



Sustainable
Living Festival

VICTORIA'S SUSTAINABLE LIVING FESTIVAL

CREATING A STATE OF SUSTAINABILITY

WELCOME

JULIA ZEMIRO

“When I’m asked to take part in an event I look carefully at the integrity of the organization, people and subject on offer. This event ticks all three boxes. A beautifully organized event that is connecting people to sustainable solutions”.

In 2011 Julia Zemiro hosted the Festival’s first Great Debate, “Environmentalism is Failing”. Featuring David Suzuki and Professor Ian Lowe.



ADAM HILLS

“Thrilled to be involved in this vital event for Victoria and Australia. It shows the best of community attitudes to the protection of our environment and the creation of a sustainable future”.

In 2012 Adam Hills joined the Festival to host the inaugural Climate Quiz. This feature Festival event highlighted the power of creative and comedic form in community education.

MESSAG

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VICTORIA

STATE OF SUSTAINABILITY





OUR ENVIRONMENT, OUR HOME & OUR FUTURE

We know that the natural environment provides the basic conditions without which humanity could not survive. The natural environment encompasses all those aspects of our world that exist outside the artificial constructs of the human hand and which remain essential to our initial, and continuing, existence. The environment encompasses the atmosphere, ecosystems, water, biodiversity, plant and animal life. Viewing each of these aspects in isolation reinforces their individual importance, but it should never cloud their existence as part of a much greater whole.

As inhabitants of this exquisite planet we rely on its ability to support us. Yet although the human world has been only a tiny moment on the time-scale of the Earth's age, humanity has quickly altered the Earth's delicate balances and destroyed many of its living beings.

Humanity is part of a vast evolving universe. Earth, our home, is alive with a unique community of life. The forces of nature make existence a demanding and uncertain adventure, but Earth has provided the conditions essential to life's evolution. The resilience of the community of life and the well-being of humanity depend upon preserving a healthy biosphere with all its ecological systems, a rich variety of plants and animals, fertile soils, pure waters, and clean air. The global environment with its finite resources is a common concern for many people.

This is what "the environment" is and what defines SLF's work. It is not an abstract concept, nor is it just another slogan on a bumper sticker. It is our home, and our very survival depends on it.

OUR CULTURE OF CARE

The care and connection to country is embedded in the cultural history of Australia. The first Australians, the Indigenous people, have had a profound spiritual connection to land for many thousands of years. Aboriginal law and spirituality are intertwined with the land, the people and creation, and this forms their culture and sovereignty.

Despite the many cultural differences and environmental failings of European settlement in Australia, there were foreign settlers who valued a connection with the new land. Many first settlers wrote poetry, sang songs and painted great artworks depicting and celebrating the beauty of this great southern land.

Even today, as mainstream Australia evolves into a multicultural population, there remains a deep respect and awe for the land and country that we live in and depend on. While at times this appreciation can seem absent in society as we busily go about our daily lives, yet it does exist and can be seen in the things we value and the choices we make.

We shouldn't forget that the things of greatest national pride and wonder are places of environmental significances -the Great Barrier Reef, Uluru and Kakadu just to name a few. Our choices of residence are based on access to a clean and safe environment, beaches, parks and gardens. Some of our fondest childhood memories are of enjoying and exploring the natural environment. Australia's environment is at the heart of our cultural connection.

SLF works to harness this national care and respect for our environment and work with communities to promote their solutions for local and global sustainability.



62%
OF AUSTRALIANS
ARE CONCERNED
ABOUT THE
ENVIRONMENT
(ABS data 2011-12)

WE AIM TO
INCREASE
THIS NUMBER



WORKING TOGETHER & DOING IT BETTER



PROMOTING THE VICTORIA'S STORY



IT'S ABOUT THE WAY WE LIVE

As citizens of the world, each of us is responsible for the health of our planet. Our choices and our actions contribute to the wellbeing or deterioration of the environment. We're pushing our environment to the limits, and in Australia we are living beyond our means.

Our use of our earth's resources has risen from 50% in 1961 to more than 140% today. We are consuming more than our planet can produce.

The SLF leads with a wholistic framework for sustainable living. The framework has been developed as a tool to guide our program development and delivery.

Focusing on 7 key principles of sustainability, the framework can be used in a variety of lifestyle settings and situations. These can include consumer choices, home auditing, product design, workplace evaluation and many more.

SUSTAINABILITY FRAMEWORK

CYCLIC
CREATING NO WASTE

SOLAR
USING CLEAN ENERGY

EFFICIENT
RUNNING WITH LESS

SAFE
ENSURING IT'S HARMLESS

RESTORATIVE
REPAIRING THE DAMAGE

SOCIAL
CARING FOR PEOPLE

SMART
ADAPTING TO CHANGE

(FRAMEWORK PRODUCED BY SLF 2003)



STATEWIDE SHOWCASE

Our modern lifestyles place immense pressure on the environment and the planet is showing signs of great stress. However, there is a growing national movement that is taking the lead on caring for our local and global environment.

In 2011-12, around 29% of Australians (5 million) were involved in some form of environmental activity. These proactive Australians participated in hundreds of local projects and programs that address biodiversity conservation and restoration; sea and water management; litter and pollution prevention; climate change; sustainability education; and the list goes on. This is just a snapshot of the great work that is taking place across the nation yet this inspirational story rarely gets told.

These days, most people are unaware of what is happening in their local communities. There is increasingly a need to connect local people with the great diversity of work that is taking place in communities throughout Australia that is caring for and restoring our environment.

The Sustainable Living Festival addresses the need for community interconnectedness through linking people with local projects and programs. For this reason SLF believes there is an urgent need to further grow the Festival's platform to showcase and promote environmental action. The Festival highlights the work of thousands of Victorians who care for our country and celebrate the innovation and successes to encourage greater participation in environmental protection and sustainability.

29%
OF AUSTRALIANS
ARE ACTIVELY INVOLVED
IN ENVIRONMENTAL
ACTIVITY

(ABS DATA 2011-12)

WE AIM TO
INCREASE
THIS NUMBER





WHEN LIFE BECOMES A CARNIVAL

Brazil's Carnival is one of the best examples of the power of a festival to shape the lives of millions of people. The annual Carnival is held just prior to the beginning of Lent and officially runs in February/March. There are many celebrations during this period with these events being the last opportunity for excessive display prior to the fasting for Lent. Therefore, in the devoutly Catholic country, this is an opportunity for people to publicly celebrate their culture.

Carnival typically involves public celebration with rhythmic dance, drumming, costumes, parades, masks and public participation are all central features of Carnival events. These festival events effectively stop the nation for their duration and are a massive tourism drawcard with Rio de Janeiro's Carnival alone drawing 6 million in 2013 & 2014.

It is fair to say that Brazil lives and breathes Carnival even when its not festival season. Samba schools, drumming troops, costume collectives and hundreds of other organising groups work throughout the year to prepare for the annual festival. People's life and livelihoods become deeply connected to the Carnival all year round.



A DAY THAT CREATES NATIONAL IDENTITY

ANZAC Day is probably seen as Australia's preeminent national occasion and one of the most celebrated moments in the nation's calendar. The event remembers the past and influences the future of Australia.

Running for 100 years the event builds and forms a national identity. Using parades, speeches, music, gatherings and symbols to capture its audience and invoke an emotional response.

The ANZAC Day format is transferable with satellite events staged in cities, towns and suburbs all over the country mobilising millions of people, sharing common words and symbols to unite the country around the central theme.



THE POWER OF CELEBRATION

History shows that events are one of the most powerful instruments for creating social change. Events have a unique ability to touch large numbers of people whilst engaging the audience in hands on experiences, connecting the individual to positive solutions and enabling action. There is evidence that events lead to increased levels of community awareness, which is critical in building capacity for mass behaviour and social change. The group setting associated with events goes on to foster public communication to assist in forming social norms around newly accepted behaviours.

SLF strongly believes that the Sustainable Living Festival has a significant role to play in helping Australians connect with sustainability solutions. Research in this field and our own event practice support this belief.

