



**GEELONG  
SUSTAINABILITY**

**Organisational Strategy  
& One Planet Living  
Action Plan**

**2016-2019**

**July 2016**

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## Version history

Version	Date	Authors	Changes / Status
Draft 1	15-May-16	Vicki P	This a confidential draft Plan is based on the outcomes and decisions from Workshop 2 and some content from Innate Ecology's Workshop 1 report.
Draft 2	28-May-16	Vicki P/Viv B	Added para about DGR in section 1.1.
Draft 3	18-Jun-16	Vicki P	This version was edited so suitable for Member feedback Revised 1.5 content to align with Directory. Removed detailed action plan for FY17 in Appendix C
<b>Final</b>	18-Jul-16	Vicki P	This version is ready for public release following survey of GS members gave it a resoundingly favourable response.

## 1.0 ORGANISATIONAL CONTEXT

### 1.1 INTRODUCTION

Geelong Sustainability Group Inc. (GS) is a regional non-profit community association established in 2007. Over the last nine years the group has evolved into a vibrant, well-connected group with approximately 120 financial members (individuals, families and businesses) and over 1500 supporters.

Our reputation has been steadily rising based on the consistent delivery of strong project outcomes and professional events. We have exhibited innovative leadership activating sustainability initiatives and engaging community in the Greater Geelong, Barwon and G21 region.

Geelong Sustainability is at an exciting stage in its evolutionary development. In April this year, our application to the Department of the Environment to be listed on the Register of Environmental Organisations was approved. We also received Deductible Gift Recipient (DGR) status meaning future donations to our public fund will be tax deductible under the Income Tax Assessment Act 1997. Our next step will be to apply to the Australian Charities and Not-for-profits Commission to become a registered charity.

The adoption of the One Planet Living framework has extended our scope and we are about to embark upon even more ambitious projects. Hence, it is timely to review our mission, vision, past achievements and governance systems within the context of developing a three year strategic plan.



2016 Committee at second strategy workshop held at Karingal Eastern Hub on Sunday 8<sup>th</sup> May 2016  
From L-R: Vivienne Burke, Mik Aidt, Noreen Nicholson, Dan Cowdell, Alan Barlee, Vicki Perrett, Chris McGrath and Tim Adams (Absent: Margaret Peaurt (resigned), Nat James (new))

As the Committee is striving to build shared goals, we thought it is beneficial to define some key terms to be used throughout the Plan.

- Our vision sets our aspirational ultimate goal.
- Our mission describes our purpose, what we do.
- Our methodology explains how we will fulfil our mission.

### 1.2 OUR VISION

We only have one planet! Which is why in 2013, Geelong Sustainability adopted the internationally recognised benchmark for sustainability - the [One Planet Living Framework](#).

**Our vision is for a world in which people everywhere can enjoy happy, healthy lives within the natural limits of the planet and in harmonious co-existence with wildlife and wilderness.**

### 1.3 OUR MISSION

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

We believe that sustainability is about meeting the needs of the present generation without compromising the ability of future generations to meet their needs.

## 1.4 OUR METHODOLOGY

Guided by our mission, we focus our volunteer efforts around the following key activities:

- We **inform** people by publishing balanced sustainability-related information online and in print.
- We seek to **inspire** our community by modelling sustainable practices and showcasing innovations.
- We **connect** people with sustainable products, accredited experts and local service providers.
- We **advocate** for our community on local and global sustainability issues.
- We **engage** with the community at events and through our online activities.
- We **coordinate** sustainability events that develop community awareness, understanding and knowledge.
- We **collaborate** with a wide range of environmental and sustainability-focused organisations.

## 1.5 OUR SPHERES OF INFLUENCE

The committee identified the spheres of influence open to the Geelong Sustainability. The breadth of areas provide insight into the possible scope of our future activities and potential project partners. They include:

- Government – local, state and federal
- Authorities - local, state and federal
- Professional bodies – technical, health, social
- Advocacy bodies – global, national, state and local
- Education – university, TAFE, vocational training providers and schools
- Businesses - global, national, state and local
- Media – radio, print and online
- Arts
- Community groups, not-for-profits and social enterprises
- People – GS members, supporters, general public, families, workers and children

Our spheres of influence align with the categories in our Sustainability Directory:

