

**Residential Environmental
Action Strategy**
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RESIDENTIAL ENVIRONMENTAL ACTION STRATEGY 2009

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“It is absolutely imperative that greenhouse gas emissions are significantly reduced and many of those reductions have to occur in cities, where populations are concentrated.

If we all make small changes to our every day behaviours, collectively, we can make a big difference.”

Clover Moore

Clover Moore
Lord Mayor, Sydney.

As producers of 80 per cent of the world’s greenhouse gas emissions, cities have a vital role to play in tackling climate change and reducing global emissions.

Residents have told us that they want to lead more sustainable lives and to make changes that support a sustainable future. City of Sydney is providing our community with tools they need to help them make greener choices.

The City already manages a program of events, activities and workshops that provide information and resources. I am proud to present our Residential Environmental Action Strategy which outlines the City’s commitment to providing our community with more opportunities to learn about actions they can take to reduce their environmental footprint and contribute to creating a Sustainable Sydney.

The Residential Environmental Action Strategy highlights a series of programs designed to assist people make changes to their homes and lifestyles, changes that will help the environment and also result in reduced electricity and water bills in the home.

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RESIDENTIAL ENVIRONMENTAL ACTION STRATEGY 2009

1. SUMMARY

The City of Sydney's Residential Environmental Action Strategy proposes a three-year framework for resident-focused sustainability programs in line with its *Sustainable Sydney 2030* vision.

This Strategy will direct and coordinate programs and resources to help build the capacity of residents to increase sustainable behaviours and reduce their environmental footprint.

The Corporate Plan states that the City will develop a Residential Environmental Action Strategy as a priority project. The Strategy provides a delivery and communication vehicle for many of the community/resident focused objectives of the Environmental Management Plan 2007 and Sustainable Sydney 2030. It will complement City environment policy, infrastructure and regulation and integrate our current programs and resources identifying priority areas that need to be addressed through new initiatives and partnerships.

Community consultation was undertaken to inform the development of this Strategy which is documented in a report "It's All About Behaviour"¹. Focus groups and telephone surveys were conducted with various sectors of the community to identify the values, motivations and barriers associated with sustainable choices and behaviours. Interviews were held with City staff and behaviour change/community engagement experts to assess the opportunities for developing more sustainable communities.

From this research, prioritised actions have been developed around identified target groups within the community including public housing residents, apartment dwellers, Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse (CALD) communities, and local villages. Programs for these target groups will sit within a broad environmental engagement framework for the City in which events, facilities and staff all need to be green by example demonstrating sustainable operations and behaviours that our residents, businesses and organisations can adopt.

The Residential Environmental Action Strategy will help the City deliver and communicate the *Sustainable Sydney 2030* vision through working with our communities to build sustainability capacity and celebrate community change.

¹ Collier, G & Smith, R (2008) It's All About Behaviour: To inform the creation of a Residential Environmental Action Strategy for the City of Sydney.

2. VISION

Sustainable Sydney 2030 is the vision for the sustainable development of the City to 2030 and beyond. Sustainable Sydney 2030 has a vision of a Green, Global and Connected City. The Residential Environmental Action Strategy (REAS) will help realise this vision.

To create sustainable green villages through targeted programs, community infrastructure and engaging resources which motivate and enable residents to make sustainable lifestyle choices and work together to reduce the City's environmental footprint.

Green

The Strategy focuses on empowering our residents to 'Live Green' and reduce their environmental impact. In order to be 'green by example, green by reputation' the City must provide the resources, infrastructure and support for our residents to make informed sustainable choices.

Global

The Strategy will build links and information exchange with other cities to ensure best practice sustainability. Promoting a global outlook in regard to sustainability and environmental action will be fundamental to the Residential Environmental Action Strategy.

Connected

Connecting communities and building social capital around sustainability is fundamental to the Residential Environmental Action Strategy (REAS). The City will connect people spatially through cycling, walking and public transport. The REAS will help connect all our residents around sustainability through developing programs for our ethnically and socially-economically diverse communities. Connecting with all tiers of government and connecting the City's internal programs will be vital to effectively engage the community.



3. ACTIONS AND TARGETS

The Residential Environmental Action Strategy (REAS) will complement City policy, infrastructure and regulation to assist coordinate activities and programs to meet the targets and priority actions within Sustainable Sydney 2030 vision and the Environmental Management Strategy 2007. The relevant actions and targets are listed below.

3.1 Sustainable Sydney 2030

Strategic Direction 2: A Leading Environmental Performer

- Action 2.3.1** Review regulations and incentives to accelerate retrofitting of existing buildings (including green roofs) for better environmental performance.
- Action 2.3.2** Develop incentives to accelerate the uptake of GreenPower purchase within the City.
- Action 2.4.4** Continue to develop and implement education and support initiatives to assist residents, businesses, workers and visitors to the City to reduce their environmental impacts.

3.2 Environmental Management Plan Targets

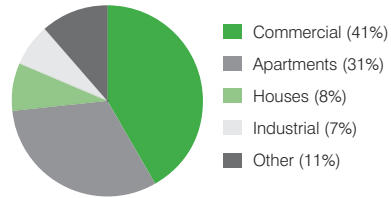
A range of targets and actions have been identified in the Environmental Management Plan 2007 (EMP) to help the City reach achieve its vision for a more sustainable environment. The targets relevant to the REAS are:

- 70% reduction of greenhouse gas emissions from our local government area by 2030 based on 2006 levels
- 25% of electricity used in our local government area to come from renewable energy by 2020
- 20% of total trips in the local government area between 2 and 20 kilometres to be made by bicycle by 2016
- Zero increase in mains water used by Council and across the local government area by 2015 based on 2006 levels. This includes 25% of water used by Council and across the local government area to be recycled by 2015
- 66% resource recovery of residential waste from our local government area by 2014

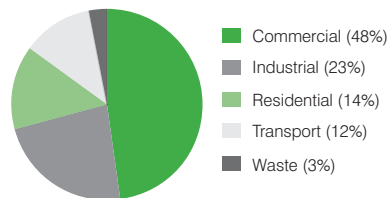
As this Strategy is focused on the residential sector, measuring results against the above targets will occur in the context of the contribution of this sector to impact/use. The following pie charts¹ show the residential sectors' contribution to greenhouse gas emissions and water use.

Water Use by Sector

Source: Sydney Water



Greenhouse gas emissions by sector



Source: City of Sydney Environmental Management Plan.

¹ City of Sydney (2007) Environmental Management Strategy.

