

LOCALISED SOLUTIONS

Distributed Leadership

Jim Norris
Chair MASG

30 Nov 2009



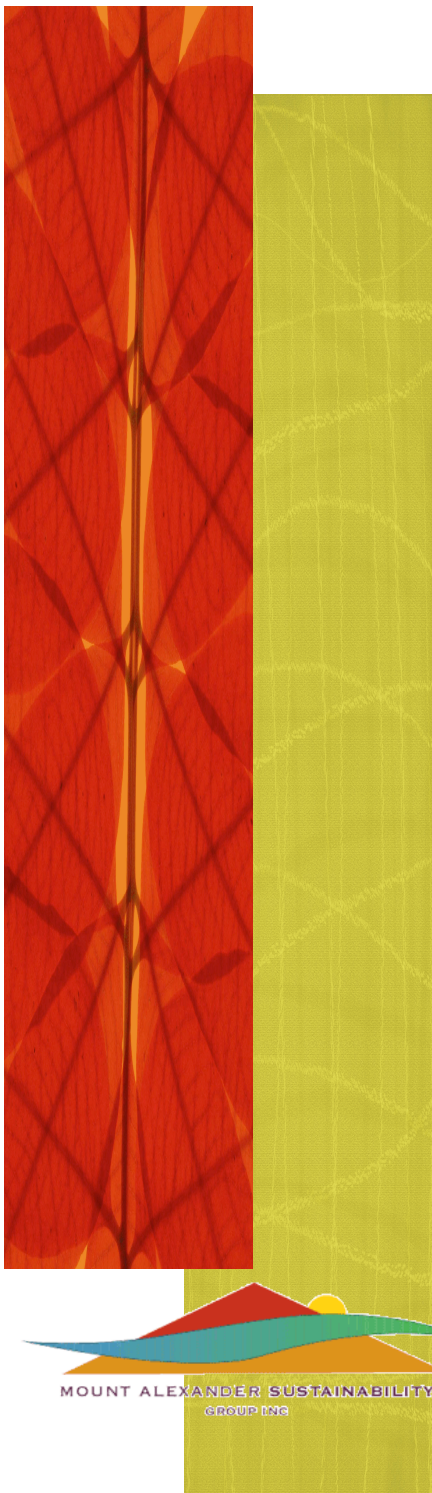
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Context

In 1851 the discovery of gold at Barkers Creek sparked an unprecedented rush to the goldfields of Central Victoria.



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With gold came prosperity and the basis of a thriving community.



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Mount Alexander Shire Today

- Castlemaine - administrative and geographic centre.
- 1 hour from Melbourne
- Tree change location
- 1,500 square kms
- 18,000 population
- 1,400 km of roads
- 222 bridges



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Our Economy

- Industrial base – 23% of employment
- Tourism
- Service industries
- Growing small business sector
- Arts and Culture sector



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The 'Grim' Reality



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Community, Business and Industry Leadership *Working Together*



THE AGE



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Castlemaine: doing its bit to turn a nation's black environmental numbers green

26.4 **559** **50%** **24%** **82%**

Tonnes of greenhouse gases per person. Australians are among the world's highest greenhouse polluters.

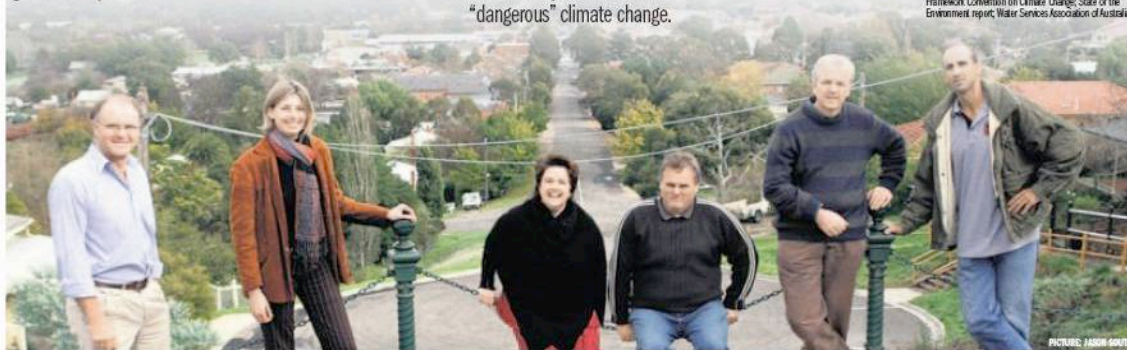
Greenhouse gas emissions in millions of tonnes Australia produces in a year.