- Leaders in Sustainability
- Connected Communities
- Home Food Production
- Local Food & Produce
- Living Greener Business
- Energy – Renewables & Efficiency
- Housing – Design, Build & Retrofit
- Water – Efficiency & Harvesting
- Waste – Recycle – Rethink – Reuse
- Travel – Active & Greener
- Our Natural Environment

Geelong Sustainability has been steadily developing its connections with a wide range of organisations and businesses. Our future growth and outcomes will be driven by the breadth and quality of our partnerships and collaborations. We have prepared a listing of current and potential organisations with whom we could collaborate and/or partner with on specific projects. This list will be updated regularly. *Refer to Appendix A: Current/Potential Partners.*

Geelong Sustainability has decided that it will auspice individuals, groups or organisations where mutually beneficial goals and outcomes can be achieved. In this way we can expand our influence and more fully embrace initiatives aligned to the One Planet Living principles.

## 2.0 PLAN PURPOSE & DEVELOPMENT

### 2.1 PLAN PURPOSE

The Committee decided to develop a three year strategic action plan (The Plan) aligned to its mission and the One Planet Living (OPL) framework of Bioregional. The Plan will guide its future activities and organisational development by:

- identifying goals and developing ways of achieving them
- ensuring viability and success
- responding to issues and opportunities
- refining policies and processes for greater efficiency and effectiveness
- communicating and influencing others
- building consensus amongst members of the organisation.

The Plan should contain the following elements:

- the organisation's vision and mission
- an analysis of past achievements and current environment
- a summary of future goals or objectives and specific priorities
- a realistic action plan which identifies both financial and human resourcing requirements.

### 2.2 PLAN DEVELOPMENT PROCESS

The planning process has involved several key steps:

1. Workshop 1 was held on Saturday January 30. Suzette Jackson from Innate Ecology facilitated the session and provided a comprehensive summary report. Tasks included: a review of past activities and task group achievements; a brainstorm of existing opportunities and potential partners; mapping of our sphere of influence and preliminary project development work aligned to the OPL principles.
2. Next the Committee reviewed the Workshop One report and identified internal organisational requirements requiring detailed discussion and decision.
3. Workshop 2 was held on Sunday May 8. Tasks included: confirmation of the organisation's mission, vision, operational methodology; analysis of our past activities against the One Planet Living principles; consideration of 2014 member survey and the City of Greater Geelong's Low Carbon Growth Plan; clarification of committee roles and responsibilities and scoping work for our 3-Year Strategic Plan.
4. Subsequently a draft Plan was prepared to facilitate further discussion with members and potential partners, in particular with the City of Greater Geelong (CoGG).
5. Committee members have a meeting scheduled with the Environment & Waste Services Department of CoGG for Friday 20 May. Future Proofing Geelong has also indicated an interest to discuss our Plan when ready.
6. When finalized, the Plan will be adopted by the Committee and shared with its members and supporters and uploaded to our website.

## 3.0 ALIGNMENT WITH ONE PLANET LIVING FRAMEWORK

### 3.1 ONE PLANET LIVING FRAMEWORK & PRINCIPLES

The One Planet Living Framework has ten principles, which provide a practical roadmap for a better way to live and do business. The framework has also been adopted by the [City of Greater Geelong](#) and the synergy provides opportunities for collaboration on action plans and projects.

The ten principles comprehensively cover the environmental, social and economic aspects of sustainability.

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

**Source:** Logos & descriptors used with permission from [BioRegional Australia](#)

### 3.2 ALIGNMENT OF PAST ACTIVITIES AGAINST OPL PRINCIPLES

The table below analyses our recent and current events, projects and campaigns against the One Planet Living principles.

OPL Analysis Principle	GS-led events				Other local events			GS Projects			Campaigns				Total All
	Drinks	SHD	AoC	G-Grow	SLF	Pako	NightJar	SusDir	CORE	WGAC	Frack	Verge	En-Geel	Pt Henry	
1. Zero carbon	X	X	X		X	X	X	X	X		X		X	X	11
2. Zero waste	X	X		X	X		X	X				X			7
3. Sustainable transport	X							X						X	3
4. Sustainable materials	X	X		X				X		X		X			6
5. Local and sustainable food	X	X	X	X	X	X	X	X				X			9
6. Sustainable water	X	X	X		X			X			X			X	7
7. Land use and wildlife	X				X			X		X	X			X	6
8. Culture and community	X	X		X	X	X	X	X				X			8
9. Equity and local economy	X	X	X	X	X	X	X	X	X	X		X	X	X	13
10. Health and happiness	X	X	X	X	X	X		X	X		X	X	X		11