By showcasing positive solutions the Festival proactively focuses on taking action rather than the problems. This approach empowers people to more easily embrace change and resonates with the success of emerging strength-based models prevalent in psychology.

The Festival's structure and format is particularly designed to encourage individual communities to develop their own initiatives. This generates a greater ownership of sustainability initiatives by the general public than those imposed by government or corporate entities, and the outcomes they are likely to achieve.

THIS SPORTING NATION

One of the most embedded traditions of modern Australian culture are the weekly events that take place on sporting fields, courts and centres all over the country. Whether a player on the field or a spectator in the stands, local sporting events are a focal point of many people's lives. These activities show us the power that events have to draw in tremendous community support and can be a source of great local pride and identity. It's a chance to get together with team members and mates and share in the pleasure and pain of taking on a weekly challenge. These events provide us with a great model for community engagement and activation.





ABOUT THE FESTIVAL

MODEL

The Sustainable Living Festival mobilises whole communities in the uptake of sustainable living. It provides a platform for community groups, business and government to collaborate, innovate and take leadership.

The Festival is inspired by successful community engagement and mobilisation models from around the world. This model engages and supports individuals, community groups, business and local government from across Melbourne and Victoria to host and promote their own sustainability events. These include local sustainability festivals, retrofitting and DIY seminars, energy and water efficiency home advice and markets, ethical shopping, gardening and organic food making workshops, art exhibitions, film screenings, conversations and a variety of interactive presentations.

The underlying questions that all event partners focus on are ‘what do we want to sustain?’ and ‘how can we sustain what we care about?’. Based on these questions and the facilitation of positive, celebratory messages, the Festival connects people to each other and to sustainability solutions, inspiring them to adopt more sustainable lifestyles and celebrate a shared vision for our future.

PARTNERSHIPS

Sponsorship plays a vital role of any major event and the Festival is no different. Major partnerships with business and government are crucial to engage with new audiences and connect with the ‘awakening mainstream’ community. These partnerships enable the Festival to offer free public admission for the majority of events. Partners provide an opportunity to invite high profile national and international speakers to participate in the Festival.



VOLUNTEERS

Volunteers are the lifeblood of the Festival. The community driven event model relies strongly on SLF’s network of committed and enthusiastic Volunteers. The Festival attracts over 300 Volunteers who repeatedly dedicate their time, knowledge and energy during the Festivals celebration. In return for their dedication, they take away new experiences, friendships and learnings about sustainable living to share with their friends and families. Many Volunteers use their experience as a motivation to change careers in order to enter the sustainability field.

“THIS INCREDIBLE FESTIVAL INSPIRED ME TO VOLUNTEER. THE GENUINE CAMARADERIE BY ITS MEMBERS IS SIMPLY INTOXICATING NOT TO MENTION THE PASSION IN ALL VOLUNTEERS TO CREATE THE BEST FESTIVAL EVER”

QUOTE FROM SLF VOLUNTEER

ACHIEVEMENTS

The Festival has become a major events in Melbourne and Australia. Its growing identity has been achieved through the inclusion of high calibre program guests. International presenters such as David Suzuki (2011), Annie Leonard (2013), Chris Jordan (2014) and George Marshall (2015) have joined national identities including Professor Ross Garnaut, Rev. Tim Costello, Tim Flannery in sharing their expertise and knowledge with visitors. The Festival program has also featured local thought leaders including John Thwaites, Professor Rob Adams, Professor Ian Lowe, and Arron Wood. Festival visitors are also attracted to the Festival through high profile personalities such as Adam Hills, Julia Zemiro and Costa Georgiadis, and legendary performers of the calibre of Amanda Palmer, Paul Kelly and Archie Roach.

Festival feedback has indicated that the event has an increasingly international profile with visitors as well as volunteers travelling to Melbourne to attend The Big Weekend event.

PROMOTION

The Festival’s promotional activities ensure that the Festival extends the reach of the sustainability message to the cities, suburbs and streets of the nation. The Festival’s bold and creative program has generated media to over 18 million people through print and digital editorials, national radio coverage to both mainstream and grassroots audiences with broadcasts and statewide coverage.

SUSTAINABLE LIVING FESTIVAL

The Sustainable Living Festival has grown exponentially since its humble beginnings. It has become the largest sustainability themed event, both in Australia and internationally, and regularly attracts an estimated 150,000 visits each year. The aim is to engage with and bring together hundreds of environmental organisations and individuals, artists and performers from across Australia.

The Festival seeks to inspire and empower everyday Australians to accelerate their uptake of sustainable living. It does this by raising awareness about ecological and social challenges that we currently face but also celebrating the successes that have been achieved. The Festival is the ideal forum to provide tools for change through education, art, film, performance, symposia and product/service exhibits.

The Festival went through its first reinvention in 2010 where it expanded from the traditional city based three-day festival model to a statewide two-week program. The Festival has reinvented itself again to focus on building a three week program that will strengthen and spread the sustainability message further into the Victorian community.



2001 THE FESTIVAL HITS MELBOURNE TOWN

With a rapidly increasing audience and lots of volunteers to help out, the decision was made to relocate to Melbourne city. The new audience provided an urban flavor with the event showcasing more than 200 exhibitors and presenting over 100 seminars.



MELBOURNE AWARDS



2003 FIRST FESTIVAL AT FED SQUARE

The Festival was on the move once more and turned to Melbourne's newest landmark – Federation Square. The new emphasis was on developing a cultural, creative festival so that the event could reach out to an 'awakening mainstream' audience.



2011 INTERNATIONAL INTEREST EMERGES

Recognised as one of the largest sustainability events in the world, internationally renowned environmentalist David Suzuki visits the Festival to launch his 'Legacy Tour'.



MELBOURNE AWARDS

2014 & BEYOND FESTIVAL NETWORK GOES NATIONAL

In this critical decade SLF takes the next step in accelerating the uptake of sustainable living. This move will form Australia's first National Sustainable Living Network to expand SLF's successful Festival model.



1998 FIRST FESTIVAL REGIONAL VICTORIA

Starting out as the Sustainable Living Fair in Musk just outside Daylesford, this event was an opportunity for like-minded individuals to share information and knowledge about sustainable living.



2004 FESTIVAL ATTRACTS OVER 100,000 VISITS

The Festival settled at the iconic Federation Square and experienced audience growth reaching crowds of over 100,000 visits for the first time in the history of the event. This makes the Festival the largest sustainability event in Australia.



2009 CELEBRATING 10TH BIRTHDAY & WINS AWARDS

After a decade of creating environmental awareness and promoting thousands of organisations and individuals, the Festival comes of age by marking its 10th birthday celebrations with a renewed sense of direction and purpose.

In the same year SLF won the Banksia Award for Best Environmental Services.



BANKSIA AWARDS



2010 FESTIVAL EXPANDS STATE WIDE

Responding to the demand from people in their local communities and SLF's internal desire to increase its reach, the Festival hits the suburbs, cities and streets to expand into a statewide event.

2011 LAUNCH OF FESTIVAL'S ECO CITY PROGRAM

As the Festival expands its program, the event turns its attention to the Melbourne City streets showcasing events and activities that highlight the enormous potential for us to create sustainable cities.



2013 FESTIVAL HOSTS OVER 300 STATE WIDE EVENTS

With a new campaign and regional road trip encouraging local community involvement, the Festival recorded the largest number of registrations in its history clocking in with over 300 local community events.





Festival Director, Luke Taylor & Partnerships Coordinator Riki Edelsten accepting the 2012 Melbourne Award



AWARD WINNING FESTIVAL MODEL

The Sustainable Living Festival's growing profile has been recognised through the awarding of a number of prestigious awards.

The Melbourne Awards are awarded by the City of Melbourne to "...celebrate and reward inspirational people and organisations who dedicate their time and energy to help shape our city" and who have made significant contributions to the areas of sustainability, community and profile.

