
HOUSEHOLD BEHAVIOUR CHANGE PROJECT



CASTLEMAINE, ARARAT AND KYABRAM

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2 A QUICK OVERVIEW

From 2006 to 2008 the Victorian Government, through the Department of Sustainability and the Environment (DSE), funded the Central Victorian Greenhouse Alliance (CVGA) to trial a behaviour change project. The aim of the project was to see whether, by engaging a significant proportion of a town in a household energy reduction behaviour change project, a whole town could become engaged in and aware of and practice energy reduction behaviour. An additional aim was to test various approaches to assist people to achieve positive changes in household behaviours and to publish the learnings of what works (and what doesn't) for others to use in designing their own tailored behaviour change programs. The objectives were to engage 500 households to reduce their energy usage and greenhouse gas emissions by between 15% to 30%.

The project methodology was put out to tender, and Third Ecology, a Geelong based company, won the project.

All of the 14 local governments that were members of the CVGA were invited to tender for the project to be run in one of their towns. The selection criteria were that the town needed to have:

- a population of between 5,000 and 10,000 people;
- both electricity and reticulated gas;
- a stressed section of the electricity network;
- diverse demographic mix; and
- evidence that the town has a track record of community building and networking across a number of areas.

Castlemaine, in the Mount Alexander Shire, was chosen as the successful town, primarily because of its strong track record in community building. Castlemaine has a population of 8,000 and is about 120km north west of Melbourne and 35km south of Bendigo. It has a strong artistic community as well as being the hot rod centre of Australia. Castlemaine's main employment is industrial and services related, and nearby towns have a agricultural based economies.

At the end of the first year, the project was extended to test the findings from the Castlemaine pilot in two other towns. The same selection criteria and process used to choose Castlemaine were employed again and Ararat, in the Ararat Rural City Council and Kyabram, in Campaspe Shire, were chosen from a strong field. These two projects were managed directly by the CVGA with training and support from Third Ecology.

Additional funds were provided by DSE to test whether the C500 project could be further embedded in the Castlemaine community so that it could achieve long term positive changes without the need for further funding.

2.1 PROJECT TIMELINE

Jan 2006:	Following discussions between CVGA and DSE, DSE offers a behaviour change grant of \$250k to the Central Victorian Greenhouse Alliance, with a potential further \$250k in the following year. The aim of the funding was to pilot a demonstration of the benefits of a large-scale behavioural change program that focussed on reducing energy use while at the same time producing a model able to be replicated in other areas of Victoria.
Feb 2006	The CVGA called for Expressions Of Interest (EOI) through public advertisements, seeking tenders from organisations with the capacity to deliver the program.
Feb – March 2006	An additional EOI process targeted local governments in the region, seeking interest from towns of between 5,000 to 10,000 residents, and households that had access to reticulated gas. Castlemaine was chosen
May 2006	Third ecology was the successful tender and was contracted to deliver the project in Castlemaine.
June 2006 to November 2007	Third Ecology gets active in Castlemaine. The evaluation of the project began in August with the first learning summit, and has continued through to November 2008 (with additional learning summits and a detailed evaluation). This evaluation is encapsulated in the final report How we ran a behaviour change pilot program and the lessons we learnt – telling the performance story of Castlemaine500 . It can accessed from either the CVGA website (www.cvga.org.au). Alternatively, a hard copy can be ordered by emailing eo@cvga.org.au
June 2007:	DSE offers a Deed of Grant to the CVGA to complete the project in Castlemaine and take the project to two other towns, based on the learnings from Castlemaine.
July 2007	An EOI is sent by the CVGA to all of its member local governments that have towns of the size required by the contract (i.e. 5,000 – 10,000 population). Ararat and Kyabram are chosen from a strong field of interest.
July 07	Jobs are advertised in those towns, with interviews conducted and two project workers appointed.
August 07	MOUs are established between the CVGA and the two local governments, with contracts for the workers agreed upon and signed. Workers attend the first learning summit of the Castlemaine 500 project in which the first results from early evaluation are presented and discussed. Additionally, they spend one day training with the Third Ecology's lead consultant, Geoff Brown, to assist them as they begin the development of their projects.
September 2007	Training is provided by Les Robinson, a part of the Third Ecology consortium who is a behaviour change expert from Social Change media. This training is provided to the Ararat and Kyabram project workers and an additional 20 people within the CVGA region. The project workers write up their program logics and begin to engage with their communities.
Feb 08	An MOU between the CVGA and the Castlemaine Community House is established to provide support to the C500 leadership group in an effort to keep the project active in Castlemaine with minimum financial support.
June 08	Official hand over of the C500 project from Third Ecology to Castlemaine Community House and Castlemaine occurs as part of the local celebration for World Environment Day. **The Castlemaine township was a winner of a UN Environment award.
August – September 2008	Projects in Kyabram and Ararat finalised, with a concluding learning summit held in Castlemaine. During this time, other townships (inc Horsham, Donald, Shepparton, Rushworth, Murchison, Tatura and Echuca) express a keen interest in developing something similar but funding is not available at this stage.

July 08 – Oct 08	Third Ecology works very hard to sort through and improve unreliable data on energy use provided by the energy retailers. The findings of the C500 project is written up by the consultants and submitted to the CVGA.
August – Nov 08	CVGA finalises the financials for the project, which had been complicated by having two separate accounts in Kyabram and Ararat. The learning for CVGA is in future to have local finances handled by local organisations.
February – June 09	DSE and CVGA work together to organise a launch of the report of the project in such a way that also re-engages the communities in energy efficiency and conversations about the challenges of climate change and creative ways to meet these challenges.

3 SUMMARY OF FINDINGS

3.1 CASTLEMAINE 500

As anticipated, this project had some very interesting outcomes. Whilst the final figure for participation in Castlemaine was 351 households, the ripple effect engaged a number of other nearby townships, especially in Maldon and Newstead.

An extensive evaluation of the Castlemaine pilot was undertaken by the Third Ecology consortium, with the findings published in the report: *How we ran a behaviour change pilot program and the lessons we learnt – telling the performance story of Castlemaine500*. This report is an honest account of what worked and what could be done differently, and can be accessed from either the CVGA website (www.cvga.org.au). It offers valuable insight into the principles that future behaviour change projects should consider, as well as sound “nuts and bolts” advice. A hard copy of this report can be obtained from CVGA by emailing eo@cvga.org.au.

In summary:

- Most of the 351 people engaged directly by the project undertook actions to reduce their energy use.
- Many indicate that they will take further action according to their plans as financial or other opportunities arise.
- About half of the participants reduced their electrical and gas energy use by 15% or more.
- The average electricity reduction for the 351 households is estimated to be just over 8%; however, there is a fair degree of uncertainty in regard to exact percentages because of the difficulties of getting good data from the power companies.
- Compared to overall Castlemaine electricity use, those involved in the project reduced their energy use.
- C500 had a focus on building community capacity, with staged numerous leadership activities for both participants and project partners.

- A number of community members who had no previous opportunity to explore leadership were able to build their confidence and say they will take this learning into future initiatives.
- An adjacent community (Maldon) adopted the project and made a difference to 20 households, all done through voluntary work. The leader of that project was supported through training by the Castlemaine 500 project team.
- The efforts of the Castlemaine community were recognised by a United Nations Environment Day Award. Many of the people involved in the Castlemaine 500 project were involved in all the projects that brought Castlemaine that award.
- The number of households with high levels of participation influenced many others who were not actively engaged, but were nonetheless influenced. It is important to acknowledge the flow on effect of this project to those who heard about C500 and learnt from their peers.
- All of the C500 tools, reports and process have been made available online for other communities across Victoria (and beyond) to use and adapt to their own needs.
- An analysis of the cost per person, if only considering the 351 households participating in the C500 project, indicates that the project cost \$100 per household. However, more than one person lived in many of these homes. Additionally, the project then grew to two other sites (Kyabram and Ararat), which gives greater value to the dollar expenditure. There was also a significant ripple effect, both from the interest expressed by other towns in the region and from people not directly involved – who could not be 'counted'. This suggests that the C500 project presented a significantly valuable contribution for minimum financial outlay.

