



# Future Proofing Geelong

- ❖ What is it?
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- ❖ The Situation & Opportunity
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# Geelong at a glance

- ❖ Victoria's second city - 220,000 persons
- ❖ Municipal area 1245km<sup>2</sup>
- ❖ 75kms SW of Melbourne
- ❖ Located on Corio Bay – extensive coastline
- ❖ Major airport (Avalon) and Port (2<sup>nd</sup> 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



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SUSTAINABILITY | CLIMATE CHANGE | INNOVATION

# 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





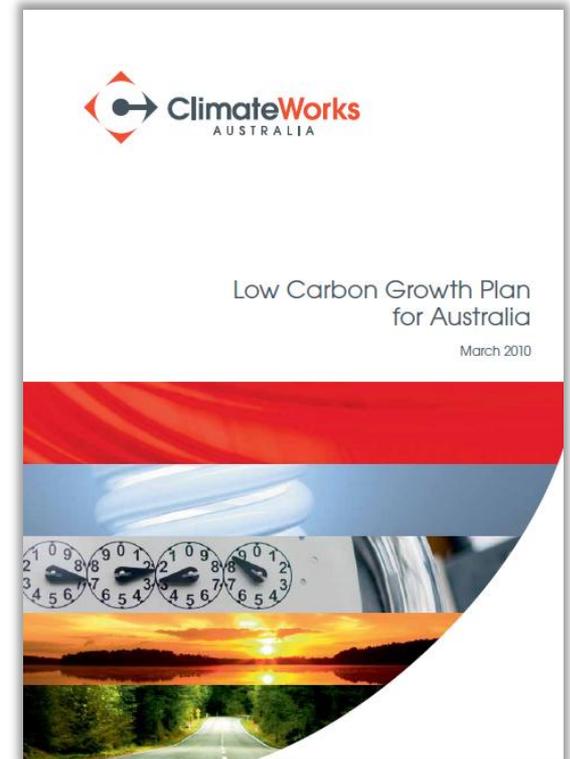
## **Geelong's Progress To-date**

- ❖ 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

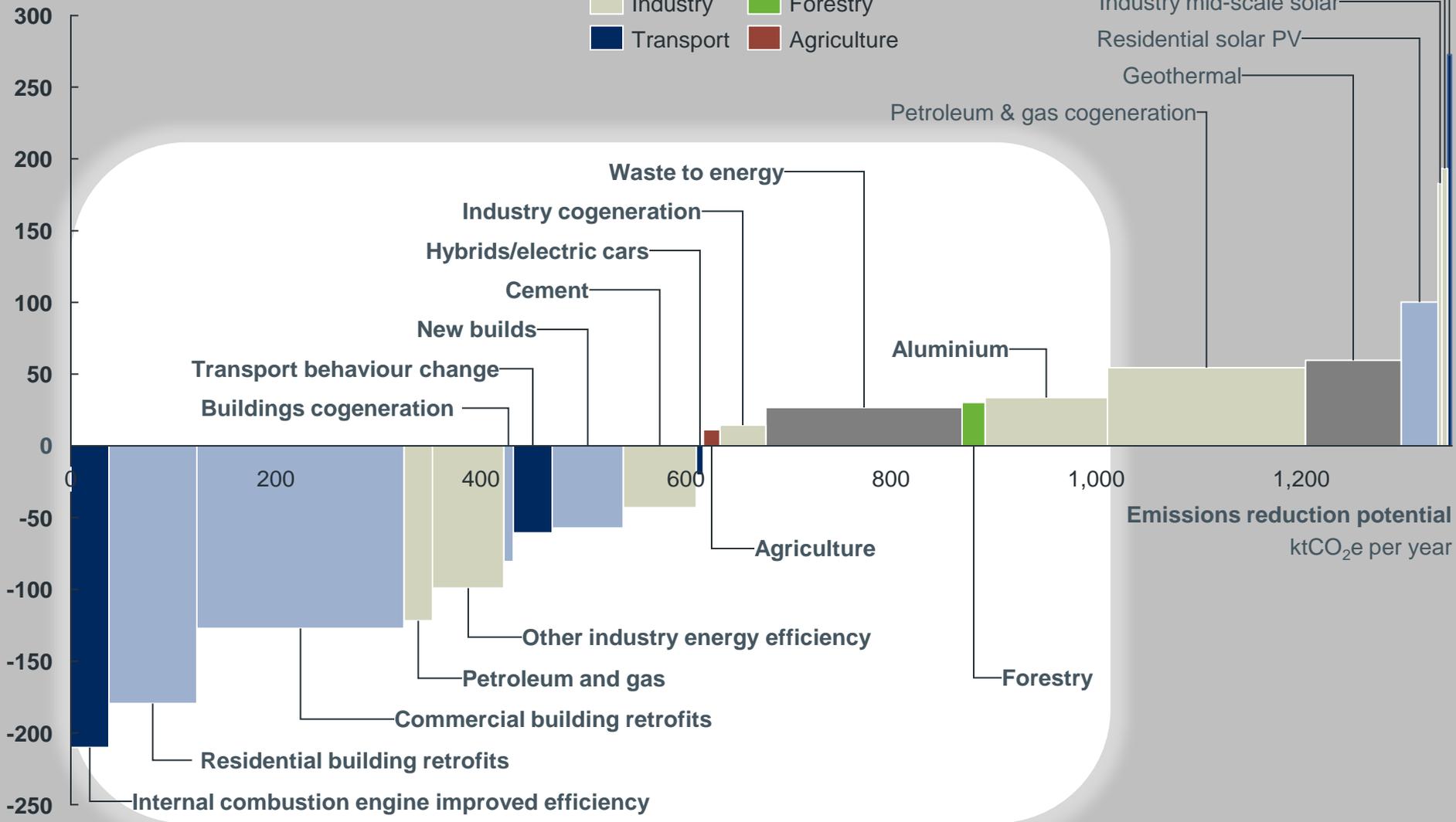


# 2020 Greater Geelong GHG emissions reduction investor cost curve

(Simplified)

## Cost of emissions reduction

A\$/tCO<sub>2</sub>e



SOURCE: ClimateWorks team analysis

# Key findings summary

- ▶ 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

### Transport:

Eco-driving,

Sustainable transport

## 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 CO<sub>2</sub> 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



# 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 Skill 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 3days/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***