> **Melbourne Award 2012** – Winner of Best Contribution to Sustainability by a Community Organisation (awarded for Festival 2012)

> **Melbourne Award 2006** – Winner of Best Contribution to the Environment by a Community Organisation

The Banksia Foundation Awards are Australia's preeminent environmental awards that recognise and promote innovative and sustainable development and "...aim to raise the profile of current sustainability issues facing Australia and recognise those whose initiatives are an encouragement and an example for others to follow".

> **Banksia Award 2009** – Winner of Best Environmental Services Award

The Victorian State Government's Waste Wise Program offers certification to community organisations to minimise waste and maximise their efficient use of valuable resources in their day-to-day activities.

> **Waste Wise Program Certification: Gold Level** – 10 years in a row (awarded for Waste Management Practices)



OUR THEORY OF CHANGE

SLF is often asked how social change occurs. We have learned that there is no single or simple answer. Social change is the result of a tremendously complex mix of ingredients. Factors such as environmental conditions, social conditions and individual actors collide to spark world-changing ideas. There is an underlying magic to social change that precludes any simple recipe for success.

SLF's theory of change is built on a positive and proactive orientation that puts the emphasis on solutions for sustainability. Our approach describes how we, as an organisation, are working to preserve and protect the natural environment. We've consolidated our approach into four streams, which describe the key aspects of what we do.

- > **Identify** – prove that change is necessary
- > **Innovate** – test new ideas in practice
- > **Demonstrate** – turn what works into accepted practice
- > **Encourage** – inspire and create advocates at all levels

SLF creates the spaces that best foster social innovation and change. Our observations tell us that these are the spaces that provide people with exposure to new ideas, connections with incredible people, and systems to help turn the seeds of an idea into an achievable action.

SLF has been working hard for over a decade to create these conditions and our experiences have led us to the following conclusions.

- > **Diversity** - social innovation occurs best in environments that are diverse and rarely occurs within homogenous or staid settings
- > **The Right Environment** - social innovation needs a conducive, physical environment with actual physical spaces to spark, develop and apply ideas
- > **Gentle Stimulation** - creativity can flare when combined with the right physical space and a diverse group of people

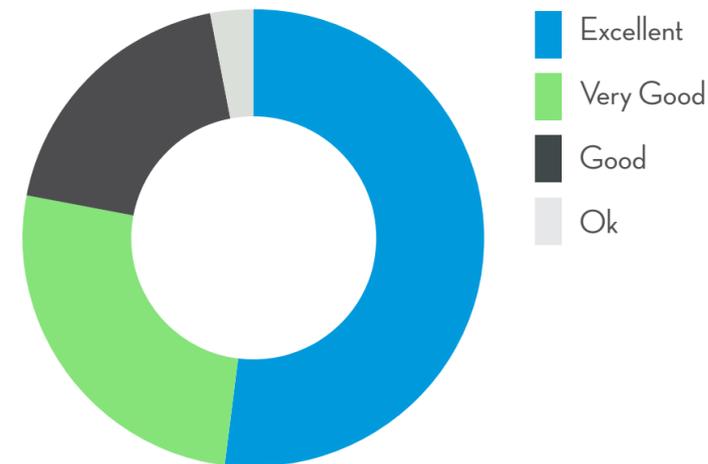
REFERENCE: The Centre for Social Innovation

FESTIVAL VISITOR STATS

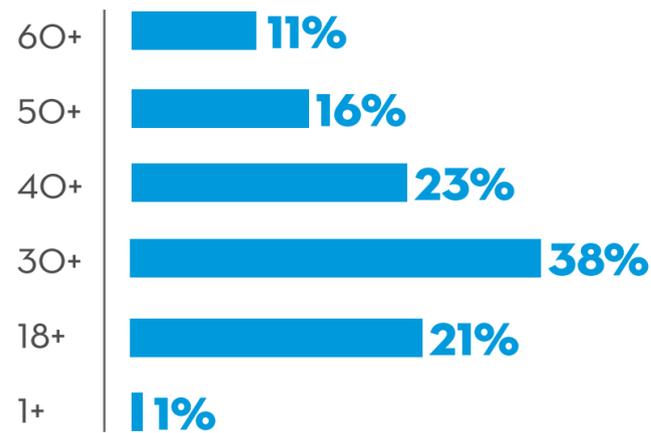
VISITOR GENDER



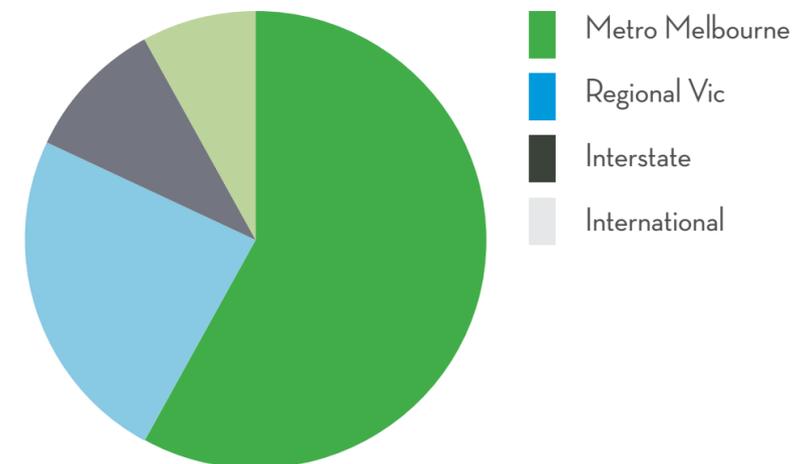
VISITOR EXPERIENCE



VISITOR AGE



VISITOR REGION



WHO DO WE ENGAGE WITH?

The Festival aims to provide people with leading practice innovation and information to make changes in their lives. The growing audience hails from inner suburbs and from regional communities, and comprises:

> **General Public** - both those committed to the environment and a mainstream audience who may have very little idea about how to live more sustainably, but would like to make some positive changes.

> **Government** - Local, State and Federal government project programs and leading policies.

> **Business** - Product and service owners, operators and entrepreneurs.

> **Youth** - School students and young people of all ages.



COMMITTED

WHO ARE THEY: people educated in the environmental scene and looking to further their knowledge and practices regarding sustainability.

WHAT THEY COME TO SEE: this group attend the Festival for the keynote speeches and panel debates.



AWAKENING MAINSTREAM

WHO ARE THEY: mainstream people with very little knowledge about how to live more sustainably but have an interest in making positive changes in their lifestyle.

WHAT THEY COME TO SEE: these people are interested in product and service displays and seeking information about home and lifestyle changes and to make connections to further their knowledge and action.



EYES CLOSED

WHO ARE THEY: people who aren't actively seeking to engage in sustainability issues or solutions.

WHAT THEY COME TO SEE: these people are attracted to the Festival's high profile location and celebrity guests and performers.

HOW DO WE ENGAGE?