One of the findings of this project was that it is extremely difficult to access reliable data from power companies to do the monitoring and evaluation, and suggests that any further projects find more direct ways of getting data from households. Devices are now available to measure and display in real time energy use to householders but these had not been developed at the beginning of the project

3.2 COMMUNITY TAKEOVER OF CASTLEMAINE 500

At the end of Third Ecology's direct involvement in the community Castlemaine Community House (CCH) was employed via a Memorandum of Understanding to work with CVGA, the C500 participants and leadership group to explore whether the project could be continued within the community without further funding. Castlemaine Community House's role was to run four facilitated workshops with the leadership group and to maintain contact with the household participants.

In the two years since the start of the project the community of Castlemaine had become very much more engaged in sustainability.

In addition to the emergence of the Mount Alexander Sustainability Group (MASG), other new groups had begun to explore the subject of sustainability, joining the phalanx of environmental groups that have existed for some time. Such was the engagement of the community that in June 2008 the community was given a UN award. This change has also made it difficult to identify exactly what impact the C500 project has had on the rest of the Castlemaine population. So much has been happening that to isolate one project seems an

impossible ask, but it is clear that it this project has been beneficial in bringing people together and in networking across the groups.

To date, the CCH has facilitated three leadership workshops, which led to important input into the local Council's Greenhouse Action Plan and the celebration of the June 2008 World Environment Day Award, bringing to many groups and individuals together. The profound benefits of such social interaction and networking events are also almost impossible to measure. How do you capture the outcomes of a conversation which may not bear fruit for months or years, or which is one more piece of the jigsaw puzzle that helps to create significant change? What we do know is that it is essential that people talk to each other, share ideas, generate inspiration and collectively generate the momentum for systemic shifts in practice.

It is clear that the interest in the C500 program is waning, from both the participant point of view and the leadership network. Questioning of the participants and leaders has indicated that this diminishing interest does not reflect a waning of concern about climate change and sustainability issues. Rather, interest has in general evolved to involvement in other groups, and therefore the C500 experience should be regarded as a success. The MASG in particular has taken on a leadership role in engaging the community. (See www.masg.org.au)

The major barrier reported by many participants is that it is still too difficult to navigate the information maze in order to know what products they should use to achieve a sustainable household. There is an overwhelming amount of choice and pathways and this can stop people from proceeding. These pathways barriers are best overcome by local groups working with local tradespeople, as has been shown by the success of the local action climate groups engaged in bulk buying renewable energy or energy efficiency products throughout the region.

Read Janet Phillip's full report and reflections starting page 22.

3.3 COMMON FINDINGS FROM ARARAT ENERGY SAVINGS AND KY CAN DO THAT!

As noted, the towns of Ararat and Kyabram were chosen to test the learnings from the Castlemaine project, following an expression of interest process. Ararat is, like Castlemaine, a town in which the Gold Rush played an important part in its history. It has a population of around 9,000 and its main employment is industrial, services and agriculture. It is about 75 kilometres North West of Ballarat. Kyabram has a population of around 7,000, with a similar mix of industrial, services and agricultural economy. Its nearest major service centre is Echuca on the banks of the Murray. A significant difference between the towns was that Ararat had an established environment group and as well the town had been exposed to renewable energy projects through a nearby, well accepted wind farm. Kyabram had the usual Landcare groups but had not yet set up a local action climate group.

This project was managed by the CVGA which employed project workers in the towns to carry out the project. The decision to employ local project workers was based on the learnings from the C500 project, which indicated that local people are more effective change ambassadors because they have established relationships and reputation, know the local networks and are more likely to be trusted by the township residents. The application of this learning has proved to be successful.

The Ararat and Kyabram projects began in earnest in December 2007 after the two project workers (local residents Jane Marriott and Lisa Hawken respectively) were selected and trained.

The project workers, while employed by the CVGA, had the support of Ararat Rural City Council and Campaspe Shire Council, which provided desks, computers, telephones and Council Officer support. The employment of the project workers concluded in August and September of 2008 respectively due to cessation of funding. In the short timeframe available, with both project workers employed two days a week, some exciting progress was made.

It is worth noting that it was not a requirement of the Kyabram and Ararat projects that detailed monitoring of electrical and gas bills be undertaken. Funding was provided only for the employment of project officers plus some project expenses and did not cover detailed monitoring. However, both projects still articulated good indicators of success, with a summary of their approaches and achievements given below as well as described in more detail in the reports done by the project workers attached to this report.

The two project workers adopted slightly different approaches which reflected the size of their town, existing organisations, and their own experience and expertise. However, both the Kyabram and Ararat projects shared the following common elements:

- Engaging with the community leaders to get community ownership. This approach was a result of the training provided by the C500 team, which assisted in designing and developing clear programs of logic that were then 'owned' by the community leaders.
- Providing opportunities for 'small steps' (such as the giving of free light bulbs to focus the community's attention on easy ways to achieve energy reduction).
- The two day workshop process used in the Castlemaine 500 pilot did not seem to work as well in Kyabram and Ararat. In Castlemaine the workshops were used to impart knowledge, but more importantly to provide tools such as the home energy assessment tool and to encourage discussion amongst the participants on their findings and actions. The community leaders in both Ararat and Kyabram felt that it would be too much to expect people to put aside two days. The Ararat project worker modified the workshops into a shorter version and used it very successfully in the townships surrounding Ararat.
- The Castlemaine 500 project initially created barriers to participants by having a strict border Castlemaine and by having a complex web passed enrolment form. Kyabram and Ararat projects imposed no barriers or formal enrolment procedures.
- Both projects sought to engage the community through easy to do steps. The Ararat project firstly tried asking people to buy Greenpower but found that this was too difficult because of the barriers put in place by the energy retailers. They found other small steps to engage the community, such as light bulbs, and this is also what the project in Kyabram did.
- The Sustainable Homes tour which showcased local households and the 'green' technologies implemented on site proved to be an easy and successful promotion for both towns, with participation numbers far exceeding the expectations of the project workers.

- Learning from outcomes of each activity was enormously important, informing the project officers of how to adjust their activities to ensure greater community uptake of their next small steps.

3.4 IN KYABRAM (IN SHORT):

- 450 households signed the light bulb pledge and received two free light bulbs
- 1500 people signed up to become project members;
- 400 children completed the Cool Ky Kids program which engaged schools, the children and their parents.
- 52 people attended the Sustainable Homes tour;
- Weekly news articles in the local press kept the community informed about the project and its progress;
- The formation of SKY (Sustainable Kyabram) was achieved at the conclusion of the project as a way of ensuring the community had an ongoing focus;
- 130 householders signed up and paid the deposit to bulk buy solar panels, with each household receiving a household energy audit as part of the solar panel installation;
- Six neighbouring towns approached the Ky Can Do That! Project worker and are considering similar projects in their communities.

3.5 THE KYABRAM STORY...

This is a story of a little town banding together to achieve big things.