4. OBJECTIVES

- *To facilitate long term behaviour change by providing targeted resources, incentives and support to build the capacity of residents to reduce their environmental footprint.*
- *To develop and deliver targeted community engagement programs for key priority groups on sustainable living.*
- *To integrate complementary energy, water, waste and biodiversity programs under one environment communications 'banner' engaging the community on sustainability in a comprehensive and connected manner.*

4.1 How will success be measured?

The City will conduct quantitative and qualitative evaluation for all residential environmental programs and activities. This information will be used to track the effectiveness of programs in meeting Council targets and to improve community engagement processes around sustainability.

4.1.1 Quantitative evaluation

- Reporting in the State of the Environment against *Sustainable Sydney 2030* and Environment Management Plan (EMP) targets
- Use indicators in the EMP
 - **Energy and emissions**
 - Greenhouse gas emissions (tonnes)
 - Amount of non-renewable electricity used (megawatts)
 - Amount of GreenPower used (megawatts)
 - Air pollution Index
 - **Water**
 - Mains and recycled water usage
 - Stormwater pollution removal (tonnes)
 - **Waste**
 - Waste and recycling volumes (tonnes)
 - **Biodiversity**
 - Number of plantings at community planting days
 - Bird and animal survey results
- Number of residents involved in environmental action programs

4.1.2 Qualitative evaluation

- Participant surveys and feedback
- Diversity of participants engaged in programs
- Participation in workshops, events, forums etc
- Local media reporting
- New and diverse community partnerships
- Community group activities

5. ABOUT THIS STRATEGY

To realise the City's 2030 Sustainable Sydney vision, we need to engage and empower residents to make more sustainable choices. We need a strategy to develop, integrate and deliver programs and resources to our residents to assist them to reduce their environmental footprint.

City residents are ready to make significant changes in behaviour. They have already begun and are willing to continue these steps. For many residents, motivation is not what is required. Instead information, incentives, convenience and clear advice are needed¹.

Consultation with our community² identified many barriers faced by residents including:

- Cultural and language barriers hindering access to generic sustainability programs
- Financial restrictions
- Confusion about 'solutions'
- Physical restrictions to making changes eg. apartment blocks, public housing
- Limited access to local face-to-face engagement on sustainability
- Higher priority social issues eg. public safety, youth unemployment, crime
- Difficulty in changing behaviour and disincentives eg. recycling in some apartment blocks

The Residential Environmental Action Strategy (REAS) proposes how the City can link our current programs and resources and identified priority areas that need to be addressed through new programs and initiatives. The City needs targeted and broad engagement programs which integrate energy, water, waste and sustainable living content. The City has undertaken broad community consultation to identify the needs, priorities and expectations of the community. The REAS proposes a framework to address current gaps.

5.1 The City of Sydney

The City of Sydney is a diverse and prosperous "City of Villages" with a Local Government Area of 26.15 square kilometres including the Sydney Central Business District. It has evolved into a lively and cosmopolitan metropolis and provides a high quality of life and amenity for residents, businesses and visitors. The City of Sydney is committed to ensuring the city is a sustainable place to live, work and visit.

The City of Sydney is home to more than 169 000 residents in 86 000 households². On an average day more than one million people are in and around the city, including workers, students, visitors and residents.

¹ Collier, G & Smith, R (2008) It's All About Behaviour: To inform the creation of a Residential Environmental Action Strategy for the City of Sydney.

² Australian Bureau of Statistics, Census of Population and Housing 2006.

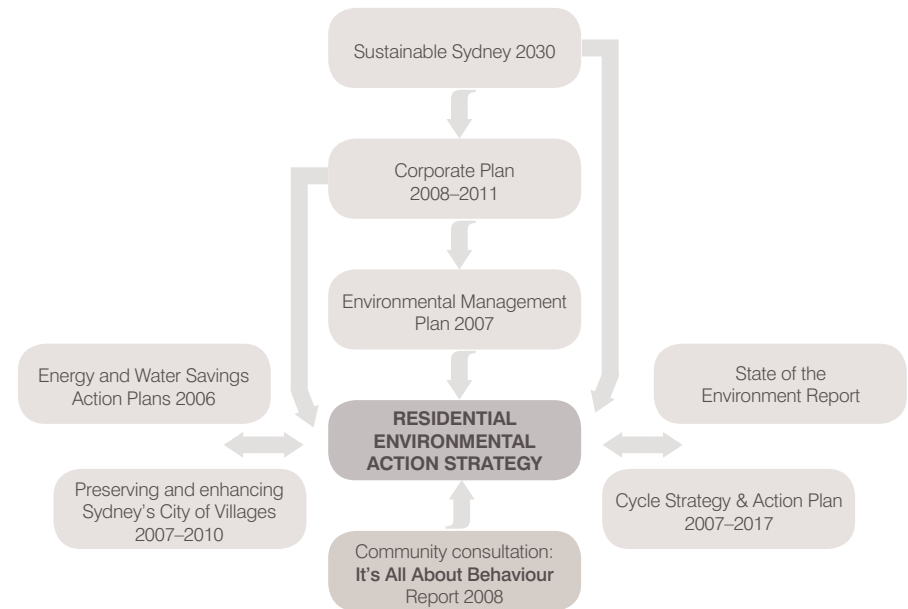
Sydney is Australia's highest density urban environment with around 60% of residents living in multi-unit dwellings (apartments, units and flats). Approximately 47% of residents rent their property which results in a transient population. This presents challenges to the City in educating residents about sustainability.

- Approximately 30% of residents were born overseas and 30% speak a language other than English at home
- The City has one of Sydney's largest Aboriginal communities
- The majority of households are families, 30% live alone and 10% live in share houses
- Around 14% of dwellings are public housing

5.2 Strategic context

The City of Sydney's Corporate Plan states that Council will "develop a Residential Environmental Action Strategy" as a priority project. As an environmental leader, the City must ensure that the community understands and supports environmental sustainability.

The Residential Environmental Action Strategy (REAS) is informed by and supports all relevant City plans and strategies. Internal consultation with other units will shape the REAS to ensure coordinated program delivery and capacity building in key areas.



5.3 Community consultation

In May 2008, the City of Sydney undertook major community consultation on the environmental attitudes, behaviours, motivations and barriers faced by City residents. This research was commissioned to inform the Residential Environmental Action Strategy and was compiled in a report titled *It's All About Behaviour*¹.

The research reviewed methods to motivate and support sustainable communities and will inform projects such as rebates, new information materials and workshops.

