

# VOLVO OCEAN LOVERS FESTIVAL IMPACT REPORT

2024



VOLVO



OCEAN  
LOVERS  
FESTIVAL

# Our message

Thank you for supporting the 2024 Volvo Ocean Lovers Festival and sharing our mission to turn ripples of action into waves of change. It is so important to have partners who share our vision and we are beyond grateful to you for getting behind us and having faith in our ability to deliver this all-important Festival to the public.

We brought awareness, inspiration, and action for the ocean to our largest crowds yet with 40,000+ people attending our fourth Festival of Ideas, Art + Music & Actions for the ocean.

Over two days leading into the weekend, we engaged with 1000 excited school students of all ages from across Sydney with our school excursion program and Sea Science Expo. The schools' programs were a highlight for us and positive feedback from teachers and students is a testament to its growing success.

It was a tremendous privilege to collaborate with the Sydney Institute of Marine Science and State Government to be the first to showcase their Sydney Harbour restoration project – Seabirds to Seascapes, a multi-million dollar project to restore the health of our waterways in our harbour city.

Our Ocean Lovers Talks hosted over 2000 attendees across two days of free inspirational talks and panels. Adventurers, scientists, and experts shared incredible insights and solutions to safeguard our planet for future generations. Feedback from attendees has been overwhelmingly positive, leaving people optimistic about the future.

Trailblazing experts at the Blue Solutions Summit also delved into solutions to some of the planet's biggest ocean challenges like plastic pollution and fishing, whilst exploring the opportunity for Australia to emerge as a global leader in ocean technology and innovation.

Ocean Lovers Talks and the Blue Solutions Summit were truly powerful in their content. We are extremely grateful to the 100+ devoted and insightful speakers and presenters who joined us across the festival activities this year. Stay tuned as we share all their knowledge out widely across the year.

There were plenty of opportunities for networking and collaboration, something we see as a core mission for the festival and something we will continue to grow.

Thank you from the bottom of our hearts for joining our ocean-loving journey and helping us create what has become Australia's largest cultural and science celebration for the ocean.

Sincerely,

*Anita and Caz*





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# Our Story

2024 FESTIVAL VIDEO

The Volvo Ocean Lovers Festival is a diverse array of platforms dedicated to championing ocean conservation and showcasing innovative solutions.

Through an immersive blend of entertainment, ranging from art, music, and film, to science and actionable initiatives, the festival raises awareness, ignites inspiration, disseminates knowledge, and fosters community engagement on oceanic issues.

It serves as a rallying point for collaboration, forging new connections among ocean enthusiasts, cultivating partnerships, and catalysing positive change for our marine ecosystems.

Above all, the festival unites communities to honour the strides made in scientific advancement, technological innovation, and visionary thinking, offering a beacon of hope for the future of our ocean.



40,000  
ATTENDEES  
at the 2024 VOLF

## Why?

Despite its immense beauty and significance, many of the ocean's challenges remain unseen and overlooked, creating a profound disconnect for much of humanity regarding its pivotal role in our survival.

There is, however, a growing recognition of the interconnectedness of global ecosystems and the need for collective action to address environmental challenges. By coming together to protect our ocean, we can harness the power of collaboration, innovation, and collective responsibility to enact meaningful change.

Together, we can preserve the ocean's beauty, diversity, and abundance for present and future generations.

## Our Mission

To turn ripples of action into waves of change and bring awareness and action for the ocean to the widest possible audience.





# Our Partners

VOLVO



# Our Impact

## Overview

The 2024 Volvo Ocean Lovers Festival was bigger than ever! Increasing trends are seen across multiple avenues, as seen in Figure 1 below.

The Festival generated tangible new business and sector collaborations and hosted several major universities, institutions, and profile NGOs.

Over 1000 students registered for the School Excursion Program across two days and thousands of students participated in our competitions, FishTank and Litterarty.

This year we partnered with Silver Lining Strategy to conduct an extensive survey to better understand the impact of our work with very exciting results to share.