Kyabram is a small rural town of around 7,000 people, hit by the drought and the withdrawal of a range of services. It has no established environmental groups, apart from Landcare. The following summary outlines both the activities and the results achieved with the guidance of the project worker, Lisa Hawken:

1. At the commencement of the project, basic office systems were established such as developing a database of contacts, designing a letterhead, business cards, and deciding to wear a uniform to create a recognisable brand for the project.
2. Letters were written to all business and groups that may supply products or services to engage their expertise.
3. A process of identifying community leaders known to be passionate about the town created an additional database of contacts.
4. A range of local community leaders (including Council staff, Councillors, the editor of the Kyabram Press, the school principal, the Landcare president, local traders, a Lions Club member, a farmer and a representative from the Kyabram Development Committee) were invited to a workshop in February 2008. At this workshop, the project worker:
 - a. Facilitated a session on strategies that could be used at home to reduce energy use and which gave participants a feel for the project.

- b. Asked this group if they could suggest what would be the best ways to engage the town in the project.
- c. Took photos of all participants and asked for their "energy saving tip of the week". These tips were subsequently published in the local paper every week, following endorsement from the Editor who participating in the workshop.
- d. As a conclusion of this process, this group agreed to continue on and formed the *Ky can do that! climate change network*. They consistently provided good ideas, created access to both networks and opportunities, gave the project local legitimacy and suggested project priorities.

5. Kyabram light bulb challenge

- a. This was considered a 'small' initial and easy step that would create too much stress for those wanting to commit to the challenge.
- b. Community members were invited to sign a *Ky Can Do that!* pledge and promised to only to buy energy saving light bulbs in the future. In return they received a membership certificate and two free energy saving light bulbs.

RESULTS: Over 450 Kyabram households and 1500 people (i.e. 25% of the township) becoming Ky Can Do That! team members.

6. Cool Ky Kids program

- a. The school fete was identified as one of the best places to publicise the light bulb challenge.
- b. The project worker ran sessions with students from Grades 3 to 6 in the weeks preceding the fete about climate change and the project and ASKED for their help in the project.
- c. Children brought their parents to the *Ky can do that!* stall at the fete in droves!
- d. This process proved so successful that it was replicated at another primary school in the town.

RESULTS: Over 400 children have completed a Cool Ky Kids workshop.

7. Household energy smart workshops

- a. This workshop was extensively advertised.
- b. 18 locals registered for event.
- c. Only nine people turned up.

RESULTS: The low attendance reinforced the project worker's belief that without a core of environmental people, such as Castlemaine has, this workshop wouldn't appeal. A decision was subsequently made to spend time on other activities that would reach (and be relevant to) the Ky audience.

8. Sustainable House Tour

- a. A tour of two sustainable homes in the region was organised – one was a new home and the other had been retrofitted.
- b. It was noted how interested people were in solar power.

RESULTS: An expectation of 20 people was proved wrong when 52 showed up! Everybody who went on the tour was given an information pack

9. Bulk buying of PV/formation of SKY (Sustainable Kyabram) and the Solar Smart Town project.
 - a. Research sought to clarify for the township what options were available to bulk purchase solar panels.
 - b. The *Ky Can Do That* network realised that the project would come to an end and that, for this project to work, the network would have to take this initiative on themselves.
 - c. This decision led to the formation of SKY (Sustainable Kyabram).
 - d. A town meeting was called (but not advertised). People came because of the buzz.
 - i. 220 people showed up
 - ii. 130 households signed on and paid their deposit
 - iii. The scheme they designed involves each of the household getting an energy audit before the panels are installed.
 - e. Significant media coverage was given to this event.
 - f. Six other regional towns who had heard about this initiative contacted SKY wanting to replicate the project.

RESULTS: 130 households will be audited and aim to increase their renewable energy consumption. Other towns intend to replicate this.

Ky Can Do That was ultimately so successful because of SKY and shows the power of promoting change through relationships and conversations – especially in small regional communities.

See Lisa's full report and reflections beginning on page 14.

3.6 IN ARARAT (IN SHORT):

- 150 people attended the September 07 Ararat Environment Day display;
- 15 leaders engaged in workshops and planning;
- 450 people engaged in the light bulb challenge
- 600 families, via engagement through their children's school, engaged in the light bulb challenge
- 400 people saw the display on energy efficiency at the library
- 32 people came to the Gum San Hall for energy smart workshops
- 50 energy saving kits were distributed at a local tourism conference
- 60 people came to the energy efficiency display at the Lake Bolac Eel Festival;
- 5 people made the switch to green power, changing their utility provider;
- 28 people came to the Ararat Landcare energy smart workshop
- 18 people came to the Moyston Landcare energy smart workshop
- 25 people picked up an information kit at a public Ararat Greenhouse Action Group meeting;
- 15 people came to an Elmhurst energy smart workshop
- 22 people came to a Rotary workshop
- 400 families shared their environmental messages at a display on World Environment Day by putting up their messages on "leaves" of a "tree"
- 50 people went on the Sustainable Homes tour;
- 34 went to the Pomonal energy smart workshop
- 600 attended the Sustainable Living Expo in Ararat
- Weekly news articles in the local press kept the community informed about the project and its progress.

3.7 THE ARARAT STORY...

The power of creating change through creating many opportunities for engagement, learning and, discussions

Ararat is a town of some 9,000 people, and has a well established Ararat Greenhouse Action Group. The project worker, Jane Marriot, worked with this group as well as engaging many people in the town in a range of activities. Her milestone report summarises these activities, the number of people engaged and when the town was informed of activities through media promotion.

Her more detailed reflections of the project begin on page **21**. These turn the dry list of achievements into a story of community engagement, hard work, persistence and fun.

DATE Start 17/9/07	ACTIVITY	NATURE OF ACTIVITY	No of participants/int eraction	Press
	Training Sessions 3&4/10,10/10,			
30/9/07	Ararat Environment Day – Town Hall	Set up display of environmentally friendly products, handouts on project	150 public 10 other agencies	√
16/10/07 – 27/11/07	Project Planning Group Meetings	Review project plan and discuss progress	2 x 4	
7/11/07	Community Leaders Workshop	Practice run for Community Workshops and input from community leaders	15	
1/12/07 - 28/2/08	Low energy light bulbs Display Mitre 10	Partnership with Mitre 10, to have display and offer cost price low energy light bulbs	150	√
7/12/07	Launch Light Bulb Challenge	Display and free Light Bulb Distribution with kit in Barkly St	150 (130 CFLs)	√
21/1/08	Display at Library	Display of energy saving ideas and information sheets on a wide range of energy savings	4 weeks (est 400 visitors)	√
31/1/08	Free Light Bulb Distribution	At Library	140 (110 CFLs)	√
11/1/08 to ?? date	Green Snippets: How Green is your Home	Weekly media articles	Ararat Advertiser	√
21/2/08	Schools promotion	Kit of household energy info and free CFL for each primary school student	600 families	√
19/2/08	Energy Meter kit	Produce 4 Energy Meter Kits for people to loan from Library		√
4/3/08	Energy Smart Workshops	32 attendees at Gum San Hall	32	√
11/3/08	Energy Saving Kits for Tourism Operators	Distributed at local tourism conference	50 kits	
29/3/08	Display at Lake Bolac Eel Festival	Display of energy saving products and information booklets and fliers.	60 people	
22/4/08	Make the switch to Greenpower	Facilities and info at library to assist people considering signing up to Greenpower	5 people	√
5/5/08	Rural Community Workshop –Ararat Landcare Group	Presentation of a range of energy savings actions and discussions about how individuals, households and businesses	28 people	