This exercise provided interesting insights:

- We were pleased to see how well our activities aligned with the OPL framework. A bolded cross indicates a strong alignment on a specific principle by a major activity. For example, the CORE Geelong task group aligns strongly with the Zero Carbon principle.
- Green Drinks and the Sustainability Directory address all 10 principles whilst most other activities align with four or more principles.
- The two principles where Geelong Sustainability had the least coverage were Sustainable Transport and Land Use and Wildlife. These principles are addressed by other community groups, promoted in our Sustainability Directory and with whom we often collaborate:
  - Sustainable Transport – Cycling Geelong, the Bicycle Users Group, Bike Safe Geelong and Surfcoast and Geelong Public Transport User Group
  - Land Use and Wildlife – many Landcare, Coastcare and Friends groups.
- While several activities addressed Zero Waste, the Committee felt this principle deserved more attention in the future.

## 4.0 STRATEGIC ACTION PLAN 2016-19

### 4.1 PRIORITY INTERNAL PROJECTS FOR 2016

Geelong Sustainability has several important internal projects to be completed in 2016.

- The development and launch of our new website built on the *Nation Builder* platform.
- The development of an effective volunteer database that enables us to capture the availability and expertise of potential volunteers.
- The transition of our financial records from MS Excel to a professional accounting package.
- The preparation of a budget that distinguishes operational overheads and activity expenses and ensures our financial sustainability.
- The renewal of our Social Media Task Group to review our social media sites and improve our online postings.
- The review of our business membership category and benefits in light of our new website.
- The conversion of a portion of supporter base into full financial members.
- The investigation of the potential to establish an online shop to offer sustainable products.

### 4.2 MAJOR GRANT APPLICATION PENDING

Geelong Sustainability has submitted an application to the Victorian Government New Energy Jobs Fund. The project, **CORE Geelong Business Case**, will prepare Geelong Sustainability to implement community owned renewable energy (CORE) projects in our region. The outcomes of the project will enable us:

- to implement a stakeholder engagement strategy to build community support
- to develop feasibility assessment tools and local expertise
- to develop a viable business model
- to establish a suitable legal structure
- to demonstrate our project management credibility
- to collaboratively build Geelong's capability for this new energy paradigm.

The 5-stage project is planned to run for 12 months from the time of contracting:

Stage 1: Project initiation

Stage 2: Engagement strategy and tools (ongoing after launch)

Stage 3: Assessment of technical feasibility

Stage 4: CORE Geelong business model

Stage 5: Legal framework, project review & next steps

We are eagerly awaiting a response to our grant proposal due mid-year. If successful, it will significantly change our organisation's scope and governance requirements.

### 4.3 ACTIVITY ASSESSMENT & OPL ALIGNMENT

The table below summarises our assessment of the value of recent and potential new activities for 2016-19. We have rated their importance on a scale from 1 (low) to 10 (high) with reference to our 2014 supporter survey and the CoGG 2015 Update of its Low Carbon Growth Plan. *Refer to Appendix B.*

Note activities shaded in yellow would require some external funding.