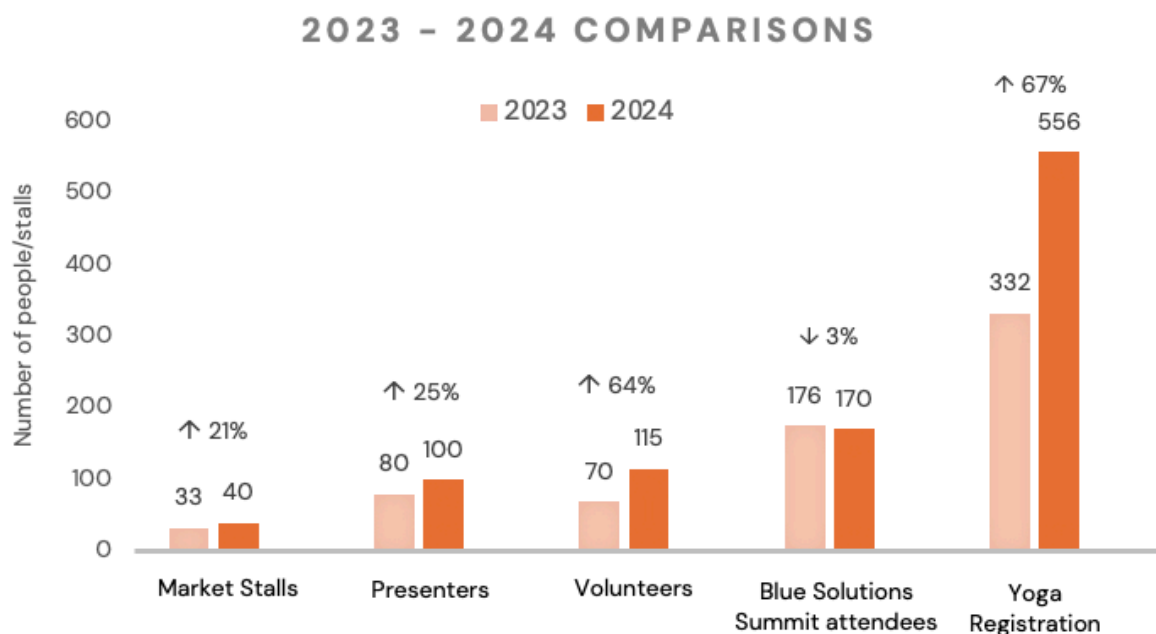
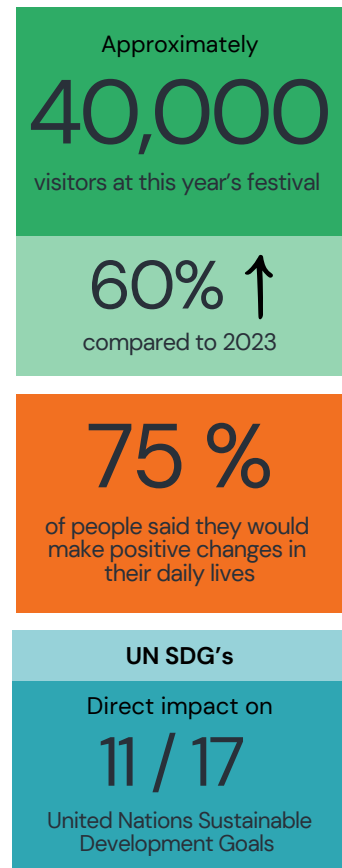
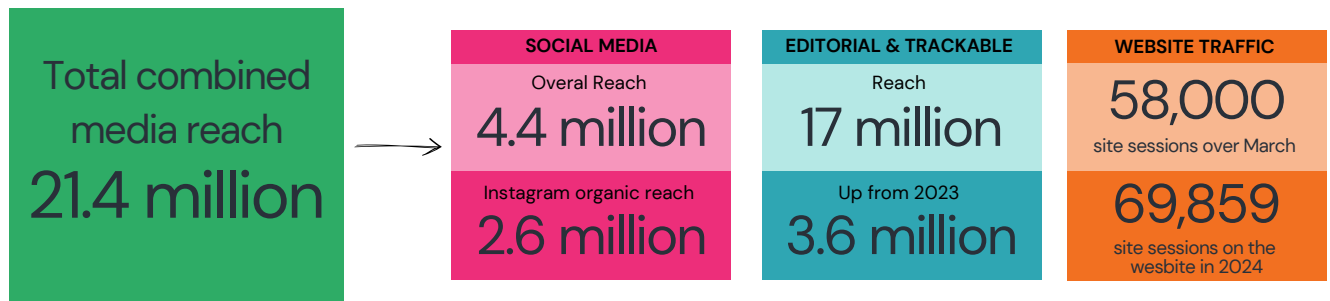


Figure 1. Comparison of different aspects of the VOLF from 2023 to 2024.





# Marketing



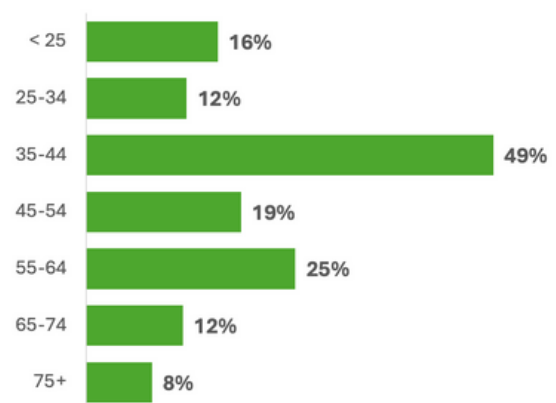
## Survey outcomes

68% of people learned something new about our ocean.

80% of attendees stated they would return next year.

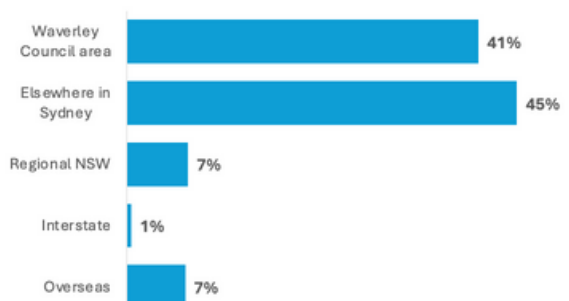
70% of attendees left the event feeling optimistic that we can have a positive impact on the health of the ocean.