		(including farms) can make changes.		
7/5/08	Rural Community Workshop – Moyston Landcare Group	Presentation of a range of energy savings actions and discuss how we can each make changes.	18 people	
12/5/08	Info Pack on Energy and Water Rebates	Promote and present at a public AGAG meeting. Outlines of rebates available for Solar HWS (Hot Water Service), Gas HWS, Solar panels, Insulation, Gas Heaters, Water Smart devices, Rainwater Tanks, Greywater systems, Renewable Remote Power.	25 people	√
19/5/08	Rural Community Workshop - Elmhurst	Energy Smart Workshop, go through HEAT, (Home Energy Assessment Tool)	15 people	√
28/5/08	Talk to Rotary	Energy Savings and project, info available, mini packs	22 people	
5/6/08	World Environment Day	Installed a display stand in Barkly St, including an invitation for people to share their environmental messages on a leaf. Distribute leaf packs to schools & library	80 people 400 families	√
15/6/08	Sustainable House Tour	Organise a bus tour of 5 houses that showcased sustainable design features	50 people	√
16/6/08	Promote solar in schools program	Liaise with Primary School Principal to encourage local schools to participate in Solar in Schools grant application		
8/7/08	Community Workshop Pomonal	Energy Smart Workshop, in conjunction with Pomonal Progress Association	34	√
21/9/08	Sustainable Living Expo - ARCC	PV suppliers, Solar HWS, sustainable products – cleaning, catering, paint, building supplies, etc	600	√
Periodical	Sustainability Advice	Provided advice to residents on sustainability	40 requests	
Monthly	Attend Ararat Greenhouse Action Group Meeting	Give progress reports about the Project	8 x 15 members	

4 WHAT WOULD WE DO IF WE DID IT AGAIN (AND WHAT ADVICE CAN WE OFFER TO OTHERS)?

In August 2008 Third Ecology ran the second learning summit for all three projects (Castlemaine, Kyabram and Aarat). Many lessons were learnt, and project workers and steering group members reflected on their experiences. It was agreed that there were critical findings that would inform any future project for these townships, findings that could be useful to other towns and community groups. These conclusions are summarised as follows (and are enhanced by the list of the principles in the Third Ecology's report):

1. Involve the community early on in the planning of the project. Build the logic model with them; consult them on the strategies you are planning to use to engage their community. No doubt they will know this turf better than you and involving them will help to build a sense of community ownership early on.
2. Tailor your approach to what you know works in that particular community. Work out what makes them tick. For instance, in rural and regional Australia, drought is clearly a top priority so tailor your message around that instead of trying to beat people over the head with a climate change message that doesn't resonate with the community.

3. Where possible, use a participatory form of data collection and evaluation. Involving participants and/or other stakeholders in the collection of qualitative stories is particularly engaging and often a major form of evidence of change. Self monitoring by participants can also be an effective way to encourage behaviour change.
4. Try to get as much local ownership and involvement as possible. Give people responsibility for something and let them run with it, even if it is a bit different to what you had imagined. Get them to run the workshop, the information stands and organise meetings if possible. We found that training up local people to undertake home energy assessments really helped to build people's confidence in the project. People are much more receptive to a 'local' face than that of a stranger.
5. Involving local businesses and partners is an excellent way to build rapport in the community. It can also help to develop a product and services base for your participants to use. One of the biggest barriers reported by our participants to the adoption of new practices was the lack of local service providers and products.
6. It is important to start small and build trust in the community. Develop relationships and ensure your face is seen around the traps. Get a feel for the community spirit.
7. Do 'good' planning but be prepared to be flexible and willing to change your approach to adapt to the situation. Involve your funders and other key stakeholders early on in this discussion, explaining the need for flexibility, so that there are no surprises when you do need to change your approach. Even go so far as to plan checks and balances into the project so that you are forced to reassess where you are at on a regular basis and adapt accordingly. (Use an action research approach).
8. Be realistic with your expectations in the beginning. Be ambitious but remember that it's bloody hard to understand behaviour change and how we influence it. Ensure that you have this discussion with your funders.
9. Find out who are the key influential people around town, and get them on board. If they can be seen to be part of the project, or doing the actions that you want others to do, then you're on a winner.
10. Ensure that you have a local point of contact for people. While the project coordinator doesn't necessarily need to be a well known local identity, they do need good networking skills, and people need to see them around town during the life of the project.
11. Build an exit strategy into the project from the start. Funding won't last forever, but the legacy of the project needs to continue. While it may feel like you're dumping a load of responsibility on the community with no funding, sometimes you need to just let it go. And trust in the amazing resourcefulness of an inspired community.
12. Keep early messages simple and focused. We found in Castlemaine 500 that the earliest messages that we sent out about the project were the ones that stuck and were virtually impossible to undo down the track. The moral of this tale: Test the messages with critical friends, or maybe a focus group, before you release them into the wilds of the public sphere!
13. Offer practical solutions to people. Use tools that are straight forward and effective. We found that an energy smart thermometer and a plan for reducing energy was invaluable to people.

14. Locating the project workers within an existing organisation such as a local council can bring benefits with it such as administration abilities and support, as well as credibility. However, it can also bring the restrictions of being inside an institution. It's also critical that you ensure that the organisation "cares" about your project.

15. Ensure that the project team - including the steering committee - have clear roles and responsibilities.

The project workers' reports and reflections that follow the thank yous outline in their own words and spirit their experiences of running the projects.

5 THANK YOUS.

This project has been a dance between equal partners of all involved – the communities, the funders and the project workers. We have all learnt and all contributed. Thanks to the three towns of Castlemaine, Kyabram and Ararat– the people of the towns and the support from the local governments of Mount Alexander, Ararat and Campaspe.

The journey would not have been possible without the support of the Victorian Government through the Department of Sustainability and Environment, which not only funded the project but whose staff also actively and enthusiastically walked the journey with us, step by step, providing their own wisdom and being delighted with the learnings they have made. Their involvement allowed the project to be flexibly administered, without ever losing sight of the purpose of the project.

Third Ecology was chosen from an impressive list of companies and people interested in running the project in Castlemaine. Their enthusiasm and skills, particularly of the project leader Geoff Brown, made the project 'happen' in Castlemaine and gave great impetus and support to the projects in Ararat and Kyabram. Their efforts in the last difficult part of the project – the extremely difficult collection of data and evaluation – were well above the strict requirements of the contract. Their report of the project is both a work of art and a work of clarity; it's a pleasure to read.

Jane Marriott in Ararat and Lisa Hawken in Kyabram turned a bit of training and support into impressive projects. They achieved great results on two days a week of pay (which they often exceeded) in just one year. Janet Phillips worked within the complex landscape of Castlemaine's environment and social justice groups to support the C500 network project for a further year. Her enthusiasm and work beyond and above the call of duty is greatly appreciated by CVGA and the citizens of Castlemaine.

Bronwen Machin
Executive Officer
Central Victorian Greenhouse Alliance
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6 LISA HAWKENS' REPORT AND REFLECTIONS OF KY CAN DO THAT!

March 2008: The *Ky Can Do That!* Project is up and running, and after a slow start is now gathering plenty of momentum within the Kyabram Community. Kyabram is a small rural town of approximately 6000 residents, and is economically very dependant on its farming community. Currently our farming sector is taking quite a beating with the prolonged drought conditions and therefore community spirit is being challenged. The Ky Can Do That project is a wonderful opportunity for residents to focus on something positive.

