

A CLIMATE OF CHANGE



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**BALLARAT
RENEWABLE
ENERGY
AND ZERO
EMISSIONS inc**

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Disclaimer

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Executive summary

A Climate of Change set out to evaluate how well BREAZE supports its members to reduce greenhouse gas emissions and how the group can better meet the needs of its members and the Ballarat community, and ultimately how the group can contribute to a zero emissions future.

The project involved researching BREAZE member activities, community knowledge and needs in relation to action on climate change, climate change projections and an emissions profile for the Ballarat region and evaluation and documentation of BREAZE's processes as a Climate Action Group (CAG) so that others can learn from our experiences and to extend the community climate action movement's activities.

Research findings show that our community is ready and keen to do something about climate change and can make a measurable impact on emissions. BREAZE members surveyed currently consume approximately 50% less electricity than members of the wider community, through a combination of behavioural change and installation of sustainable fittings and technologies. BREAZE has provided significant support to our members to reduce emissions, and our members hold a wealth of knowledge that would be valuable to share in supporting others to reduce their carbon footprint.

The project has identified a number of ways for more effectively engaging with the community, in particular through mainstream media and social networks. Existing programs can be improved with more opportunities for interactive learning, face to face contact, provision of in-depth and beginners information and modelling of sustainable behaviours (with quantified cost and emissions benefits). BREAZE members and the wider community are looking for support with research and supported sustainable product purchasing (bulk-buy), with intentions to invest in solar hot water and energy efficient appliances as a priority.

The research we have undertaken clearly shows that climate change is and will continue to impact on the Ballarat region. Practical actions to address the causes and impacts of climate change across our community are essential for achieving environmentally sustainable, socially equitable and economically feasible outcomes. Within the region we have the capacity and renewable energy resources to generate enough energy to cover our needs.

Within the Ballarat region, there are major opportunities for emissions reductions through programs targeted at industry (50% electricity consumption), indirect household emissions, in particular local food consumption and production, transport and reducing car use, domestic solar hot water and encouraging uptake of renewable energy / purchase of greenpower. Energy efficiency represents the greatest opportunity for cost and emissions reductions across all sectors of the community, including government, business/commercial, residential and industry.

The project also aimed to establish and strengthen connections between CAGs across Victoria, and establish a framework for network activities. Climate Action Groups are highly varied and unique in their structure and methods of operation. New groups are forming and connections between groups are evolving all the time. Common to all groups is a focus on reducing emissions and supporting the uptake of renewable energy as quickly as possible. Consequently there is a strong desire to share learnings and to develop programs that other groups may benefit from.

The project investigated a number of ways in which climate action groups can network more effectively, in particular improving communication channels, sharing of resources and skills, holding regular gatherings, coordinating advocacy campaigns and assisting smaller groups. A number of recommendations have been made to strengthen networking to support the community climate action movement. The project generated *A Climate of Change* toolkit to support CAGs and this is proving to be a valuable resource for groups at all stages of development and action. This is strengthened by a number of case studies, in particular the bulk buy assessment process and documentation of the BREAZE story.

There are many opportunities for BREAZE, its partners in *A Climate of Change*, and the wider Ballarat community to take action on climate change, including investment in renewable energy bulk buy schemes for solar hot water systems and other energy efficient appliances, solar electricity, support for local food producers and processors and progressive and sustainable building design and retrofitting. The *A Climate of Change* project has facilitated and strengthened relationships between partner organisations. These connections and emissions reduction outcomes can be further extended through the continued implementation of joint initiatives as detailed in the recommendations of this report.

Introduction

Project background

Climate Action Groups (CAGs) have evolved as part of a relatively new social movement in response to the challenges of climate change. Individuals and communities are looking for ways to better understand what is happening in the world, and to identify how to respond and contribute to a solution. CAGs are different from traditional environmental groups, as the focus on climate change requires the education and mobilisation of large numbers of individuals in understanding policy and making practical, affordable and demonstrable changes to reduce emissions.

The Ballarat Renewable Energy and Zero Emissions group (BREAZE) has evolved in this way and has grown to become a large community group within a short period of time (with over 790 financial members and 1700 email subscribers since establishing in December 2006). BREAZE is a not for profit, grassroots organisation which began because members of the Ballarat community wanted to demonstrate that individual and community-based actions can make a difference in our response to climate change. The beginnings of BREAZE as a grassroots organisation underpin our emphasis on engaging and supporting the Ballarat community, implementing actions and working with partners. We also advocate government policies that embrace climate change, while not aligning ourselves with any political party. A key challenge for a large community group like BREAZE is to continue to operate in a democratic manner, whilst maintaining an efficient and effective group.

BREAZE has facilitated a number of successful educational and practical projects that have contributed to emissions reduction and organisational sustainability. So far we have facilitated the installation of over 160 hot water systems and over 300 solar electricity systems on members' roofs. Since our beginning, there has been significant demand from other CAGs for information about how BREAZE has achieved what it has in such a short timeframe.

BREAZE initiated the A Climate of Change project to:

- Evaluate how well BREAZE is supporting its members to reduce their emissions
- Identify how BREAZE can better meet the needs of the broader Ballarat community and to extend its activities to support others; and
- Identify, document and promote the successes of BREAZE as a community Climate Action Group (CCG) so other communities can learn from our experiences.

It was anticipated that the project would provide benefits on several levels:

- A more effective BREAZE better supporting its members with relevant and meaningful BREAZE activities
- A better understanding of what makes the group effective so that future activities are well targeted and successful in progressing towards zero emissions
- A better understanding about the knowledge and needs of the broader Ballarat community, so that BREAZE activities are relevant and meaningful to the wider community.
- Ensuring project partners understand the issues and priorities for action, that have been determined by the community, so their services can be tailored to match these needs
- Establishment of an emissions profile for Ballarat as a basis for monitoring and comparing progress towards zero emissions
- Readily available (web-based) information for members of the community, with links to key relevant resources.
- An opportunity to reflect on our successes and share them with other communities aspiring to develop similar community driven emissions reduction activities.
- A toolkit providing resources and information to other CAGs, to ensure that groups can learn from each other, maximise their effectiveness and make the most of their volunteer contributions.

The geographical focus of the project was:

- Within the Ballarat region for evaluation of BREAZE activities and assessment of community knowledge and attitudes; and
- Across Victoria for consultation and liaison with Climate Action Groups.

The project has been supported by the Victorian Government Sustainability Fund (managed by Sustainability Victoria), managed by BREAZE and project partners have included the City of Ballarat (CoB), the Centre for Regional Innovation and Competitiveness (CRIC) - a research centre based within the School of Business at the University of Ballarat, BRACE Education, Training and Employment, Ballarat University's National Centre for Sustainability (NCS) and Environment Victoria.

Project objectives

Through the project we aim to:

1. Evaluate and extend the effectiveness of BREAZE and its role in the community by:
 - Understanding our effectiveness in supporting members to reduce emissions
 - Consulting with members to better understand their needs and aspirations and to review and confirm strategic priorities of the group
 - Undertaking research to gain a better understanding of community knowledge and needs
 - Establishing an emission profile for Ballarat as a basis for monitoring and comparing progress towards zero emissions
 - Planning for future BREAZE activities to be most effective; and
 - Extending work with project partners to continue to offer diverse programs.
2. Assist other climate change / sustainability community groups by:
 - Researching the knowledge and needs of similar emerging community groups across Victoria.
 - Documenting these findings and present as a toolkit to support community climate change groups to establish and to support community action against climate change.
 - Identifying and document the BREAZE's model of a community climate change group.
 - Disseminate information of the toolkit and BREAZE model to groups across Victoria.
 - Determine the need and parameters of a community climate change group network for Victoria.
3. Deliver a carbon neutral project.

Project partners

BREAZE was the lead applicant for the project, and the project was planned and implemented with a number of key partners:

University of Ballarat - Centre for Regional Innovation and Competitiveness

- CRIC, the Centre for Regional Innovation and Competitiveness is a research centre based within the School of Business at the University of Ballarat and is BREAZE's major research partner in the project.
- CRIC will conduct surveys of BREAZE members and Ballarat households to better understand the community's current energy use behaviour, appliances and systems used in the house, environmental attitudes and household demographics. The research will also look at perceptions in regard to expectations, performance and change in sustainable behaviour

National Centre for Sustainability

- The NCS provides educational leadership and works in partnership with industry, government and community. It undertakes program delivery, resource development, project work and applied research to support the development of sustainable practices.
- NCS will help to facilitate University of Ballarat capabilities and expertise applicable to the project and provide support through its educational expertise, key networks and sustainability knowledge.