Age demographic of attendees:



Words that people associate with  
Ocean Lovers Festival:

Origin of attendees:



# Blue Solutions Summit

## A day of solution-focused discussion

Staged at the Australian National Maritime Museum, the Blue Solutions Summit attracted blue business entrepreneurs, organisations, government as well as scientists and innovators driving inspiration and collaboration. 18 experts formed three panels, discussing some of the biggest ocean challenges we have today and delved into inspiring solutions. Around 170 people attended the Summit. interacted in panel questions and met potential collaborators during the networking.



## Youth Focus

This year we created a Youth Advisory Group consisting of 12 young change-makers aged 16 - 24. The group worked together in the lead-up to the Summit to discuss their concerns about the ocean. Three members presented a Hypothetical to the audience around the topic **'Have we left it too late to save our ocean?'** which was hosted by ABC Radio presenter James Valentine.



## Three discussion topics

“Ocean Innovation - Australia’s Opportunity” explored untapped possibilities in innovation and technology and looked at Australia’s pivotal opportunity in global leadership.

“Ocean Plastic & Pollution - Time to Act” discussed the urgency to preserve vital ecosystems through business-driven solutions.

“Fishing and the Future of Food” addressed the critical intersection of our ocean’s resources and global food security.





# Events

## Opening Night

Over 220 guests, partners, sponsors and friends registered to celebrate the festival launch

The evening kicked off with a beautiful Welcome to Country and Whale Dance Performance by the Jannawi Dance Clan with special speakers including Festival Founder Anita Kolni, Waverley Mayor Paula Masselos, Martjin Danse from IMC Foundation, and Laura Simmons from SEALIFE Sydney. This was followed by networking over canapés and drinks provided by our partners The Hidden Sea Wines, Stone & Wood, and Hiatus Beers. Local legend Declan Kelly and DJ Nick Wilkinson (Tidal Traces) provided live music.



## MA Financial

### Special partner event

New partner MA Financial hosted a wonderful private event at their Sydney premises where 100 guests attended an evening of ocean loving inspiration. A panel discussion on some of the innovative solutions being developed in Australia showcased how clever ideas are improving the health of the ocean with smart technology. The festival is a platform to connect these solutions with the public. Local start ups Seabin and Hullbot shared their stories and the Sydney Institute of Marine Science discussed their world renowned marine restoration projects. Festival Founder Anita Kolni hosted the conversation which included MA Financial's own D'Albora Marinas.



# Events

## Sunrise Yoga

### A beautiful morning on the sand

Over 550 people registered for Sunrise Yoga, with 300 sunrise worshipers joining us on the day, for a special ocean focused flow with Sarah Routhier from RARE Studio Bondi. A massive jump from 200 who participated last year.



## Big Bondi Beach Clean

### 3372 pieces of trash removed

The Big Bondi Beach Clean, in partnership with Take 3 for the Sea, had 119 Humanitix registrations and 67 attendees. An incredible 3372 items of rubbish were removed from Bondi Beach and surrounds, which equalled approximately 12kgs.



## Sand Sculptures

### 150 sandy participants

Hosted by Blue World, 150 people gathered on Bondi Beach on Sunday morning to create sand sculptures of marine creatures they would like to see protected in our waters.





# Events

## Bondi Rockpool Tours

Over 60 people across two tours

Local ocean lover and Marine Scientist Will Jones hosted two Bondi Rock Pool tours with the support of Waverley Council. 60 engaged participants, mainly families with young children, enjoyed a two-hour tour discovering the incredible marine life and ecosystems here in our blue backyard.



## Grey Nurse Shark Census

243 sharks spotted on 24/03/24

We supported the production and delivery of the second Harmonised Grey Nurse Shark Census with Valerie Taylor and Captain Gordon Scott.

22 Commercial Dive Tourism operators and 10 private dive boats were involved along the Eastern Seaboard.

The Department of Climate Change, Energy, the Environment and Water have stated that over the past 40 years, Grey Nurse Sharks numbers in NSW have declined by 90% and in QLD by 77%.



# Programs

## School Excursions

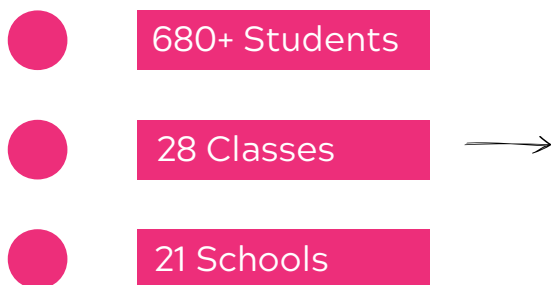
### Sea Science Student Expo

27 schools registered their interest for 588 students to attend the Sea Science Student Expo with a total of 282 students participating on the day.

With a focus on engaging and inspiring students in year's 9-12 to pursue careers in the environmental space, we organised presenters from various fields from science communication to research and conservation. Theatre talks and an interactive space held a diverse array of activities from The University of Sydney, Sydney SEALIFE Aquarium, The Sydney Institute of Marine Science and more.



