Future Proofing Geelong

- What is it?
- Sustainability Covenant
- Future Proofing Geelong Vision
- The Situation & Opportunity
- Progress to-date
- Low Carbon Growth Plan
- Current & Potential Projects
Geelong at a glance

- Victoria’s second city - 220,000 persons
- Municipal area 1245km²
- 75kms SW of Melbourne
- Located on Corio Bay – extensive coastline
- Major airport (Avalon) and Port (2nd largest)
- Rail and freeway links to Melbourne
- Regional centre for industry, agriculture, retail, education and business services.
- 10,000+ SME’s = 80,000 local jobs
What is Future Proofing Geelong?

- A vision for change
- Collaboration of strong leadership
- Aggregation of efforts
- Communication of that vision
- Changing the language of Environmental outcomes that business understands
- Addressing barriers
  - showcase leadership
  - enhancing & initiating conversations
- Creating wins
  - SME, Industry, Community
Future Proofing Geelong
Sustainability Covenant
Collaborate, Aggregate, Communicate
Future Proofing Geelong Vision

- In 2030, Geelong is internationally recognised as one of the world’s most sustainable cities. Faced with challenges like climate change, population growth and economic adjustment, the region has pursued a collaborative and innovative approach to become more resilient and adaptive.
Situation & Opportunity

Population Growth & Climate Change = RISK
BUT also = New Opportunity

Regardless of the scientific debate on climate change, it is not just an environmental issue

Opportunity to innovate, develop new clean industry and sustainability activities
Geelong is already responding

There is already a high volume of engagement and activity focused on “sustainability” initiatives

HOWEVER, the efforts are disparate

= shotgun sustainability approach
= costly, confusing messaging
= missed opportunities
= double handling
Through Collaboration Geelong Can:

- Position Geelong as a demonstration city
- Upskill our workers and increase demand
- Maximise marketing impact & return on investment
- Retain & attract industry
- Increase ability to secure new funding
- Easier for community & business net funds
- Capitalise on synergies across efforts
Geelongs Progress To-date

- April 2010 - CEDA “Future Proofing Geelong”
- July 2010 - Council Resolution
- Sept 2010 - Working Group Formed
- Oct 2010 - Commenced Low Carbon Growth Plan for Geelong Research with ClimateWorks
- May 2011
  - Future Proofing Geelong Sustainability Covenant Signed
- June 2011
  - LCGP for Geelong Research Launch
Internationally recognised tool
Identify the lowest cost opportunities to reduce carbon emissions

- In March 2010, ClimateWorks Australia released the first comprehensive economy-wide *Low Carbon Growth Plan for Australia*
- Geelong is the first regional LCGP in Australia
- Next regional LCGP has been launched in Gippsland
Engaged locally to refine the cost curve
2020 Greater Geelong GHG emissions reduction investor cost curve
(Simplified)

Cost of emissions reduction
A$/tCO₂e

Emissions reduction potential
ktCO₂e per year

SOURCE: ClimateWorks team analysis
Greater Geelong can achieve 1 million tonnes of emissions reductions for less than $50 per tonne

- Could generate net savings of $60m a year across the local economy

A further 330,000 tonnes of reductions can be achieved for a higher average cost of $65 per tonne

Together, this offers a 6% reduction below 2000 emission levels

- Equivalent to eliminating the emissions produced by all of Geelong’s households each year

Almost half of the opportunities are profitable for investors today
Priority areas for Greater Geelong

Short term
- e.g. retrofitting existing buildings to improve energy efficiency
- e.g. build partnerships with SMEs to facilitate energy efficiency upgrades, access to funding, and sharing of learnings
- e.g. unblock barriers to renewable technologies
- e.g. behaviour change

Medium term
- e.g. facilitate partnership opportunities for cogeneration
- e.g. investigate opportunities for fuel switch projects with industry
- e.g. investigate waste to energy opportunities
- e.g. unblock financial barriers to more costly aluminium opportunities
- e.g. encourage higher efficiency new buildings

Long term
- e.g. encourage research and knowledge sharing about the CO₂ and resource efficiency benefits cement with a higher proportion of clinker substitutes.
- e.g. work with local farmers groups to raise awareness of opportunities to earn carbon credits on-farm activities.
- e.g. promote benefits of purchasing more efficient vehicles

Transport:
- Eco-driving,
- Sustainable transport
Current & Potential Projects

- Low Carbon Growth Plan - commercial retrofits/ CBD renewal
- Councillor follow up in Canberra - regional funding?
- Support leadership businesses - AustEng, Eco Whisper, la Madre bakery, Insulpak,
- Align financing for new initiatives - Little Creatures Brewery, Godfrey Hirst
- Financing/ Funding info sessions
- Green building workshops - Armstrong Creek
- Support community activity - Bike Safe, Sustainable House Day
- Food Skil Program
- Transition Movement - Community Action to Low Carbon Future
- GMC - Sustainable Industries course
- Chamber of Commerce - Survive and Thrive course
- Carbon Accounting and Management
- GordonTafe - Diploma of Sustainability
Barriers

- Staff Resourcing?
  - Huge interest in FPG/ LCGP
  - Development of front end but…
  - 1 staff member 3 days/week
  - Support required at community level
  - Support required at SME level
  - Continual communication and engagement
  - Ongoing funding/ commitment
  - Achieving “runs on the board”
We have taken the first step to a more economically and environmentally sustainable Geelong by developing a language that business leaders want to hear with the “Low Carbon Growth Plan”.

Many Thanks
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"If we do not change our direction, we are likely to end up where we are headed.“ Chinese Proverb