The essential tasks undertaken in the project were:

- Review and analysis of behaviour change theory
- Consultation with our community on sustainability issues, opportunities for change, barriers to change, preferred approaches, existing knowledge and skills, motivators for change
- Review of existing government and non-government sustainability programs
- Recommendations and advice on programs, directions and approaches for the REAS

The consultation and research methodology is outlined in **Appendix A**.

5.3.1 What does our community want?

Targeted programs

- Residents within our diverse community have different motivations and face different barriers to making sustainable lifestyle choices. These are influenced by their physical, social, economic and cultural environment.
- Targeted sustainability programs with tailored content, approach, messaging and solutions need to be developed for specific groups, localities and demographics.
- Priority target groups that the Residential Environmental Action Strategy (REAS) needs to address are:
 - City villages – local programs
 - Apartment dwellers
 - Public Housing residents
 - Culturally diverse communities
 - Aboriginal and Torres Strait Islander communities

Local focus

- Print and online resources and face-to-face engagement must be locally focused in order to engage residents around sustainability.
- The City needs to link local green businesses, organic markets, community gardens and local workshops and resources in order to make sustainable choices practical and accessible within villages. Connecting local people with sustainable lifestyles within their villages is vital.
- Locally tailored information and resources must focus on working with existing local networks and community projects.

One-stop sustainability shop

- Our residents are overwhelmed by environmental issues and confused by some solutions – they want a reliable central hub for sustainability information.
- People want multi-issue information in one place. Topics such as: energy; water; waste; growing food; installing solar; composting; sustainable transport; lifestyle advice; rebates all needs to be accessible and linked.

Recognition and incentives

- The City needs to work with existing networks, organisations and champions and recognise that great efforts are already being made.
- The City needs to provide and link residents to incentives, rebates and other programs to increase accessibility and motivate a comprehensive approach to sustainability action.

¹ Collier, G & Smith, R (2008) *It's All About Behaviour: To inform the creation of a Residential Environmental Action Strategy for the City of Sydney*.

5.3.2 Essential criteria for sustainability programs

From the research and community consultation a unique set of criteria was produced which should assist in the development and assessment of our resident focused sustainability programs.

This table lists the essential criteria and outlines how we will address each one through the Residential Environmental Action Strategy (REAS).

Essential criteria for sustainability programs	How will this be met through the Residential Environmental Action Strategy (REAS)
Target the interests and capacities of individuals and local communities – streets, neighbourhoods, facilities, events – or specific groups of people (CALD, Public Housing residents) and, as far as possible, involve them in the development of the program.	<p>Targeted programs to be developed for:</p> <ul style="list-style-type: none"> – City 'Villages' – Multi-Unit-Dwellers (apartments) – CALD communities (Chinese, Korean, Indonesian, Russian, Greek) – Public Housing residents – Aboriginal and Torres Strait Islander residents <p>Local champions and residents who were involved in consultation processes and community networks will be engaged in program development and direction.</p> <p>Events, workshops, print materials and community-based social change approaches must be locally focused and/or targeted for specific groups.</p>
Be appropriate to the stage of change that people are at in relation to the problem, and offer actions that help people make changes at the pace and level they can.	Involvement of representatives of target groups and community networks will guide content, messaging and actions within Strategy.
Be linked to the community's view, concerns and understanding of the problem.	Community consultation was undertaken to inform the REAS. Engage residents in program development and evaluation.
Be founded on a clear purpose and an agreed set of objectives, and promote the development of a local vision.	The REAS will work with our residents to motivate sustainable behaviour change through targeted capacity building and access to resources, information and support to achieve reduced environmental footprints. The REAS is aligned with <i>Sustainable Sydney 2030 (SS2030)</i> .
Be ongoing/continuing and adapt to changing needs.	Programs will be developed to evolve with successive stages of engagement/behavioural change identified.
Use a range of approaches/ messages that tap into head, heart, hip-pocket and practical action motivators for change.	<ul style="list-style-type: none"> – Language and messaging to be developed will be informed by consultation report – Incentives to be included – Broad promotion of rebates – Community building (including social and economic benefits is vital, esp, for target groups such as Public Housing residents)

Essential criteria for sustainability programs	How will this be met through the Residential Environmental Action Strategy (REAS)
Recognise achievement and provide the public with feedback on the results of their efforts.	Target group/local champions to be involved in program development eg. focus group participants, local sustainability champions.
Support and build on the work of early adopters, local volunteers, spokespeople, champions, networks, advocates.	Engaged residents will be involved in program development where appropriate. Champions will be recognised and encouraged to build local support for sustainability programs.
Demonstrate the City's leadership through good practice, public modelling, integrated policies and an articulated sustainability ethos.	<p>Leadership will be demonstrated through:</p> <ul style="list-style-type: none"> – Promotion of SS 2030 and how REAS builds this – Facilities, buildings and Council services need to be sustainable and promote sustainability features – Connection with State and Federal initiatives.
Demonstrate an understanding of change theory and how behaviour change happens.	Use the Consultation Report: build the outcomes from this into all programs for effective program development, implementation and evaluation.
Focus on building competence and commitment beyond the life of the program.	<p>All programs will develop the tools, infrastructure and capacity for increased understanding and action for sustainability. Competence and commitment will be established by:</p> <ul style="list-style-type: none"> – Building effective stakeholder and community partnerships to develop programs – Training and increasing skills of local champions, volunteers, environment representatives – Evaluation programs and sharing results.
Use evaluation as an integral part of the design and delivery of the program and the development of future programs.	Evaluation will be integrated into all programs and is essential to assessing the successes and building on pilot programs.

6. RESIDENTIAL PROGRAM OUTLINE

The outline below for the Residential Environmental Action Strategy (REAS) is divided into two key components.

Targeted Programs which aims to concentrate efforts on key residential sectors which are currently facing many physical, social, economic and cultural barriers when it comes to sustainable living.

Broad Sustainability Engagement is the 'umbrella' in which the targeted programs sit.