### Overall Participation



*"The students absolutely loved learning about the ocean, and were inspired and engaged by energetic scientists and presenters with the terrific support of USYD, The Australian National Maritime Museum, SEALIFE Sydney and several other providers. The day was made possible thanks to the generous support of IMC Foundation together with Blue World and Inspiring Australia."*

### Junior Schools Day

443 students from eight schools registered for the Schools Excursion Program.

Over 400 students participated in a fabulous offer of 17 activities and presentations on offer. Students were inspired through activities such as building seahorse hotels, investigating seal poop and plankton and getting up close with marine artefacts. Providers included The Australian National Maritime Museum, Sydney Institute of Marine Science, Sydney SEALIFE Aquarium, Project Humble, The Power of Activism, whale expert Dr. Vanessa Pirota, shark scientist Amy Smoothey and young changemaker Kal Glaznig.

*These programs are made possible thanks to the IMC Foundation with the support of Inspiring Australia.*





# Programs

## Ocean Lovers Talks

Over 2000 attendees across two days

With 23 different topics covered in this year's program, there was something for everyone! ABC's Natasha Mitchell hosted three panels, which were recorded by ABC to be aired nationally on Radio National's Big Ideas program, these included:

- Shark Nets, What's Next? Listen [here](#)
- Algae Gold
- High Seas, Deep Seas

Other popular topics:

- Seafood – Eating with a Conscience
- Solutions to Ending Plastic Pollution
- Saving the Grey Nurse Shark

See full program [here](#).



### Streaming the talks program

The Ocean Ideas Podcast is being launched to share the thought provoking discussions from Ocean Lovers Talks program at the Festival with a much wider audience. and will be available on our website, Spotify, YouTube and Apple Podcasts.

- 14 Panels
- 9 individual talks
- 49 Speakers



Luminaries and experts from a diverse array of fields joined us from interstate and overseas to share their insights and thoughts on a vast range of topics with a curious and engaged ocean loving audience.





# Programs

## Films

### Four incredibly inspiring films

416 people attended the films program this year with four film screenings. Each film was complimented by a Q&A panel or guest speakers including key players in the film, Directors and Producers.

New documentary, Rising Up, by Kal Glaznig, a young 23-year-old change maker, was screened for the first time at the festival, a highlight of the program.

## 416 Viewers

75 Bouddi Wild Swim

72 Macquarie Island

59 The Power of Activism

210 Rising Up

## Markets



40 ocean loving market stalls showcased innovative ideas to reduce ocean impact and connect people with actions for the ocean

A constant flow of traffic through the markets space provided a great atmosphere and thousands of public interactions. From established ocean conservation groups to oceanpreneurs and art, there was something for everyone. See full list of stallholders [here](#).



*"We had the best weekend ever, with record sales, and felt the vibe of the festival was just spot on – great music, great layout, great events – it all just came together."*  
– Liv and Myla, Cinnamon Cove

# Workshops

## Ocean Lab Marquee

1500–2000 young ocean enthusiasts participated in a range of workshops

From learning to identify grey nurse sharks, to making Whale Origami, painting clay moulds and live mermaids, to discovering ocean artefacts with SEALIFE Sydney, there was something for everyone!



## For Adults

### From Hypnosis to Freediving

Over 100 people attended across five workshops.

Immersia Freediving provided two workshops; cancelling the noise (free breathwork techniques) and a freediving taster course. Michelle Boyd also provided two workshops, a Hypnotic Journey and Mind Hack workshop. Sarah Routhier from RARE Studio provided a Healing with water and sound Yin yoga workshop.





# Art

## Inspiring through creativity

There were five unique art exhibitions installed over the festival, including:

- Out of Sight, Out of Mind
- A Haute Mess
- Ocean Sentinels, Museum of Underwater Art
- Tidal Traces
- Litterary Waste Competition

Some of the art exhibitions were interactive with QR codes, which really engaged audiences.



# Live Music

## Ocean loving vibes and dancing!



The vibes were high at the Sunshine Stage over the weekend! The live music was a perfect gathering point nearby food stalls/trucks.

We had a range of local bands and diverse musical talent, all who share a passion for the ocean. Artists included Soul Drummer, DJ FASMWA, Tio, Declan Kelly, Elaskia and Citizen of the World.





# School Competitions

## Litterarty

### Schools Waste-Art Competition

We received 37 entries for the 2024 Litterarty competition. All entries were displayed at Bondi Pavilion over the festival and the winner's artworks were then displayed at the Australian National Maritime Museum.

6,352 votes were casted for the People's Choice award, 5,800 through the website, and 491 physical votes at the festival.

There was a pool of prizes including \$2500 thanks to Blue World and IMC Foundation



Litterarty winners shown in table below.

CATEGORY	ARTWORK	SCHOOL
Primary School Runner-Up	Save our ocean from becoming a rubbish bin	Coogee Public School
Primary School Winner	Tired Warrior	Crown Street Public School
Secondary School Runner-Up	Negative Evolution	Picton High School
Secondary School Winner	Out of the Water	Redlands School
People's Choice Award	Revived Reefs, Coral Coloured Landscapes	Sydney Catholic School

Fishtank winners shown in table below.

