

Annual Report 2013-14



**GEELONG
SUSTAINABILITY**

Geelong Sustainability Group Inc

Annual Report 2013-14

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Inform Inspire Connect



Our Mission

Geelong Sustainability's mission is to inform, inspire and connect communities to create a sustainable future and to protect our natural environment.

Vision



Geelong Sustainability's vision is to facilitate the development of an inclusive regional community and equitable local economy which embrace biodiversity and sustainable systems so this and future generations can lead healthy lives within their fair share of the Earth's resources. We support the ten One Planet Living principles as our framework for sustainability.

-  **Zero carbon**
Making buildings more energy efficient and delivering all energy with renewable technologies.
-  **Zero waste**
Reducing waste, reusing where possible, and ultimately sending zero waste to landfill.
-  **Sustainable transport**
Encouraging low carbon modes of transport to reduce emissions, reducing the need to travel.
-  **Sustainable materials**
Using sustainable healthy products, with low embodied energy, sourced locally, made from renewable or waste resources.
-  **Local and sustainable food**
Choosing low impact, local, seasonal and organic diets and reducing food waste.
-  **Sustainable water**
Using water more efficiently in buildings and in the products we buy; tackling local flooding and water course pollution.
-  **Land use and wildlife**
Protecting and restoring biodiversity and natural habitats through appropriate land use and integration into the built environment.
-  **Culture and community**
Reviving local identity and wisdom; supporting and participating in the arts.
-  **Equity and local economy**
Creating bioregional economies that support fair employment, inclusive communities and international fair trade.
-  **Health and happiness**
Encouraging active, sociable, meaningful lives to promote good health and well being.



The GS Committee 1 June 2014
Back: Dave Campbell (President), Mik Aidt, Suzette Jackson, Vivienne Burke (Secretary), Tim Clark. **Front:** Dan Cowdell, Chris Johnson, Ingrid Hindell and Vicki Perrett (Treasurer)



Geelong Sustainability has gathered a critical mass

President's Report

By *Dave Campbell*

2014 has been Geelong Sustainability's most active year. We were able to inform, inspire and connect the Geelong Community in a multitude of ways. We have informed people regularly at our monthly Green Drinks, and we have cut through the confusion on solar options with our 'Energise Geelong' initiative.

We have connected people through our Sustainable Geelong Directory, and connected people to sustainability experts at Sustainable House Day. Our campaigns have inspired people to take political action and make a genuine difference at a local and state level. And last but not least, the

group has updated its logo, policies and even its name!

Sustainability of the group

Geelong Sustainability can only inform, inspire and connect the Geelong Community when we have the structures and policies that enable us to do so. In 2014 the group developed a new name and logo, clear membership policies, new task group structures and a more focussed web presence across different web platforms.

After extensive consultation and discussion with a web designer, we believe we have developed a set of logos and letterheads that capture our essence and enable us to put our mes-

sage forward professionally and boldly. During our June Strategy Day the committee took a step back to clarify our vision and goals. By incorporating the Ten One Planet Living Principles into our Vision, we add rigour to our definition of sustainability, and receive a set of yardsticks to evaluate our progress.

Digital media

Communication technology is changing rapidly, and in 2014 we positioned ourselves to take advantage of all relevant digital media. We simplified the look and feel of our web content. We clarified the uses of our email database, web page, Twitter account, Facebook page and Facebook group so that all stakeholders



were getting a targeted message.

We refined our committee role descriptions and task group structure. We know from our membership survey that our members and supporters have skills and enthusiasm related to sustainability. We are confident that we have the professionalism, resources and supportive structures to harness those people into our group and help them to inform, inspire and connect others.

Inform: Green Drinks and Energise Geelong

Green Drinks, held once a month in Beav's Bar has become the public face of Geelong Sustainability Group. Once again there were eager crowds wanting to mingle, listen to keynote speakers and make new connections. We recruited quality speakers on an impressive range of topics, including coasts, cycling, schools, renewables, finance, and food, ensuring that we addressed many of the One Planet Principles.

There is strong community interest in "doing the right thing" with regard to solar, but the proliferation of options and models

drives many to confusion. In 2014 Geelong Sustainability launched our 'Energise Geelong' initiative after extensive research. We put out a leaflet which neatly summarises and evaluates the main options for solar and renewables.