1. Targeted programs

Refer to Section 7: Targeted Programs	<p>Sustainable Villages Work with local networks to drive, build and celebrate sustainable green villages through the development of local sustainability programs, events and resources.</p>
	<p>Multi-unit-dwellings Reduce the environmental impact of residential apartment buildings through targeted education programs and sustainable demonstration projects.</p>
	<p>Public Housing residents Design engagement programs to meet specific needs of public housing residents and support sustainable behaviours and operations.</p>
	<p>CALD communities Build relationships with key CALD communities and increase the accessibility of sustainability programs and resources ensuring culturally appropriate content and delivery methods.</p> <ul style="list-style-type: none"> - Chinese - Russian - Indonesian - Greek - Korean
	<p>Aboriginal & Torres Strait Islander communities Work with the Aboriginal and Torres Strait Islander panel to develop appropriate actions.</p>

2. Broad Sustainability Engagement

Refer to Section 8: Broad Sustainability Engagement	<p>Broad sustainability communications strategy</p> <ul style="list-style-type: none"> - Live Green E-newsletter - Website – sustainability web portal - Events - Media - Environment grants program
	<p>Showcase sustainability through City facilities</p> <ul style="list-style-type: none"> - City of Sydney buildings - Community centres and libraries - Childcare centres - Parks and gardens - Swimming pools
	<p>City must model sustainable behaviour</p> <ul style="list-style-type: none"> - Internal environmental review - Carbon neutral - Internal communications - Sustainability training for staff
	<p>Encourage sustainable behaviours and practices throughout the City</p> <ul style="list-style-type: none"> - Schools - Businesses - Organisations - Community groups

7. TARGETED PROGRAMS

The following sections outline the priorities, partnerships and proposed programs for each of the target priority groups.

- Local villages– sustainable villages program (local networks)
- Residents in Multi-unit-dwellings (over 60% of population)
- Public Housing residents (14% of population)
- CALD communities (30% of population)
- Aboriginal and Torres Strait Islander communities

7.1 Sustainable Villages

Residents are very attached to the place that they live. Whatever the City does to promote behavioural shifts, it has to have local emphasis and relevance. Events, workshops, print material and community-based social marketing approaches must be locally focused¹.

Overall Aim

Work with local networks to drive, build and celebrate sustainable Villages through the development of local sustainability programs, events and resources.

- To develop localised sustainability resources and link local energy, water, waste, biodiversity, transport and green lifestyle programs with local community networks
- To promote and celebrate local sustainability success stories and champions
- To develop sustainability competitions within and between villages around energy and water savings incorporating the use of an interactive online sustainability hub

7.1.1 Village Actions

V1 Green guides for villages

The City will develop a 'green guide' for residents with village specific information. Sustainability issues such as energy, water, waste, biodiversity, sustainable transport (including cycling and car-share), food, natural cleaning, renovating and advocacy will be included. Local green businesses, community gardens, community groups, car sharing hubs, organic markets and workshops will be linked.

V2 Sustainability workshop program

The resources of the award-winning *Urban Sustainability Workshop Series* will be used to tailor workshop programs for villages. New partnerships will also assist deliver more specialised sustainability workshops/forums to reach different residential sectors.

V3 Community centres and libraries = Sustainability hubs

City community centres and libraries to be utilised as sustainability resource hubs for information, demonstration and events. Potential activities include:

- Energy efficiency products such as Powermates/smart meters available for loan
- Distribution of Green Guides and information on local community gardens, markets, cycling routes and other local sustainability programs
- Workshops run out of (appropriate) centres

V4 Green Incentives

Incentives such as free home assessments, low-interest green loans, rebates and discounts through mass purchasing programs will be investigated for energy, water and waste reduction. Federal and State Government rebate schemes (See Attachment 2) will be promoted and supported.

V5 Local sustainability champions

The City will identify local champions who are already active and leading community action on sustainability. They will be involved in the design and delivery of local projects. Investigate establishing a Sustainability Champions Group with representatives from each village and link this to an annual awards night.

V6 Sustainable House – Live Green House

The Sustainable House will be used as a 'stage' for showcasing sustainability design, products and behaviours. This will be used at selected events and in selected villages.

V7 Carbon clock

The City will develop interactive visual carbon/environmental footprint displays such as a 'Carbon Clock' displays for Villages to provide visual, engaging promotion of sustainability programs.

¹ Collier, G & Smith, R (2008) It's All About Behaviour: To inform the creation of a Residential Environmental Action Strategy for the City of Sydney.

V8 Village specific energy and water data

The City will work with utility providers to establish data reporting systems to obtain reliable electricity, gas, fuel and water consumption data for the Villages to inform baseline usage and link to online calculator tools.

V9 Zero Waste

The City's Zero Waste campaign will continue to raise awareness and influence attitudes about waste reuse, reduction, recycling and disposal.

V10 Community gardens

Existing community gardens will be focal points for food related programs and workshops (organic gardening, growing/eating local food, composting). Tours of community gardens will be organised and linked with green roof initiatives.

V11 Native planting days

Community planting days will be organised to increase the number of native plants in our parks and open spaces and build community knowledge around local biodiversity issues. Guidelines will be included in green guides to encourage the use of appropriate plant species in local villages.

V12 Green roofs

Green roofs will continue to be encouraged through demonstration projects, guidance and planning controls. Guidelines will be developed based on world best practice.

V13 Cycling programs

The City will provide local bike riding/ bike maintenance courses for residents. Cycling initiatives will be closely linked and promoted with other sustainability programs.

V14 Schools

The City will work with schools and environmental education centres to provide information and services on energy, water, waste and cycling. The City will work with the Department of Environment and Climate Change and the Department of Education to host *Sustainable Schools* workshops for teachers/staff.

7.2 Multi-unit-dwellings

Apartment dwellers, regardless of whether they are owner-occupiers or renters, have less control over their physical environment, and thus some environmental behaviours and choices when compared with residents living in separate dwellings. Engaging a wide range of stakeholders including building owners, managers, strata bodies and tenants is required to make physical changes in buildings and to facilitate resident behaviour change.

Overall Aim

To reduce the environmental impacts of multi-unit residential buildings through targeted education programs and demonstration projects which focus on energy and water savings and improved waste management.

- Provide residents, building managers and executive committees with the knowledge, tools and resources to reduce their environmental impact through on-site workshops and training
- To recognise and promote sustainability success stories in multi-unit-dwellings

7.2.3 Multi-unit-dwelling Priority Actions

M1 Workshops for multi-unit-dwellers

Interactive forums will be held in villages for residents, building managers, and strata committees on improved sustainable practices for multi-unit-dwellers. These will link residents to village wide initiatives whilst providing targeted practical, technical, legal and behavioural advice for apartment buildings.

M2 Education resources for apartment dwellers

A 'sustainable living in apartments guide' will be developed and these will be promoted through various networks for residents. The City will also liaise with Real Estate agents to include resources with welcome packs for new tenants.

M3 Multi-Unit-Dwelling sustainable demonstration project

Two residential apartment buildings will be identified for a behaviour change and retrofit program aiming to reduce the everyday environmental impact of high-rise residential living. Energy/water providers, building owners, managers, strata bodies and tenants will be engaged in building retrofits and education/engagement programs. A case-study of learnings will be promoted to other multi-unit-dwellings across the City.