When the *Ky Can Do That!* project kicked off in November last year, I was faced with the challenge of engaging a community that did not already have an established 'green' team. The lack of a climate change group (not even an environmental group!) was daunting, so the first task was to try and gather a group of enthusiastic, passionate environmentally conscious people. In the small rural town of Kyabram it was also important that I get the 'right' people on side, so that the rest of the community would feel compelled to follow.

Community Leaders Workshop: Although it was labour intensive to individually recruit the above mentioned type of people, I believe the effort was well worth it. After lots of research I invited a 'select list' of local leaders to a Community Leaders Workshop in February. At the workshop I first facilitated a quick session on strategies they could use in their own home to reduce greenhouse gas emissions. This was mainly to give a feel for the outcomes of the project. I then moved on to asking the group for assistance in planning the path by which the project would best engage the town of Kyabram. The ultimate outcome I was chasing however was that these leaders would leave feeling they had some ownership of the project and that they would like to continue to be involved.

I could not have asked for a better result on the evening. Amongst the 20 attendees was a fantastic cross section of leaders, including the local mayor, CEO of Sustainability for the two local shires, Editor of the Kyabram Press, Principal of the primary school, President of Kyabram Landcare, representatives from local trades, business owners, Lions Club members, a farmer and a representative from the Kyabram Development Committee. It is important to note that these people are not seen as 'greenies' amongst our community; rather, they are recognized as people who are passionate about Kyabram.

Throughout the evening I received some fantastic direction and ideas on how to tackle the project in our town. By the close of the workshop the group decided of their own accord to continue on as the *Ky Can Do that!* Climate Change Network. I now report to the group with any major decision making, and I use them as a resource to support all project ideas and initiatives.

These leaders also now appear individually once a week in the local paper with a photo and a household energy saving 'tip of the week'. Prior to the leaders' workshop, I was receiving adequate support from the paper. Since the workshop, the Editor is 100% committed to the project and we are getting lots of front page spreads!

At our Workshop the group agreed on the best course forward. I email the group weekly with updates on our progress and ask for feedback and assistance when required. Below is a snippet taken from an email to the group that shows an update on our course of action:

- *Launch the Kyabram Light Bulb Challenge: Launch set for Friday March 14.*

- *Continual promotion in the media: This is well on the way with all your happy smiling mugs on the front of today's Free Press! Thanks heaps Gus for your support. I will now follow up with the weekly 'tip of the week' that you all so generously agreed to supply.*
- *Promotion to community groups (especially schools): I have organised to have a stall at the Dawes Rd fete next Friday evening. Families will be able to sign the pledge and get their certificate and free globes. I have organised to speak to each of the classrooms before then to run mini workshops with the kids (and they can therefore discuss the issues with their parents before next Friday).*
- *EARTH HOUR: This was a great suggestion! I have signed up our group on the Earth hour website and made contact with the Echuca Landcare group who are doing an amazing job of promoting it in Echuca. I believe they have even got Oscar W's to agree to serve meals by candlelight and are going to have a social get together there to mark the occasion. I have attached some documents regarding this. I suggest you all jump on the website www.earthhour.org and also sign up as individuals (before Saturday 29th March). Watch out for the joint article between Ky Landcare and **Ky Can Do That!** Promoting Earth Hour (in the Free Press) the week before the big event.*
- *Household Energy Smart Workshops: Holding off to gather our mass of community support before launching.*

As you can see my Network has decided on some 'priority actions' for me to focus on. Some of the actions include:

Ky Light Bulb Challenge - From the outset of the project I was conscious of devising a method that allowed people to become a part of the project (a *Ky Can Do That!* team member) with minimal commitment. We want to use this initial small/easy commitment to the project to build relationships with and amongst team members. We then plan to use this as a spring board for larger commitments (such as attending workshops etc).

Early on I decided that this 'easy' commitment should focus on ONE small energy saving action in the home. This is so that people can feel that being part of the climate change solution didn't have to be so overwhelming. Hence the KY LIGHT BULB CHALLENGE was born!

Community members are invited to sign a *Ky Can Do That!* Pledge to become a member of the team and to promise only to use energy saving CFL bulbs in the future. They receive a membership Certificate and two free CFL bulbs in return.

The Challenge was launched two weeks ago and we already have 248 people involved.

Get our Message out using community groups (especially schools) - My Climate Change Network strongly supported using community groups as a way to get our message out, and were particularly convinced about using local schools. On March 14, Dawes Rd Primary School ran their annual fete & *Ky Can Do That!* linked up with the school to launch the Light Bulb Challenge at their big event.

I felt the easiest way to get parental involvement in the project was to first get the children involved. I spent time with each of the classes from Grades 3 to 6 in the week leading up to the fete, in which time I talked with the kids about climate change, discussing simple things they can do around their home, and I asked them to help me with my project.

The response was INCREDIBLE. I had so many students bring their parents along to the fete stall that I could not keep up. Families were waiting four deep for their turn to sign up! The Dawes Rd children now think we can get the whole town of Kyabram to sign on to our Light Bulb Challenge!

This process has been so successful that I will now replicate it at the two other schools.

We have also built close connections with many other local community groups. For example, we have published joint articles with Ky Landcare in the local paper and formed an alliance with Goulburn Valley Water which will see us running Home Energy Smart workshops for employees in Kyabram.

Household Energy Smart Workshops - We are looking forward to running the Energy Smart Workshops in the near future. The success of these will hinge greatly on the team success in increasing local awareness of the project and climate change issues. We are currently compiling a list of interested householders that are ready to move from the 'single action' of changing over their light bulbs to the much greater commitment of tackling their whole home. I have found that people who have already made the smaller commitment (joined the Light Bulb Challenge) are much more willing and excited about taking the next step.

CHALLENGES: To sum up my thoughts at the beginning of this project, the phrase 'starting from nothing' springs to mind! *Ky Can Do That!* started with one person, some supporting material from the Castlemaine 500 project, and an empty office. To be truthful, at times it felt like it might take forever to start getting some runs on the board. Now that the project is well on its way, it is important to recognize a few challenges that 'Ky Can Do That!' faced....

- Too much time was needed to establish basic bones of the project. I wanted the project to have a level of professionalism; however, we had to establish everything from scratch. It took such a long time just to get the basics under control, from creating names, stationary, letterheads, business cards, and websites, to getting a computer for my office. Reinventing the wheel is such a waste of time and money. This is all understandable in such a new project as ours, but if this is ever to be replicated, these things need to be strongly considered.
- Facilitators need more streamlined access to funds.
- Time lines. Projects with a 12 month expiry date are very difficult to manage. We may finally gain some real momentum and the project will be due to wind up!
- The lack of an established climate change or environmental group within the region.
- Not actually being involved in the pilot project or workshops at Castlemaine. It would be much easier to deliver a pre-packaged workshop or project if you had already experienced it.
- A one-person project can be quite isolating.
- Results that can be achieved in one year with one person two days per week are limited.

STRENGTHS: Some strengths associated with the project so far include...

- Every town is different, therefore allowing the facilitator the scope to shape the project according to the town's needs - which is fantastic.
- The project is something that ANYONE can get involved in. It does not discriminate therefore encourages a real sense of community amongst people.
- People genuinely want to be involved.
- At the outset of the project I spent time gathering a list of project partners. I wrote to all businesses and groups in the region that might supply products or services that will help people achieve a more energy friendly home. This means that I do not have to be the expert on everything, and I have a local group of enthusiastic suppliers that do that role.
- Rolling out the Light Bulb Challenge with support of the students from Dawes Rd Primary School was truly unbelievable.

- We are a changed family; I can definitely see a deeper shade of green appearing! We are practising what I preach.