POINTS OF CONNECTION WITH THE AUDIENCE

HEAD
INFORMATION
KNOWLEDGE
LEARNING

HANDS
HANDS ON
PRACTICAL ACTION
INTERACTIVE

HEART
EMOTIONAL
CONNECTION
CARING FEELINGS
HEALTH

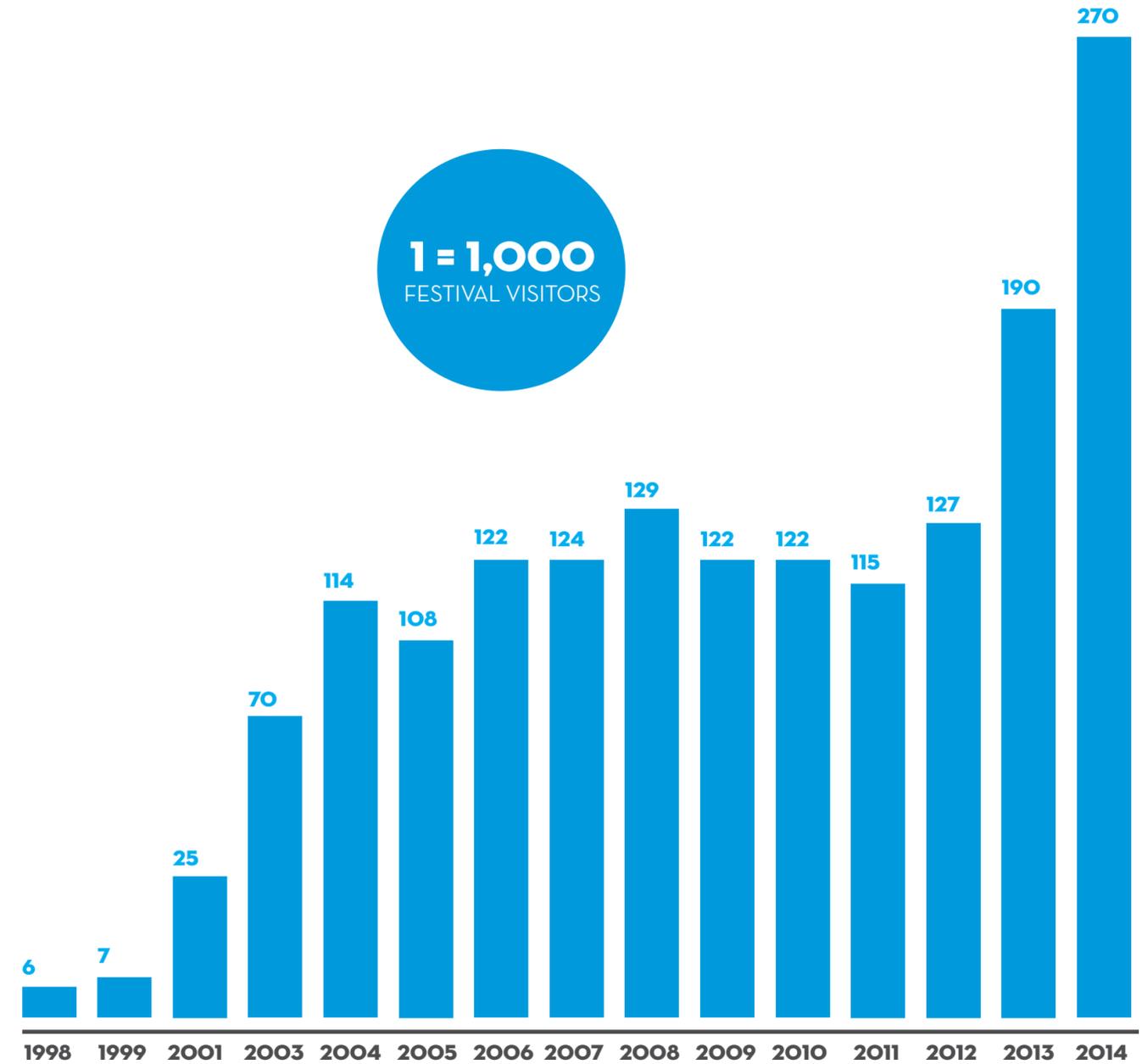
HIP
HIP POCKET
FINANCIAL INCENTIVES
SAVING MONEY



FESTIVAL ATTENDANCE

BASED ON VISITATION ESTIMATES

1 = 1,000
FESTIVAL VISITORS



STORIES OF SUCCESS

Throughout its history, SLF has influenced the lives and actions of many groups and individuals. The following is a collection of personal stories that describe the effect that the Festival has in creating real change.



VOLUNTEER ADDICTION

NICKY LAWS-HERD

“Volunteering as a Venue Co-ordinator with the Festival gave me the opportunity to meet, assist and learn from a huge range of fabulous, creative event presenters who are carving a new way of living sustainably and willing to share it with the rest of us - truly inspirational!”



A GREAT PROMOTIONAL PLATFORM

JOHN ROBINSON, LANDCARE

“The Festival provides a wonderful promotional opportunity for Landcare groups to connect with new members. It’s Australia’s foremost sustainability event.”



BEYOND OUR EXPECTATIONS

TEAM BZE

There seems to be no doubt that Beyond Zero Emissions (BZE) was destined to be part of the Sustainable Living Festival.

Established in 2006, BZE aims to facilitate a timely transition to a zero carbon future. BZE focuses on the research, education and promulgation of scientifically-based policy and technology solutions in order to realise this transition.

Co-founder Adrian Whitehead sees SLF as a crucial success factor for BZE’s development.

“SLF allows us to promote our leading edge work, recruit volunteers and researchers.”

“The Festival’s ability to attract an audience that is willing to drive and participate in climate change solutions is unique.”

BZE has been involved with SLF for almost a decade. Each year BZE gives talks, holds interactive events, presents strategies for a zero carbon future and actively seeks the conversation with the community.

“Meeting David Suzuki at the Festival in 2011 was certainly one of the most fascinating and rewarding experiences for us as an organization.”

David Suzuki felt so inspired by BZE’s work that he publicly declared that he wants to establish a similar organisation in Canada.

“Without SLF it would have been impossible for us to create such a groundswell of community support and connect with national and international thought leaders.”



A DEFINING MOMENT

KATHRYN HEGARTY

It was in 2008 when Kathryn visited the Sustainable Living Festival, shortly after she obtained her PhD and accepted a new role at one of Melbourne’s universities. She was given the task to introduce and to provide support to all University Faculties for the United Nations’ Decade of ‘Education for Sustainable Development’.

“Here I was, an enthusiastic postgraduate ready to contribute to the transition of the University’s sustainability future. I quickly had to realise that sustainability did not resonate with everyone, meant different things to everyone, and even elicited negative connotations.”

It was after attending the Festival that Kathryn connected with SLF’s statement of sustainability.

“There it was. My inspiration for a definition of sustainability that was diplomatic, meaningful and inclusive. Just right for the representatives of the many faculties I was dealing with.”

The statement described a society that is aware of the impact of its actions on the planet, that takes responsibility for these actions and that is transparent in its processes.

Kathryn amended the statement to suit her and the University’s purposes and that allowed her to get the buy-in from different stakeholders.

“Reflecting on the past five years, I am amazed how the many faculties used this amended definition as a driver for transformation and incubator for innovation.

Thank you SLF for providing a statement that clearly had an impact on me, my work and the work of my dear colleagues.”

STEPPING ONBOARD

STEVE INGROUILLE

Going Solar is a long-term exhibitor at the Sustainable Living Festival. We are an award winning design and installation company specialising in innovative solar electricity, solar hot water and sustainable design products and services.

We decided to exhibit at the Festival many years ago to extend our reach and showcase our products and services to a wider audience. Since then Going Solar has regularly attended the Festival to build relationships with new customers, chat with regular and former customers, and strengthen existing relationships.

Going Solar is now a mid-sized company that has won a number of industry awards. We work on the more complex commercial and residential projects. The Festival plays an important role for us in developing new contacts, establishing networks and raising our profile.

The sheer amount of Festival visitors to Federation Square is impressive. It allows us to keep in touch with our customer base but also to extend our connections.

Inspiration for new ideas and collaborations evolve every year. It is fantastic to see how the Festival continuously attracts new visitors whilst catering for well-experienced Festivalgoers.

We see the Festival as a train – it is accessible to everyone and invites people to embark on the sustainability journey no matter if it is something newly discovered or well known. As long-term passengers of this train, Going Solar has been providing innovative sustainable services to customers who seek practical and high quality technological solutions. Involvement in the Festival positions us as leaders in our industry.



SUSTAINABLE SALVATION

DONALD MUNRO

Donald Munro, former Festival visitor, volunteer and employee, is now Sustainability and Waste Manager at Salvos Stores.

Donald stumbled across the Festival in 2005, long before he knew that he would end up working in Sustainability. The Festival raised his curiosity on climate change and sustainability. It took another three years before he reconnected with SLF.

“I was about to become a parent. My wife told me she wants to have a happy father for her child and suggested I better choose a career path that I am passionate about. I then consciously decided to change careers.”

This decision included leaving his former job, pursuing a degree in sustainability, volunteering and working for SLF.

“SLF’s inclusive nature gave me the opportunity to work and access a network of dedicated sustainability professionals. It quickly became part of my family”.