Past/Future Activities	Continue? Yes/No/ <b>New</b>	Frequency	Importance (1 low -10)	OPL Principles
<b>GS-led Events</b>				
Green Drinks	Yes	Monthly	9	All 10
Sustainable House Day	Yes	Annual	8	1, 2, 4, 5, 6, 8, 9, 10
Act on Climate Festival	Yes	Bi-annual?	7	1, 5, 6, 9, 10
Get Growing	Yes	Bi-annual	6	2, 4, 5, 8, 9, 10
Laneway Learning	<b>New</b>	Bi-monthly	8	All 10
Field Trips	<b>New</b>	As required	7 & 6	1, 4, 9, 10
Public Community Engagement	<b>New</b>	As required	7	All 10
<b>Other Local Events</b>				
Sustainable Living Festival	Yes	Annual	5	1, 2, 5, 6, 7, 8, 9, 10
Pako Festa	Yes	Annual	7	1, 5, 8, 9, 10
NightJar Market	Yes	Annual	7	1, 2, 5, 8, 9
Geelong Show	No			
One-off events	<b>New</b>	As required	6	various
Public Green Awards	<b>New</b>	Annual	6	1, 2, 5, 6, 9, 10
Active Transport	<b>New</b>	As required	5	3, 9, 10
<b>GS Projects</b>				
Sustainability Directory	Yes	2018	8	All 10
CORE Geelong	Yes	Monthly	10	1, 9, 10
Online Shop	Yes	Ongoing	6	4, 7, 9
Membership & Revenue	<b>New</b>	Ongoing	8	na
Website Build	<b>New</b>	2016-17	10	na
Accounting Upgrade	<b>New</b>	one-off	8	na
<b>Campaigns &amp; Advocacy (Coordinator has watching brief)</b>				
Frack Free	Yes	As required	6	1, 6, 7, 9, 10
Verge Gardens	Yes	As required	5	2, 4, 5, 9, 10
Energise Geelong	Roll into Zero Carbon			
Moolap - Pt Henry	Yes	As required	8	1, 2, 3, 4, 6, 7, 8, 9, 10
Zero Carbon	<b>New</b>	Ongoing	10	1, 4, 9
Zero Waste	<b>New</b>	Ongoing	8	2, 4, 5, 6, 8, 9, 10
Household Solar or Carbon Footprint Targets	<b>New</b>	As required	7	1, 4, 6, 8, 9, 10



## 4.4 SUMMARY ACTION PLAN 2016-19

Activity	Frequency	External funds req'd?	FY 2017	FY 2018	FY 2019	Notes
<b>GS-led Events</b>						
Green Drinks	Monthly (Feb-Nov)	No	Plan & Deliver	Plan & Deliver	Plan & Deliver	
Sustainable House Day	Annual (Oct)	Yes	Plan & Deliver	Plan & Deliver	Plan & Deliver	Research monthly option
Act on Climate Festival	Bi-annual	Yes	Plan	Plan & Deliver	Rest event	Subject to collaboration
Get Growing	Bi-annual	Yes	Find Coordinator	Plan & Deliver	TBC	
Laneway Learning	Bi-monthly	No	Research, Trial in SLF	Plan & Deliver	Plan & Deliver	Monthly once established
Field Trips	As required	No	Plan & Deliver	Plan & Deliver	Plan & Deliver	
Public Community Engagement	As required	No	Plan & Deliver	Plan & Deliver	Plan & Deliver	Train volunteers
<b>Other Local Events</b>						
Sustainable Living Festival	Annual (Feb)	No	Laneway Trials	Plan & Deliver	Plan & Deliver	
Pako Festa	Annual (Feb)	Yes, if stall fee	Plan & Deliver	Plan & Deliver	Plan & Deliver	
NightJar Market	Annual (Feb)		Plan & Deliver	Plan & Deliver	Plan & Deliver	
One-off events	As required	No	Plan & Deliver	Plan & Deliver	Plan & Deliver	
Public Green Awards	Annual	Yes	Plan	TBC	TBC	
Active Transport	As required	Yes	Plan	TBC	TBC	Subject to collaboration
<b>GS Projects</b>						
Sustainability Directory	2-3 years	No	Distribution	Plan future modes	Implement plan	
CORE Geelong	Monthly	Yes	Plan & Deliver	Implement project	Implement project	
Webshop	Ongoing	No	Research viability & Trial	Deliver & expand	Deliver & expand	Subject to viability
<b>Campaigns &amp; Advocacy - Coordinator has watching brief</b>						
Frack Free	Ongoing	No	Action as required	Action as required	Action as required	
Verge Gardens	As required	No	Source suitable location	TBC	TBC	Awaiting new CoGG regs
Moolap - Pt Henry	Ongoing	Maybe	Inform public of options	Monitor	Monitor	Host public event at new library?
Zero Carbon	Ongoing	Yes	Develop campaign plan	Implement plan	Implement plan	Subject to collaboration
Zero Waste	Ongoing	Yes	Develop campaign plan	Implement plan	Implement plan	Subject to collaboration
Household Solar or Carbon Footprint Targets	As required	Yes	Discuss with CoGG	TBC	TBC	Subject to collaboration

## APPENDIX A: CURRENT/POTENTIAL PARTNERS

Geelong Sustainability identified many current and potential organisations with whom it could collaborate and/or partner with on specific projects. This list will be revised and updated regularly.