CATEGORY	NAME	SCHOOL
Junior Winner	Mechanically Driven Artificial Upwelling	Peakhurst High School
Senior Winner	The Bouy Line	St Aloysius College
People's Choice Award	Nitronaut	Hurlstone Agriculture High School

Fishtank winners awarded by:

- Kellie Sloane - NSW Shadow Environment Minister
- Allegra Spender - Federal Member for Wentworth
- Colin Hall - IMC Pacific APAC CFO

## Fishtank

Bright, innovative ideas.

Our inaugural Fishtank competition received 38 entries from schools across Sydney. The top 10 finalist videos were showcased at the festival. Over 40,000 votes were cast through the website for the People's Choice Award. All three winners shared in a prize pool of \$10,000 cash, thanks to the generosity of the IMC Foundation.

*These programs are made possible thanks to the IMC Foundation with the support of Blue World and Inspiring Australia.*



# Marketing

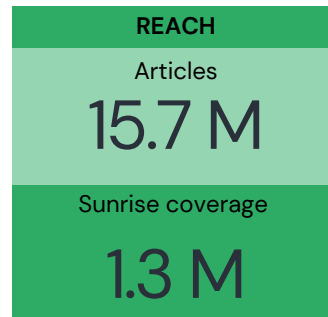
## Publicity

### Spreading the word

In the lead up to and covering the festival, we had over 57 media articles plus post festival coverage with a reach of 15.7 million.

Additionally, Channel 7 Weekend Sunrise did a series of 5 live weather crosses from the festival on Sunday, bringing in a national viewership of approximately 1.3 million.

The coverage captured every aspect of the festival from the music, talks, art, actions, markets, the Grey Nurse Shark Census and the Blue Solutions Summit.



Can seaweed save humanity? What's next if no shark nets? Are whales talking to us? Some big questions and brilliant answers will be shared when the annual Volvo Ocean Lovers Festival returns to Bondi on March 23 and 24 with a jam-packed program of events and experts to discuss the ocean, artists to celebrate their love of it and heaps of ocean-friendly activities - free for the public.

ABC RN | BIG IDEAS →  
FULL EPISODE

### The shark net controversy — hear the debate at Bondi's Ocean Lovers Festival

ABC RN  
Broadcast Wed 17 Apr 2024 at 5:00pm



The shark net controversy — hear the debate at Bondi's Ocean Lovers Festival (minglu/Getty)

### Forbes Meet the ocean changemakers leading the growing blue economy

February 06, 2024

The millions of tonnes of plastics that make their way into the ocean yearly have created an environmental catastrophe with far-reaching ecological and health implications. However, a growing number of scientifically led Australian organisations are changing the game when it comes to providing a solution to the international ocean plastic problem.



### Ocean Lovers Festival

Things to do Australian National Maritime Museum, Darling Harbour 23 Mar-24 Mar 2024



Photograph: Supplied | Ocean Lovers Festival

Buy ticket

### Time Out says

A huge (mostly free) event in celebration of the ocean is coming to Sydney for five days of education and entertainment

Sydney is a city known for its coastline, so it makes sense that Australia's largest cultural and science event for the ocean would take place on our sparkly shores. For five days this week, Ocean Lovers Festival is bringing ocean-centric education and entertainment to venues across the city - with Bondi Pavilion playing host to free talks and art exhibitions all weekend long.

# Marketing

## Signage and Flyers

Our fresh new design this year featured illustrations of octopus and squid which captured people's attention. We used these elements as a base for our signage, posters and flyers, keeping a consistent branded image across marketing elements.

A range of large and small teardrop banners were displayed throughout the Bondi Beach Precinct including the Bondi Pavilion, beachfront and parklands and pull-up banners were on display for the Ocean Lab Workshops and Sea Science programs.

Our slideshow appeared on the screen outside Woolworths in the Pacific Bondi complex on Campbell Pde for a period of two weeks.



Two additional media walls were produced to engage festival goers at the Festival and Summit in addition to our Ocean Lovers Make Waves Photo wall.

Chalkboards were displayed outside the pavilion and in the court yard thoroughfare across the weekend, outlining the schedule for the Ocean Lovers Talks Program



### Collateral

Local Flyer Distribution

12,500

100%  
Recycled

### Council Sites

32

Flags along Campbell  
Parade

3

Large Street Banners



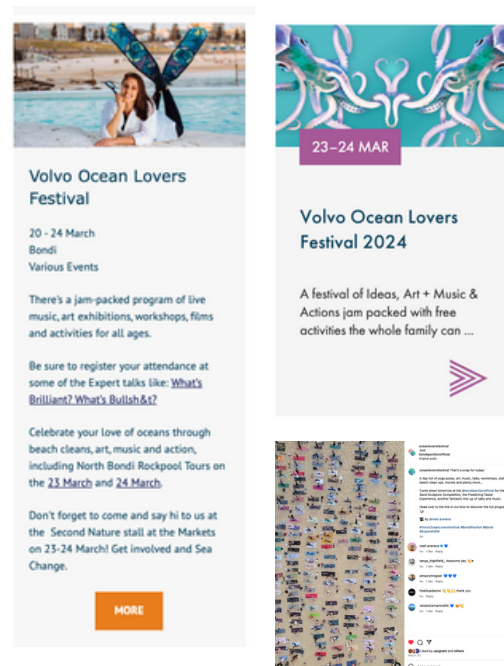


# Social Media & Digital Marketing

## Partner channels

### Bondi Pavilion and Waverley Council

Waverley Council provided substantial venue, marketing and event support as a major partner for the festival. This included a dedicated campaign through Bondi Pavilion marketing on their social channels, venue digital signage, EDM's and website pages. Council's Second Nature sustainability program included the Festival in several EDM's and social posts and participated at the Festival markets. The main Council newsletter to the community also included us and the Council media team and socials team issued lots of communications in support of the festival.