BRACE Education, Training and Employment

BRACE is a not-for-profit community based organisation providing employment, education and training services throughout Victoria. Brace's contribution to the project is the delivery of community based forums and workshops on sustainability and climate change, and the integration of sustainability and climate change into its existing training units.

City of Ballarat

The City of Ballarat is one of Australia's largest and fastest growing inland cities. Through its City Sustainability Division, the City of Ballarat Council is contributing advice and support to present project findings at a regional workshop in 2009. The City is also assisting with promotion of the project through its publications and website.

Environment Victoria

Environment Victoria is the peak non-government, not-for-profit environment organisation in Victoria. The organisation works with groups, governments, businesses and communities to meet the urgent environmental challenges facing society today.

Environment Victoria will support the project with assistance in contacting and surveying other CCC groups to establish their needs. The information we collect will help in the development of a new Community Climate Change Group Toolkit of information and resources. The toolkit will be available online.

Project activities

A Climate of Change involved a number of key activities designed to evaluate our effectiveness, understand our operating environment so we can focus on more targeted programs/activities, understand the needs of other groups, document our story and processes and develop a range of products for use by other groups and individuals. Figure 1 and 2 below show a summary of Project Activities and Project Outcomes.

Project activities included:

1. Research:

- An internet based survey of BREAZE members (emailed to all members and completed by 92 members)
- A telephone survey of the community in the Ballarat region (a random telephone survey completed by 154)
- Action research workshops with BREAZE members (9 participants, 2 workshops)
- Research into Ballarat's emissions profile – through desktop research and consultation with Powercor, DSE and the City of Ballarat

2. Consultation

- Consultation with other Climate Action Groups to identify needs and opportunities (one workshop, discussion at the Toolkit launch and other communication throughout the project)

3. Evaluation and documentation

- Evaluation and documentation of the BREAZE bulk-buy programs (review of bulk-buy documentation, interviews with BREAZE committee and staff and discussions with other groups implementing bulk-buy)
- Documentation of the BREAZE Story and filming of the committee and reflections on our achievements and the future (compilation of the BREAZE story through interviews, review of documents/emails, filming with the committee to discuss reflections)
- Development of a range of multimedia web based resources for the community (using the committee filming and other "how to..." videos, in association with the *Time for Change* film project funded by the Ballarat Foundation.

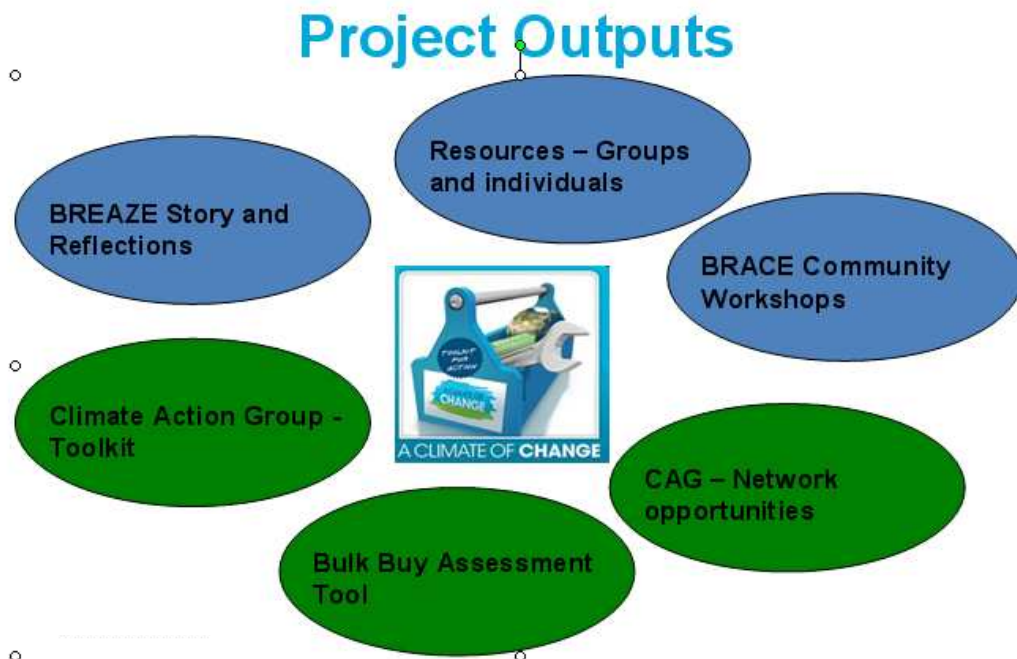
Project outputs included:

- Documentation and reflection on the [BREAZE story](#).
- Documentation of survey findings and reflections on "[engaging with the community to reduce emissions](#)"
- Development of a range of resources to support other CAGs and individuals wanting to reduce their carbon footprint ([Resources for individuals](#)), including information about [Ballarat's emissions profile](#) – online/multimedia
- [Sustainability for Beginners workshops](#), delivered by project partner BRACE and BREAZE (attended by 166 participants, plus 80 participants in sustainability units delivered through vocational training courses)
- [Climate of Change Toolkit](#) for Climate Action Groups – online/multimedia
- [Bulk buy Assessment tool](#), including reflections and learnings from other groups, and
- Discussion paper "[Opportunities for improving Climate Group networking in Victoria](#)", to assist groups to understand existing networks and aspects that may be built on to maximise support and outcomes.

Figure 1 – Summary of project activities



Figure 2 – Summary of project outputs



Key findings

The key project findings are presented below under the following headings:

- Engaging with community to reduce emissions
- Ballarat region energy use and emissions profile, and
- Climate Action Groups network needs and opportunities.

Engaging with community to reduce emissions

The project resulted in a number of significant findings to guide BREAZE, A *Climate of Change* project partners and other CAGs in engaging the community to reduce emissions. These findings are discussed below.

“Survey findings indicate that both BREAZE and wider Ballarat community members are looking for means to reduce their barriers to adoption of pro-environmental choices.”

“... one of the primary functions of BREAZE has been as an information intermediary, with a capacity to review and present complex information to support member decision-making.”

“...BREAZE events help to reduce the barriers to action among those participating.”

BREAZE Community and Member survey, 2009

People:

BREAZE members:

- are mostly in the 50 years + bracket (65%)
- are generally more educated
- self-report a lower income than average
- feel they have good – very good levels of knowledge about a range of environmental issues
- Have strongly held “pro environmental attitudes”

Our community:

- Has a high proportion of “pro environmental attitudes” (~ 75%)
- Mostly believe individuals are responsible to act on climate change, followed by governments (at all levels) – almost 0% believe “no one is responsible to act”

Information:

What sort of information do our members and the community want?

- In-depth information on which to base purchasing decisions
- Working examples – showing benefits and costs
- Credible and detailed information such as ‘how to’ guides on recycling, water conservation, tree planting; tracking of water use and greenhouse gases emissions;

- Product information and local research on best systems to purchase
- Legislation, Regulation, policy, rebate and advocacy information

BREAZE members:

- access the internet for information, mostly use BREAZE, followed by media and/or friends and family, to source environmental information
- Like to engage with BREAZE via emails and workshops

Our community:

- Mostly use mainstream media (TV), followed by friends and family and local Council, to source environmental information

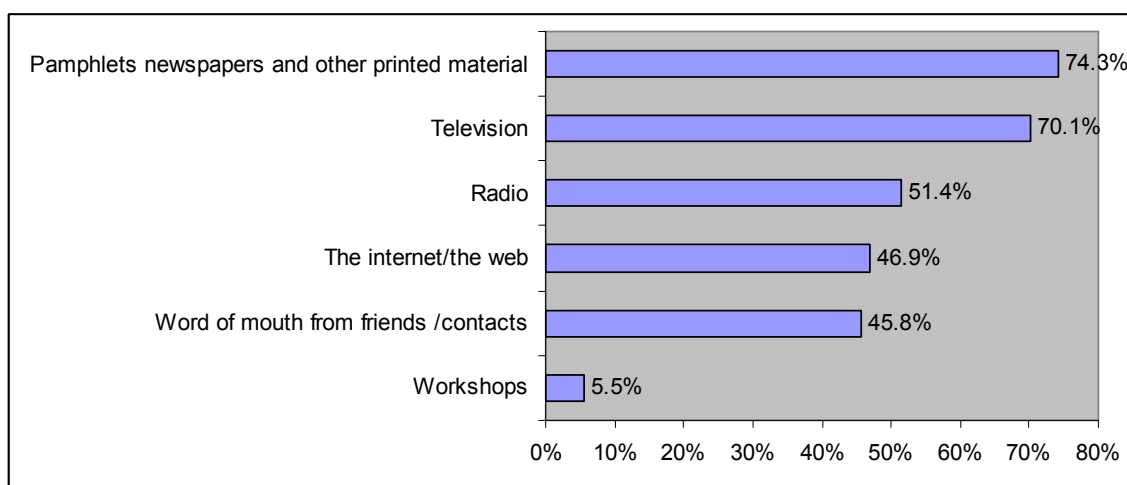


Figure 3 - Use of source to find information on environmental issues (telephone survey only)