Connect: Directory, Sustainable House Day and Sustainable Living Festival

We are proud of the contribution we have made to connecting Geelong's Community through the Sustainable Geelong Directory. The directory provides comprehensive links to Geelong sustainability groups and businesses in an accessible format. In 2014 the City of Greater Geelong embraced our directory at their customer service centres, and there was an enthusiastic response from the public. The success of the first edition has inspired us to investigate models – print and online – for our next expanded edition.

Geelong Sustainability contributed significantly to the Sustainable Living Festival in Geelong. Events such as the Retro Cycle Ride, Big Green Festival Market Excursion, Cycling for the Terrified, an Enviro Film night

and Get Growing meant that there were options for everyone and an air of excitement in February.

Sustainable House Day remains our flagship event, with thousands once again flocking to open houses across the region in September. As usual there were houses in a variety of locations and with a range of sustainability features – new houses, retrofits, sustainable gardens, etc. The event is embraced by the public and an opportunity for Geelong Sustainability to reach out to new audiences.

This year we added the Smarter Living Expo on the Saturday, meaning that there was a whole weekend of opportunities for people to connect with the sustainability experts that could give them advice.

Inspire: Campaigns

Geelong Sustainability's campaign work expanded exponentially in 2014, particularly at the local and State Government level. Geelong Sustainability became an active and respected voice at City of Greater Geelong (COGG). We were successful in changing COGG's approach to-

ward nature strip gardens, increasing sustainability budget funding, advocating for an effective Environmental Management Strategy, and persuading COGG councillors to unanimously oppose fracking – extraction of natural gas by hydraulic fracturing of rock.

2014 is a State Election year, and marginal seats make Geelong a strategic region. Geelong Sustainability partnered with Friends of the Earth's Yes 2 Renewables Campaign to run monthly campaign meetings. Topics covered include letter writing, tweeting, and meeting politicians.

Campaigns were promoted using a variety of media including print media, tweets, facebook posts, emails to members, and face to face public events. Our largest campaign events were the Renew Geelong Picnic and The People's Climate March, which was attended by close to 1,000 people.

Final words

I have been privileged to have been President of Geelong Sustainability in 2014. It is inspiring to be part of a group that conducts so many valuable activities, events and projects relating to sustainability. The members of the committee have been passionate, dedicated, professional and humorous, usually all at the same time. The group aims to inspire others, but at most GS events I found that I was inspired by new ideas and generous participants. It was heartening to see the group put so many great ideas into practice in 2014.

I give my best wishes to Dan Cowdell who succeeds me as president of Geelong Sustainability. Dan has impressed everyone on the committee this year with his dynamic co-ordination of both our web platforms and our campaigns. I know that the rest of the Com-

mittee will support him to make 2015 and even more productive year for Geelong Sustainability.

As a president since 2008, I have received support from many dedicated committee members. In particular I would like to acknowledge Monica Winston, Karina Donkers, Gavin Gamble, Phil Baulch, Bridget Ure, Ingrid Hindell, Suzette Jackson, Vivienne Burke and Vicki Perrett.

The people who campaign the hardest on sustainability issues can become affected the most by the enormity of what we face. We do face enormous issues, but Geelong Sustainability has gathered a critical mass of people who speak out strongly about a renewable and sustainable future and make a difference at a local level.

In 2015 I will be a regular member of Geelong Sustainability – I will feel part of a group that empowers me to act!

Inspire



Celebrating Council's Environment Management Strategy 28 October 2014

Geelong Sustainability Drinks

'Green Drinks' is Geelong Sustainability's monthly networking event - and you are invited!

Green Drinks continues to attract significant numbers of people. Its purpose is to provide a relaxed setting where members of the community can meet, share stories and collaborate with others in similar community groups, businesses, social enterprises, government departments and sustainability consultancies.

Each month, a keynote speaker has 10-15 minutes to update the audience on his or her current projects and innovations. There's also an opportunity for several other speakers to promote their upcoming activities in 2-5 minute pre-arranged slots.

Anyone interested in being part of Geelong's transition to a cleaner, greener economy is invited to join us after work to find out what's happening locally and beyond.

