this special day since 1992, following the United Nations Conference on Environment and Development, held in Rio de Janeiro.

WORLD OCEANS DAY IS 8 JUNE

In 2008, the United Nations General Assembly decided that, as of 2009, 8 June would be designated by the United Nations as "World Oceans Day".

FOR ALL GENERATIONS

On this day, we have the opportunity to raise global awareness of the benefits humankind derives from the ocean and our individual and collective duty to use its resources sustainably. Future generations will also depend on the oceans for their livelihoods.

FOR ALL PEOPLE

Civil society, science centres, research institutions, NGOs, businesses in the private and financial sector, communities and governments all around the world mobilise millions of people around local and global events.

AND FOR THE PLANET

Together with the United Nations and our partners, we celebrate all that the ocean gives us every day: from the oxygen we breathe to the inspiration that moves our poets.



THE HONOREE
VALERIE TAYLOR AM

CONSERVATIONIST, PIONEERING DIVER, SHARK ADVOCATE AND PHOTOGRAPHER

Valerie Taylor has an ease and grace in the water that conceals her 85 years of age. Valerie has been diving for over 60 years. She can tell stories about a sea bursting with life, the great schools of fish, sharks as far as the eye can see. These, she says, are now gone. But Valerie remains hopeful. She believes that the ocean will recover, 'if' we leave it alone.

Famous for her chainmail shark suit and gracing the covers of National Geographic, Valerie and her late husband, shark protection pioneer Ron Taylor, carved out an extraordinary career with their stunning marine documentaries. Ron and Valerie introduced Australia and the world to the wonders of marine life, and more specifically sharks.

Starting their ocean careers as competitive spear-fishers, as their fascination with the oceans increased, they gave up their spears for cameras.

The list of credits and awards for Valerie Taylor is extensive. She and Ron were the first people to film great white sharks without the protection of a cage. They made countless shark films including Blue Water, White Death which caught the attention of American film Director Steven Spielberg and lead to them working on Jaws. The list of film and television credits is exhaustive but it's the conservation work Valerie has done both in Australia and around the world that is truly impressive.

Through her campaigning efforts she prevented oil exploration in Ningaloo Marine Park, overturned mining rights on Coral Sea Islands, won protection for many places on the Great Barrier Reef before it was given World Heritage status and lobbied for the maintenance of sanctuary zones in South Australia. In 1986 Valerie was appointed Rider of the Order of the Golden Ark for marine conservation by his Royal Highness Prince Bernhard of the Netherlands.

In 2003 Valerie was awarded the Order of Australia for her conservation efforts. Pioneering diver, shark advocate, conservationist, artist, ask Valerie and she says "I'm a diver who loves Australia's oceans." Valerie's legacy is currently being celebrated on screen with the premier of 'Playing with Sharks' at the 2021 Sundance Film Festival, a feature documentary about her extraordinary life.



SUPPORTED ORGANISATIONS IN 2022

**IT IS A PRIVILEGE TO SHOWCASE THE FOLLOWING ORGANISATIONS
COMMITTED TO SUPPORTING AND PROTECTING
AUSTRALIA'S VERY OWN GREAT BARRIER REEF**



Blue Carbon Lab

A DEAKIN IDEA

PROFILE

Deakin University's Blue Carbon Lab (BCL) offers innovative research solutions for helping to mitigate climate change and improve natural capital, while also contributing to jobs, economic growth, capacity building and community wellbeing.

OUR WORK

Blue carbon has become one of the most sought-after natural solutions for climate change mitigation and adaptation. Nevertheless, there are major science hurdles that must be overcome. BCL's aim is to deliver the transformational research to enable widespread implementation of blue carbon projects within Australia and beyond.

Blue carbon ecosystems (seagrass meadows, tidal marshes and mangrove forests) are among the most efficient carbon sinks; however, these ecosystems are declining globally. Because of their ability to capture CO₂, there is an increasing recognition of their role in climate change mitigation, and consequently, a growing demand to incorporate blue carbon into national greenhouse gas accounts.

SAPPHIRE IMPACT

BCL's Queensland Blue program seeks to restore vast areas of coastal wetlands to drawdown carbon and help reduce runoff and pollution to the Great Barrier Reef. BCL has identified seagrass meadows the size of Switzerland surrounding the reef that are drawing down carbon, and thereby helping to reduce the impact of climate change on the reef, as well as opportunities to restore and create mangrove and saltmarsh ecosystems at scale throughout the Great Barrier Reef catchment.