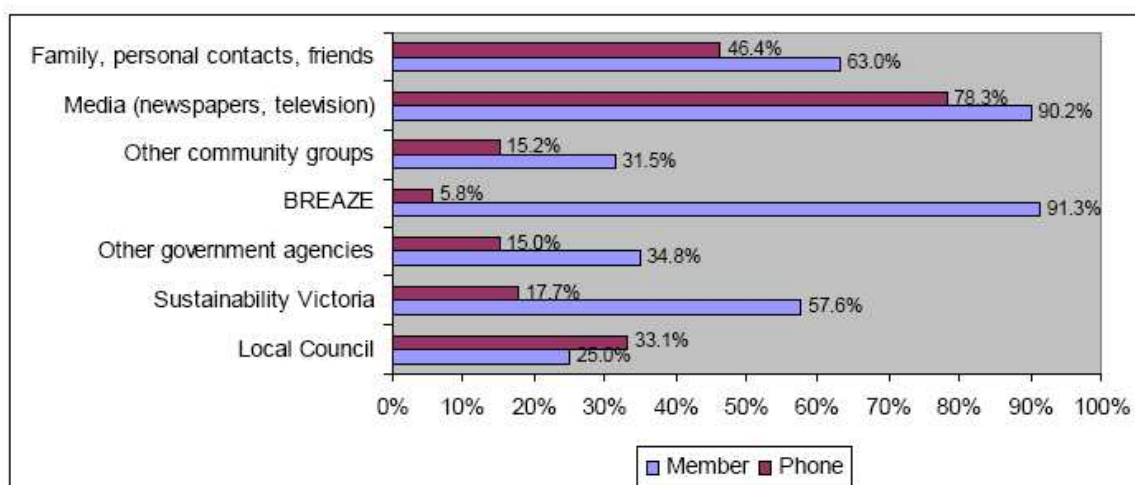


Figure 4 - Reported use of organisations for gathering information on environmental issues, by survey group

Taking Action:

Breaze members:

- Have a high level of adoption of sustainable technologies – particularly rainwater tanks, energy efficient white goods, solar hot water, grey water systems and solar electricity
- Are likely to invest in actions requiring higher effort or higher cost

Our community:

- Have invested in rainwater tanks or grey water systems – less likely energy related sustainable technologies
- Are more sensitive to the costs of environmental action they may consider

Figures 5, 6 and 7 below show what BREAZE members and the community have done to implement sustainable technologies and take action on climate change, whilst figures 8 and 9 show what we are planning to do.

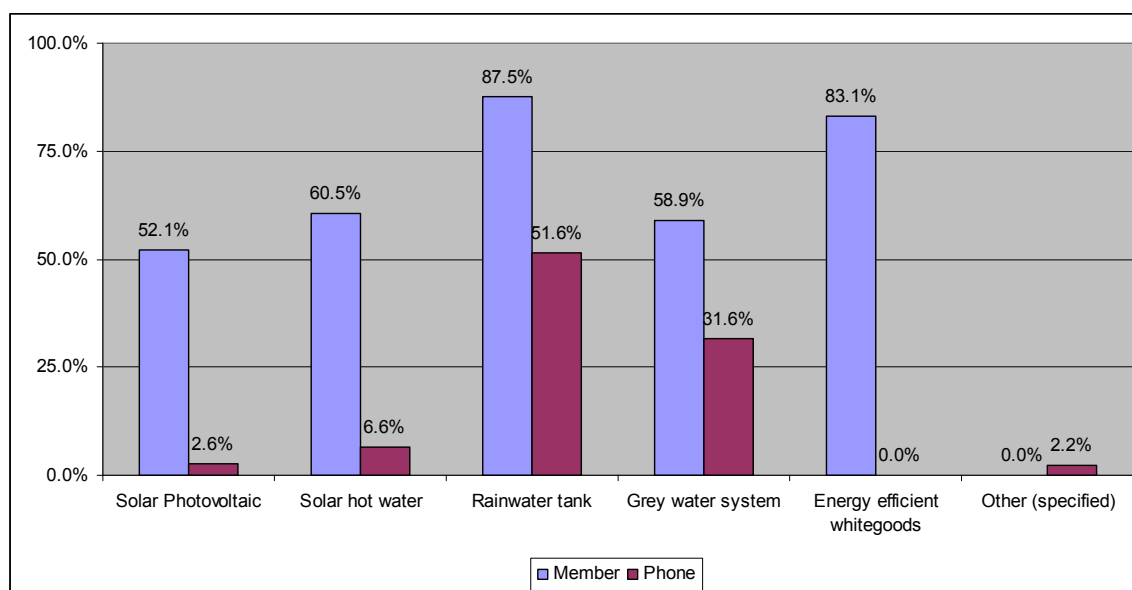


Figure 5 - Presence of sustainable technologies in the household, by survey group

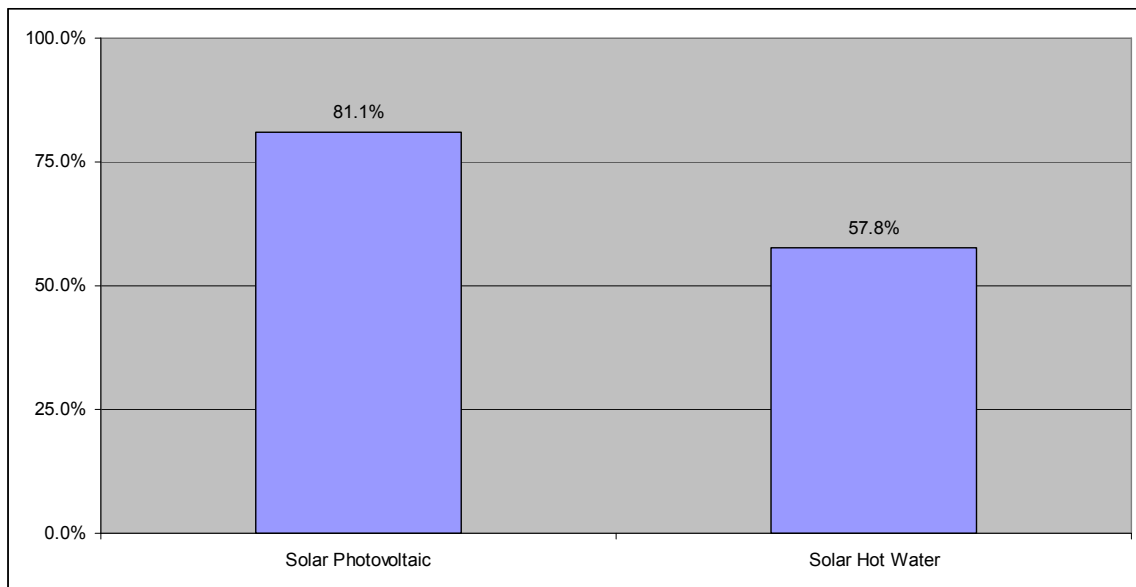


Figure 6 - Purchasing of sustainable technology through BREAZE

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Saving water
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Recycling
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Energy efficiency at home
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Energy efficient appliances
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Using public transport
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Reduce car use - more efficient car/fuel
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Green Consumer Products
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Growing own veggies, chooks
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sustainable home design
	<input checked="" type="checkbox"/>	Build relationships
	<input checked="" type="checkbox"/>	Connection to community
	<input checked="" type="checkbox"/>	Offset CO2
	<input checked="" type="checkbox"/>	Socially just purchasing
	<input checked="" type="checkbox"/>	Purchase local food
	<input checked="" type="checkbox"/>	Install sustainable technology
	<input checked="" type="checkbox"/>	Change diet (less meat)

Figure 7 – Behaviour Change in the past two years (blue = BREAZE member, red = community)

<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 checked="" type="checkbox"/>	Sustainable home design
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Build relationships
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sustainable neighbourhood
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Political action
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sustainable community behaviour change
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Spirit, social change
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Sustainable business

Figure 8 – Proposed changes in the next two years (blue = BREAZE member, red = community)