Donald doesn’t want his daughter to inherit a planet that is all about surviving the effects of climate change. He is inspired to be part of the climate change response. He is also a man with a mortgage to pay and child to feed.

“As much as my involvement with SLF was to accelerate sustainable development, it was also about enhancing my credentials in the sustainability arena.”

“There is no question that where I am now, in terms of my career, would not have happened if I had not had the connection with SLF. My work experience at SLF gave me genuine credibility in job interviews.”

Donald is currently responsible for managing the Salvos Stores’ national sustainability and waste program. He keeps in touch with SLF to stay connected with what is happening at the grassroots level.

FOSTERING THE GROWTH OF SMALL BUSINESS AND ORGANISATIONS



PROMOTING INDUSTRY

Since 2000, the Sustainable Living Festival has helped foster the emergence of small to medium sized enterprises and community initiatives. These organisations and community groups use the Festival to promote their work, products and services.

EXHIBITORS

The Green Market is an established component of the Festival's Big Weekend providing an ideal setting for visitors to investigate sustainable lifestyle solutions. Festival Exhibitors are both emerging and well established organisations provided with a unique platform to showcase their products and services to a wide ranging audience. The Festival subsidises new and emerging organisations to enable them to exhibit cutting edge sustainability solutions. The over 100,000 engaged and awakening mainstream visitors provide Festival Exhibitors with a far greater reach than that of any other Australian sustainability event.

PARTNERS

Festival Business Partners benefit from the event's unique platform to engage with the wider community. This platform provides Festival Partners with an opportunity to share their programs and projects through the promotional campaign and engaging with Festival attendees. Through their association with the Festival's profile, reputation and extensive networks, Festival Partners are recognised as leaders in sustainability.

SPEAKERS

Festival Exhibitors and Partners are also provided with opportunities to participate in the Festival Program through presenting or supporting talks and workshops on a variety of themes.

SINCE THE YEAR 2000, THE FESTIVAL HAS BEEN HELPING TO FOSTER THE EMERGENCE OF SMALL TO MEDIUM SIZE ENTERPRISES AND COMMUNITY INITIATIVES THAT RELATE TO SUSTAINABILITY

EDUCATION PROGRAM

For over a decade the Sustainable Living Festival has featured an Education Program for school students and groups. This program illustrates the Festival's philosophy of empowering community to take the lead on sustainability issues.

The Education Program brings together hundreds of students from various urban and regional schools. It aims to contribute to creating action orientated leaders who think critically, engage with their peers, and use creativity and innovation to come up with project plans and campaign ideas.

As students have been shown to retain significantly more knowledge through taking action, compared to lectures and other learning styles [1], the Education Program offers a diverse range of action oriented sustainability programs. Students converge on the day to meet with educators to workshop sustainability ideas, create action plans, and learn how to

effectively communicate their messages using the mediums of Radio, Film, Social Media, Speech, Poetry, Visual Art and Music. The 2011 Education Program participants were privileged to meet and work out their ideas with international sustainability educator, David Suzuki.

The student engagement in the Education Program provides young people with practical skills to create change by initiating and engaging in positive, sustainability themed, community building projects.

[1] Adapted from Edgar Dale Audio Visual Methods in Teaching, Holt, Rinehart and Winston





“THE FESTIVAL HAS GIVEN ME A RENEWED DIRECTION OF WHAT WE NEED TO DO BACK IN CANADA FOR OUR ENVIRONMENT”

DAVID SUZUKI
SUSTAINABLE LIVING FESTIVAL 2011



PROGRAM FORMAT

The Festival Program structure and format features three programming streams – State of Sustainability; EcoCity; and The Big Weekend – which, when combined present over 300 events. This program structure provides many avenues to engage a diverse audience with high quality and creative events dedicated to the uptake of sustainable living. The three stream approach unites SLF curated events with open programming events provided by partner organisations.

STATE OF SUSTAINABILITY

The State of Sustainability Program (SOS) is the youngest and fastest growing addition to the Festival Program. The SOS Program is a dedicated avenue for individuals and organisations outside of the city centre to connect with the Festival. With the expansion to a three-week program, SOS provides community groups, local councils, businesses and individuals with the opportunity to highlight their local sustainability issues and celebrate their successes within the larger Festival program. The SOS Program features over 200 events including local sustainability festivals, shopping tours, wind turbine tours, gardening workshops, organic food making workshops, art exhibitions, film screenings, and forums on a variety of topics.

ECO-CITY

The Festival's Eco-City Program enlivens the city centre with events running day and night! Like the SOS Program, the Eco-City Program is an opportunity for city based individuals and organisations with sustainability messages to connect with the Festival. New and existing Eco-City partnerships bring thought provoking and inspiring events of all shapes and sizes to different locations across the city. These partnerships and their events help to foster community engagement and contribute to commercial and precinct activation.

THE BIG WEEKEND

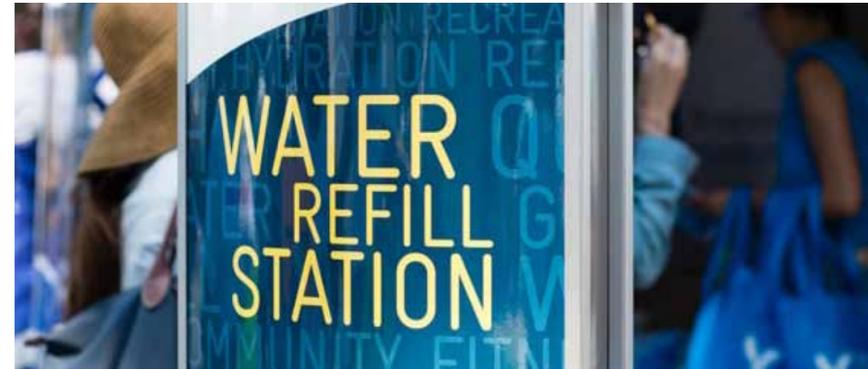
The Big Weekend is the flagship event of the Sustainable Living Festival. It brings together sustainable living solutions to one central location and is freely accessible for a wide mainstream audience. The popular three-day event features The Green Market which showcases a variety of organisations on the cutting edge of sustainability solutions. The Greenhouse and Sustainability in the Edge key forum programs attract high profile presenters to speak on a variety of topics. These programs are complemented by other general interest talks and demonstration stages that provide visitors with practical advice to take home. The main screen and stage shows inspiring films and presents music performances. The Food Village is also a great attraction with high quality sustainable food on offer to the crowds into the summer evenings.



“SLF IS ONE OF THE BEST FESTIVALS INTERNATIONALLY I HAVE BEEN INVOLVED WITH - GREAT TO SEE THE DIFFERENCE IT IS MAKING”

ANNIE LEONARD
SUSTAINABLE LIVING FESTIVAL 2013

PHOTO: Annie Leonard's inspiring talk on 'The Story of Stuff' at the 2013 Festival.



WALKING THE TALK

The Sustainable Living Festival is a leader in 'walking the talk' and proactively aims to develop the most progressive event management practice to address the environmental and social impacts of events.

SLF has developed a sustainable event framework that aims to monitor and reduce an event's social and ecological footprint. The framework assists organisations to achieve sustainability outcomes by highlighting accomplishments and identifying areas that require improvement on the path towards sustainability. Festival Exhibitors use this guide as a framework for their own practices.

The Festival's 'Own Practice' policy covers areas of energy, water, waste, transport and procurement and some of Festival's own achievements include the following:

> **ENERGY** – GreenPower is used across the whole site; solar power instalments for audio-visual systems at key venues; water heating at the Wash Against Waste trailer.

> **WATER** – reduction measures such as the provision of composting toilet facilities; drinking water stations located throughout the site; grey water filtration system in the Wash Against Waste trailer.

> **WASTE** – implementation of a Waste Wise Plan and Waste Stations; drinking water stations reduce the need to purchase bottled water and reduce plastic waste.

> **TRANSPORT** – visitors are encouraged to walk, bike or catch public transport; free Festival bike parking is made available at the Bike Valet Service opposite Flinders Street Station; the Festival is centrally located to ensure easy access by train and tram.