### Awards, grants and opportunities



### Other Channel Partners

The festival is robustly supported by other venue and promotional partners including several inclusions in the Inspiring Australia monthly EDM to a wide science community. We conducted monthly campaign messaging with the University of Sydney to their audiences. The Pacific building in Bondi ran a large screen video campaign for us throughout March in their retail precinct. Ocean Decade Australia supported promotion of our Blue Solutions Summit and Festival. All local MP's from Federal, State and Local Government also provided substantial social media and newsletter support promoting the festival widely, as well as attending the events. The Sydney Institute of Marine Science and sponsorship partners also promoted to their audiences.

# Social Media & Digital Marketing

## Platform analysis

### Instagram

This year we gained 1,119 followers over the festival period and had 132,553 reach with 439,335 impressions. We also doubled both the content interactions and link clicks.

Our best-performing post was the collaboration reel created alongside USYD. It reached 36,400 people, had 381 interactions, and had a total watch time of 27 hours and 5 minutes. 93.3% of viewers were not following us, opening the festival to an untapped audience. The reel encouraging people to come to the festival had 9400 views with 303 interactions.

Supporter Instagram posts alone had a reach of over 1.1 million. Our biggest support bases were from USYD and Volvo Ambassador Tash Sefton, with 156K and 227K followers respectively.



### Instagram Stories

This year we used Instagram stories to communicate the festival from the lead-up to the pack-up. We used our reach to create a sense of excitement and hype coming from our community. We reshared a large portion of stories from members of the public, which created a sense of community.

Over the festival week alone, we had an estimated total reach of 2.26 million from supporters and attendees.



# Social Media & Digital Marketing

## Platform analysis

### Facebook, LinkedIn and TikTok

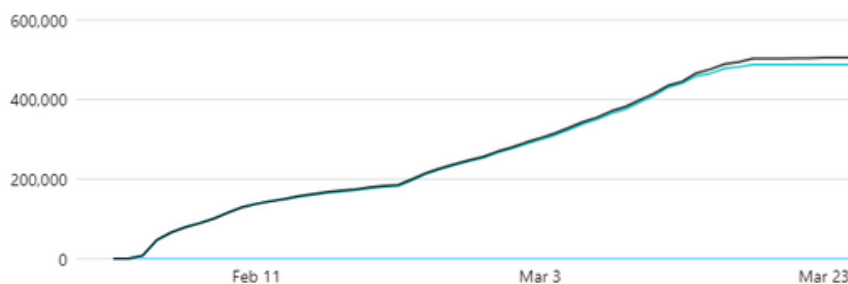
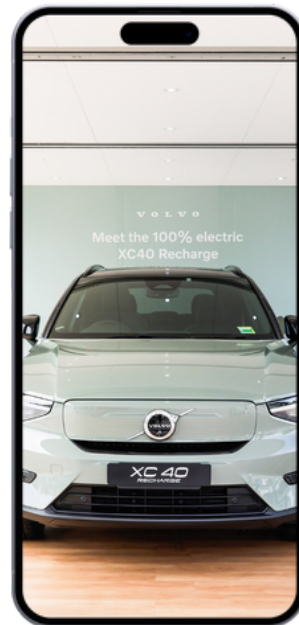
Over the past year, we have gained the following amount of followers:

- Facebook – 205
- LinkedIn – 207
- TikTok – 74

Facebook had the highest supporter reach of 85,000.

TikTok is a fledgling platform for us and is starting to be utilised with more short-form video content being recorded. We are currently at 74 followers with our best post being our 2024 festival dates announcement.

Additionally, Anita's LinkedIn grew from 2630 to 3078, with 38,863 account impressions.



Line graph of Facebook's cumulative reach from February 1 to April 25, showing a astronomical spike in interest close to the festival.

### Overall Analysis

Across our social platforms, we had an overall reach of over 4.4 million including supporter and organic posts. This is almost double of last years 2.6 million.





# Social Media & Digital Marketing

## Paid Social Media Campaign

Pushing from socials to external sites.

Bread Agency implemented a paid ad campaign over March 2024. Their strategy was to share content across social platforms – with a strong focus on Instagram stories. Taking the best shots from across the event, carousels and videos were created, to make those who didn't attend, wish they would have!

The content was shot for social and the results reflected that with strong organic reach metrics.

6,360 link clicks came through into our various ticketing and information pages.

The best-performing paid ad was the hero GIF (pictured below) with 335,756 video plays and a VTR of 27%.