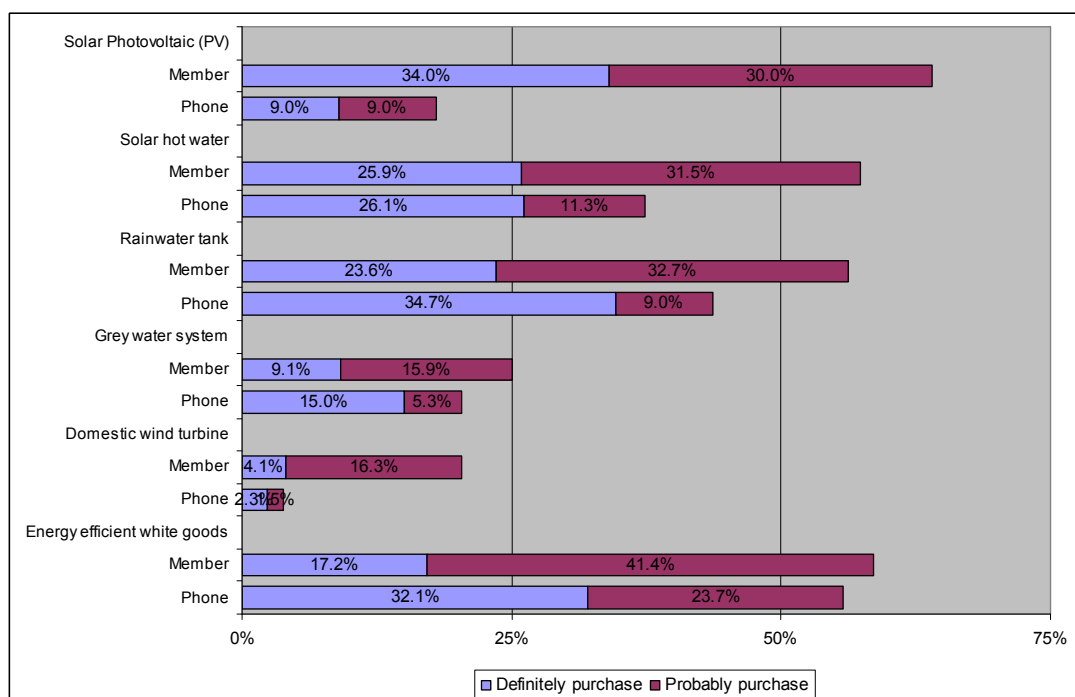


Figure 9 - Expected future purchases of sustainable technology

What support is our community looking for?

In order to implement the intended actions and purchases of sustainable products, the community and BREAZE members are seeking support in the following key areas (details in Figure 10 and 11):

- Discounts on products (bulk buy)
- Information about sustainable products/product research
- Models /examples of working products
- Education and training
- Advice on installation of products.

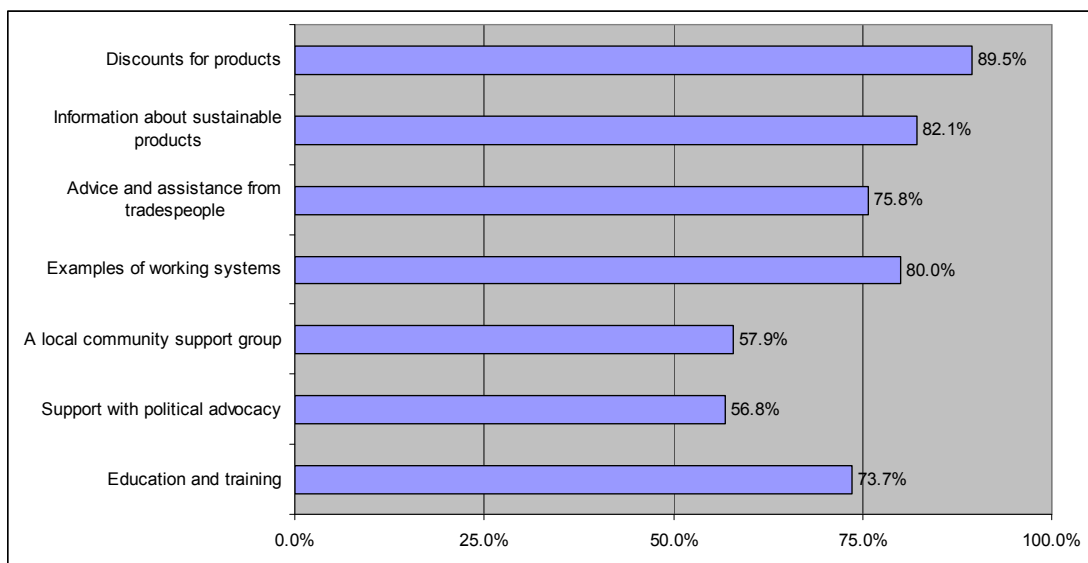


Figure 10 - Support mechanisms that would assist community respondents to make behavioural changes to improve sustainability

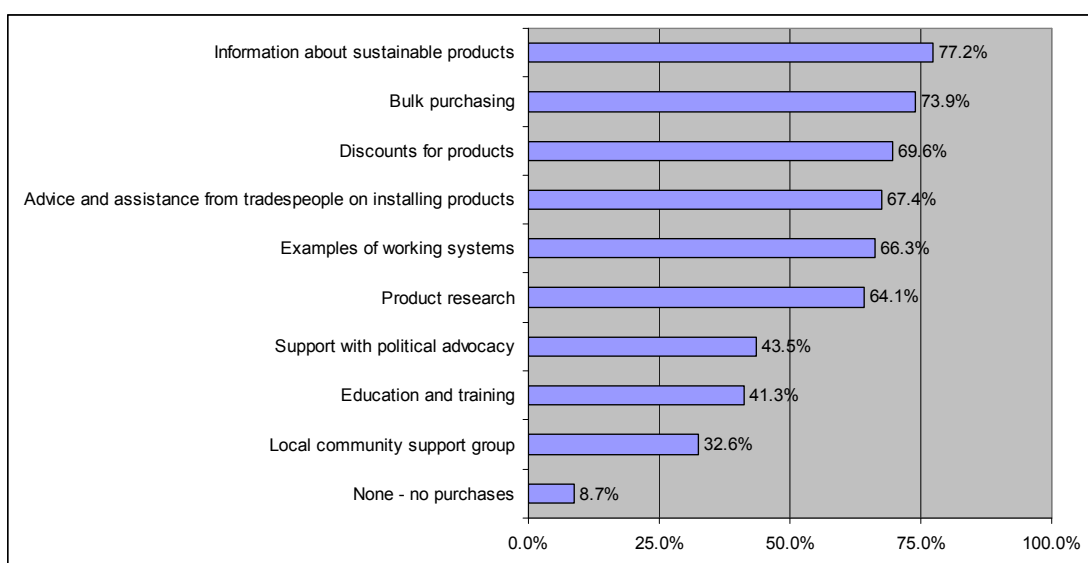


Figure 11 - Desired support from BREAZE for planned future purchases of sustainable technology (members only)

What we have learnt about behavioural change

From Research, Survey and Action Research findings:

- It is difficult to be 100% sustainable in one's behaviour. There are economic barriers that prevent people from being fully sustainable. Financial barriers tend to result in more practical and innovative behaviour, e.g. reducing one's footprint by working with what is at hand, but generally prevent buy-in into bulk purchase programs or investment in sustainable infrastructure, such as solar panels.
- Social conditioning has considerable impact on environmental behaviour and associated decision making processes. Habit-based expectations in terms of choices and outcomes around behaviour lead to exploration of behavioural change options.
- Everyone has a different sustainable behaviour 'threshold'. Behaviour is often deep-seated, e.g., early childhood conditioning is likely to determine adult behaviour and always context-specific, such as one's physical location will determine car use; one's financial situation will determine buy-in or shopping behaviour.
- Individuals champion behaviour, such as a committed parent, will determine behavioural patterns in the household.
- All behaviour is 'integrated' and sustainable behaviour is interdependent, e.g. it involves a variety of stakeholders which influence behaviour, e.g., availability of infrastructure, transport, ethics and efforts by schools, work environments, shops, local council, etc.
- It is important that any course of sustainable action is not seen as punitive, but rather associated with pride and where possible with a 'good behaviour' award.
- The feedback on the usefulness of current BREAZE activities, and the desired support requested from both members and the telephone group, suggest that the greatest benefit is derived from those activities which are information rich.
- The results of the survey indicate that family and friends are an important means through which individuals gather information. Use of social networking software may be one means through which this can be achieved online, but other face to face mechanisms should also be considered.
- Responses to the 'desired support' questions indicate a desire for working examples and practices among both groups of respondents. General community members were less likely to engage in either 'high effort' or 'high cost' behaviours, such as growing your own food or purchasing expensive technologies such as solar PVs. Education programs that focus on modelling exemplary behaviours, enabling individuals to see the benefits as well as the costs associated with such behaviours, might be an effective means of increasing the frequency of their occurrence.
- The responses to the future technology purchase questions suggest that there are some possible opportunities for BREAZE to establish further bulk purchase programs. Community respondents indicated that their priorities for future purchases would be in two areas – solar hot water systems and energy efficient whitegoods. Thus, promotion of new programs (or continuing the existing solar hot water program) in both these areas might serve to expand the membership base, particularly if run in conjunction with a social network program.

