



Outcomes of open questioning in BREAZE members and Ballarat community surveys

stats & facts

Introduction

This summary information has been produced to assist interpretation of the open responses received and collated in appendices 3 4 and 5 of the Centre for Regional Innovation and Competitiveness (CRIC) report *BREAZE Community and Members Survey (12/2/2009)* by Dr Steve McEachern and Dr Patrice Braun.

The Ballarat community was surveyed using a random phone survey conducted by CRIC while BREAZE members were surveyed on-line. The diagrams below summarise a qualitative interpretation of these responses. All comments were read and then assigned to different categories based on potential areas of action and modes of information delivery.

Overall, the responses support the quantitative results reported in the main report by CRIC. This information provides an opportunity for BREAZE and project partners to gain useful information about the exact type of information and format of delivery preferred by BREAZE members and the wider Ballarat public.

The Ballarat public highlighted media as their primary information delivery mechanism, most particularly the local newspaper. They identified water conservation as their primary sustainability issue and 'How to' guidelines for water conservation as a key deliverable. Credible product guides on sustainable household goods were second highest on the list.

BREAZE members also wanted 'How to' guides but for a much broader spectrum of sustainability actions. They also preferred their information delivery through the web, email or face-to-face workshops and information sessions. Both audiences wanted more clear information on legislation, rebates and grants.

About the surveys

The surveys are part of the BREAZE project *A Climate of Change*, which is evaluating how well BREAZE is supporting members to help them reduce greenhouse gas emissions and how the organisation can better meet member needs and the needs of the broader Ballarat community.

Supported by the Victorian Government Sustainability Fund which is managed by Sustainability Victoria, the project involves the City of Ballarat, BRACE Education, Training and Employment, Environment Victoria, the University of Ballarat's Centre for Regional Innovation and Competitiveness and the UB National Centre for Sustainability.

92 BREAZE members responded to the online survey and 150 Ballarat households completed the telephone survey.

Figure 1: Types of Information sought

Responses from BREAZE members online and random phone surveys - Ballarat.