This partnership project will include partnerships with:

- Building managers
- Body corporates
- Tenants
- Owners Corporation Network
- Strata managers
- Strata lawyer
- Real estate agents
- Department of Environment and Climate Change – Nabers Home
- EnergyAustralia (electricity network provider)
- Sydney Water

M4 GreenPower

Whilst maintaining a strong focus on energy efficiency programs, promotion of 100% Accredited GreenPower will be included in residential programs.

- Promotion of *Green Electricity Watch*
- Incentives for GreenPower take-up
- Targets and incentives to accelerate GreenPower uptake

M5 Household energy and water consumption

Utility providers/electricians will be engaged to install smart meters, where appropriate, and establish data reporting systems for apartment blocks to obtain reliable electricity, gas, fuel and water consumption data.

M6 Waste programs

Develop targeted program to improve waste minimisation and recycling infrastructure in multi-unit-dwellings. Link energy and water focused resources and programs to existing waste focused initiatives where appropriate.

M7 Assessment Tool

An assessment tool will be developed which allows the City to rate buildings in order to prioritise those that would benefit most from significant water, waste and energy savings. This will consider building type, age, design, strata management and support from body corporate and tenants.

7.3 Public Housing

Community consultation found that social and economic factors were often a higher priority than sustainability in the Public Housing sector. Developing programs that focus on community building and providing long term support through effective partnerships is essential.

Significant inter-relationship between broader issues of Public Housing management and the choices and options residents have to behave sustainably is often restricted.

Objectives:

- Increase knowledge and awareness of Public Housing residents about environmental and sustainability issues
- Provide Public Housing residents with skills, resources, technologies and training to reduce energy/water use, minimise waste and adopt sustainable lifestyles
- Develop partnerships with a range of government and community stakeholders to deliver environmental education programs for Public Housing residents

7.3.1 Public Housing Priority Actions

P1 Public Housing environmental education pilot project

The *Urban Sustainability Workshop Series* will be tailored to trial engagement techniques and appropriate sustainability content for Public Housing residents. A Tenant Advisory Group will work with the Steering Committee to design and deliver the project. Partnerships will be essential for the design and delivery of this project. Key partnerships include:

- Housing NSW
- The Watershed
- Marrickville Council
- Department of Environment and Climate Change

P2 Cross Council coordination

The City to engage across units involving Sustainability Unit, Waste Services, Watershed and the Public Housing Liaison Officer to identify issues and implement sustainability programs for Public Housing. Future partnerships and grant opportunities will be identified to build on infrastructure and outcomes from pilot programs.

P3 Public Housing outreach projects

Support Public Housing residents to conduct community outreach projects on environmental/sustainability issues. Build on work conducted through pilot programs and engage further with keen residents.

7.4 Culturally and Linguistically Diverse (CALD) communities & Aboriginal and Torres Strait Islander communities

Engaging Culturally and Linguistically Diverse (CALD) communities around sustainability issues is a priority for the City. Cultural differences and language barriers often exclude some sectors of the community from participating in environmental education and behaviour change programs. This focus area will increase our understanding of key cultural groups within the LGA, build new alliances and produce and deliver targeted resources and community engagement programs for CALD groups.

The City conducted preliminary consultation with Aboriginal and Torres Strait Islander community on action around sustainability. The findings from this will help guide future work with the Aboriginal and Torres Strait Islander Advisory Panel in order to develop appropriate actions.

Objectives:

- To build relationships with key CALD communities and develop sustainability resources and engagement programs in partnership with key networks and representatives
- To develop materials and workshops in appropriate languages with tailored content and culturally appropriate delivery methods
- To build relationships with Aboriginal and Torres Strait Islander communities around sustainability; identifying priorities and developing appropriate programs and partnerships

7.4.1 CALD Communities – Priority Actions

C1 Broaden engagement with CALD communities

The City will build on current CALD community engagement on waste issues and extend to engage around broader sustainability issues.

C2 Develop partnerships with key CALD communities

Establish partnerships and collaborate with the Ethnic Communities Council (ECC) and the Ethnic Communities Sustainable Living Project administered through Department of Environment and Climate Change (DECC). Collaborate and work with bi-lingual educators to develop and deliver targeted programs and to train new community educators.

C3 Engage five largest CALD communities on sustainability

Programs will be developed to engage the five largest groups: Chinese, Russian, Greek, Indonesian and Korean. A key initial focus should be the largest which is the Chinese community.

C4 Train CALD champions

Train and support bi-lingual champions within each of these groups and provide facilitation and workshop specific training and incentives for local workshop delivery within appropriate villages.

C5 Cultural sustainability forums

Collaborate with Ethnic Communities Council and the Department of Environment and Climate Change to organise 'cultural forums' to engage broad stakeholders and community leaders in respective ethnic groups around sustainability.

C6 Zero Waste Business Program

A Zero Waste business program will target Chinatown businesses aiming to reduce waste and illegal dumping in the area.

7.4.2 Aboriginal and Torres Strait Islander Communities – Priority Actions

C7 Develop appropriate sustainability action plan for Aboriginal and Torres Strait Islander communities

Build on preliminary community consultation findings and work with the Australian and Torres Strait Islander Advisory Panel to develop an appropriate action plan.

8. BROAD ENGAGEMENT ON SUSTAINABILITY

Targeted programs need to sit within a broad sustainability engagement framework that reaches all City residents.

8.1 Sustainability communications

Consistency in design and messaging is important to clearly link all City environment programs to effectively engage residents. A consistent environment theme/design is needed to link all programs within the context of *Sustainable Sydney 2030*. This will require cross-unit collaboration and coordination. This is particularly relevant for published materials and online resources.

E1 Consistent environment program design guidelines

The City will develop consistent branding and design guidelines to package residential sustainability programs.

E2 Live Green e-newsletter

More than 6,000 residents receive the Live Green newsletter which is a key City sustainability communication tool. All programs and activities will encourage more residents to sign-up to increase this as a primary promotional tool. The newsletter will be used to keep residents updated with sustainability information, rebates, case-studies and events.

E3 Media

Local media partners will be established for key projects. Articles and advertisements will broadly promote sustainability activities, information and events to residents. Recognition of community achievements and case studies will be a priority.

8.1.1 Website

The development of a new web portal tailored to be a sustainability one-stop-shop is vital to provide resources to residents and facilitate participation in programs. Village specific entry points will enable tailored 'user journeys' for residents to access local information, resources and events and also to compare their environmental footprint with other residents in their village. This would also facilitate competitions between villages and local target setting.