Ballarat region energy use and emissions profile

Emissions from use of electricity in Ballarat are derived from:

- Industry ~ 50%
- Business / other commercial ~ 19%
- Domestic / household ~ 31%

General statistics:

- Energy use is growing – last year ~ 9% growth
- Super pipe water pumping ~ 2.5% total electricity consumption.
- Energy use for cooling is projected to rise by a factor of five for the period 1990-2020 (national statistic).
- Most people in Ballarat travel by car (one person – no passengers ~ 67%)
- 28% of domestic / household emissions are embodied in food
- Approximately 5,000 Ballarat households use electric hot water systems (BREAZE survey – 16% of households have electric hot water)
- BREAZE members on average (based on survey) are likely to use 48% less electrical energy than other Ballarat households.

Table 1 – Ballarat’s total and domestic electricity consumption, and associated emission, 2007 & 2008

Year	Electricity consumption		Total emissions*		Per person emissions	
	Total electricity used in Ballarat (Megawatt hours)	Domestic electricity use (based on 31% of total (Megawatt hours)	Total emissions from electricity consumption in Ballarat (tonnes)	Total emissions from domestic electricity use (tonnes)	Per person emissions total electricity use (tonnes)	Per person emissions domestic energy use (tonnes)
2007	591,193 ¹	183,270	817,436	253,405	9.1	2.8
2008	629,209	195,055	870,000	269,700	9.7	3

* Note – based on emissions for Victorian coal fired electricity generation

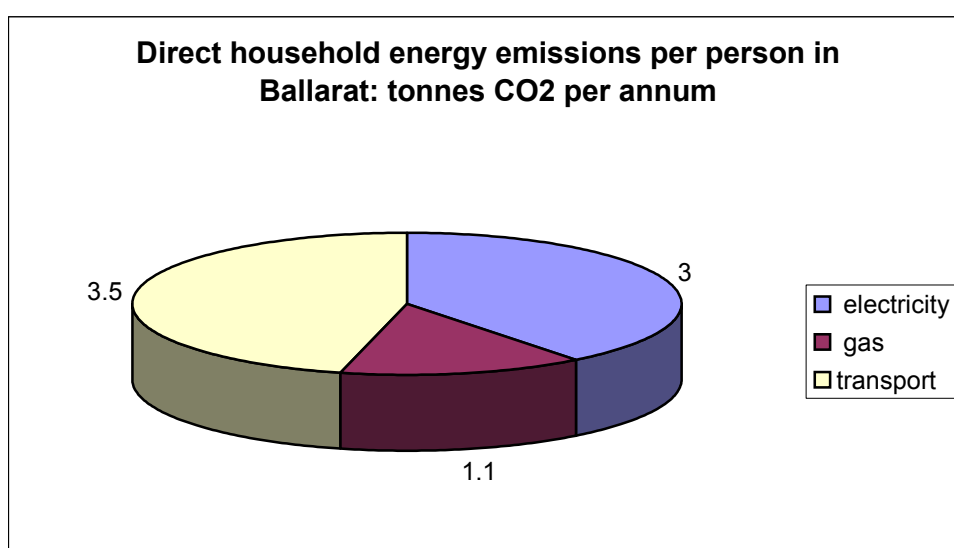


Figure 12 – Direct household energy emissions per person in Ballarat

¹ DSE energy consumption data 2009

Cutting emissions for Ballarat

The following provides an overview of key findings relating to cutting emissions for Ballarat:

- Total emissions for the Ballarat region are 1,442,000 tonnes; and consist broadly of 60% from electricity generation and use, 12% from gas use and 28% from transport.
- Average electrical energy use for BREAZE member households responding to the Climate of Change survey in 2008 was estimated to be 52% of the 2007 average for Ballarat and 39% of the national average (total average BREAZE member usage = 1097 kilowatt hours per person). BREAZE members have implemented a range of energy efficiency and micro renewable energy generation actions and have a lot of useful information to share about how they minimise their energy consumption.
- Approx. 50% Ballarat's electricity consumption is for industrial purposes, and from a relatively small customer base. Projects that engage with local industry to generate renewable energy and reduce energy consumption may result in substantial emissions reductions.
- A 10% input (i.e. purchase of Green power) from wind power could cut emissions for Ballarat by close to 87,000 tonnes, i.e. 10% of total electricity purchased from greenpower.
- BREAZE has directly facilitated the installation of 234 KW of solar panels in the Ballarat district (as of Aug 2009) which are generating 304 Megawatts of clean energy per year². This represents a reduction of 420 tonnes of CO₂ per annum (or 0.15% of Ballarat's domestic emissions from electricity) if these systems replace standard coal fired powered electricity. Installation of 5,000 domestic 1 kw systems in the next year could reduce 9,000 tonnes of greenhouse gas emissions (approx. 10% of emissions from electricity).
- Approximately 5,000 Ballarat households use electric hot water systems (BREAZE survey – 16% of households have electric hot water). If all these households switched to solar hot water it would save a total of 26,000 tonnes of CO₂ per year (assuming similar climatic conditions to Melbourne).
- The majority of residents in Ballarat commute via private vehicle. Substantial emissions savings could be achieved through use of sustainable transport and alternatives such as car pooling.
- Encouraging water efficiency measures and eliminating the need for pumped water supply through the super pipe could save 22,000 tonnes of greenhouse gas
- BREAZE's activities have focused on reducing direct emissions from household activities. This represents a significant but minor proportion (35%) of total emissions per person. Indirect³ emissions generated as a result of government, industry and agriculture to support households accounts for 65% of total emissions per person. Significant emissions reductions can be made by targeting these sectors and reducing emissions intensive consumption.
- Climate change, carbon emissions pricing and oil constraints will present new challenges to long food supply chains, and greater access to locally produced basic foods will help with increased economic resilience, food security, regional development, personal health and emissions reduction benefits.

² Based on a measured generating capacity of of 1300kw per year from systems installed in Ballarat

³ [Indirect emissions largely occur off-site from the household and are not directly related to the household's behaviour. Indirect emissions are embodied in purchases made by individuals and households, and make up a surprisingly large proportion: two thirds of the total emissions for the average Australian.](#)

Climate Action Groups network needs and opportunities

About Climate Action Groups

Climate Action Groups are highly varied and unique in their structure and methods of operation. New groups are forming and connections between groups are evolving all the time. Common to all groups is a focus on reducing emissions and supporting the uptake of renewable energy as quickly as possible. Consequently there is a strong desire to share learnings and to develop programs that other groups may benefit from.

Members are predominantly volunteers and as they are undertaking their climate work around their already busy lives, they are often time poor. Networking needs to be simple and provide a way to build on and extend the work already done by others.

Members bring a range of skills and knowledge to their work and often possess a considerable degree of expertise and experience in a particular field. Very often, their ideas and programs are innovative and original and as they are working in small groups, they often have freedom to pursue these. Forums where groups can share their stories and inspire others would allow other groups to learn from and leverage the amazing and diverse work that is happening at the grassroots.

A further observation is that regional and metropolitan climate action groups have tended to concentrate on different types of action. Anecdotally, regional groups have focused more on community-based action to reduce emissions while metropolitan groups have concentrated more on national and statewide advocacy and policy development.

Finally, groups range in size from those with several hundred or perhaps thousands of members (of which there are only a few), to much smaller groups, which are by far the majority. Networking between these groups must take into account both the greater capacity of larger groups to contribute and the greater need of smaller groups for support.

Communication

Existing communication networks provide opportunities for groups to exchange information, however these are not accessed by all groups and communication between groups seems to be the weakest process. Communication from central advocacy agencies to groups appears to be functioning effectively, though is not always coordinated or targeted. Within the Central Victorian region, communication is working well, albeit informally, through networks and phone and email lists. This works currently because the people involved experience the benefits of collaborating and are motivated to stay connected.