> **PROCUREMENT** – Event t-shirts are made from 100% organic cotton and manufactured in sweatshop free conditions; all food and beverage vendors are screened to ensure their offerings are as sustainable as possible; catering is completely vegetarian with a focus on organic and local produce.

> **WASH AGAINST WASTE** – The Festival comprises a Wash Against Waste (WAW) Station. WAW is an environmentally friendly alternative to disposable crockery and cutlery that is hygienic, reduces waste, and saves money. The WAW team comprises over 25 enthusiastic volunteers who collect used plates from the site, wash and dry plates and cutlery, and return them to Festival Food Vendors for reuse. This service eliminates the need for disposable food and beverage containers.

SUSTAINABLE EVENTS PLANNER

SLF has created a sustainable events resource for its own internal needs and to share with other event organisers. The Sustainable Events Planner is an online resource that satisfies the demand from event facilitators, organisers and service providers for sustainable event delivery resources to reduce the ecological impacts of an event. In 2009, SLF received a Banksia Award – Australia's highest environmental award – for the Sustainable Events Planner. This tool will become a key resource for helping to support event organisers with their own sustainable event practice.





ABOVE: Costa invited Festival visits to join the World's Biggest Sustainable Feast whilst speaking to Victorian producers, and sampling seasonal, local produce.



RIGHT Crowds gather at the Festival World's Biggest Sustainable Feast.



SUSTAINABLE LIVING VICTORIA

Concern about environmental issues such as climate change and greenhouse gas emissions has increasingly become a mainstream issue within Australia. The general public are becoming much more aware of the problems and looking for ways that they can reduce their impact on the planet.

This new era of awareness about environmental and sustainability issues has brought a new audience to events such as the Sustainable Living Festival. Just a few years ago, the Festival was one of the few major sustainability events on the calendar; however, now much has changed. A number of community groups and commercial organisations now recognise the potential in what is seen as a growing market. They have taken the opportunity to stage sustainability activities and events of their own. SLF sees these new activities as positive steps for the sustainability movement as a whole that can build Australia's status as a leader in environmental solutions.

However, the current situation has these events and activities all working mostly alone with little coordination, resources and support. With no coordinated efforts between the groups, there is little opportunity to work together and learn from each other.

SLF believes that now is the time to take Sustainable Living to the next level. The Festival model is much more than an expo. SLF's supporters acknowledge the creation of a platform for innovative solutions offered by community, business and government regardless of their size or budget. The Festival has already produced results with the event model successfully implemented in other Australian cities – Darwin, Hobart and Alice Springs – with support and resources from the Victorian Festival Team. SLF has had enquiries about establishing similar events in other capital cities including Brisbane and Perth. A number of suburban municipalities stage their own community sustainable living festivals and these have been established following consultation with the Victorian Festival Team.

This new era of community awareness about sustainability is the perfect opportunity for SLF to rearticulate its role now and into the future. As government and commercial interest grows, SLF will continue its outreach to a diverse cross section of people and movements. We are engaging with communities across Victoria about sustainability and connect people to meaningful actions and solutions.

PROGRAM PRIORITY AREAS

The Festival will focus on four key priority areas for the development of its state wide program.

1. CARING FOR OUR COUNTRY

Land, sea, climate and eco-system protection and restoration.

2. JOBS WORTH LIVING FOR

Creating diverse employment opportunities and high quality products and services that don't cost the earth.

3. SUSTAINABLE TRANSPORT

Transport is a key issue for creating a sustainable city.

4. LIVEABLE COMMUNITIES

Local community initiatives, health and economic opportunities for where we live.

5. THE CRITICAL DECADE

Climate Change education and solutions.

SEE OVERVIEW ON
FOLLOWING PAGES



PRIORITY

1

CARING FOR OUR COUNTRY

PRESERVATION OF ECO-SYSTEMS

Australia's biodiversity is one of the richest and oldest in the world. The country is the driest inhabited continent on earth. A wildly variable annual rainfall has meant that native species have learned to adapt to their homeland over time. The variable climate has resulted in ecosystems ranging from deserts to tropical rainforests. These variable climactic zones have produced their own uniquely adapted flora and fauna. The poor soil with low nutrient levels have seen Australia's plants adapt, survive and thrive to be an example of high level endemism (species not found anywhere else).

These biodiversity factors contribute to make Australia one of 17 mega-diverse countries that collectively hold 70% of the world's flora and fauna. Australia is also home to approximately 570,000 different species giving it more than 5% of the world's plants and animals.

Biodiversity is crucial for life on earth. It describes the plants, animals and microorganisms, the genes they contain, and the ecosystems they inhabit. It contributes to the emotional and spiritual wellbeing of individuals and communities, and is especially important to those of an Indigenous heritage.

Biodiversity provides the oxygen we breathe, purifies the water we drink, builds and protects soils, stores and cycles essential nutrients for food production, controls pests, and breaks down pollutants. Importantly, it aids recovery from natural or catastrophic events and helps maintain a safe climate. These important activities represent the fundamental building blocks of human society.

ECONOMIC VALUE

Many of Australia's natural iconic locations, such as the Great Barrier Reef, and native species, such as the koala and kangaroo, are central to Australia's national identity. The natural environment is important for the Australian economy through local and international tourism. In 2008, 18% of domestic travellers and 65% of international tourists included a nature activity within their travel plans. Those who experience Australia's nature stay longer than other visitors and spend 80% of visitor dollars during their holiday.

The wetlands and flood plains of the Murray-Darling Basin are thought to provide \$187 billion in ecosystem services and \$325 terrestrial ecosystems per year.

Australia's World Heritage Areas are believed to contribute nearly \$7.25 billion to the national economy as well as approximately 83,000 jobs.

WHAT NEEDS PROTECTION?

Australia's biodiversity needs much greater protection. We have, in just 200 years, sent a total of 126 animal and plant species into extinction. There are a total of 1,316 species that are listed as nationally threatened with extinction.

Protection of Australia's biodiversity is important due to the high level of endemism (not found anywhere else in the world) of much of Australia's flora and fauna. Diversity of plants and animals create healthy ecosystems which maintain important environmental services.

WHAT NEEDS RESTORATION?

Biodiversity decline is a product of historical and current decisions and actions. Many past decisions have had an adverse effect on Australia's biodiversity and it is only now that the community is coming to realise its importance and the severe consequences if it were damaged or disrupted.

Habitat destruction is one of the chief sources of biodiversity decline. This has come as a result of vegetation clearance for agriculture, as well as the proliferation of feral animals and invasive weeds.

Another source of biodiversity loss is that of population growth. This had led to habitat changes through land clearing, urbanization, hunting, exploitation and the introduction of new species.

Conservation and restoration of biodiversity is a shared responsibility across Australian society including government, community and individuals. It is important to ensure that Australia's valuable natural assets do not further decline in the future.

HOW CAN WE SAVE AUSTRALIA'S BIODIVERSITY?

Sustainable living is vital to conserving Australia's biodiversity. Our society is living in an unsustainable way and this is contributing to the depletion of local resources. Sustainable living adopts practices that keep us within the earth's carrying capacity and using only what we need for survival and leaving the rest for future generations.

REFERENCES: Australian Bureau of Statistics; Wilderness Society; Australian Wildlife Conservancy; Australian Museum

92% OF OUR VASCULAR PLANTS ARE ENDEMIC. ABOUT 83% OF OUR MAMMALS ALSO OCCUR NOWHERE ELSE



JOBS WORTH LIVING FOR

CREATING THE GREEN ECONOMY
HIGH QUALITY PRODUCTS & SERVICES

PRIORITY
2

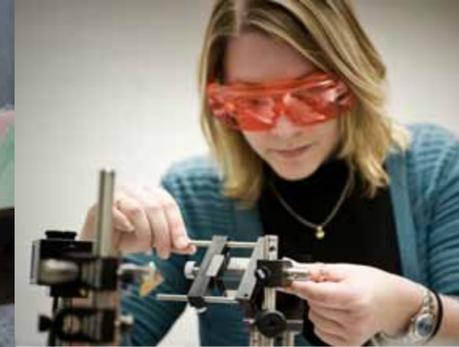


A 'Green Economy' is one that results in improved human well-being and significantly reducing environmental risks and ecological. This form of economy addresses pollution, resource efficiency, and social inclusion. Public and private investment drives growth in income and employment that reduces pollution, enhances energy and resource efficiency, and prevents loss of biodiversity and ecosystems.

