



ENVIRONMENT  
INSTITUTE OF  
AUSTRALIA AND  
NEW ZEALAND

# Newsletter Winter 2009

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## EDITORIAL

Welcome members, to our Winter 2009 edition of the IANZ Victorian Division newsletter which arrives to you just in the nick of time before the onset of some welcome warmer Spring weather!

It has been a busy and exciting quarter for the Institute, with the very successful 'Meet the Policy Drivers' event in June, and then our Members Networking Drinks in July with special guest speakers from Bang the Table and GA Research, the launch of our brand-new and improved interactive website, and an intensive Strategy Meeting and AGM which resulted in some fantastic ideas and initiatives for the coming year.

This issue also includes an article from Jasmine Hoye of GA Research, entitled 'Climate Paralysis and how social research can help'

Don't forget if you have a case study or article which would be of interest to our members, or if there is a topic you'd like to see covered here, please e-mail us at [vic-events@cianz.org](mailto:vic-events@cianz.org).

## UPCOMING EVENTS

### Breakfast with the new commissioner

For more information about this event please email Melissa Grant [vic-events@cianz.org](mailto:vic-events@cianz.org).

### Climate Change Boot Camp

Stay tuned for more details on the Climate Change Boot Camp.

## IANZ ANNUAL CONFERENCE OCTOBER 20TH - 21ST 2009

### Policy to Practice – The IANZ Annual Conference – Canberra, ACT

In just under two months the IANZ Annual Conference will kick off, with this year's theme being 'Policy To Practice – Achieving better environmental outcomes'.

The Conference will be opened by **Dr Maxine Cooper** MEIANZ, ACT Commissioner for Sustainability & The Environment, and represents an opportunity for practitioners to discuss which environmental policies work and why. The conference will cover a broad range of topics including water, green building practices, climate change impact studies and biodiversity. It's not too late to register, so for full program details and costs, please visit the [IANZ Annual conference website](#).

This year's **Gala Dinner and Merit Award Presentation** will be held on the Tuesday evening, and our key note speaker is none other than Chris Darwin, great great grandson of Charles Darwin. For more information on the Gala Dinner, and on Chris Darwin, please click [here](#).

The IANZ Annual conference is being held this year in our nation's capital, at **Hotel Realm**, a new 5 star property combining a number of environmentally friendly initiatives including recycling, an on-site grey water treatment and irrigation program, stormwater capture, ozone laundering, supporting of fair



trade business, energy conservation, and no bottled water in sight!

For more details go to [www.hotelrealm.com.au](http://www.hotelrealm.com.au)

For a copy of the hotel's eco-friendly policy please contact Melissa Grant at [vic-events@cianz.org](mailto:vic-events@cianz.org)

## PAST EVENTS

### Meet the Policy Drivers

This event was held on 11 June and was a sellout. Interestingly, there were more non members than members in attendance.



The objective of the event was to raise member's awareness of developing policy that will impact on future environmental management in Victoria. The event was opened by Mr Peter Harris, Secretary, Department of Sustainability and Environment. Other speakers were directors of relevant government departments involved in environmental policy development and implementation.

**Terry A'Hearn** - Director of Sustainable Development - Environmental Protection Authority

**Ben Furmage** - General Manager Strategic Planning - Melbourne Water

**Anita Roper** - Chief Executive - Sustainability Victoria

**Jeff Gilmore** - Exec. Director Planning, Policy & Reform - Dept Planning & Community Development

**Paul Flowerdew** - Department of Premier and Cabinet: Office of Climate Change

New policy initiatives discussed included the recently announced Climate Change Green Paper and the upcoming changes in the urban growth boundaries in Melbourne. All speakers were well received and feedback from members and non members attending include:

**"Well run, well attended, top notch speakers, good questions flowing "**

**"One of the more informative and better events I've attended in a while"**

**"Excellent event - should be held every 6 months or every year"**

**"Best event ever put on by EIANZ Vic"**

**"Event was good – the selection of speakers gave sufficient range of interest across departments and agencies – with Paul's discussion of policy development the most informing for me"**

**"Thoroughly enjoyed last week's EIANZ's event, 'Meet the Policy Drivers'"**

Based on this feedback and the success of the event, the Victorian Committee will be running it as a yearly event. The Committee is always interested in event feedback and suggestions for future events. If you have a comment, please email [vic-events@cianz.org](mailto:vic-events@cianz.org)



**ARUP** ARUP is a proud sponsor of the "Meet the Policy Drivers" Event.

### Members Networking Event July 23 2009

A cold and wintry Melbourne evening conspired to prevent some of our members attending this informal, yet highly informative evening, but those who ventured out were rewarded with some excellent and thought-provoking information from our guest speakers, **Dr Crispin Butteriss** from **Bang the Table** and **Jasmine Hoye** from **GA Reseach**.