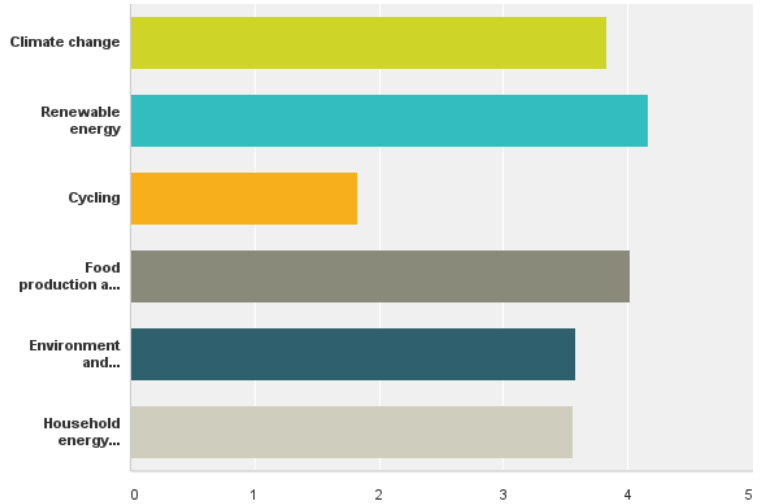
<b>OPL Principle</b>	<b>Authorities &amp; Businesses</b>	<b>Community Groups &amp; NFP Organisations</b>
<b>All</b>	CoGG, Sustainability Victoria, Surf Coast Shire, Golden Plains Shire, Colac Otway Shire	Surf Coast Energy Group Barwon Heads Sustainability Group
<b>1. Zero carbon</b>	Deakin University, CSIRO, Sustainability Institute, Melb Uni, Beyond Zero Carbon, 350.org EcoMaster, Enviroshop,	Friends of the Earth, ATA Solar, Frack Free,
<b>2. Zero waste</b>	Council Resource Recovery Centres, Barwon Waste, Barwon Water	Buy Nothing New, Cash for Containers, Resource Smart Schools
<b>3. Sustainable transport</b>	Public Transport Authority, VicRoads, Active Transport Victoria	Bicycle Users Group, BikeSafe, Cycling Geelong, ATA EV Group Public Transport Users Assocn.
<b>4. Sustainable materials</b>	Deakin University, CSIRO, TimberZoo, EcoMaster	Who Gives a Crap, ATA
<b>5. Local and sustainable food</b>		Sustainable Table, Wholefoods Coop, Farmers Markets, Food Loop Gardening Groups, Food Swaps, Community Gardens, 2&5 Inc, Geelong Organic Gardeners, Geelong Permaculture, Dig It! Show
<b>6. Sustainable water</b>	Barwon Water, CCMA, Parks Victoria, Bellarine Landcare	Coast Care Groups, Baykeepers
<b>7. Land use and wildlife</b>	Environment Victoria, CCMA, Parks Victoria, Greening Australia, Landcare, CSIRO, WWF Bellarine Bayside, Barwon Heads Foreshore Committee of Mgt	Coastal Care Groups, ACF, EV, Friends of ..., Mt Rothwell Biodiversity Centre, Dog Rocks Flora & Fauna Sanctuary, Friends of the Earth
<b>8. Culture and community</b>	Geelong Art Gallery, Geelong Regional Library Corporation	GPAC, Mens Sheds, Creative Geelong, Neighbourhood Houses, Potato Shed, Wathaurong, One Fire, Narana, CALD, Diversitat, Transition Towns
<b>9. Equity and local economy</b>	Bank Australia, Bendigo Bank, Chamber of Commerce, WSE, Committee of Geelong	Diversitat, Volunteers Geelong, Gateways, Give Where You Live
<b>10. Health and happiness</b>	Healthy Together Geelong, Barwon Health, Headspace, Bellarine Community Health, Leisure Networks	Neighbourhood Houses,