Clear information on sustainability services, rebates and offers from all levels of government and service providers will be easily accessible online.

E4 Website – Sustainability one-stop-shop

The City will design an interactive web portal as a central hub for sustainability resources and programs. The website will incorporate environmental footprint/carbon calculators tailored for village specific use in order to measure, reduce and set energy reduction targets for villages. The *Live Green* website could be built upon for this purpose.

8.1.2 Events

E5 Live Green event

The City will build on the success of annual Live Green event and work to reflect the 'local' focus of sustainability initiatives by incorporating key elements of the annual Live Green event into several existing events in order to reach new audiences and diversify participation.

E6 Environment events

All City environment events and public engagement targeted at residents need to reflect the priorities of the Residential Environmental Action Strategy (REAS) and display consistency in approach. Events will involve residents in organisation (where appropriate) and explore the option of local village events.

Relevant City events include:

- Art & About
- Chinese New Year
- Dank Street Festival
- Earth Hour
- Sydney Forums/Round Tables
- Spring Cycle
- Village based bbq's/events

External events that should be promoted and linked to the programs within the Residential Environmental Action Strategy include (but are not limited to):

- World Environment Day
- Earth Hour
- Tree Day
- Clean-up Australia Day
- Walk against Warming
- National Recycling Week
- Walk to work day
- Cycle to work day

8.2 Environmental Grants Program

Supporting community ownership of environmental programs is vital to ensure long term behaviour change and lasting project outcomes. Funding and supporting community-driven projects through the City's Environmental Grants Program is one key way to achieve this. All relevant grants provided by the City (Community Grants, Local Action Plan funding and the Matching Grants Program) will be linked to identified priorities and also promoted through environment networks and programs in this Strategy.

E7 Environmental Grants Program

The Environmental Grants Program will provide resources and increased support for community led initiatives that link with the sustainable villages programs.

8.3 Showcase sustainability through City facilities

Promoting the sustainability initiatives and programs that form part of the City's *Sustainable Sydney 2030 vision* is vital to lead by example. It will also help create broader change by inspiring residents, businesses and organisations to take a lead role and feel confident they are part of a broader movement of environmental and social change.

E8 Promote sustainability practices and behaviours

The Sustainability Unit will collaborate with Brookfield Multiplex and facilities managers to increase and promote sustainability practices that are being undertaken in City facilities.

This could include but is not limited to:

- Signage and promotion of GreenPower (as part of Carbon Neutral) in all City buildings
- Signage near sinks, toilets, showers "this is a low flow showerhead saving XX L"
- Signage near efficient lighting
- Signage for waste reduction initiatives, recycling processes
- Promotion of other relevant sustainability features
- Retrofitting facilities where appropriate
- Interpretive signage in parks regarding water recycling programs and biodiversity information
- LED lighting
- Recycled water use
- Community centre activities
- Tri-generation and local energy production
- Ethical food choices
- Media around City sustainability initiatives

8.4 Encourage sustainable behaviours and practices in other institutions

Supporting sustainable behaviour in the City's businesses, schools, institutions, organisations, clubs, hospitals and nursing homes is extremely important. Whilst the City may not be able to prioritise target education strategies in all of these areas consecutively, it can support and promote other initiatives and programs and ensure the Residential Environmental Action Strategy provides links within broader networks and activities.

9. PROGRAM DELIVERY AND INTERNAL COORDINATION

Responsibility for the coordination and delivery of the Residential Environmental Action Strategy (REAS) lies with the Sustainability Unit. The Environmental Education Officer will liaise closely with the Environment Social Change Coordinator in the development of communications plans, online information resources, promotion and advertising. Ongoing support from a dedicated Environment Social Change Coordinator is essential for the implementation of the Strategy.

Other core delivery Units include:

Sustainability Unit

The Environmental Education Officer sits within the Sustainability Unit. The Officer will collaborate closely with City Engagement staff, the Waste Education Team and the Watershed on all environmental education and capacity building programs and initiatives that are relevant to residents.

The Watershed

The Watershed is a Sustainability Resource Centre located in Newtown. It is a joint initiative of City of Sydney and Marrickville Councils, part of an ongoing commitment to supporting sustainable environments through its workshop program. Originally funded by the NSW Stormwater Trust with a focus on stormwater pollution and water consumption, The Watershed has expanded its focus to embrace innovative solutions to sustainability.

A new strategic plan for the Watershed will be developed in 2009. The City will ensure it is aligned with the REAS and investigate extending the reach of its programs through increased resourcing.

Waste and Environment Services

The City's Waste Education team run a variety of community engagement programs involving multi-unit-dwellings, Culturally and Linguistically Diverse (CALD) communities and public housing residents. These focus on waste, recycling, resource recovery and organic waste re-use. The REAS aims to build a broader sustainability focus around the waste education infrastructure and support its continued implementation and success.

Internal Environmental Review

A business level environmental review¹ was conducted in 2009 to identify improvements and make recommendations on how the City of Sydney can better coordinate and align its environmental initiatives within *Sustainable Sydney 2030*. 25 Quick Win projects were identified around improved sustainability engagement and operations. The REAS will coordinate with relevant programs within this, including the Green Champions Program.

9.1 Budget

The majority of actions within the Residential Environmental Action Strategy (REAS) were budgeted for in 2009/10 with continued support included in the 2009/10 budgets. There are also many existing and proposed programs which are supported through other Units including; Waste Services, The Watershed, Parks, Trees and Aquatic Facilities and City Engagement.

1 GHD, Environmental Review for The City of Sydney. 2009.

9.2 Action Priorities and timeframes

The following table outlines the priorities, timeframe, status and City Units who will be involved in the delivery of each action.