This important research will create new societal and financial impetus for restoration and protection of coastal ecosystems at scale, thereby providing an innovative approach to securing the health of the Great Barrier Reef.

Programs needing support include our outreach campaign to raise awareness, restoration action scholarships and on the ground demonstration projects to encourage further investment.

"Finally, a good news story in the fight to save the Great Barrier Reef! Coastal wetlands surrounding the Great Barrier Reef catchment are massive carbon sinks, storing the equivalent of more than 500 million tonnes of CO₂. In doing so they reduce the severity of climate change on the reef. Your investments will go towards an audacious plan to renew and restore 100,000 hectares of coastal wetlands in the Great Barrier Reef."

*Dr. Peter Macreadie
Professor of Marine Science, Deakin University
Head - Blue Carbon Lab*



PROFILE

The Australian Museum's Lizard Island Research Station (LIRS) is a world leading coral reef research facility collaboratively working with its partners to enable excellence in scientific research on the Great Barrier Reef. LIRS has an enviable international reputation among coral reef researchers: it provides great research facilities and support in a diverse and well-managed environment and it operates under safe and sensible procedures. Developed for sustainable operations, LIRS has a very low carbon footprint including 95% of electricity produced from the sun. LIRS would not exist without the support of private funding through the Lizard Island Reef Research Foundation (LIRRF).

OUR WORK

Scientists from 40 institutions in 12 countries conducted 87 research projects in 2019 (the last pre-COVID year).

LIRS researchers produce about 100 peer-reviewed publications each year, similar to the output of a medium-sized university school.

Educational groups spent 1,318 person-days at LIRS in 2019.

LIRRF provided fellowships with a total value of \$1,137,000 to 64 PhD students and early-career researchers over the past 10 years.

LIRRF provided 29 grants with a total value of \$575,000 for research in priority areas including plastic pollution and Crown-of-Thorns Starfish (COTS) control in the past 10 years.

LIRS is a venue of choice for blue-chip natural history documentary filming.

SAPPHIRE IMPACT

Sapphire's funds will support the continuation of the Fellowships, Research Grants and Education Programs, which aids the development of the next generation of marine scientists and managers. It will also help fund the continuation of Crown of Thorns (COTS) control research to handle outbreaks more effectively and save coral by early detection and control. Research equipment and infrastructure is also important. The funds will help support an ongoing annual program to maintain and/or replace boats and other vital infrastructure, which are critical for researchers to work safely and efficiently.

"LIRS is all about providing opportunities - for people to do their best work without distraction or hindrance, to learn, to teach, and to benefit the natural environment."

*Dr Anne Hoggett AM
Co-Director of LIRS*



"The Sapphire Project will be a game changer for Take 3. It will enable us to significantly expand our reach by providing funding to take our education programs to rural and remote Australia, where there is a huge gap in ocean conservation education and where little work is being done to combat the plastic pollution and other human impacts on our oceans."

*Sarah Beard
Former CEO of Take 3*

PROFILE

Take 3 is an award winning and celebrated leader in sustainability, with a mission to protect our oceans and waterways by reducing plastic pollution through education that inspires action and participation.

Through a simple call to action that encourages individuals to take three pieces of rubbish before leaving the beach, waterway or... anywhere, Take 3 has sparked a global movement with participation in 129 countries.

Education and action are at the heart of everything we do with more than 500,000 students participating in Take 3 programs to date and 10 million pieces of rubbish removed from the environment every year.

OUR WORK

At Take 3 for the Sea we have three key objectives, to educate, to take action and to protect our oceans and waterways from plastic pollution and waste.

In just 11 years our clear and concise message has sparked behavioural change through a global movement of more than 340,000 online supporters, with #Take3forthesea used more than 150,000 times.

As a result of this, our global community removes 10 million pieces of rubbish from the environment each year, while 100,000 participants have joined us at Take 3 clean-ups and events.

More than 500,000 students, from over 1,000 schools and 40 surf life-saving clubs have participated in Take 3's education programs.

Our focus on education and action has also benefited the corporate world, with 20 major businesses collaborating with Take 3 on their sustainability journey.

SAPPHIRE IMPACT

Much of the education work in the ocean conservation sector focuses on coastal communities. We need to urgently broaden this reach to rural and remote regions in Australia, to build cultural and geographical diversity in tackling the crisis facing our oceans.