There are a number of existing communication networks available to Victorian CAGs, but the role of each is not always well understood. It is not easy to access information, learnings and resources from other groups who have already trod the path they wish to take.

CAGs would benefit from some specific areas of resource sharing, such as:

- known facilitators who can assist groups with strategic planning; and
- stories of groups who have successfully completed partnership projects.

Regular Gatherings

Annual national gatherings appear set to continue under the National Community Climate Network. These will remain a valuable way for Victorian CAGs to maintain links across the country as well as to

meet amongst themselves. In addition, the need for regular statewide and regional face to face networking opportunities has been identified. Groups agreed that improved inter-group connections would help avoid reinventing the wheel, especially for communicating examples of projects and activities that have worked for other groups. This will also help with sharing information about activities that are transferable to other groups or designed for the benefit of other groups.

Regional Advocacy

The need was also identified to connect local issues with regional and state wide campaigns – e.g. for each group to identify key policy priorities for their region and to communicate this locally and to campaign agencies such as Environment Victoria, Australian Conservation Foundation and the Climate Emergency Network. This is potentially a role that Greenhouse/Sustainability Alliances could assist with.

There is also the need for coordinating campaign agencies to develop “campaign themes” that can connect at the local level and that these campaign themes are directly communicated to the relevant people within climate action groups. Establishing a communication conduit for Climate Action Groups within regions, like the Regional Advocacy Alliance, helps groups share ideas relevant to their location. It also offers the possibility of leveraging the strong membership base of Central Victorian groups in advocacy to government. This model could be used to network groups regionally in other areas of the State and provide a communication conduit for the existing state networks.

Assisting Smaller Groups

Community expectations of what CAGs can achieve are often well beyond what groups are able to deliver, particularly when groups have only a handful of active volunteers. Ways in which smaller groups can pool their resources, while drawing on those of larger groups should be explored, with a view to reducing the amount of time smaller groups spend on simply keeping their groups afloat.

Project evaluation

Activity / product	Positive outcomes / benefits and opportunities	What could be improved upon or done differently?
<p>Research:</p> <ul style="list-style-type: none"> • Surveys – BREAZE member and community • Action research 	<p>Successful completion of surveys.</p> <p>Excellent in-depth information received particularly through Action Research method.</p> <p>Survey findings are being promoted/published through academic journals and conferences.</p> <p><i>Opportunity:</i> use research findings as base line data and use to extend / build through Solar City, Ecoliving and other future research processes</p>	<p>Higher response rate to BREAZE member survey may have been achieved if length of survey was reduced, incentives offered for completion etc.</p> <p>Higher participation rate in Action Research would have been desirable and may have been achieved if promoted more as “learning from participants’ actions” (many BREAZERs have undertaken significant actions to reduce their emissions).</p>
<p>Research:</p> <ul style="list-style-type: none"> • Climate change • Emissions profile 	<p>Report makes accessible (web) a good overview of current knowledge about climate change and projections for the Ballarat region.</p> <p>Emissions profile provides a good overview of key target areas for emissions reduction programs.</p> <p><i>Opportunity:</i> extend / build on research findings to determine more specific emissions profile data and priority emissions reduction activities.</p>	<p>As a desktop research process, content of findings was limited to the information that was available through reliable websites and government/regulatory authorities – some information was inconsistent or relied on extrapolation/interpolation. Current Greenlight report and DPCD data was only made available near the end of the project.</p>
<p>Documentary production / filming / BREAZE story</p>	<p>Consolidation of BREAZE learnings and documentation of these for the benefit of BREAZE and other CAGs.</p> <p>Multimedia format provided scope for more reflective content and evaluation.</p> <p>Multimedia products are being used by others at events, e.g Avoca Ecoliving Festival 10th/11th October 2009.</p> <p><i>Opportunities:</i> to continue to document the BREAZE story and the journey and learnings of other CAGs, successes and project outcomes.</p>	<p>More filming of BREAZE events and activities would add value to content.</p>
<p>Research:</p>	<p>Research process included two workshops, attendance at National</p>	<p>Melbourne workshop and project launch attracted 11 – 13 CAGs</p>

Activity / product	Positive outcomes / benefits and opportunities	What could be improved upon or done differently?
<ul style="list-style-type: none"> Climate action group network needs 	<p>and Regional gatherings, online discussion groups and direct communication with groups.</p> <p>Has resulted in new and strengthened relationships between climate action groups across western Victoria in particular.</p> <p>Project launch was used as an opportunity to share achievements of other groups and discuss networking needs.</p> <p><i>Opportunities:</i> to continue to strengthen connections between groups and networking opportunities (recommendations below).</p>	<p>from across the state, but primarily western Victoria. Detailed discussions with groups in eastern Victoria would be valuable.</p>
<p>Products:</p> <ul style="list-style-type: none"> Toolkit for groups Bulk-buy evaluation tool Resources for individuals 	<p>There has been significant interest in the toolkit from other CAGs. To date, the most popular pages have been:</p> <ul style="list-style-type: none"> Bulk Buy Assessment process Should we incorporate? Campaign Planning and Strategy Fundraising Governance, Finance and Insurance <p>Resources for individuals have also been very popular, particularly:</p> <ul style="list-style-type: none"> Sustainability workshops Out and About (emissions reductions) Calculate your emissions. 	<p>The scope and volume of products meant that the upload and structuring of the website was more complex than anticipated.</p> <p>Product content will need to be monitored and updated as required.</p> <p>Would be good to make content more interactive – provide opportunity for online discussion and feedback between groups.</p>
<p>Products:</p> <ul style="list-style-type: none"> BRACE Sustainability workshops 	<p>BRACE workshops have been designed to respond to the information needs identified through the surveys.</p> <p>BREAZE volunteer auditors have been able to apply their knowledge to a training opportunity.</p> <p>BRACE and the Central Highlands Regional Library Corp are intending to run the workshops again in 2010.</p>	<p>Scope of promotion could be expanded, and attendance improved by offering incentives etc.</p> <p>Content will be refined as workshops are evaluated. Program structure and content may benefit from comparison with ACF Greenhomes and Environment Victoria's Families Go Green programs.</p>
<p>Project management:</p> <ul style="list-style-type: none"> Budget and 	<p>Project was well planned with a detailed project management</p>	<p>The project was on track with the timeline until the last few months. An extension was requested for an</p>

Activity / product	Positive outcomes / benefits and opportunities	What could be improved upon or done differently?
<p>timeframe</p> <ul style="list-style-type: none"> • Steering committee • Partner relations • Project staff • Carbon Neutral project 	<p>schedule.</p> <p>Successful partnership processes were established with clear Steering Committee processes.</p> <p>Recruitment of two complementary well qualified and experienced Project Coordinators helped to provide meaningful, professional part-time work.</p> <p>Project has been achieved within budget.</p> <p>“Offsetting” of emissions generated through delivery of the grant was achieved through purchase of Hepburn Wind shares as a local community owned renewable energy project.</p>	<p>additional month for submission of the final report. This timeframe was not achieved (by a few weeks) due to changes to employment arrangements and family circumstances causing a delay for another, and the complexity of the Evaluation Report was not fully factored in to timeframe.</p>
<p>Communications:</p> <ul style="list-style-type: none"> • Print media • TV / Radio • Web • Other 	<p>A detailed assessment of communications outcomes is provided in Appendix three.</p> <p>Excellent media coverage has been received for the project survey findings and toolkit launch.</p> <p>BREAZE members have been kept up to date with the project through:</p> <ul style="list-style-type: none"> • E newsletters • Presentation of survey findings at a Special General meeting • Presentation of project findings at a committee meeting • Website content development. <p>Additional publicity has occurred through:</p> <ul style="list-style-type: none"> • Academic forums and journals • Community radio, e.g. 3CR <p><i>Opportunity:</i> Continue to promote the project and findings to other groups across Australia, and BREAZE’s leadership role with CAGs.</p>	<p>Feature articles in local media e.g. <i>Ballarat Courier</i>, and articles in state and national sustainability magazines and publications have not been achieved.</p> <p>We have however achieved coverage in academic forums, and we plan to continue promotion of the project and products.</p>

Recommendations and future directions

Detailed findings and recommendations are presented in each of the main research papers compiled as part of the project.

There are many opportunities for BREAZE, its partners in *A Climate of Change*, and the wider Ballarat community to take action on climate change, including investment in renewable energy bulk buy schemes for solar hot water systems and other energy efficient appliances, solar electricity, support for local food producers and processors and progressive and sustainable building design and retrofitting. The *A Climate of Change* project has facilitated and strengthened relationships between partner organisations. These connections and emissions reduction outcomes can be further extended through the continued implementation of joint initiatives as in the following recommendations.