Project Final Report - September 2008

Progress since March 2008

Cool Ky Kids

Following on from the success in the first half of the year at Dawes Rd Primary School I decided to replicate the Cool Ky Kids workshops at the larger Haslem St Primary school. Again, all grades 3 to 6 students participated in a Cool Ky Kids workshop and were asked if they would assist me in achieving the goal of making Kyabram a traditional Light Bulb free town. We had the same fantastic response and hundreds of students brought their families along to the stall at their Fete to take the Lightbulb pledge and sign up as Ky Can Do That members. I have many mothers giving me a hard time saying their children now run around their home turning lights off and making them sit in the dark! Over 400 children have now completed a Cool Ky Kids workshop in Kyabram.

Ky Light Bulb Challenge

In the second half of the year the Light Bulb Challenge remained a popular and simple way for people to become part of the project. This focused on offering community members a way to be a part of our project that did not require a large financial or time commitment. At last count we had over 450 Kyabram Households and 1500 Ky Can Do That team members (not bad in a town with 6000 residents!).

Household Energy Smart Workshops

Once awareness of the project was raised in Kyabram and support gained through the Light Bulb Challenge it was time to offer the Household Energy Smart Workshops. This form of engaging the community had proven successful in the Castlemaine 500 project and supporting materials had been supplied so the workshops could be replicated in Kyabram.

Since the outset of the project I harbored reservations regarding the appropriateness of the workshops for the highly conservative Kyabram community. Castlemaine is a very different community to Kyabram, and had a level of interest from community members who were already environmentally aware. I envisaged it was these types of people who would be willing to take time out of their already busy lives to come along to a workshop and learn about the smaller changes they could make around their home.

After quite extensive promotion of the workshop I was satisfied with the 18 registrations booked in for the event. Unfortunately on the night there was only 9 show up, and although they were keen and ready to learn I felt the workshop was an exercise in preaching to the converted. Although the lack of attendees did not surprise me, it was disappointing given the positive reaction I had already received to other initiatives of the project. Given the time and resources that went into this event I decided that I needed to spend my remaining time and money wisely to achieve maximum benefits and reach wider audience in the community.

I believe this highlights the need for facilitators to be provided flexibility in their role and to be able to deviate from the plan when required whilst remaining focused on the outcome – a more sustainable town.

Regional and Rural Energy Groups

In May I attended a meeting in Melbourne with many of Victoria's regional and rural energy groups. At this stage of Ky Can Do That there was some hope the project would receive further funding to continue on for a second year. It was after this meeting that I realized that to make a large and long term impact on Kyabram's energy use in such a short space of time I would need to focus on renewable energy.

Rotary

In May I received a nomination from the Rotary Club of Kyabram for the Rotary International Group Study Exchange. They had recognized Ky Can Do That's value in the community and thought I stood a good chance of winning a position on the Team. I feel privileged to have been chosen to represent Australia and Rotary on their team of four and in September will travel to the USA to exchange information on community climate change projects and sustainable agriculture. I am the first person to represent rotary in the area of climate change.

Sustainable House Tour

On July 5 I ran a sustainable house tour in the Kyabram district. We visited two homes, one new architecturally designed energy efficient masterpiece on a few acres of land. The second was a retrofitted home in the centre of town on a small block with all town services.

This event was more successful than I had imagined, in fact I had arranged information packs for 20 people and 52 turned up! The success of this event supported my theory that the Kyabram community was interested in sustainable living and reducing their energy use – we just had to find the right way to engage them. It was during the house tour that I noted how many people were interested in solar power.

Kyabram - Solar Smart Town (and SKY)

When I first started investigating renewable energy options for Kyabram solar was the obvious choice, however this technology was not only unaffordable for most Kyabram households but also unavailable. Solar PV Companies were prepared to provide a quote of around \$13,000 for a 1 KW system (\$5,000 after federal government rebate), however most were unwilling to travel to Kyabram to complete the install due to our regional location. I therefore spent time building a relationship with EcoSmart Programs who agreed to travel to Kyabram to complete installs of a 1kw PV system at \$1800 HOWEVER, I had to guarantee a minimum of 15 households would commit to the deal. Although I was excited about the idea I knew getting this level of commitment was going to be challenging given our town is under the financial strain of drought.

At this stage of the project it became clear that funding for Ky Can Do That was not to be continued and I had two months to wrap up the project. Clearly there was no longer enough time for me to deliver on the Solar Smart Town idea. Rather than let the idea fall away I turned to my Ky Can Do That Network (who had been providing guidance from the beginning). These people gathered for a meeting and decided they would take on the responsibility of following through the idea. We then formalized a group of 18 committee members and they called themselves Sustainable Kyabram (SKY). I then approached the Shire of Campaspe for financial support of this group, however they could only offer continued 'in-kind' support (ie a meeting place) and felt that if the project was to continue it would have to be driven by volunteers within the community.

SKY quickly moved into action and met for once a week for almost two months leading up to their Solar Smart Town Meeting. I made it my only priority looking towards the end of Ky Can Do That to support SKY. We booked a venue and a representative from EcoSmart to deliver a presentation on

solar PV's and their benefit to individual householders and our world in general. It was our hope that we could get 40 households to attend and from that 15 homes would sign up.

SKY began discussing the project with their networks, friends and neighbors and within weeks we realized we had more interest than anticipated. Fortunately we changed the town meeting to a bigger venue as 220 community members showed up on the night (approximately 150 households). By the following week 130 households had signed up and paid a deposit for their system.

Why did the Kyabram Solar Smart Town project work so well and what could we have done better?

STRENGTHS

- SKY is a group of 'mainstream' community members. They have no extreme ideals about how Kyabram people should live their lives, only that they would like to support people's individual desires to live more sustainably. This means they share many of the same sustainability values with the people they are trying to engage and therefore find it easy to connect on a personal level.
- We did NOT advertise the Solar Smart Town Meeting in any form (flyers, advertisements etc). Instead interest was generated from people to people contact (buzz!) and stories run by the local paper promoting newly formed SKY. I had many people phone and say 'my neighbor told me about this wonderful program you are offering and said I should give you a call!'
- The media is extremely interested and we have had spreads in 3 papers, radio interviews on ABC and A Current Affair has booked in to do a storey. This could easily have been built on if SKY had the resources.
- Due to the media coverage we have had 6 other regional Victorian towns contact us wishing to replicate what we have achieved. These include Horsham, Donald, Shepparton, Rushworth, Murchison, Tatura and Echuca. I believe all but Shepparton and Echuca are already underway. We are doing our best to communicate our triumphs and mistakes to these towns so that we can minimize reinvention of the wheel.
- SKY is only just beginning their journey as a sustainability group. They have plans for future projects including PV panels for public buildings, solar hot water (new and retrofit), rainwater tanks, plastic bag free shopping, water efficient gardens and energy & water audits.
- The project began by gathering a group of community leaders to become advocates and advisers. It raised its profile by asking for a small commitment from community members (the Light Bulb Challenge) and then built on this. It also used community and school groups to help get the message out. After one year, a group of community members emerged who were passionate enough to keep the project going within the town. This plan seems to have worked very well and I would recommend the same approach to other towns.
- Once SKY realized they had so much interest (people power), their bargaining power with large companies escalated – this was difficult to manage. However, it did help them succeed in their bulk buy plan. SKY provided the community with information deals from two different companies (Braemac and EcoSmart).
- SKY was very clear they were providing the forum for community members to access the information they desired on solar and did not advocate any one company or have any financial interest in the project.
- The Solar Smart Town project was successful because it was driven by Kyabram community members.