In 2014, participants at Green Drinks heard about:

- One Planet Living – principles to guide sustainability
- Geelong's Sustainable Living Festival
- Sustainability in Schools – the next generation
- Geelong's Principle Bicycle Network
- Protecting the Coastline
- Community Solar
- Sustainable House Day & the Smarter Living Expo
- Making Money Matter
- Local Food Matters



Connect

"Green Drinks continues to attract significant numbers of people"

Hear the latest news • Share innovative ideas • Create new connections

Engage



The People's Climate March
21 September 2014



Letterwriting
to politicians
and newspapers



Dan Cowdell from GS leads GetUp's
'Vote Clean' campaign in Geelong 2014



Geelong Sustainability ran 11 campaigns during 2013-14 – many of them with a goal of influencing decision making in the City Hall chamber.

Our strategy to create political will is to engage the broader community.

The last years have shown that unfortunately neither the scientific

threats of catastrophic climate change, appealing to moral responsibilities to future generations or protesting has created the kind of broad engagement and change of mindset that the dangerous climate situation requires of us.

Geelong Sustainability's strategy is to engage the general public with appealing messages of hope and

enthusiasm combined with concrete advice on how one can save money as an individual or as a business while at the same time making a real impact on reducing carbon emissions.

GS has joined a number of existing state or national campaigns, and we collaborate closely with campaign groups within and outside the Geelong region.



A city says no to fracking

On 14 October 2014, City of Greater Geelong Council made a formal, unanimous decision to call for a permanent ban on onshore gas extraction in the region and increase investment in renewables. Citizens had expressed their concerns in 449 submissions, of which only one supported fracking. Here is Geelong Sustainability's submission:

25th September 2014
 Rodney Thomas
 Manager Environment and
 Waste Services
 City of Greater Geelong
 PO Box 104
 GEELONG 3220

Re: Onshore Gas Extraction Submission

Dear Rodney Thomas,

Any new activity proposed for the Geelong region needs to be considered in the light of current visions and goals. Geelong Sustainability submits that Geelong and surrounds should be known for its clean green economy, and that there is no place for fracking within that. Various vision statements have been created for the Geelong region, and many centre around creating a clean green future. Underpinning this is our region's natural environment – our beaches and parks are generate a thriving tourist economy. The region's wine and fine food industries

have built upon the image of the Surf Coast and Bellarine as beautiful natural areas. There is strong demand for real estate in the because of the open spaces and relaxed lifestyle.

As organisations such a Cleantech Innovations Geelong and Future Proofing Geelong indicate, Geelong city does not sit apart from this image. Geelong Sustainability has long advocated that while climate change presents a global crisis, Geelong is uniquely positioned to be part of the solution – by manufacturing clean green technology.

Climate change is an undeniable reality. The levels of greenhouse gases in the atmosphere are now higher than they have been at any time for hundreds of thousands of years. Scientists believe that the Earth is reaching the point beyond which we no longer have a safe climate. The effects for our region alone will be sig-

nificant – higher sea levels, more frequent bushfires, more severe heatwaves, more droughts and threats to food security. A drastic reduction in the production of greenhouse gases (particularly carbon dioxide and methane) is required. This will require a transformation of our electricity generation and transport industries, among other things.

Recent job losses notwithstanding, Geelong still boasts a manufacturing sector. We have technical skills and expertise, coupled with the presence of a world class university that is focused on local partnerships. Geelong could and should be manufacturing components for wind turbines, solar panels and components for solar thermal power stations. The basic ingredients for all of these are steel and glass, which are mainstays of our current production. In addition Geelong is one of few cities to have hosted an automotive

industry. Geelong has made its name as a manufacturer of passenger vehicles, but it could be producing electric vehicles.

Now let us view fracking within this context. Fracking has a number of physical effects both on the surface environment and the water table down below. The Geelong region's clean green image has been painstakingly built up through a number of marketing campaigns – but perceptions can change quickly. Damage to Geelong's water table, on the other hand, could be with us for many decades.

The onshore gas extraction industry exposes our local community to a range of environmental, health-related and psychological impacts and risks which must be considered.

The purpose of fracking is to extract methane gas which can be burned to provide power or heating. But this is not clean or 'green' technology. Methane is non-renewable, and produces

greenhouse gas when burned. It is marketed as being more "environmentally friendly" than coal due to its lower greenhouse emissions when burned. What is often discounted is the amount of fugitive emissions caused by fracking – i.e. methane that escapes directly into the atmosphere. When methane escapes directly it has a high global warming potential, negating the so called "environmentally friendly" effects.