## APPENDIX B: KEY STAKEHOLDER INFORMATION

### B1: RESULTS OF 2014 COMMUNITY SURVEY

#### Most important issues

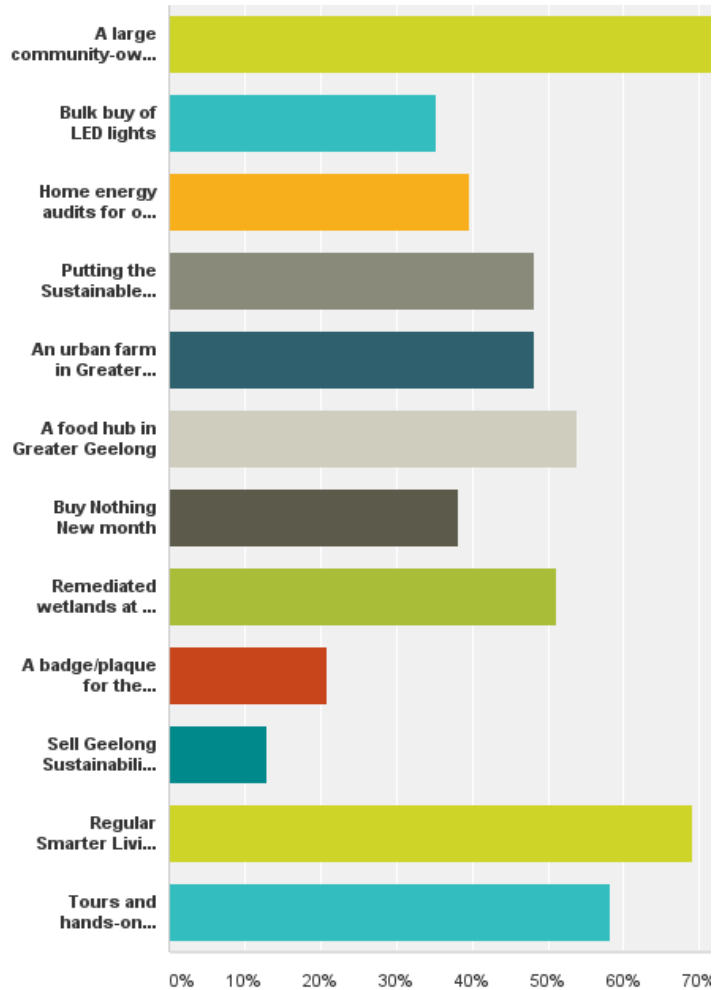
**Renewable energy** just edged out **food production and gardening** as the issue most Geelong people are passionate about. **Climate change** came next followed equally by **environment and biodiversity** and **household energy efficiency**.



#### Most wanted activities

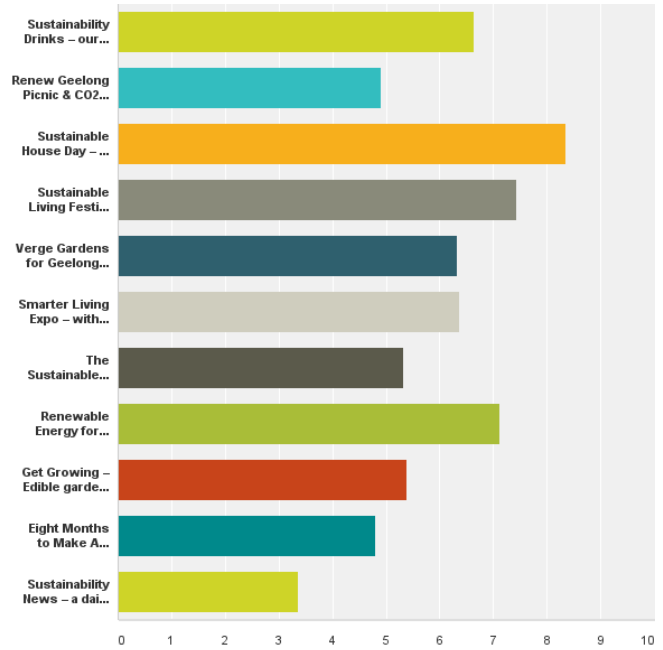
**What should Geelong Sustainability focus on in the next couple of years?**

A whopping 78% of people think we should focus on the establishment of **a large, community owned solar project for Geelong**. In addition, many thought that **a regular Smarter Living column in the newspaper was important**. And we were pleased by the level of interest in **tours and hands-on workshops on specific Smarter Living ideas** as well as a **food hub**.