### Traffic by source



### Traffic by page



## Website

### Festival information hub

A complete update of the website was undertaken in the lead up to the festival. We had 51,300 unique visitors to our website in 2024, which is an increase of 127% from last year. The majority of our site traffic came from direct searches, as seen in the traffic by source figure. The page with the most traffic was the Fishtank page at 23,593 sessions. The average site session duration was 5 minutes and 32 seconds. This is a 30% increase from last year.

Site sessions  
64,594 ↑ 110%

Unique visitors  
51,306 ↑ 127%



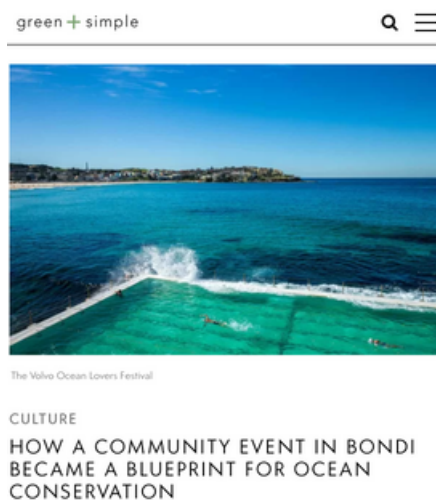
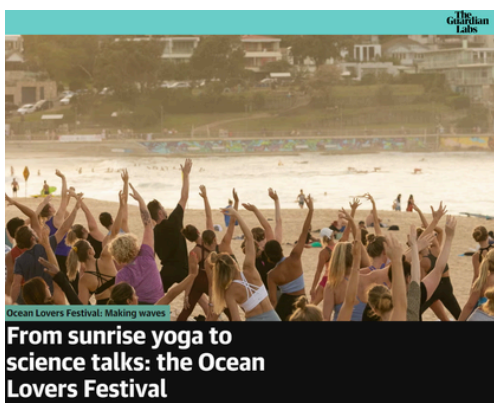
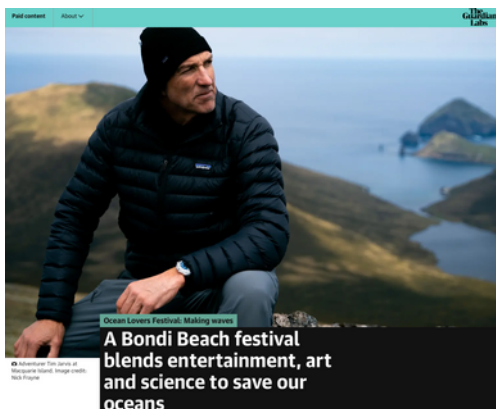
# Social Media & Digital Marketing

## Advertising

### Green + Simple

The partnership covered 3 feature articles that generated 3,390 clicks from this dedicated audience. Articles shared were with Surfers for Climate, Algae and the seaweed industry and the Ocean Lovers Festival.

Instagram posts reached 9168 with 1070 interactions and 10,023 impressions. 2 LinkedIn posts achieved 1,822 and 1,967 impressions respectively.



### The Guardian

Two commissioned Guardian Lab articles plus run of site and geo targeted display gif ads ran from 9 Feb to 24 March, 2024.

Target campaign **1,866,667 impressions – achieved 152% of target.**

Final results:

PVs: 7,604, Uniques: 6,401

Average dwell time: 02:06 corresponded to time to read.

Facebook results –

Reach: 13,519

Engagements: 1,728

Reactions: 96

Comments: 15

Shares: 9

Ocean Lovers Festival: Making waves campaign exceeded its page view goal, generated strong levels of engagement across The Guardian's off-platform networks.



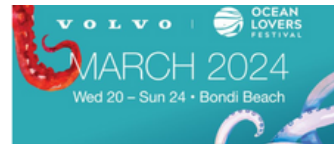
# Social Media & Digital Marketing

## Advertising

### Eastside FM

On Air promo had a reach of 64,572 people over a 4 week campaign with 120 30 sec spots – 4 interviews plus supported on EDMs, Social channels and interviews. Additional instagram and facebook campaigns ran 6 posts over 4 weeks.

Four on air interviews reached 33,451 each segment. Two EDM's each reached 5,526 with 40.9% opens + 2.1% clicks



Click Here to Find Out More and Book Your FREE TICKETS Online NOW

### Volvo Ocean Lovers Festival 2024 Celebrates Ocean Treasure

Can seaweed save humanity? What's next if no shark nets? Are whales talking to us? Big questions and brilliant answers will be shared when the annual Volvo Ocean Lovers Festival returns to Bondi on March 23 and 24.



## COSMOS Magazine

A partnership included podcasts and articles in January and March plus content submitted to the Cosmos student podcast series "Science Detectives" and "Debunks" – a collaboration with the Nine media company.