A 'Green Job' or 'Green Career' is one where the main focus is reduction of environmental degradation and restoration and provides strong employment opportunities. There is currently no agreed standard definition as to what constitutes a 'Green Job' or 'Green Career'.

A 'Green Career' can mean one thing to one person but something else to another as we all have different environmental values. Green Careers can be considered deep green at one end of the spectrum, and light green at the other end (EJN).

An Australian Conservation Foundation (ACF)/Australian Council of Trade Unions (ACTU) report *Creating Jobs – Cutting Pollution* (2010) demonstrated that Australia could create more than 770,000 extra jobs by 2030 by taking strong action to reduce pollution. While the majority of these jobs would be 'green collar', there will be new jobs created in traditional industries such as agriculture, mining, manufacturing and the services sector.



CLEAN ENERGY WILL BE ONE OF THE WORLD'S LARGEST INDUSTRIES, TOTALLING AS MUCH AS US\$2.3 TRILLION

'Green Jobs' in the manufacturing sector will need to increasingly focus on whole-of-process environmental protection rather than historical end-of-process clean up of waste and pollution.

Environmental regulations are becoming more stringent with, for example, higher landfill levies for waste disposal. These measures put pressure on manufacturers to ensure greater recyclability and reduce the amount of packaging associated with their products. Proactive manufacturers can reduce their environmental footprint and overall costs by innovative design, production and end-of-life management.

The 'Green Jobs' created by these emerging markets will require a workforce with an increased understanding of and training in sustainability principles and competitiveness. Manufacturers of the future will need to make the best use of available resources. Future competition for resources will require the industry to closely examine the effective use, selection and availability of substitute or alternative raw materials, reuse of waste or unused material, and give due consideration to energy and water efficiency during the manufacture process. The 'cradle to cradle' concept is expected to become the norm.

The agriculture industry faces the challenges of adjusting productivity to meet climate change and environmental agendas, meeting the cost/price squeeze from changing world markets and maintaining the service and social fabric of our rural areas. Significant 'Green Job' employment opportunities are expected in areas such as earth repair and clean green agriculture.

The "Earth Repair Industry" restores and rehabilitates degraded, polluted or even totally obliterated ecosystems such as rainforests, coral reefs and rangelands, and their soil, water and biotic components. In practical terms it involves remediation of damaged areas, such as contaminated sites, so that they can be used again without threatening human health. It also involves the restoration of degraded areas so as to return them to something like their original ecological health.

One of the big global challenges is world food security and Australia is positioned to play an increasing role. The "Clean, Green Food and Sustainable Agriculture Industry" includes the production and processing of food that is uncontaminated by toxic substances, pesticides and radioactive materials. The "green" aspect means that it is produced in ecologically sustainable ways. The industry uses mineral fertilisers and natural soil nutrient cycles, and reuses and recycles waste products such as garbage and sewage. The agriculture workforce of the future will be skilled on sustainable agriculture practices in order to meet these challenges.

REFERENCES: United Nations Environment Programme; Australian Conservation Foundation & Australian Council of Trade Unions; Environmental Jobs Network; Board of Vocational Education & Training NSW; Department of Education & Training WA.

INCREASE IN EMPLOYMENT BY SECTOR: Potential jobs created by 2030

INDUSTRY	ADDITIONAL JOBS WITH STRONG ACTION
Primary industry (agriculture, mining, forestry and fisheries)	+102,422
Manufacturing	+140,684
Construction	+115,532
Services	+412,525

ACF/ACTU Report *Creating Jobs – Cutting Pollution* (2010)

Total = +771,163



SUSTAINABLE TRANSPORT

In order to maintain Melbourne's famous liveability status, rail, tram and rapid bus services must be provided to the many areas of the city that have developed without good public transport, walking and cycling opportunities.

Climate change poses one of the biggest threats to our environment, community and economy. The greenhouse contribution from different modes of transport Forty per cent of trips within the Melbourne metropolitan area are less than 2km, and almost two-thirds are less than 5km. Many could be replaced with public transport, cycling and walking – reducing greenhouse pollution, congestion, and saving money on petrol. Carbon pollution from the transport sector is growing rapidly, so making deep and immediate cuts in our transport emissions is essential to stopping dangerous climate change. Research shows that by taking actions such as shifting some trips to public transport, walking and cycling and driving fuel efficient vehicles we could reduce Victoria's transport emissions by 16 million tonnes by 2030 – a 13 per cent reduction on Victoria's total emissions in 2006.

Melbourne has the second-highest public transport mode share, but the lowest rate of car pooling and below average rates of walking: as a result, car driving is higher than in Brisbane. Melbourne has experienced the fastest growth in public transport mode share of all seven capitals since 1996, but had the most rapid decline in the two decades before then: because the earlier decline was much greater than the recent increase, Melbourne had the biggest decline in public transport usage, and the biggest rise in car driving, over the 35 years since 1976, except for Hobart.

Public transport, cycling and walking improvements are happening all over the world. Over 100 US cities are currently building rail lines to take advantage of the economic, environmental and liveability benefits that result when alternatives to car use are provided. The creation of walkable and bicycle friendly urban areas has been very successful in reducing transport costs and increasing the vibrancy of cities in Europe and increasingly in North America.

PRIORITY
3

NUMBER OF PEOPLE USING MELBOURNE'S TRAINS HAS JUMPED 30% IN THE PAST THREE YEARS

SOURCE ENVIRONMENT VICTORIA'S - RETHINKING TRANSPORT FOR THE FUTURE



PRIORITY
4

LIVEABLE COMMUNITIES

PROMOTION OF LOCALLY BASED INITIATIVES

Liveability can be hard to define. For some people it will be the amount of green space; others might measure it in terms of diversity of jobs, range of dining and entertainment options; extent of public transportation system; or quality of local schools. In reality, these elements are all a part of what makes a community liveable.

We believe that the foundation of a liveable place is its people and community life. The core elements of liveability add up to a community's quality of life – these elements include the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities. Communities will place different levels of importance on these elements and will develop their own strategy and definition of liveability.

The following 7 indicators have been developed to define livable communities.

ENVIRONMENT SUSTAINABILITY

> Environmental resilience is needed and considerations need to be given to energy, food, water and materials.

> Parks and other forms of natural heritage create a collective memory. Parks function as resilient 'lungs' of a city – improving the air quality.

> Native species emphasise the unique location of a city and contribute to its unique biodiversity.

> Liveable cities are connected and interdependent within a system of other cities and its surrounding rural environment.

ECONOMY

> Liveable cities need economic stability. They should strive for economic diversity to reduce dependence on one economic model, job creation, as well as entrepreneurship.



AMENITY

> An authentic city can create a sense of pride and belonging.

> The history of a city reflects local culture and local knowledge and reinforces a sense of place and the local identity.

HEALTH & WELLBEING

> The relationship with the surrounding rural area is important for resilience – food supply and urban agriculture need to be considered.

EQUITY

> Everyone in the city is included and has rights, and is entitled to a better life. The elderly, disabled and poor are seen as potentially valuable social capital.

> Social cohesion implies that a city is inclusive and breeds cooperation and tolerance between citizens with different values and beliefs.

EDUCATION & LEARNING

> Quality education at all levels is available to all citizens according to their preferences: public, private, or independent.

LEADERSHIP

> Inhabitants are actively involved from the start of every city initiative. The city is open to political participation from the widest range of civil society.

REFERENCES: PriceWaterhouse Coopers; National Association of Regional Councils (NARC)



PRIORITY
5



THE CRITICAL DECADE

URGENT ACTION FOR A SAFE CLIMATE

In a media landscape awash with information, how can people access scientific evidence in a way that's useful and easy to understand? More importantly, does access to this information change their behaviour?