CHALLENGES

- A one year project is extremely challenging. I believe the community feels that just as they were starting to embrace the project, it was being taken away. This stirs up feelings of mistrust and 'why did we bother in the first place'.
- The Solar Smart Town project is labor intensive and it is going to be very challenging for a group made up solely of volunteers to see through the commitment they have made to the town.

- Seeing through the Solar Smart Town project is proving confusing and unprofessional due to it coinciding with the end of the Community Facilitator position. This is causing the community a great deal of concern and is creating a scenario of missed opportunities.
- There is now pressure from the community on our local government (Shire of Campaspe) to keep the project running.
- Without a paid position, the media attention for the Solar Smart Town will not be capitalized upon.
- Although there has been successful handover of the project to the town of Kyabram and a willing group of volunteers, I have some moral issues regarding knowingly setting these people up with such a large commitment.
- Missed opportunity of momentum. It has taken a long hard year to get the results that we are seeing now. If this is what we can achieve in one year, imagine what we could do with a second!
- We have potential funders interested; however, again this will be difficult for volunteers to manage and work through.
- Other towns could learn from Kyabram if we had the resources for sharing the information.
- Managing media. After it became clear all project funding was ending, SKY took ownership of the project (as I had hoped and planned throughout the entire project). These volunteers made this happen and put their names and reputations on the line. I therefore allocated credit for the recent success to the group. Now that the Solar Smart Town project is so successful, early supporters of *Ky Can Do That!* (ie local and state government) have not received the recognition they deserved.
- SKY wants to go on to bigger and better projects but they will be limited in their volunteer capacities.

SUMMARY

Even though the *Ky Can Do That!* plan continually changed and evolved throughout the year, I remained focused on the outcome of a more sustainable town. I was given the freedom to manage the project within my capabilities and to focus on my strengths. I had the flexibility to make changes as required and to react to poor results. This was surely the biggest strength of the project and I thank Bronwen Machin from CVGA for her trust and her guidance.

Ky Can Do That was however ultimately so successful because of SKY and shows the power of promoting change through relationships and conversations – especially in small regional communities.

7 JANE MARRIOTT'S REFLECTIONS – THE ARARAT ENERGY SAVERS PROJECT

Passion for Power..... of the Renewable Variety

Looking back at the Ararat Energy Savers Project, it was the interaction with passionate people that made the most impression on me and which I believe has the potential to motivate others to make changes to reduce their greenhouse emissions.

- A chance meeting at the hairdresser gave me some welcome positive feedback early in the project when I was wondering "is there anybody out there?" The woman asked me what job I did and she then proceeded to tell me how wonderful it was that her child's school was teaching students about saving energy and that all the families at the school had been given a free CFL and some information to take home. I told her that was courtesy of the AES (Ararat Energy Savers project) project and I was pleased to receive this chance positive feedback. As over 600 CFL's were distributed to primary school students, I am sure there were other ripples that I didn't get to hear about.
- When sending out minutes for the Ararat Greenhouse Action Group, I put a note in asking whether there was anyone who had signed up for Greenpower recently whose photo I could use in an article promoting Greenpower. I had arranged to have a display at the library and, if people bought their energy bill in, I would help them sign up for Greenpower. Helen Darbyshire from Elmhurst rang and said she would pose for a photo and so I went to visit her and her husband at their farm. A wind turbine model had pride of place on the kitchen table and they were thrilled that the new wind farm proposal would see 2 wind turbines installed on their hills. We then worked through their energy bills to see the evidence of their Greenpower sign up. Helen was quite happy foregoing a weekly coffee or magazine to reduce their Greenhouse emissions. Unfortunately, the pleasure that they had from thinking they had signed up for 80% Greenpower dissipated when we read the fine print that meant they were only sourcing 40% of their energy from Greenpower.

This story of Greenpower disillusion was multiplied many times over the course of the project and was a major disappointment to many people. It is an important opportunity lost if people are getting knocked back when wanting to sign up for Greenpower.

- An acquaintance bumped into me in Ararat and inquired whether I was the person responsible for the Green Snippets in the local paper. She thought the articles were excellent and that they would encourage people to make changes. I was fortunate to have a sympathetic editor of the local paper and would have had some sort of article, photo or snippet fortnightly over the project year.
- The Ararat Librarian Evelyn Curley was a great supporter of the project and I had numerous displays and activities based at the library. To conclude the project, I organized a Sustainable Living Expo for the Ararat Rural City Council I asked Evelyn whether she would like to have a display of sustainable library books at the Expo. She made a special purchase of \$500 worth of excellent titles which aroused plenty of interest and will be a valuable asset for the community.
- In terms of "bang for your buck" and giving people the information and motivation to make changes, the Sustainable Homes Tour was very successful. For the cost of a day to organize the tour and the cost of bus hire, 50 people visited 5 houses and were exposed to the passion of landowners about their renewable energy or energy saving measures. At one house, we met a homeowner who had the lot and was able to answer all sorts of questions about lighting, battery banks, worm waste treatment, etc. At the other extreme, we saw a solar hot water "unit" that consisted of a long length of black poly pipe laid out on the ground. The highlight of the day was the look of wonder on people's faces when we walked inside a sustainably designed house and the householder informed us that the toasty warmth was entirely from passive solar heating.
- As a culmination of the project, I had the opportunity to organize a Sustainable House Expo for ARCC on 21 September. We secured an excellent range of exhibitors and PV and solar HW suppliers locally and from further afield. We had electric cars, chemical free paints, a sustainable transport facilitator, Landcare, rainwater tanks, a library display, recycling, etc, etc. With approximately 25 stands, delicious catering and good promotion, we managed to have about 600 people through the door. The actual buzz throughout the day was an absolute buzz for me as the organizer. There were people asking questions, making notes and there was lots of interest in the information and offers that were available. This was a very satisfying and successful conclusion to the project, enhanced by the wonderful input from members of Ararat Greenhouse Action Group who helped set up, meet and greet and pack up the Expo.

With the limited time available for a 2 day a week behavior change project over 12 months, perhaps the alternative approaches would either be to put a lot of time into ensuring a small number of people make changes or to adopt a scattergun approach and send out lots of messages/ripples and adopt a variety of approaches to encourage people to make changes.

If quantifying how many energy saving measures workshop attendees made following the workshops was the measure of success, the project was not successful; I got responses from only 20 or so attendees. Whilst some had made many changes, I don't think they were all attributable to this project.

However, using the scattergun approach to assess the project's success, I think my work touched/reached hundreds of people through the events, talks, workshops, displays, media, etc that I organized. Obviously, the various members of the audience for these activities were at different stages of the sustainability journey and the degree of impact of the project therefore varied. I am however confident that the project and my passion for the subject has had a significant positive effect on the sustainable practices of the community. As I continue to work for the ARCC, I hope to observe the effect of these ripples and continue to send ripples into the community.

8 JANET PHILLIP'S REFLECTIONS OF THE CASTLEMAINE 500 PROJECT AT CASTLEMAINE COMMUNITY HOUSE

Reflections

In February 2008, the role of the C500 Project Networker included:

Aim of network:

To continue to enable Mount Alexander households to reduce energy consumption by creating spaces, building relationships, and providing time for planning and reflection of the project's aims.

Role of Networker:

- 1. Coordination – Network meetings, communications to household members & network participants*
- 2. Administration – C500 online forum, production of regular e-newsletter to members & network participants*

At this point, with the benefit of the past 8 months of hindsight, I offer reflections on what may have worked better.