The so called environmental benefits of producing methane gas through fracking are questionable, and represent the wrong approach. Any new infrastructure related to power generation should be based around zero emission sources – particularly solar and wind.

The power production of the future will not reduce greenhouse gases, it will avoid producing them. Groups such as Beyond Zero Emissions have shown that a power grid comprising largely solar thermal, solar PV and wind could provide

Australia's electricity needs with zero greenhouse emissions. Geelong should play a central part in this.

Geelong is currently experiencing the trauma caused by the moving on of a number of large corporations (e.g. Ford, Alcoa). According to the best wisdom of the day, Geelong actively recruited and attracted these companies. These companies brought economic benefits over many decades and helped establish Geelong as an industrial city, but now they are departing.

We could choose to attract a new industry – fracking – to our region. No doubt the industry will spruik that they bring jobs and investment. Perhaps they will – for ten years or so, while each well is operating. Electric vehicles, wind and solar, on the other hand will be needed in perpetuity, as will the jobs they create.

Dave Campbell
President
Geelong Sustainability





Eight Monts To Make A Difference
 Friends of the Earth and GS cooperate:
 Dan Cowdell and Leigh Ewbank



Renew Geelong Picnic
 27 April 2014

Bottom-up community led action is vital

Letter to Geelong's new Mayor, Darryn Lyons

Dear Mayor,
 As someone who was born and bred in Geelong, I am very committed to this region and want to see it survive and prosper.

Most residents can see that Greater Geelong is undergoing significant structural transformation; leaving behind its manufacturing and agricultural roots. Many people in Geelong already accept that Ford, Alcoa and Shell will probably all be gone within the next few years. Understandably, for many people, this scenario generates considerable anxiety about Geelong's future especially for employment.

Therefore, it's reassuring that Council is fulfilling its vision 'to meet the changing needs of our community' by implementing a range of positive initiatives. In particular, it's pleasing to note how many of these initiatives are helping to prepare Geelong for a low carbon future.

- Signing of the Sustainability Covenant
- Establishment of a council portfolio for Environment / Sustainability / Climate Change

- Creation of a Climate Change and Adaption Strategy and a Low Carbon Growth Plan for Greater Geelong
- Establishment of Future Proofing Geelong as a cross-department unit
- Support for Sustainable House Day
- Support for the Sustainable Living Festival
- Organisation of the 'Have Your Say' consultation process
- Implementation of the Smarter Homes Smarter Living program

In recent years, I have become increasingly passionate about sustainability: studying numerous courses at the Gordon and joining various community groups including Geelong Sustainability and the Future Proofing Geelong (FPG) Reference Group. My own views match strongly with FPG's vision of building a resilient Geelong that is more sustainable, more liveable and more productive.

I am confident that under your leadership, Geelong will continue to respond positively to these challenges. Please take advantage of your significant political capital to boldly

pursue the aims of the Sustainability Covenant to enable Greater Geelong to become nationally recognised as a sustainable city.

Council probably appreciates its difficult position as the public will expect adaptation and mitigation solutions to climate change to be provided by local government. This is exasperated by the turmoil in federal politics and the Victorian government's reticence to effectively reposition our State's economy. Given this scenario, bottom-up community led action is vital. It is important for us to inform, inspire and involve others to make positive changes. Perhaps Geelong could establish a community-owned solar PV array similar to the one being proposed in Sydney's inner west?

I wish you and your Council every success in building a shared vision for our City – one that reduces environmental impacts whilst also facilitating innovative sustainable development.

Regards
Vicki Perrett
Indented Head

“This fabulous weekend reached 2,450 people.”

Sustainable homes and smarter living

Thousands took part in Sustainable House Day in Greater Geelong and Surf Coast in 2014, coordinated by Geelong Sustainability.

Sustainable House Day is an annual national event. It enables people to visit exemplar houses and to see and learn first-hand how to live smarter. It is an enjoyable, informative day that contributes to local community awareness of sustainable living, sustainable technologies and edible gardens.