To do this, Take 3 needs support for our "Saltwater to Freshwater, Taking Take 3 upstream" program. Inspired, informed and taught by Australia's First Nations people, this new program utilises storytelling, music, dance and art as tools to educate youth about the inter-connection between land and sea and how the creeks, streams and rivers that flow down to the ocean also carry the plastic and other toxic pollutants that are choking our oceans and destroying ecosystems like the Great Barrier Reef.

The program aims to encourage lasting behaviour change in regional, inland schools and broader communities and includes bringing young leaders from rural and remote communities to participate in immersive workshops on the Great Barrier Reef to discuss issues impacting our oceans (including climate change, plastic pollution) whilst discovering their unique leadership skills to combat these issues.



CITIZENS OF THE GREAT BARRIER REEF

PROFILE

Citizens of the Great Barrier Reef is a 21st century conservation organisation working across the Reef. Combining leading science with meaningful citizen action and digital innovation, the organisation's mission is to drive people-powered reef conservation that can be scaled up to meet the escalating threats facing coral reefs around the world. The Citizens team brings a diverse range of expertise from those that have been connected to the reef for thousands of years, and those across the world who have a collective passion to conserve and protect this iconic natural wonder for future generations.

With conditions changing rapidly year-on-year across the Great Barrier Reef, the urgent need for broadscale reconnaissance information across this vast ecosystem is becoming evermore important for its protection and conservation.

OUR WORK

The Great Reef Census is the groundbreaking initiative from Citizens of the Great Barrier Reef to answer this call and survey the far reaches of the 2,300km reef ecosystem. In its second year, the Great Reef Census mobilised a makeshift flotilla of tourism vessels, dive boats, research ships, superyachts, fishing charters and even a tug boat to survey 315 priority reefs - many of which had never been surveyed before - and brought back an astonishing 42,000 reconnaissance images from these expeditions, three times the amount gathered in the pilot year of the initiative.

The Great Reef Census does not stop with the reef community in the water. Over the coming months, thousands of volunteer citizen scientists from across the planet will join researchers in analysing the 42,000 images brought back from the Reef.

SAPPHIRE IMPACT

The Great Reef Census has become one of the world's largest marine citizen science initiatives, and is an example of a new conservation model in action. With impacts of climate change and other threats accelerating globally, there is an urgent need to scale-up conservation efforts in order to address the enormity of the challenges faced by the Great Barrier Reef and reef systems globally.

"Your donations will support us to massively scale-up the Great Reef Census and open source our learnings and platform to other reef communities across the planet. The data captured will help to fill critical knowledge gaps to better manage and protect the reef, and develop a highly scalable 21st century conservation model for the Great Barrier Reef and other marine environments. The actions of people across the planet will define the future of the Reef."

Andy Ridley
CEO of Citizens of the Great Barrier Reef Foundation
Founder of Earth Hour



PROFILE

Since time immemorial, Traditional Owners have interwoven their culture and spirituality with the Great Barrier Reef.

Girringun Aboriginal Corporation represents nine Traditional Owner groups that have united since 1996 to preserve their culture and traditions - Nywaigi, Gugu Badhan, Warrgamay, Warungnu, Bandjin, Girramay, Gulngay, Jirrbal and Djiru people.

GAC is based at Cardwell, between Townsville and Cairns. Their Traditional Owners work tirelessly to ensure that their customs and the very land that sustains them are maintained, including a number of state marine parks as well as the Great Barrier Reef Marine Park.

OUR WORK

Girringun developed Australia's first Traditional Use of Marine Resources Agreement in the Great Barrier Reef Marine Park and now manage an Indigenous Protected Area spanning 1.26 million hectares of land and sea. This includes parts of the Wet Tropics World Heritage Area, the Great Barrier Reef and the Great Barrier Reef World Heritage Area. Girringun supports and facilitates the active engagement of nine Traditional Owner groups in the co-management of traditional land and sea estates with regional, national and international partners. Girringun's work ensures that traditional management practices and knowledge are both recognised and incorporated strategically and on-ground to help keep country and culture healthy and strong across their nine Traditional Owner groups.

Girringun actively engages young people to care for Country through schools and their cultural centre and have also partnered with Gudjuda rangers to tag turtles and clean-up beaches after cyclones. This is vital to stop rubbish polluting our oceans and choking marine wildlife.