Articles here:

Jan 20: [A deep dive into our oceans](#)

Jan 28: [Shipwrecks](#)

March 18: [Land Based Aquaculture](#)

March 21: [Marine Biodiversity](#)



The Ocean Lovers festival is a blend of art, music and ideas... (Image: Volvo Ocean Lovers Festival)

## The Beast and Wentworth Courier

March issue local advertising plus a festival article in March and a wrap article. We also had a full page feature on page 5 of the Wentworth Courier



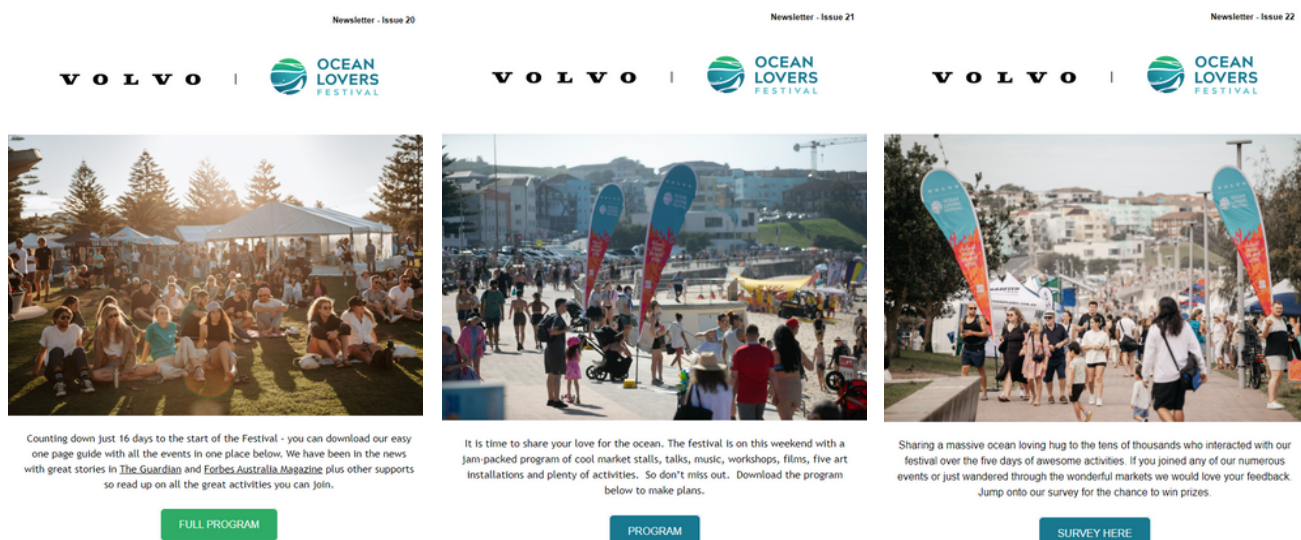


# Social Media & Digital Marketing

## EDM's

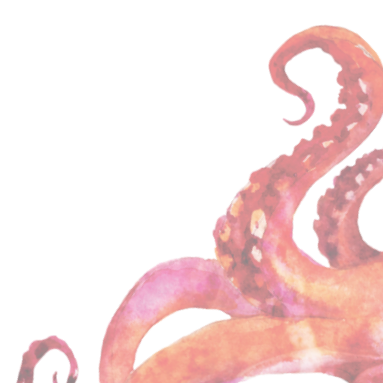
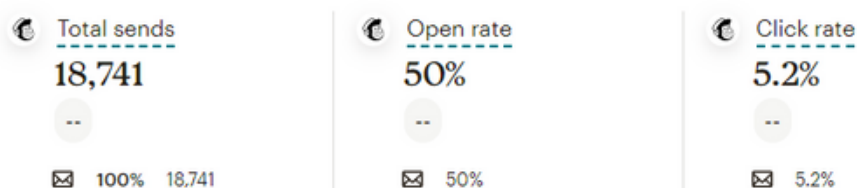
374 new subscribers since April 2023

EDM's throughout the year were sent using Wix and Mailchimp, although the majority were sent through Mailchimp. We produced five newsletters and several email marketing campaigns with 18,813 EDM's open and 2963 unique clicks, up over 300 percent on last year.



## Approachable Marketing

According to MailChimp, companies sending EDM's around events and entertainment have an average open rate of 37.2% and a click rate of 2.31%. The data below shows that our open rate is 50% and our click rate is 5.2% which is more than double the average, showing people who subscribe to our emails find valuable information consistently.



# Volunteers

## United Nations

116 volunteers registered, an increase in 16% since 2023

In our third year of partnership with UNAA, we had 49 volunteers join us across the 2024 festival. A WhatsApp group was established with 60 members, up from 43 last year. There were two online meetups to engage volunteers in the lead-up to the festival.

Our volunteer survey found 100% of volunteers were very satisfied with their experience and participation at the festival.



*"I am writing to express my gratitude for allowing me to be part of such an impactful and inspiring community dedicated to the future of our marine ecosystems. Your commitment and passion have left a lasting impression on me." - Pedro, Volunteer*



“Thank you to our incredible partners, collaborators and wonderful volunteers who make it possible for us to bring this all important event to life.”

**The Ocean Lovers Team**

**Ocean Lovers Alliance**  
PO Box 7398 Bondi Beach, NSW 2026  
[www.oceanloversfestival.com](http://www.oceanloversfestival.com)  
[hello@oceanloversfestival.com](mailto:hello@oceanloversfestival.com)