In 2014, there were 13 properties open to the public, providing a wide range of new, display, renovated or retro-fitted houses built in various eras from the 1920s to today. Homes were located in Greater Geelong, the Bellarine, Surf Coast and Point Lonsdale.

Smarter Living Expo

As an important ancillary activity to Sustainable House Day, Geelong Sus-



tainability also offered the Smarter Living Expo. It was held the previous day at the Geelong Performing Arts Centre. Here exhibitors showcased how to build or live greener, and there was a range of interesting seminars and fun activities for the whole family.

At the Smarter Living Expo, there were over 40 local businesses and organisations represented covering the fields of building design, renewable energy, water, waste, lighting, edible gardening and other living greener ideas.

On Sustainable House Day, in addition to the knowledgeable home-owners, many houses had technical experts onsite from local businesses to provide specific information about sustainable technologies.

Well-attended seminars

A seminar series was run at the expo to inform and inspire people to take climate action for themselves. Seminars covered *Smarter renovations: Top do's and don'ts* by Amy

O'Brien, Sustainability Victoria; *Designing an off-grid, high performance house on a budget* by Tim Adams, F2 Design; *Creating edible landscapes* by Andrew Lucas, Backyard Harvest; *Key regional issues affecting the environment & jobs* with Cr Eve Fisher, Surf Coast Shire and Cr Richards, CoGG, facilitated by GS committee member Mik Aidt, and a Climate Reality session by Al Gore trained leaders – Sam Smith, Emma Sutcliffe and Michael Thomas followed by panel discussion facilitated by GS committee member Suzette Jackson.

High numbers

Approximately 1,450 visitors were recorded at the 13 houses on Sustainable House Day. The number of visits ranged from 65 to the off grid house at Little River to 230 at the award winning 8.5 star house in Belmont.

The Smarter Living Expo had approximately 1,000 people attending as exhibitors, volunteers, participants or visitors. In total this fabulous weekend reached 2,450 people.



South Geelong Primary School Green Team parents and students meets **The People's Solar**



Amy O'Brien, Sustainability Victoria
13 September 2014

Inform

Inspire



“Get Growing - an Edible Garden Trail - was the stand-out success”



Sustainable Living Festival

Get Growing – an Edible Garden Trail – was the stand-out success of the Sustainable Living Festival in February 2014. Centered on the Bellarine peninsula, visitors explored ten varied edible gardens in the lovely seaside towns of Portarlington, Indented Head, Drysdale, Clifton Springs and St Leonards. They chatted with local gardeners and learnt their techniques and insights for successful crops, seed collection, propagation, raising chooks, bees, hydroponics, permaculture, composting, watering and more. With 1,750 garden visits, supported by 55 volunteers, this event was a major success.

An *Enviro-Film Night* attracted a good crowd to Beav's Bar in central Geelong. Beav's was also the venue for two Sustainability Drinks during the festival – January where the festival events were previewed, and February where the events were reviewed: What will we do again? What was the most fun?

Opshops and swaps 'Cycling for the Terrified' was fun. It was also useful for those wanting to ride for fun or fitness but lacking confidence. The Harvest Basket Produce Swap & Talks in Drysdale was also a great success. Attendees swapped

excess summer produce, and then grabbed a coffee while they listened to talks by local experts on worms, raising quail, seed collecting, pests and propagation.

In total, Geelong Sustainability hosted or supported 11 festival events, including

- A *WasteLess Walk* walking tour around charity op-shops
- An excursion by train to the Festival's Big Weekend Green Market in Federation Square
- A *Retro Recycle Ride* beside the Barwon River visiting op-shops and a vintage market
- A *Home Energy Audit* workshop



Geelong Sustainability community survey

In September 2014 Geelong Sustainability undertook a major survey of its community of supporters. We wanted to know what people were passionate about, where our members thought we should be heading and what types of events and projects we should focus on. We were blown away by the massive response: 140 people took the time to tell us what they thought.

This is what we discovered.

The issues most Geelong people are passionate about are:

- Renewable energy
- Food production
- Climate change
- Environment and biodiversity
- Household energy efficiency.

Geelong Sustainability activities most valued by respondents are

- Sustainable House Day
- Sustainable Living Festival
- Energise Geelong
- Sustainability Drinks
- Verge Gardens for Geelong
- Smarter Living Expo.