SAPPHIRE IMPACT

Girringun Aboriginal Corporation is an Indigenous led model. As keepers of country, culture and community, support is required to enable our custodians and Traditional Owner groups to continue the vital and necessary work to manage the pristine ecosystem of our region, including the Great Barrier Reef.

GAC Rangers are currently working to implement plans of management and agreements for keeping Girringun country healthy. The rangers play a key role in the preservation of traditional ecological knowledge, maintaining significant cultural heritage sites like the Great Barrier Reef, participating in research activities and raising the profile of Aboriginal natural and cultural resource management in the area through community liaison.

Girringun runs a Young Rangers program for school-age children from their 9 Traditional Owner groups and in 2021 seek to employ a full-time co-ordinator for this work.

A donation being made on behalf of the Sapphire Board will help support this important work.

**OCEAN PARTNER
GREAT BARRIER REEF FOUNDATION**

THE FOUNDATION IS ADMINISTERING OUR FUNDRAISING AND
WILL PROVIDE TAX DEDUCTIBLE RECEIPTS TO ALL DONATIONS



Great Barrier Reef Foundation

PROFILE

The Great Barrier Reef Foundation is saving our Reef and its marine life for future generations. As the lead science-based charity for the Reef, we bring together the brightest minds, innovative technologies, and science to solve the most complex and challenging problems facing the survival of the Great Barrier Reef, and coral reefs globally. And to challenge everyone to stand up, unite, and take an active part in reef conservation. In addition to acting urgently on climate change, the greatest threat facing coral reefs, we support the development and scaling up of solutions to ensure that coral reefs can withstand climate change and the growing number of threats.

OUR WORK

The Foundation leads the Reef Trust Partnership, with Government, Traditional Owners, community, scientists and reef managers to accelerate the work by many for the benefit of the Reef. It brings us all together in one of the most exciting and important collective efforts of our time.

Central to our vision is the Reef Restoration and Adaptation Program, the world's largest and most ambitious effort by leading science organisations to develop, scale up and deploy existing and new interventions and technologies to ensure coral reefs globally can resist, adapt to, and recover from the impacts of climate change.

Reef Recovery 2030 is our decade plan to turn the tide on coral reef decline globally

SAPPHIRE IMPACT

The Great Barrier Reef Foundation is partnered with Sapphire to administer and distribute raised funds to the recipient organisations as nominated by the Sapphire committee with no administration fee.

Our presence at the Sapphire Dinner will provide a unique opportunity for you to learn first-hand about the beauty and diversity of coral reefs, understand the challenges facing the Reef and become part of the solution to support endangered turtles and coral reef restoration.

"The science is clearly telling us what needs to be done if we are to secure this magnificent underwater world. Doing nothing is unthinkable and falling short is not an option. That's why we need your support"

*Anna Marsden
Managing Director
Great Barrier Reef Foundation*

SAPPHIRE SPONSORS

THANKS TO OUR GENEROUS SPONSORS WHO ARE MAKING THE SAPPHIRE DINNER EVENT POSSIBLE. ENSURING THAT 100% OF EVERY TICKET SOLD AND EVERY DOLLAR RAISED WILL GO DIRECTLY INTO IMPACTFUL OCEAN CONSERVATION. THIS IS THE SAPPHIRE DIFFERENCE. AND WE WILL ALSO CARBON OFFSET THE EVENT THROUGH BLUE CARBON LAB.

PRESENTING PARTNER

TIFFANY & Co.

PLATINUM SPONSORS



GOLD SPONSORS



PR PARTNER

BLACK



“We are the first generation
to feel the effects of climate change
and the last generation
who can do something about it.”

Barack Obama

BE PART OF THE SOLUTION

It's truly inspiring to see so many innovative ocean conservation organisations doing such impactful work, often with very limited resources.

Fundraising to support their work is just one thing we can do.

There are also individual actions we can all take in our own lives, to help protect and regenerate this brave blue world.

We can talk to family, friends and colleagues - at home, in the workplace, and in the community.