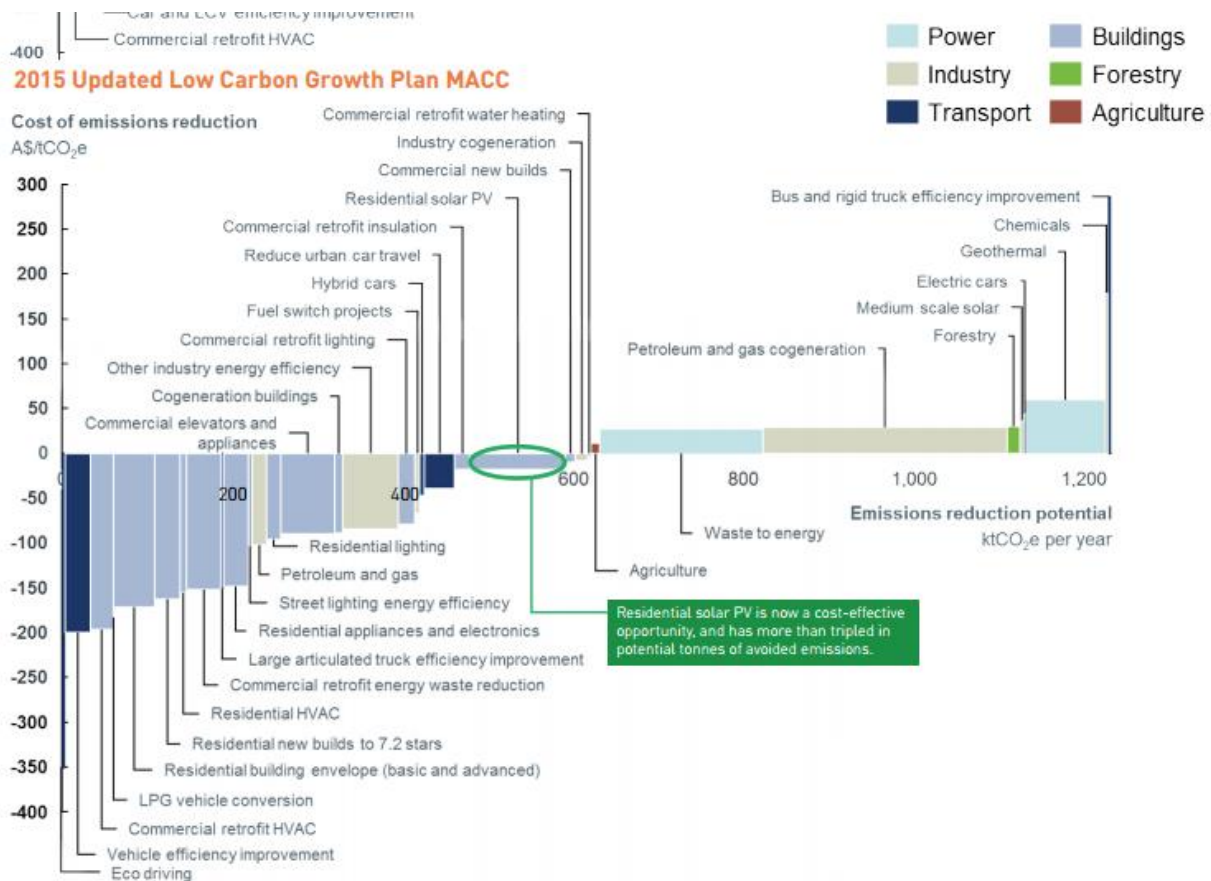


**Most popular activities**

The five activities most valued by respondents were **Sustainable House Day** followed by the **Sustainable Living Festival** and the **Renewable Energy for Geelong** campaign. **Sustainability Drinks** and **Verge Gardens for Geelong** were also rated highly, as did the **Smarter Living Expo**.



**B2: COGG 2015 UPDATE LOW CARBON GROWTH PLAN**



**How to read a marginal abatement cost curve (MACC):** The width of each column represents the emissions reduction potential of an opportunity in 2020 compared to business as usual (BAU). The height represents the average cost in 2020 of abating a tonne of greenhouse gas through that opportunity (in 2010 \$). Lowest cost is on the left, highest at right.