People think we should focus our future efforts on:

- A large, community owned solar installation for Geelong (78% of people want to see this happen)
- Regular Smarter Living columns in newspapers.
- Hands-on workshops and

tours related to specific Smarter Living ideas

- A food hub.

And there were so many people willing to help! Over fifty people indicated they would letter box drop, volunteer at major events, organise or lead workshops, join the Event team, lead a bus tour, take turns on a market stall or help with media. We were overwhelmed. Thank you.

“We were blown away by the massive response”

GS in numbers

- ▶ **5,000** homes letterboxed in Y2Rcampaign
- ▶ **2,450** participants at SHD and Expo 2014
- ▶ **1,750** garden visits at Get Growing
- ▶ **1,425** viewed ‘Party at City hall’ FB post
- ▶ **1,123** supporters on GS mailing list
- ▶ **900** participants in People’s Climate March
- ▶ **758** tweets from GS
- ▶ **537** signatories to Verge Gardens petition
- ▶ **404** likes on Sustainable Living Festival
- ▶ **378** likes on Verge Gardens page
- ▶ **331** members of GS FB Discussion Group
- ▶ **301** likes on GS Facebook page
- ▶ **298** people following GS on Twitter
- ▶ **289** likes on Sustainable House Day
- ▶ **140** responses to GS 2014 survey
- ▶ **55** volunteers helped run Get Growing
- ▶ **12** Terrified Cyclists at SLF 2014
- ▶ **13** financial members in November 2012
- ▶ **130** financial members in November 2014

- ▶ **78%** of survey respondents want to see a big, community-owned solar project in Geelong

- ▶ **\$44,500** re-instated to Future Proofing Geelong’s budget after GS lobbying



Directory to a sustainable city

The first edition of the Sustainable Geelong Directory grew from a Future Proofing Geelong project grant in 2013. Believing strongly in the value of the resource, Geelong Sustainability funded the production and printing of 3,000 copies which were distributed in late 2013 and throughout 2014.

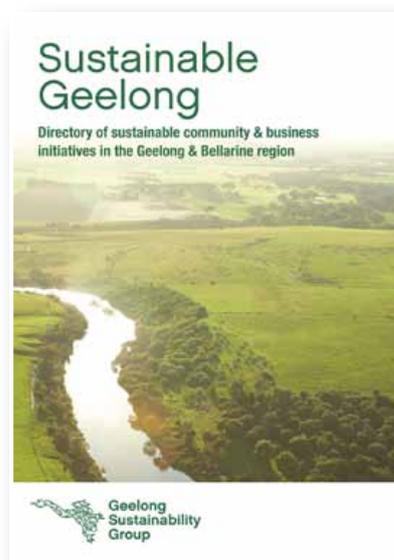
The directory aligns with our mission to inform, inspire and connect communities to create a sustainable future and to protect our natural environment.

The directory has 266 listings: 152 community and 114 business listings. The community listings include the not-for-profit community groups, projects and social enterprises working towards a sustainability future. The business listings include traditional and small eco-businesses as well as farm gates etc.

All businesses needed to display certain attributes and/or meet specific criteria to be included. For example, we only list Eco Smart Electricians that were accredited by the Clean Energy Council.

The directory has been very well received by both the community and stakeholders. Copies were initially sold for \$2.00 and later a gold coin. Remaining copies

were given away at events with over 900 copies given to CoGG for free distribution through the customer service centres. Those copies went quickly and requests for more continue. The directory exposes people to a wide range of sustainable living information and



has also proven beneficial in connecting people with service providers and their community.

Geelong Sustainability is about to embark on Edition 2, aiming to produce a bigger better edition in the same A5 format, printing 10-15,000 copies and distributing freely to residents through council centres, libraries, neighbourhood houses and schools to maximise its potential to reach those who need the information most.