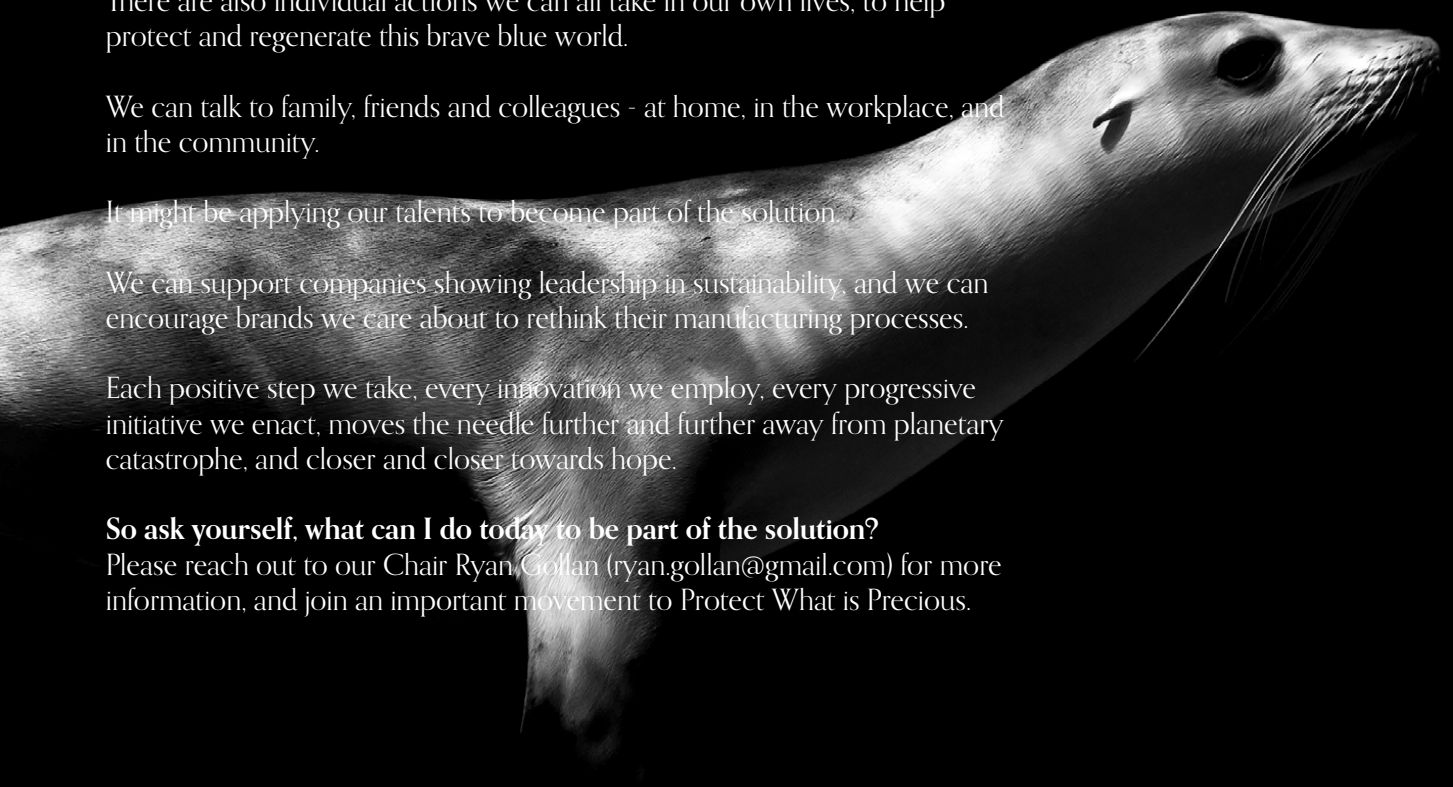
It might be applying our talents to become part of the solution.

We can support companies showing leadership in sustainability, and we can encourage brands we care about to rethink their manufacturing processes.

Each positive step we take, every innovation we employ, every progressive initiative we enact, moves the needle further and further away from planetary catastrophe, and closer and closer towards hope.

So ask yourself, what can I do today to be part of the solution?

Please reach out to our Chair Ryan Gollan (ryan.gollan@gmail.com) for more information, and join an important movement to Protect What is Precious.



THANK YOU

On behalf of The Sapphire Committee and the Protect What is Precious® family, we extend our heartfelt thanks to you for riding the wave of change with us in our first-ever Sapphire Dinner in Australia.

*Susan Rockefeller
Honorary Chair*



THE SAPPHIRE PROJECT

GET IN TOUCH

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The Sapphire Project does not receive any funds from ticket sales and donations. Ticket sales, donations and charity proceeds in Australia are administered by The Great Barrier Reef Foundation with no administration fee and are independently checked by PwC Australia.

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