The Climate Commission was established in 2011 to provide accurate and independent information to the Australian public on climate change. Their next major report *The Critical Decade 2013: Climate change science, risks and response* was released on 17 June, and reviews the evidence for our changing climate and the influence of human activity, and what the biggest risks are for Australia and the world.



FAILING TO TAKE SUFFICIENT ACTION TODAY ENTAILS POTENTIALLY HUGE RISKS TO OUR ECONOMY, SOCIETY AND WAY OF LIFE INTO THE FUTURE.

CLIMATE COMMISSION
THE CRITICAL DECADE REPORT
2013

The Critical Decade: Extreme Weather a report released by the Climate Commission explains that climate change is occurring more rapidly than expected and the next decade is most critical in limiting the damage associated with global temperature increases.

Examples used in the report include:

- > increasing numbers of record breaking heatwaves impacting the lives and health of thousands of Australians
- > more frequent bushfire weather across south eastern Australia including NSW, Victoria, Tasmania and parts of South Australia
- > more frequent heavy rainfall episodes fuelled by record high water surface temperatures off the east coast of Australia
- > a 20cm rise in sea-levels leading to increased risk of storm surges leading to flooding
- > long term dry conditions and increasing periods of drought in south west Australia, for example Western Australia's rainfall has dropped by 15% since the 1970s.

Extreme weather events are also having a greater impact on people and the environment and the authors of the report urge rapid and effective preventative action to protect precious ecosystems like Kakadu and The Great Barrier Reef, to prepare emergency and health services for the growing health impacts, manage associated food supply problems and better prepare communities.

The report says action over the next decade is critical to preventing a devastating climate shift that will lead to intractable climate change and it debunks the myths of global inaction stating:

"Ninety countries, representing 90% of global emissions, are committed to reducing their emissions and have programs in place to achieve this."

Australia, it says, is the fifteenth highest emitter and has an important contribution to make to the reversal of climate change.

This important report highlights the very real threats a warmer climate places on Australia and the opportunities for change.

REFERENCES: The Climate Commission,
The Critical Decade Report 2013





THE SUSTAINABLE LIVING FOUNDATION

The Sustainable Living Foundation (SLF) seeks to foster the rapid adoption of ways of living that make it possible to sustain the community of life locally and globally.

SLF makes its contribution through the creation of 'platforms' that enable large numbers of people and organisations to cooperate in the pursuit of social and ecological sustainability.

SLF formed in response to a sense of environmental urgency. The organisation is driven by a passionate belief that a positive solution-oriented approach can make a big difference to our individual and collective sustainability if widely adopted. Over

the years, a diverse group of people have come together to build a vibrant organisation from the ground up, which is fuelled by sheer enthusiasm and backed by knowledge.

The certainty that time is short and a race is on underpins the many initiatives implemented during SLF's history, including the national Sustainable Living Festival held annually.

WHAT WE DO!

STRUCTURE

SLF is a registered not-for-profit organisation driven by a committed membership and an active volunteer base. SLF Council comprises of eight members who collaborate with SLFs Operations and Platform teams and work together to run the organisation and develop its strategy. Individuals can join SLF by getting active in one of the platforms or by becoming a financial member.

SLF AIMS & OBJECTIVES

SLF is driven by a collective of people who share the common goal of creating a sustainable future.

To achieve this goal, SLF aims to:

- > Conserve and protect the natural environment.
- > Foster the rapid adoption, by the whole of our community, of ways of living that will make it possible to sustain the community of life locally and globally.
- > Make our contribution especially through the creation of 'platforms' that enable large numbers of people and organisations to cooperate to pursue these purposes effectively.
- > Be a leading example of an entity that practices and pursues ecological and social sustainability.

(Endorsed by SLF Members May 2008)

OUR GOALS

- > To accelerate the uptake of sustainable living by building on and celebrating the growing momentum for environmental action within community, business and government.
- > To foster the exchange of information, ideas, and innovation.
- > To create opportunities for progressive business, government and community-run initiatives to reach a large audience.

OUR VALUES

- > To collaborate with community, business and government, to draw together diverse approaches and solutions to ecological and social sustainability.
- > To run an organisation that creates new opportunities for expression about sustainability for all sectors of community, business and government, regardless of their size or budget.

OUR ACTIVITIES

- > To create a dynamic annual Festival featuring interactive displays, demonstrations, exhibits, designs, films, multimedia and live performances to celebrate sustainable living.
- > To offer a wide range of discourses and views of sustainability: an event that focuses on water, waste and energy while looking at wider issues and the urgency of change needed.

HISTORY

SLF has evolved through passion and necessity into a visionary and collaborative organisation since its inception at the end of last century. The organisation was born when a number of individuals working on complementary projects in Queensland and Victoria joined forces.

The Victorian group had initiated the pivotal community event – the 'Renewable Energy and Sustainable Living Fair' – which had been successfully held near Daylesford in 1998 and Hanging Rock in 1999.

The two groups consolidated to become the Sustainable Living Foundation in 2000. This enabled the small group to catalyse the community interest with the key players able to fill a vacuum created by a lack of leadership in sustainability.

THE IDENTIFIED NEED WAS FOR A 'POSITIVE, SOLUTION ORIENTED' ORGANISATION THAT WOULD PROMOTE SUSTAINABLE LIVING AND EFFECTIVELY ENGAGE THE WIDER COMMUNITY.

Over the years, SLF has worked to develop a range of platforms, the major one being the annual national Sustainable Living Festival. Today, SLF facilitates many projects and initiatives that cover a wide range of sustainability areas both locally and nationally.





SLF PRESIDENT GISELLE WILKINSON

As Founder and President of the SLF, Giselle Wilkinson knows a thing or two about community engagement with over 20 years of experience in community development and social enterprises.

As a social innovator, writer and speaker on sustainability-transition issues, Giselle is working to mobilise whole communities to restore conditions safe for all species, all people and all generations.

Giselle has a history in forging new enterprises and initiatives. Most recently Giselle established one of Australia's first urban Eco-housing facilities in Melbourne's inner north, based on the principles of cohousing and sustainable living.

SLF DIRECTOR LUKE TAYLOR

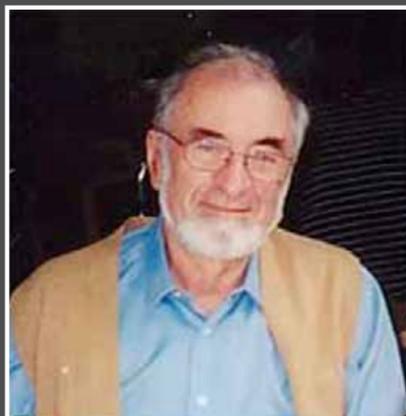
"Australia is host to a wide range of events that help promote the practises and principles of sustainability. These events are diverse in format and content yet share a uniting vision for a sustainable planet.

The strengthening of the Sustainable Living Festival aims to support and celebrate community aspirations for sustainability throughout Victoria.

As an event producer SLF understands the great power that a festival model can have in creating significant social change in our communities. Through showcase and celebration our events break through barriers and open up space for creative solutions to emerge. While our festivals have achieved much success, we know that big challenges remain and new strategies will be needed to help create the transition to a sustainable planet."



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MESSAGE FROM OUR PATRON

"The Sustainable Living Festival is a manifestation of a commitment to healing our environment, a demonstration of diverse proposals for changing our behaviour and reducing the damaging impact we are having".

Dr Moss Cass is the former ALP Member for Maribyrnong (1969-1983). During the Whitlam Government years, Dr Cass was appointed the Minister for Environment and Conservation (1972-1975) and Minister for Media (1975). Dr Cass retired from politics in 1983 and is now Patron for the Sustainable Living Foundation (SLF).

DR MOSS CASS
AUSTRALIA'S FIRST LABOR
ENVIRONMENT MINISTER

VICTORIANS
SUSTAINABLE
LIVING
NETWORK
CELEBRATIONS TO SUSTAIN A NATION



Sustainable
Living Festival

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