Key recommendations are discussed below under the following headings:

- Engaging with community to reduce emissions
- Cutting Emissions for Ballarat, and
- Climate Action Group network needs and opportunities.

Key Recommendations	Project Partner / Organisation
Engaging with the community to reduce emissions	
Develop and implement programs that focus on engagement through social networks, including online social networking. Explore options for the creation of linkages and incentives (e.g. a competition) for schools, families, local networks as another strategy for encouraging sustainable behaviour.	BREAZE, all partners
Collect stories and promote examples modelling sustainable living – with energy and cost savings quantified.	BREAZE, all partners
Develop ways for BREAZE members to share tips, news, success stories and good practice for energy efficient and sustainable living.	BREAZE
Continue to provide a range of information (from basic to in depth), in a range of formats (face to face, web, general media etc) and for a range of audiences (e.g. rental and home owners).	BREAZE, all partners
Incorporate interactive elements in BREAZE communications to encourage information users, and especially BREAZE website users, to engage in (inter)active discussion in response to questions and issues.	BREAZE
Develop a workshop program focused on “Capturing the Return of ‘Old Ways’” that are resource efficient and contribute to community and individual health and wellbeing, e.g. sustainable living tours, making food, wine, environmentally friendly products, etc.	BREAZE
BREAZE to continue to support existing members by: <ul style="list-style-type: none"> • Increase opportunities for face to face contact • Providing information to inform sustainable purchasing decisions • Continue member involvement through Action Groups to provide opportunity for deep involvement 	BREAZE

Key Recommendations	Project Partner / Organisation
<ul style="list-style-type: none"> Continue to maintain comprehensive and interactive website 	
<p>Continue to run a series of Sustainability for Beginners workshops, and</p> <ul style="list-style-type: none"> Develop links with local sustainability experts to expand and strengthen sustainability education options. Improve publicity and marketing using BREAZE networks and resources Deliver a sustainability training program for 2010 	BRACE, CHRLC, BREAZE
<p>Develop effective programs with business and industry to progress the widespread adoption of energy efficiency measures and staff programs within the workplace.</p>	BREAZE, University of Ballarat, City of Ballarat
<p>Extend research opportunities to better understand behaviour change around emissions reduction</p>	BREAZE, University of Ballarat, City of Ballarat
<p>Cutting emissions for Ballarat</p>	
<p>Establish programs that focus on indirect household energy use reduction, as the single greatest opportunity to reduce emissions, in particular a buy local food – grow your own food education campaign</p>	BREAZE, City of Ballarat, other community partners
<p>Establish programs that focus on reduction of industrial emissions (currently 50% of electricity consumption in the City). Draw on best practice examples such as the Maine's power project in Castlemaine.</p>	BREAZE, City of Ballarat, RSA Ballarat, other business partners, CSIRO
<p>Establish educational and support programs that focus on reducing car use, e.g. car pooling, promotion of public transport, walking and cycling</p>	BREAZE, City of Ballarat, other business and community partners
<p>Promote the installation of Solar Hot Water, with an aim to switch all electric hot water systems to solar by 2030.</p>	BREAZE, City of Ballarat, other business and community partners
<p>Establish/extend supported purchasing / bulk buy programs solar hot water systems and energy efficient whitegoods.</p>	BREAZE
<p>Establish an "Emissions Reduction Challenge" with targets for local households, e.g. reduce household energy use by half, or individuals to reduce emissions by 1 tonne in a year.</p>	BREAZE, City of Ballarat
<p>Renewable Energy for Ballarat – encourage purchase of green power and local renewable energy generation – household and industrial / commercial. Continue to support members through bulk-buy programs.</p>	BREAZE, City of Ballarat, other business and community partners
<p>Planning / development:</p> <ul style="list-style-type: none"> Advocate for planning law reform to mandate passive solar design and siting for any new developments, and other energy efficiency measures. Provide input to construction and building standard reform to mandate a high level of energy efficiency in new and existing premises across all sectors. Actively support the widespread adoption of PV systems on all domestic, commercial and industrial premises with suitable north facing roof space. Redesign pedestrian and bike ways to make access to urban 	BREAZE, City of Ballarat, RSA Ballarat

Key Recommendations	Project Partner / Organisation
hubs from residential areas easy and safe.	
Continue to support water demand management and installation of water tanks/grey water systems to minimise increased electricity consumption and emissions from super pipe water pumping.	BREAZE, City of Ballarat, RSA Ballarat, CHW
Continue to connect and provide access to relevant state government funded research and investigation which could add value to projects funded under the Sustainability Fund, e.g. Solar City research.	Sustainability Victoria
Develop projects to establish innovative industries and agricultural enterprises to develop carbon storage practices, such as bio-sequestration (e.g. biochar).	BREAZE, City of Ballarat, RSA Ballarat, Central Highlands Agribusiness Forum
Extend research to understand our emissions profile through further surveys to determine the specific energy use profile of Ballarat households in relation to demographics. Link in with Solar City if possible.	BREAZE, University of Ballarat, RSA Ballarat, Solar City
Climate Action Group network needs and opportunities	
Catalogue existing CAG resources and forums in an easy-to-follow way and ensure they are well publicised and their relevance to groups clearly explained – with access from a central location, e.g. EV website. Include opportunities for groups to communicate their successes and project outcomes.	EV, CAGs
Seek funding for a CAG network web facilitator to ensure current information is readily available.	EV, CAGs
Run regular Central Victorian CAG gatherings, perhaps rotating or sharing event coordination between the larger groups to share the workload.	EV, CAGs, CVGA
Facilitate 6 monthly gathering of CAGs in Regional Victoria, possibly coordinated by EV or a local Greenhouse Alliance.	EV, CAGs
Establish a Central Victorian Regional Advocacy Alliance coordinator position, perhaps under the auspice of one of the larger Central Victorian groups, to establish the framework of a Regional Advocacy Alliance and implement networked advocacy activities.	CAGs
Further explore and identify the role that CVGA and other Greenhouse Alliances may play in supporting Climate Action Groups, particularly in the area of policy advice.	EV, CAGs, CVGA, other representative groups
See funding for administration and event support for smaller groups, with the cost being spread across a number of groups, with positions hosted by EV or a larger CAG.	EV, CAGs
Environment Victoria to continue mentoring groups on advocacy process and respond to feedback from regional climate action groups.	EV, CAGs

Appendix One: Project Financial Report

Cash expenditure summary per milestone and cost item

COST ITEM	Total Allocation	Total spent	Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5 & 6
Consultancy/ contract costs	\$52,187	\$50,532.00			\$18,707.00		\$31,825.00
Salary/ wages costs	\$71,500	\$72,483.44	\$16,058.73	\$13,090.89	\$13,461.47	\$13,555.35	\$16,317.00
Administrative costs	\$7,060	\$9,143.13	\$6,778.31	\$448.11	\$847.19	\$500.00	\$569.52
Travel costs	\$1,770	\$1,295.68			\$155.00	\$735.68	\$405.00
Off sets	\$960	\$1,000.00					\$1,000.00
Information Delivery	\$22,000	\$19,259.75				\$508.00	\$18,751.75
Advertising	\$200	\$350.68	\$350.68				\$0.00
Catering	\$850	\$1,086.47			\$177.47		\$909.00
Web / Graphic Design	\$1,400	\$2,800.00					\$2,800.00
Total	\$157,927	\$157,951.15	\$23,187.72	\$13,539.00	\$33,348.13	\$15,299.03	\$72,577.27