I could have focused more time communicating individually with workers from the C500 Network Organisations (paid and unpaid) around the projects they were involved in and how C500@CCH could support that work. Workers always had time to have a chat with me about what they were doing and what we could do together, yet due to perceived pressures it has been very difficult to get more than a handful of workers in the same room at the same time.

I could have approached the C500 Household Members by offering more opportunities for public gatherings, a space for providing technical advice, for information sharing and for expression of concern and of celebration. Utilising different modalities of communication and interaction has been an important tool during this handover time, although C500 Householder response to email communication has been minimal. Interestingly, with one public event the World Environment Day (co-convened with all C500 Network Organisation partners), we brought over 300 people together (mainly householders), and created numerous media opportunities in celebration of community engagement and achievement.

Effective communication that results in the motivation of large groups of people needs a diverse and broad approach, not simply one method. Also, anecdotal evidence from all of the Network organisations clearly indicated that community members need specialist

technical advice around de-carbonising their households that comes without the pressure to make a purchase from the source of the advice.

3. *Local Networking* - Participants were asked to note local organisations that they were directly involved with, or directly knew someone who was involved with, local groups.

4. *Issues and Opportunities Matrix* – Participants were asked to consider the current issues around climate change, possible indicators of a resilient community and what action is currently being taken locally.

We are in the process of re-designing our future, a future with a changed climate and increasingly limited access to cheap fuel. The manner in which we, as agents of change, engage our communities is dynamic; it deserves an action research approach, an approach that is adaptive.

I am now in partnership with CCH, the Mount Alexander Shire Council and the Mount Alexander Sustainability Group actively seeking to maintain the momentum and focus that the C500 project initiated through developing innovative project proposals.

The strong partnerships built through the intentional fostering of the C500 Network Organisations is the platform for continuing to support Mount Alexander Shire residents in changing climate damaging behavior to climate friendly behavior. Through the combined action and energy of these organisations, local projects will continue to achieve long-term sustainable change for our community

Janet L. Phillips - October 2008

Castlemaine 500 - Social Network Analysis of C500 Leadership group.

Because members of the C500 leadership group began to interact less with the project, the project team wanted to know whether this reflected a loss of interest or a move to the many other active groups in Castlemaine. The following questions were asked. The results of the questions indicate that the participants remained very active in sustainability issues.

Questions

- *Do you still have contact or a relationship with other participants of the Castlemaine 500 leadership course? If yes, who?*
- *Have you joined and/or initiated any other action groups/organisations because of your involvement with Castlemaine 500? If yes, which groups?*
- *Do you know of any other participants of the course that have joined groups?*

	Question 1.	2.	3.
Respondent 1.	Yes <ul style="list-style-type: none"> ○ Jacinta Walsh ○ Diane Thompson ○ Janet Phillips 	Yes <ul style="list-style-type: none"> ○ Carbon Neutral Training for Volunteers ○ Carbon Neutral Training for Events ○ Sustainable Side Show Series ○ Challenge to Change ○ World Environment Day 	<ul style="list-style-type: none"> ○ Janet Phillips

		<ul style="list-style-type: none"> o Greens Fundraiser o Nominated Council for 2007 United Nations Awards for Local Govt for the "Footprints" art / enviro project. (Highly Commended) o Working with MASG on State Festival projects to highlight carbon neutrality and sustainable design. 	
Respondent 2.	<p>Yes,</p> <ul style="list-style-type: none"> o Janet Phillips o Jacinta Walsh o Wendy French o Nigel Wales o John Anthony o Geoff Brown 	<p>Yes,</p> <ul style="list-style-type: none"> o CCH grant & project proposals o Hats Off Transition (HOT) o Myrmong Housing Co-op o Greenhouse Calculator – household trials with Alan Pears & Terry White o Winters Flat PS fete bicycle powered juice o Carbon Neutral Spring Ball o Volunteer Wash against Waste Trailer 	<p>Yes,</p> <ul style="list-style-type: none"> o Janet Phillips o Jacinta Walsh o Wendy French o Sarah Austin o Nigel Wales o Jen Sharman
Respondent 3.	No	<p>Yes</p> <p>Mount Alexander Sustainability Group (MASG)</p>	<p>Yes, Wendy French</p>
Respondent 4.	Yes, Sarah Austin	<p>Yes,</p> <ul style="list-style-type: none"> o Landcare Castlemaine o Landcare Barkers Creek o Landcare Taradale o Taradale Walking Group 	No
Respondent 5.	<p>Yes,</p> <ul style="list-style-type: none"> o Geoff Brown o Lucy Young o Jacinta Walsh o Sarah Austin o Diane Thompson o John Anthony o Wendy French o Jen Sharman 	<p>Yes,</p> <ul style="list-style-type: none"> o Castlemaine 500 Network Organisations o Hats Off Transition (HOT) o Challenge to Change behaviour change program o Carbon Neutral Spring Ball o Transition Australia 	<p>Yes,</p> <ul style="list-style-type: none"> o Geoff Brown o Lucy Young o Jacinta Walsh o Sarah Austin o Diane Thompson o John Anthony o Wendy French o Jen Sharman o Jan Hancy o Leah Mow

		<ul style="list-style-type: none"> o Transition UK - Australian Training Tour 2009 	<ul style="list-style-type: none"> o Nigel Wales
Respondent 6.	Yes, <ul style="list-style-type: none"> o Lucy Young o Janet Phillips o Jen Sharman o Sarah Austin o Diane Thompson o Wendy French o Nigel Wales 	Yes, <ul style="list-style-type: none"> o Castlemaine 500 Network Organisation Gatherings 	
Respondent 7.	Yes, <ul style="list-style-type: none"> o Janet Phillips o Jacinta Walsh o Wendy French o Lucy Young o Sarah Austin o Jen Sharman 	Yes, <ul style="list-style-type: none"> o Footprints Art project o Winters Flat PS Making Whirly Gigs as models of sustainable energy 	Yes, <ul style="list-style-type: none"> o Janet Phillips o Wendy French

Castlemaine 500 Network Gathering 18/09/08

Networking – participants were asked to note local organisations that they were directly involved with, or directly know someone who is involved with. This was used to identify where the team members were now directing their energies.

Green Groups (x 25)

C500 Trust for Nature MASG MASCAN MAP 2020 LETS Landcare Friends of Box Ironbark Forests (FOBIF)	Newstead 2021 Maldon Landcare Mulga Norman Wettennall Foundation Castlemaine Field Nats Fryers Forest Resource Rica Friends of Kalimna Park & Kaweka	Mymnong (housing co-op) DPI Newstead natives CVGA MAS environmental dept DSE Permaculture groups
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'Glue' groups – recreational and social (x 26)

CWA – sewing circle CCH Mt. Alexander Shire Council (newsletter) Library CHIRP C. Footy Club	WFPS Community Class WFPS School Council Uniting, Anglican and Catholic Churches MACCN (Children's) Seniors Exercise group HOT Transition	Rotary – Castlemaine & Maldon Oxfam Amnesty International RAR Maldon Inc. – Football Club
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C. Soccer club Art Gallery State Festival Hospital	Fringe Festival Castlemaine Secondary College	Maldon Primary School Over the Moon Dance Studio
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Business Groups (x 26)

Greengraphics The Down to Earth Store Bendigo Community Bank Greenstreets Good Foods Green goes the Grocer Athens Fish and Chip Shop Food Garden	Consentric Facilitation Focus on Community KR Castlemaine Victoria Carpets Castlemaine Action Flowserve Op Shops Paddy's Market @ Tip Farmers Market Artists market	Wesley Hill Theatre Royal Elliot News Life House design The Solar Bloke Robinsons Green Traders, Landscape design
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