Both of their presentations have been attached with this newsletter email in pdf format.



Bang the Table's presentation was a visual portrayal of the philosophical underpinnings of community engagement.

According to Dr Crispin Butteriss, "online community engagement reaches many more people than most other methods of engagement. It is affordable, easy, safe, respectful and the community likes it.". For more information go to [www.bangthetable.com](http://www.bangthetable.com)



GA Research's presentation looked at survey results regarding community attitudes to different sources of energy, as well as the importance of being able to correctly analyse survey results and how attitudes to certain issues can change over time. For more information go to [www.garesearch.com.au](http://www.garesearch.com.au)



Parson Brinkerhoff is a proud sponsor of the IANZ Members network night.

## CLIMATE 'PARALYSIS' AND HOW SOCIAL RESEARCH CAN HELP

Climate change has often occurred on earth due to natural causes over different timescales. As you may well be aware, there is now strong consensus in the climate science research community that the climatic changes observed in recent decades are largely anthropogenic (caused by human activity). The human influences on climate change arise largely from burning fossil fuels, and land use changes – e.g. deforestation, increased cattle and sheep production.

While considerable scientific research is already underway to understand and measure the environmental effects of climate change, this is as much an environmental phenomenon as it is a social one – providing a clear and compelling case for undertaking social research specific to climate change (social research being about understanding and measuring people's knowledge, attitudes, values, behaviours, motivations, preferences, outlooks, intentions, emotions, feelings, etc.). Certainly, the economics of climate change is still a developing field, and much attention is being given to this in Australia and abroad, with the view of improving our preparedness for the coming changes. However, as the situation unfolds and the real and projected impacts worsen, there will need to be a far greater level of investment in research to measure and monitor social changes in direct association with climate change. Such undertakings will assist governments, businesses and non-government organisations

in not only responding to the changing social landscape, but also in anticipating and influencing change and pursuing more sustainable outcomes involving the community.

This is not to say that considerable social research has not already been undertaken in relation to climate change.

Valuable studies have certainly been designed to understand and track people's awareness, attitudes, level of concern, actions taken, and knowledge of the causes of climate change, including the extent to which people believe it is anthropogenic. There is also a wealth of broader social research that can be drawn upon and applied to the climate change arena.

### Here are some examples of what we do know...

People generally want to fit in, and psychologists are using this to urge improved environmental behaviours. For example, researchers at California State University and the University of Scranton have found that people will cut their electricity usage if they are told that their neighbours use less than they do.

People will also have to be persuaded to act 'here and now' on climate change, despite the benefits being unlikely to be observed for decades. Notably, researchers at Columbia University have found that people make decisions about future environmental gains and losses in the same way as they do when making financial decisions. For instance, upfront rebates for home insulation will work better than schemes promising long-term savings, even if the people receiving cash end up paying a little more in the long run.

Psychological research also shows that people's willingness to restore or prevent damage is driven by their perceptions of the causes of the damage. This presents a particular challenge when research also shows that Australians are largely unaware of the causes of climate change, let alone what climate change actually is. For example, in an August 2008 Ipsos survey of Australian adults the number one specific cause was thought to be the very generic "pollution", and this was only mentioned by around one in five (19%) of respondents!





**However, there are many social research questions specific to climate change that are yet to be explored** and measured on a deeper and sustained level, to enable better decision making and in an effort to deliver improved outcomes. One area in which it is still early days is the psychology of climate change.

Some of the unanswered questions are outlined in a new report from an American Psychological Association task force entitled *Psychology and Global Climate Change: Addressing a Multifaceted Phenomenon and Set of Challenges*. The report states that although climate change predictions are uncertain as to the speed and extent of change in the natural environment, we do know that we will face tremendous changes in our lives (the human environment) over the coming years. Psychology can contribute to important tasks such as anticipating the changes, mentally and emotionally preparing for and adapting to them, and leading the way to avert or mitigate the dangers where possible.

The psychological barriers to climate change action need to be better understood specifically in relation to climate change adaptation and mitigation responses, rather than just being borrowed from research on other issues. This includes

understanding the extent to which there may be a sequence of barriers, and whether the barriers are cumulative, mounting up so that a person becomes less inclined to act, as well as understanding which approaches are most effective in breaking down the respective barriers. The same things can be explored regarding the drivers of responses.

**In Australia, despite high levels of concern, there appears to something of a paralysis in terms of people taking action on climate change in their day to day lives.**

For instance, in the aforementioned Ipsos research (which I led, just to clarify), respondents were asked whether they had taken action to reduce their greenhouse emissions. While two in three people (66%) said they were taking action, almost one in five (18%) didn't know; suggesting that they did not even know what greenhouse emissions are. And of those who were taking action the number one (unprompted) response was "recycling"; not the most obvious choice, and mentioned by just 20% of all respondents. At the next level down, 16% said they were driving their car less, 15% had reduced their energy use and 14% were

using energy saver light bulbs. These results hardly indicate a groundswell in community response.