The minimum cut many scientists say developed nations must make to emissions by 2050 to avoid "dangerous" climate change.

How much our emissions are on track to rise by 2020.

Decline in waterbirds numbers in eastern Australia from 1983 to 2004.

Sources: Australian Greenhouse Office; United Nations Framework Convention on Climate Change; State of the Environment report; Water Services Association of Australia.



Castlemaine's green push: members of the team that is helping turn a town green include (from left) Mayor Jim Norris, Jane Knight, Sarah Austin, David Burt, Bill Youl and Trevor Butcher.

By LIZ MINCHIN
ENVIRONMENT REPORTER

JUST over 150 years ago, hundreds of thousands of people flocked to central Victorian towns like Castlemaine seeking gold. Today, Castlemaine is buzzing again — only this time it's all about going green.

The town of 8000 has seen people from all walks of life — from businesses and schools to the council — working to slash the town's greenhouse emissions and water use.

Sydneysider Ross Blade has just moved there with his family and small business, converting ordinary cars into electric-powered ones. "When I was invited down to visit Ballarat and Castlemaine a few months ago I was taken aback by how much was happening down here on sustainability and climate change," Mr Blade said.

More than 300 homes in the town, or roughly one in 10, are halfway through a two-year State Government trial aimed at reducing emissions by a third.

The council has set a target of cutting the shire's emissions by 30 per cent by 2010. Its decision to do so before outlining a strategy was controversial, but that research is now under way, alongside work on how to achieve zero net emissions by 2020.

This year's Castlemaine State Festival claims to have been carbon neutral, by reducing

energy and petrol use and offsetting remaining emissions by paying for renewable energy and planting trees. A key part of the festival was an art-based campaign showing people how to reduce their eco-footprint.

And while an official announcement is still some time off, the town's biggest greenhouse polluters are planning to do their part, in a project led by the Mount Alexander Sustainability Group and the CSIRO. The meat processing plant, foundry, carpet factory and hospital, all within about a kilometre of each other, have pledged money and time for research into pooling their energy resources.

"You hear people talking about cutting emissions, and how we should reduce them by 30 per cent here in the shire. That's easy; just shut us down," jokes Bill Youl, a manager at bacon and ham producer KR Castlemaine, the region's biggest employer. "But that's not in anyone's interests. If you also want to keep the jobs here. The good thing about this project is it's involving industry in a win-win situation: we hope to save money by doing something good for the environment."

The cornerstone of many initiatives has been the Mount Alexander Sustainability Group (MASG), set up last year with donations of about \$200,000 from 30 local businesspeople.

One of its members is Lucy

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Local Government Leadership

- Lead by example!
 - Set benchmarks (30% reduction)
 - Walk the talk
 - Communicate
 - Influence the movers and shakers
 - 'Distribute Leadership'
Allow others initiative, ownership and kudos



Climate Action Group, Leadership *A Community Approach*

- Mount Alexander Sustainability Group
 - = 1200 members, 4 employees
 - = Action through enabling collaborative partnerships



Schools
Community
Business
Industry
Government



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Public Sector Leadership

- Leading edge design
- Thinking outside square
- Going the extra mile



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Business Leadership 'The Green Spec House'

- Shire's largest 'spec' builder
- Environmental Architects
- Council Planners
- Mount Alexander Sustainability Group



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Industry Leadership

- Four major industries aiming to:
 - Reduce greenhouse gas emissions
 - Maintain economic viability
 - Ensure reliable power supply



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We only have one chance, this is not a dress rehearsal.



As community leaders, it is our responsibility to take every opportunity to ensure the future of the Planet.

Just do it..



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