

Global Goals Australia CEO Launches Sustainability Consultancy

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For Immediate Release



Chief Executive Officer of Global Goals Australia, Caterina Sullivan, has today launched a consultancy business focused on working with other businesses to maximise the potential of their sustainability commitments.

The new business, Strategic Sustainability Consultants, will support the work of the Global Goals Australia Campaign and deepen the relationship with Australian small- and medium-sized enterprises around the country. Ms Sullivan also plans to work with corporates in the future.

“Sustainability is a word people tend to shy away from nowadays. It’s been overused in the space. However, we are embracing the use of the word. Sustainability in business is so much more than corporate social responsibility (CSR). Sustainability looks at the impact an individual business has on economic, social and environmental sustainability as well as the individual business’ own sustainability as a company. CSR is a section on a company’s website; it is what is addressed last. Sustainability, on the other hand, is integral to the business. It is at the heart of our clients’ values.”

While business is the primary focus, Strategic Sustainability Consultants do not only work with for-profit companies. Ms Sullivan says she aims to work with not-for-profit organisations and community groups, local councils and government departments across the country.

Ms Sullivan has worked across the globe to promote the United Nations’ Global Goals for Sustainable Development. While Strategic Sustainability Consultants is headquartered in Canberra, Ms Sullivan says she is planning to work around the entire country, with one of her first clients in Perth, Australia.

Ms Sullivan was recognised last year as a finalist for the ACT in the Young Australian of the Year Awards for her contribution to the country through the promotion of the Global Goals and her work with federal, state and local politicians.

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