SU – Sustainability Unit

City Engagement – Marketing, Events, Media and Communications

ID	Action	Priority	Timeframe	Status	Units
Face-to-Face Engagement					
V3	Community centres and libraries = sustainability hubs	High	2009–2011	In progress	SU, City Engagement, The Watershed, Community Living
V5	Local sustainability champions	High	Ongoing	Not initiated	SU, City Engagement
V10	Community gardens	High	Ongoing	In progress	Parks, Trees and Aquatic facilities, SU
E5	Live Green E-news	High	Ongoing	In progress	Events, City Engagement, SU
V6	Live Green House	High	2009–2011	In progress	SU, City Engagement
V11	Native Planting Days	Med	2009–2011	Not initiated	SU, relevant City Units
V13	Cycling programs	High	2009–2010	In progress	Transport Management, City Engagement
M1	Workshops for multi-unit-dwellers	High	2009–2011	Not initiated	SU, City Engagement
M3	Multi-Unit-Dwelling sustainable demonstration project	High	2009–2010	Not initiated	SU, Waste Services, City Engagement
P1	Public Housing environmental education pilot project	High	2009	In progress	SU, Waste Services, Public Housing Liaison Officer, Watershed
P3	Public Housing outreach projects	Med	2010	Not initiated	SU, Waste Services, Watershed, Marketing
C5	Cultural sustainability forums	Med	2010	Not initiated	SU, City Engagement Events
C7	Develop appropriate sustainability action plan for Aboriginal and Torres Strait Islander communities	High	Ongoing	In progress	City Engagement, SU, Aboriginal & Torres Strait Islander Advisory Panel.
E6	Environment events	High	Ongoing	In progress	City Engagement, SU, Waste

ID	Action	Priority	Timeframe	Status	Units
Abatement programs					
V4	Green Incentives	Med	2009–2011	In progress	SU, Waste Services
V8	Village specific energy and water data	High	2009–2010	Not initiated	SU
M4	GreenPower	High	2009–2010	Not initiated	SU, City Engagement
M6	Waste programs	High	2009–2010	In progress	Waste Services, Marketing
V9	Zero Waste	High	2009–2010	In progress	Waste Services
M5	Household energy and water consumption	High	2009–2011	In progress	SU, City Engagement
C6	Zero Waste Business Program	High	2009	In progress	Waste Services, City Engagement
Resources and information					
V1	Green guides for villages	High	2009	Not initiated	SU, Waste Services, City Engagement
E4	Website: Sustainability one-stop-shop	High	2009	Not initiated	City Engagement, SU
V2	Sustainability workshop program	High	2009	In progress	SU, City Engagement
E2	Live Green e-newsletter	High	2008	In progress	City Engagement, SU, Events
V7	Carbon clock	Med	2009–2010	Not initiated	SU, City Engagement
E3	Media	High	2009–2010	In progress	City Engagement, SU
V12	Green Roofs	High	2009–2011	In progress	SU, Parks, Trees and Aquatic facilities, City Engagement
M2	Education resources for apartment dwellers	High	2009–2010	Not initiated	SU, Waste Services, City Engagement
C3	Engage largest CALD communities on sustainability	Med	2010	In progress	SU, Waste Services, Watershed, City Engagement
M7	Assessment Tool	Med	2010	Not initiated	SU
E8	Promote sustainability practices and behaviours	High	Ongoing	In progress	SU, Environmental Projects, Waste, Services, Brookfield Multiplex

ID	Action	Priority	Timeframe	Status	Units
Capacity Building					
V14	School programs	Med	Ongoing	In progress	SU, Waste Services
P2	Cross Council coordination	High	Ongoing	In progress	SU, Waste Services, Watershed, Public Housing support officer.
C1	Broaden engagement with CALD communities	High	Ongoing	In progress	SU, Waste Services, Watershed, City Engagement
C2	Develop partnerships with key CALD communities	Med	2009–2010	In progress	SU, Waste Services, Watershed, City Engagement
C4	Train champions from CALD communities	Med	2010	Not initiated	SU, Waste Services, Watershed, City Engagement
E1	Consistent environment program design guidelines	High	2009	In progress	City Engagement, SU, Waste Services,
E7	Environmental Grants Program	High	Ongoing	In progress	SU, Waste Services

10. APPENDIX 1 – CONSULTATION METHODOLOGY

Project Step	Relevant Project Report	Methodology
Step 1a Detailed analysis of the existing models and mechanisms for behaviour change	Supplementary Report 1: A Review of Behaviour Change Theory	Nine models were reviewed in detail and a further four models were partially reviewed to inform this part of the project. Reviews were structured in such a way as to ensure that key implications for the project were drawn from each of the models. This was a significantly targeted literature review. From this review the theory-based criteria were developed.
Step 1a and 2a Key informants and planning/policy document review	Supplementary Report 2: Specialist Informant Input and Review of Key City and External Documents	This part of the project collects together all input from key informants and key policies, plans and relevant other documents. In all: – Seven informants external to Council were interviewed – Seven Council informants were interviewed – One focus group was held with City staff and 12 key documents were reviewed.
Step 2a Resident input via discussion groups and telephone surveys	Supplementary Report 3: What the Community Says is Important	In Supplementary Report 3 the views of residents were captured. In order to obtain these views the project: – Had input from 115 residents through 16 focus groups (plus additional members of the Aboriginal Community). – Conducted a telephone survey with 100 residents. – Conducted follow-up in depth phone interviews with 24 residents. Information from this range of processes and the one above it, lead to informed development of the community-based criteria.
Step 3 Review of existing programs	Supplementary Report 4: Review of Programs with Potential to Support a Sustainable Sydney	Using the criteria, ten programs were assessed for their potential to achieve behaviour change outcomes. The criteria could also be used to identify aspects of programs that require modification, or as a checklist to guide the development of programs that potentially achieve behaviour change outcomes.

11. APPENDIX 2 – SCOPE OF CONSULTATION AND REVIEW

Significant input was provided in the consultation phase of *It's All About Behaviour* from a range of people who have an in-depth understanding of the City, its residents and behaviour change. The below snapshot of perspectives came from:

City of Sydney staff across a range of City operation units including:	Collated findings
<ul style="list-style-type: none"> ■ Waste Services ■ Community Centres ■ Environmental Development ■ Aged Care Administration ■ City Strategy ■ Community Living ■ Social Policy and Programs ■ Watershed ■ Events 	<p>Partnership and Collaboration</p> <p>Working with the community and community organisations is deemed to be important. Participation and collaboration are central to engagement, ownership, empowerment and action. Close involvement at the planning stage better ensures the program hits the right targets in terms of message and audience. In these ways, changes in behaviour are more likely.</p> <p>The City cannot become sustainable without working with existing networks, organisations and champions. The City needs to find them, support them, recognise them and involve them in work with their communities.</p> <p>Program visibility</p> <p>The City needs to be seen to develop and deliver programs that assist people to make the changes that are required. These programs must be visible and available to all residents.</p> <p>Program effectiveness</p> <p>Programs must include a range of integrated strategies: there is no one way to shift behaviour. Programs must recognise that individuals are operating at different levels of knowledge, skill, commitment and capacity, so they need to provide a range of possible actions appropriate to these differences. Program effectiveness must continue to be measured throughout the life of the intervention.</p> <p>Importantly, and consistent with the first theme, programs need to feature actions that bring people together. Connecting people to people works: programs need to create space where people can talk to each other and share and learn.</p> <p>Programs need to be evaluated and, if they are to be continued, they need to be maintained in a manner that is responsive to changing contexts, priorities and needs. Also, feedback on the impacts of changes made and recognition for those changes need to be part of the whole sustainability change program.</p>
<p>Review of key City of Sydney documents</p> <ul style="list-style-type: none"> ■ City of Sydney Strategic Plan 2006–2009 ■ City of Sydney Corporate Plan 2008–2011 ■ City of Sydney Sustainable Sydney 2030: Emerging Strategy Directions – Nov 2007 ■ City of Sydney Sustainable Sydney 2030: City Environment. Managing for Climate Change and Environmental Performance, August 1997 ■ City of Sydney Sustainable Sydney 2030: City Communities Managing for Equity Inclusion and Social Well Being, August 2007 ■ City of Sydney Sustainable Sydney 2030: Community Forum Workshop Report Oct 2007 ■ City of Sydney Sustainable Sydney 2030: Aboriginal and Torres Strait Islander Community Workshop Report Oct 2007 ■ City of Sydney State of the Environment Report 2006/07 ■ City of Sydney Environmental Management Plan 2007 ■ Preserving and Enhancing Sydney's City of Villages: A Snapshot of Projects, Local Action Plan 2007–2010 ■ City of Sydney Cycle Strategy and Action Plan 2007–2017 ■ City of Sydney DRAFT Waste Education Strategy 2007–2014 	

City of Sydney staff across a range of City operation units including:	Collated findings
<p>Review of External documents including:</p> <ul style="list-style-type: none"> ■ NSW Department of Environment and Climate Change. [2006] Who cares about the environment 2006 ■ NSW Department of Environment and Climate Change, Who Cares about Water and Climate Change 2007 ■ NSW Department of Environment and Climate Change [2005]. The Environment and Ethnic Communities in 2004 ■ ARIES Documents [2005]. A National Review of Environmental Education and its Contribution to Sustainability in Australia ■ ARIES [2007] Shifting Towards Sustainability: Education for Climate Change Adaptation in the Built environment Sector ■ ARIES [2007] Mentoring Local Government in Education for Sustainability. ■ Australian Conservation Foundation [2007]. National Agenda for a Sustainable Australia ■ Learning for Sustainability NSW Government Environmental Education Strategy 2007 to 2010 ■ A Review of Air Quality Community Education, ARIES 2007 ■ Caring for Our Future, The Australian Government Strategy for the UNDESD, 2005 – 2014 Department of the Environment and Heritage, November 2006 ■ Environmental Education for Sustainability: National Action Plan, Environment Australia 2000 <p>External Informants</p> <ul style="list-style-type: none"> ■ DECC ■ Australian Research Institute in Education for Sustainability ■ Total Environment Centre ■ National Parks Association ■ Local Government and Shires Association ■ University of NSW ■ Ethnic Communities Council 	<p>Individual and Organisational Behaviour Change</p> <p>It is important that efforts are made to achieve behaviour shift at a range of levels. If real change is to be motivated by the City, then work must be oriented towards individuals, communities and organisations. The focus of change efforts cannot be solely placed on individuals and what they do at home. Workplaces, community events and recreational pursuits all have a substantial impact on the environment.</p> <p>The City must look towards influencing the policies and operations of its own businesses, local businesses and industry and the impact of other organisations within its jurisdiction. A concerted and strategic program is required in order to achieve the desired level of impact.</p> <p>City Focus</p> <p>Two levels were identified. Firstly, in-house capacity is vital. The City needs to ensure its staff are trained, committed and supported to work in integrated and sustainable ways. Building understanding of behaviour change and skills in evaluation and adaptive learning are also seen as important.</p> <p>Secondly, the City needs to be operating with community change and context in mind. The community expects the City to demonstrate leadership, especially in sustainability. What the City does and how the City does it need to reflect commitment to achieving sustainability; they also need to reflect care and commitment to the community over time, not just for specific projects.</p> <p>Connect within broader context</p> <p>The City needs to connect with the broader context of state and commonwealth initiatives. The community is alert to inconsistencies, and it needs to see what it is being asked to do as being in harmony with larger scale priorities and actions.</p>

12. APPENDIX 3 – GOVERNMENT RESIDENTIAL ASSISTANCE PROGRAMS

12.1 Federal Programs as of March 2009

Department of Environment, Water, Heritage & Arts

Energy efficient homes package

- free **ceiling insulation** worth up to \$1,600 to all Australian home owner-occupiers of currently uninsulated homes; or
- a \$1,600 rebate on the costs of **installing solar hot water systems**
- help for renters, with a **rebate for landlords on the costs of insulating their rental properties**.

Solar Panels

The Solar Homes and Communities Plan provides cash rebates up to \$8 000 for the installation of solar photovoltaic systems on homes and community use buildings. Household taxable family income must be less than \$100,000.

Low Emission Strategy for Renters – Insulation Rebate

Assisting landlords insulate their existing rental properties by providing a rebate of up to a maximum of \$500.

National Rainwater and Grey water Initiative

The National Rainwater and Grey water Initiative provides rebates of up to \$500 for households to install rainwater tanks or grey water systems.

Green Loans

The Green Loans Program will provide detailed, quality household sustainability assessments and green renovations packs to Australian households as well as access to low interest Green Loans of up to \$10,000 each to make existing homes more energy and water efficient.

- detailed, quality household sustainability assessments
- green renovations packs – CFLs, low flow showerhead, shower timers
- access to low interest Green Loans of up to \$10,000 each.

This \$300 million five-year program will commence in mid 2009.

12.2 State Programs as of March 2009

Department of Environment and Climate Change – Residential Rebate Program

The rebates are additional to any other rebate or incentive offer currently available to NSW residents.

BASIX (the Building Sustainability Index) for new homes and major renovations are not eligible for a rebate.

Rainwater tank rebate

Provides up to \$1500 for rainwater tanks connected to toilets and washing machines.

Hot water system rebate

Provides up to \$1200 to switch from electric to solar, heat pump or gas hot water systems.

Insulation rebate

Provides half the cost of installing ceiling insulation in your home, up to a maximum of \$300.

Washing machine rebate

Provides \$150 for buying a 4.5 star or higher WELS rated washing machine from 1 August 2008.

Fridge Buyback

The Residential Rebate Program also supports Fridge Buyback.