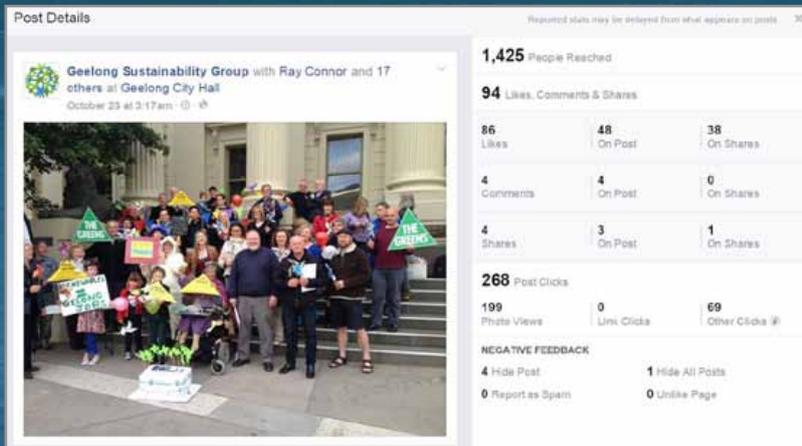
GS Discussion Forum



GS home page: www.geelongsustainability.org.au



GS Facebook page



Twitter

Get updates via www.twitter.com/geelongsustain
Tag: @geelongsustain



Sustainable House Day



Sustainable Living Festival



Vicki Perrett 18 December 2013



Verge Gardens for Geelong

Broadcasting on Geelong's community radio
'Dig It' and 'The Sustainable Hour' on 94.7 The Pulse with Internet-streaming live on www.947thepulse.com – click on 'Listen Live'. Broadcasted on a weekly basis to Geelong region by members of Geelong Sustainability

Where to next?

Seven task group teams have been established to drive outcomes for the year to come.

Anyone can participate in a task group. It is a good way to socialise, learn the ropes and contribute.

The groups meet between six and ten times a year, and assignments are shared between the members of the groups.

The seven groups are:

- Major events
- Media team
- Energise Geelong
- Campaigns
- Smarter living
- Green Drinks
- Membership and Directory

Objectives for the coming year

will see the production of a new, better and bigger Sustainable Geelong Directory, two crowd-funded solar systems installed – one on a primary school – a bulk buy program to support home owners achieve more energy efficient homes, the development of long term campaign strategies aimed at putting climate and renewable energy on the agenda for the federal election, and plenty of events and activities to inspire, inform and connect members and supporters of sustainability through the region.



Suzette Jackson 1 June 2014

Energise



Reduce your power bills and save money. Doing your own energy audit at home is much easier than you think. Learn more on: www.geelongsustainability.org.au/energykits



You have a choice. Switch to an electricity provider that sells you power produced by 100% renewable, clean energy sources www.geelongsustainability.org.au/energise



About this report

Text, photos, graphic design and production by members of Geelong Sustainability. Published by Geelong Sustainability on 12 November 2014. This work is licensed under a Creative Commons Attribution 4.0 License

Geelong's first community-owned renewable energy

Geelong Sustainability is gathering expressions of interest from local residents who would like to invest in Geelong's first community-owned solar project. Write to info@geelongssustainability.org.au

Learn how you can improve your economy while reducing carbon pollution at the same time. Read the flyer - or join our task group of volunteers who develop and promote these projects.

ENERGISE GEELONG

HOW TO IMPROVE YOUR ECONOMY
AND REDUCE CARBON POLLUTION

✓ 1. SWITCH TO A BETTER POWER PROVIDER

It will take you less than 10 minutes to shift to a 100% renewable energy backed electricity company such as **Powershop**. Alternatively, go for **Diamond Energy** or **Momentum Energy**.



✓ 2. DONATE FOR SOCIAL AND SUSTAINABLE GOALS

With just \$20 or \$50 you can help kick power into a crowdfunded solar system which will finance a range of sustainable energy and educational projects - locally in Geelong or at national level:



Donate to **The People's Solar** and help funding solar panels which will finance sustainability projects for school students and community projects in Geelong.

» PEOPLE'S SOLAR



Donate to **CORENA Fund** and become part of an exciting, visionary project where solar finances more solar, and the goal is to crowdfund the largest Australian solar power station.



✓ 3. BUY YOUR OWN ROOF TOP SOLAR

Let us introduce you to the solar experts, installers and retailers in your local area. \$100 of solar can typically create \$15-20 of value for you every year.



✓ 4. INVEST IN COMMUNITY-OWNED SOLAR

Don't own a roof? Then buy a share - and get returns. See the list of projects open for investors - or sign up to become investor in Geelong's first community-owned project



» Turn page over to read more - or go to:
www.geelongssustainability.org.au/energise

 **GEELONG
SUSTAINABILITY**



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