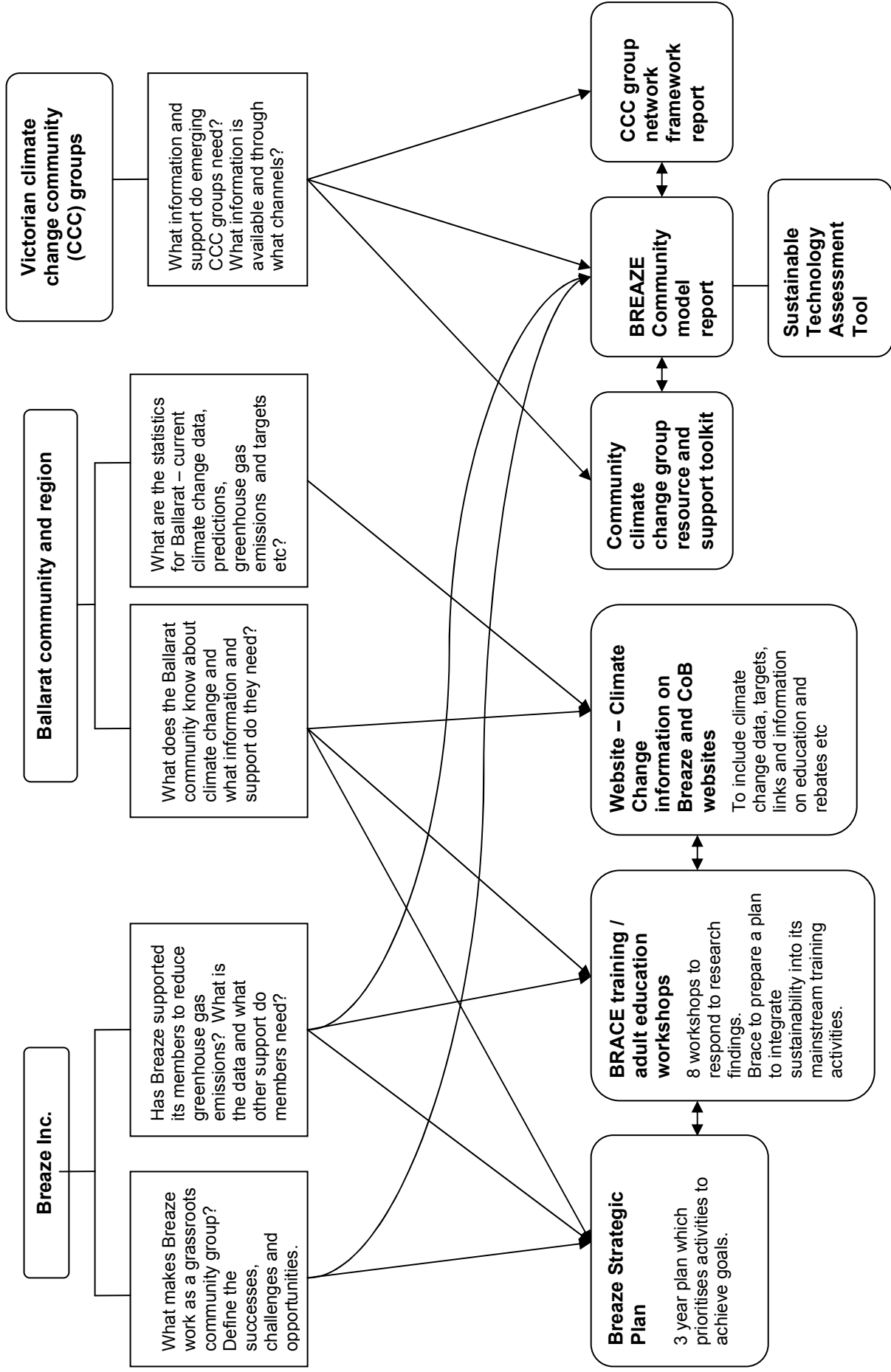
* includes City of Ballarat equipment grant

Inkind expenditure summary

Milestone	Budgeted	Actual	BREAZE	BRACE	NCS	CRIC	CoB	EV
1	\$16,822	\$18,620	\$13,000	\$250	\$600	3,000	\$1,420	\$350
2	\$7,400	\$10,925	\$3,250	\$600	\$2,300	\$3,000	\$600	\$1,175
3	\$5,775	\$6,247	\$1,450	\$250	\$967	\$3,200	\$180	\$200
4	\$5,930	\$6,295	\$3,465	\$600	\$950	\$800	\$180	\$100
5	\$21,140	\$17,365	\$12,340	\$1,300	\$1,050	\$700	\$175	\$1,800
6	\$3,338	\$9,425	\$7,405*	\$0	\$0	\$1,300	\$725	\$0
Total	\$66,405	\$68,887	\$39,155	\$3,000	\$5,850	13,000	\$3,280	\$3,625

* includes in kind contributions for other climate action groups for the project launch

Appendix Two: A Climate of Change Project Process and Outcomes



Appendix Three: Communications Plan Outcomes

Tools	Resources	Timeline	Evaluation proposed	Outcome achieved
Database of CCC group contacts, media, partners and other stakeholders	Project Coordinator	By December 2008	Database created and used	Database created and used throughout the project. In to the future to be maintained by EV.
Regular updates in BREAZE E-news	Project Coordinator	February/ March 2009	Project is featured in all E-news issues from November 2008 – July 2009	Regular updates in BREAZE E news.
Internal e-update to internal stakeholders e.g. Steering Committee, partners	Project Coordinator	After each Steering Committee meeting	6 updates delivered and acknowledged	6 updates delivered and acknowledged
Workshop with BREAZE committee of management and one-on-one interviews with BREAZE committee of management	Project Coordinator	October & November	Workshop held, findings summarised and incorporated into the project. Interviews held and recorded, used in organisation documentation and for communication	Committee workshop and filming session 25 th July 2009 and individual interviews 27 th July 2009. All products integrated into BREAZE website and on YouTube – breazeweb.
BREAZE member survey, 500 Ballarat household survey, action research	Project Coordinator, CRIC, Steering Committee	By end 2008	Finding assist in identifying needs, guiding messages and development of toolkit	Surveys complete. Action research complete. Communications through email and direct contact/recruitment for research.
Media releases and media launch	Project Coordinator and Steering Committee	February 2009	Media launch held in February 2009. Local media attend and provide neutral to positive coverage. 6 media releases distributed by July 2009. All media releases receive neutral to positive coverage At least one key message appears in each article	Media coverage has been received at: Commencement of the project Announcement of survey findings, and launch of project toolkit. Coverage has been received on local ABC, commercial radio and community radio (3CR), local print media The Courier and WIN TV.
2 Regional workshops to outline findings	Project Coordinators,	25 June 2009	2 workshops held and 15 CCC groups are represented at either of	Workshop 1 – 27 th Nov 2008 was attended by 10 CAGs who were

Tools	Resources	Timeline	Evaluation proposed	Outcome achieved
	Environment Victoria, Steering Committee, City of Ballarat and BRACE		the workshops Feedback from workshops reflects an understanding of the content	directly invited to attend the workshop. Workshop 2 – Launch of the toolkit held on Friday 4 th September and attended by representatives of 11 CAGs and project partners, DSE and CVGA.
Feature articles in local media e.g. <i>Ballarat Courier</i> , and articles in state and national sustainability magazines and publications	Project Coordinator and Project Leader (comment, interviews) City of Ballarat	From December 2008, bi-monthly	3 feature articles contributed (or content provided to media outlet) and published by July 2009	Not achieved. Promotion has however been achieved in an academic journal and book on community action on climate change, and it is proposed to continue promotion of the project via national media when relevant and the 2010 National Climate Action Summit.
8 BRACE training/ adult education workshops	Project Coordinators, BRACE Education and Training Manager	2009	Target of 200 attendees at the workshops is achieved. Feedback from attendees reflects and understanding of the content.	At completion of the grant, attendance at workshops = 237. Positive feedback from participants.
Integrate sustainability into all BRACE programs	Project Coordinators, BRACE Education and Training Manager	2009	Content agreed and sustainability unit incorporated into all BRACE training programs	Achieved and 80 students have participated in sustainability programs.
Web pages on BREAZE and City of Ballarat websites, including links to other useful resources	Project Coordinators, BREAZE and City of Ballarat webmasters	Established by December 2008 and updated monthly	Project web pages created and loaded, updating schedule created and implemented, liaison in place with City of Ballarat. Website use measured and indicates an increasing trend in use from January – July 2009	Web pages on BREAZE website established. Exact location and linking still being refined. Discussions underway with City of Ballarat regarding links.
Community climate change group resource and support Toolkit – digital format	Project Coordinators	June 2009	Digital format toolkit completed and launched by June/July 2009 Feedback is positive	Toolkit launched in Sept 2009. Very positive feedback.

Tools	Resources	Timeline	Evaluation proposed	Outcome achieved
List of conferences/ speaker opportunities and calendar of opportunities in 2009	Project Coordinators	By December 2008	3 presentations delivered 2 more presentation opportunities identified	Conference presentation by Patrice Braun, UB:CRIC. Sustainability Fund workshops September 2009 – Lisa Kendal presented on the project October 21 st – Presentation at launch of Greenlight report scheduled.
FAQ and 5 fact sheets (PDF on website)	Project Coordinators	June 2009	5 Fact sheets delivered, 1 FAQ and loaded online	Several Fact Sheets delivered and loaded online.