BREAZE 60 and **Phone 100**

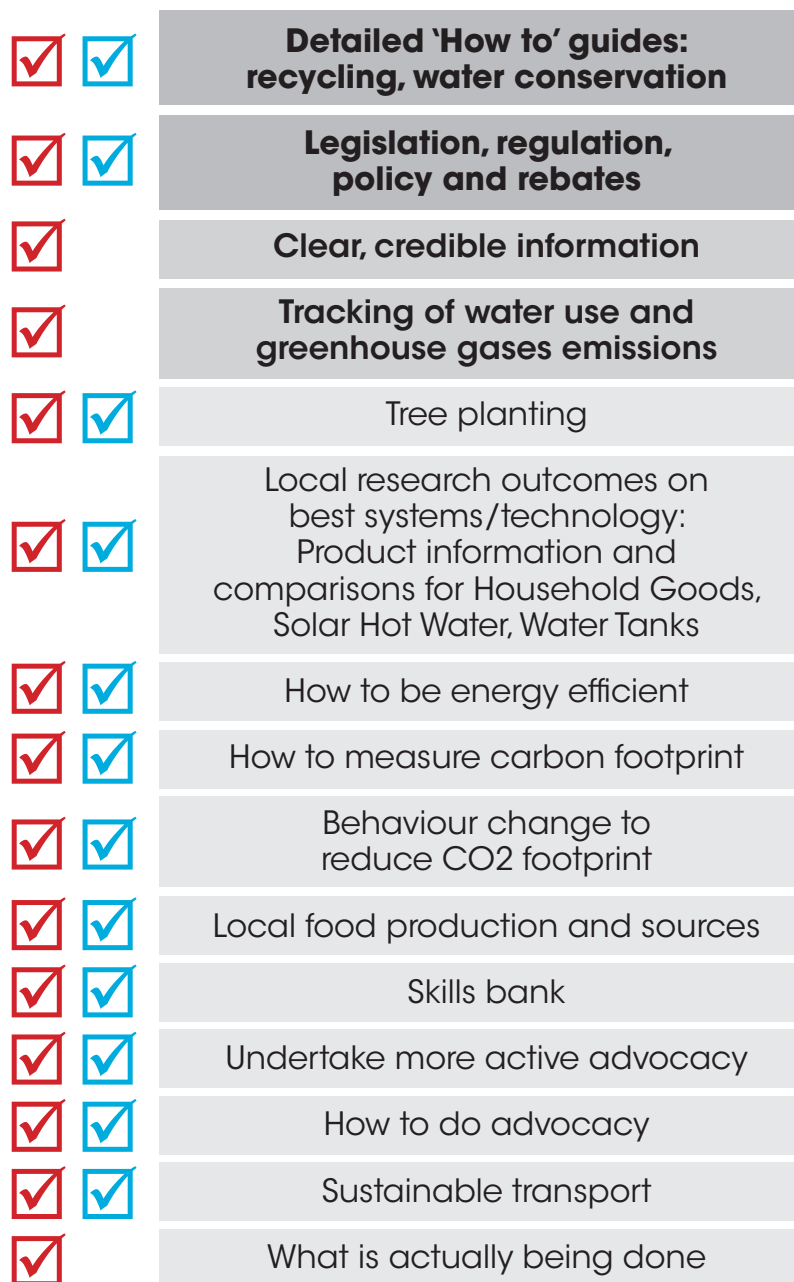


Figure 1 (above) and Figure 2 (below) represent a qualitative mind mapping of the collated responses to the open question: **"What types of information, and in what format and delivery method, would help you to adopt more sustainable behaviour?"**

The weight of text and shading behind represents the relative frequency an action was identified.

Figure 2: Format and delivery method sought

Responses from BREAZE members online and random phone surveys - Ballarat.

The weight of text and shading behind represents the relative frequency an action was identified.

BREAZE Phone



Figure 3: Behaviour Change in the past 2 Years

BREAZE survey responses 70 and Phone survey responses 136

Figure 3 shows a qualitative mind mapping of the responses to open questioning about proposed behaviour change. The weight of text and shading behind represents the relative frequency an action was identified.

Respondents were asked: *"How much do you think you have changed your behaviour to live more sustainably in the last two years?"*

If respondents answered moderate or major change they were then asked: *"What are some of the major changes you have made in the last 2 years?"*



Figure 4: Proposed Change in the next 2 Years

BREAZE survey responses 56 out of 92 and Phone survey responses 78 out of 150

Figure 4 shows a qualitative mind mapping of the responses to open questioning about proposed behaviour change. The weight of text and shading behind represents the relative frequency an action was identified. Respondents were asked: **"How much do you think you will change your behaviour to live more sustainably in the next two years?"** If respondents answered moderate or major change they were then asked: **"What are some of the major changes you plan to make in the next 2 years?"**

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Install Water Tanks
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Install Solar Hot Water
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Recycling
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Make a food garden
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Water wise garden
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Purchase Efficient appliances
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Compost
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Water saving technology
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Use Public Transport or walk / ride
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Reduce car use - more efficient car /fuel
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Change Diet (less meat - local food)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Reduce Packaging
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Buy Green Consumer products
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sustainable home design
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Build relationships
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sustainable neighbourhood
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Political action
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sustainable community behaviour change
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Spirit, social change
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sustainable business

Interpretation of the behaviour change data will be used to help guide the action research process.

The interpretation above provides some useful insight into the role of BREAZE as early adopters of sustainable behavioural practice and we look forward to developing these insights further in the latter part of *A Climate of Change* project.

It is anticipated that the Action Research process will facilitate the identification of ways that BREAZE can extend these early adopted behaviours to the broader Ballarat community.

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