Qualitative research shows that this 'paralysis' is the result of three key factors – denial (either of climate change in general, or one's own role), lack of information or other 'tools', and a sense of powerlessness. These factors can be present at differing levels within individuals, and the levels can change. What isn't clearly understood is how these factors interrelate and what prompts the changes.

**The majority of Australians simply do not know what they can personally do about climate change, and see it as a problem that is beyond their ability to control.**

Media reporting of climate change impacts as "weather disasters" is a simple example of something that might foster a sense that climate change is beyond one's control, because the weather is



generally thought to be beyond human control. Indeed, a growing number simply feel overwhelmed and powerless, if not desensitised to the issue, and will cite numerous barriers to acting.

Particularly disturbing is that this

mindset appears most noticeable among younger people – the very ones who will have to deal with the greatest changes and challenges. Better understanding of these issues will provide guidance on how to more effectively connect people to the issue, and empower them with the tools to respond and act.

**Future research should investigate the role of a wider range of emotions** than just worry or concern in prompting responses (or lack thereof) to climate change. For example, emotions such as fear, sadness, jealousy, anger, resentment, and hope – even enthusiasm and excitement. Understanding which emotions can encourage people to engage more deeply with an issue or empower them with the tools for change (and likewise switch them off), will be very powerful information for communicators, who often seek to stimulate not only rational responses but also emotional ones, for greater impact and reaction.

Extensive research has concluded that there is a causal relationship between heat and violence, therefore increased violence is anticipated in association with global warming. In the United States alone, it has been estimated that there will be an



annual increase in assaults and murders by 24,000 for every 2 degrees Fahrenheit temperature rise. This is one area that would appear to warrant further research as part of any adaptation (or mitigation) strategy.

Future research should look at people’s psychological preparedness in terms of both mitigation and adaptation responses, including understanding the likely responses to different climate change scenarios and impacts.

Understanding what events people are anticipating and preparing to encounter can be useful for correcting people’s beliefs about what the future might hold, and/or acknowledging where it is aligned with scientific understandings, and determining what desired responses should be focused upon in policy and communications.

This should naturally include work to understand how findings differ for people living in different climates and social circumstances, which can be used not only for targeted responses from government, but also NGOs and businesses alike, to build and promote resilience in responses across communities. Such work should also examine responses to different scales of impact – i.e. chronic climate change symptoms (e.g. rising temperatures, rising sea levels, glacial melt, biodiversity loss) versus acute ones (event related, sudden disasters like violent storms, floods, heatwaves and bushfires).

**Some other questions to consider ...** How do we deal with climate change as an ‘ambient stressor’ ticking away in the background? To what extent should coping responses be directed at changing the self versus changing the situation? Even people who believe that climate change is anthropogenic, may not act because they think that someone else is responsible for creating the situation, so what is the role of blame and accountability in the psychology of responding to climate change? To what extent might different climate change impacts prompt people to abandon social or moral order, or even reject their consumer driven lifestyles?

**Social (psychological) research can help unpack the idea of consumption**, for example, and could help identify ways to satisfy people’s needs while at the same time reducing GHG emissions. It may also help by building fundamental understandings in relation to how people’s desires change - a line of knowledge that may become critically important in the longer run.

**Finally, from a sustainability perspective, a trans-disciplinary approach could be immensely beneficial** in terms of both climate change adaptation and mitigation, whereby environmental, economic and social research studies are designed so that they are complementary to each other. What this

means is that the scientists from each of these disciplines are going to have to get to know each other a whole lot better. And that’s where organisations such as EIANZ can play a tremendously important role. So, as a social researcher, I am looking forward to linking up with those of you from other disciplines and having a good yarn at the next event!

**Jasmine Hoyer**, GA Research

## EIANZ VICTORIA AGM

The Annual General Meeting of the Victorian Division of the EIANZ was held on a sunny Sunday morning on 19 July at the Mountain View Hotel in Richmond. Despite the 10am start, there was a good turn out with 10 members in attendance.



Victorian Committee President Elizabeth Hurst thanked all Committee Members for their contribution and all members for their support during the year. She noted that a number of successful events had been held during the year, including the Youth Forum, Meet the Policy Drivers event and Sustainable Living Festival Debate. She also noted a 17% increase in membership numbers, a strong rise over previous years.

Tim Phillips provided the Treasurer’s Report, noting the contribution that successful events such as the Meet the Policy Drivers event made to the budget. Nigel Murphy provided the National Councillor’s report and identified key issues for the EIANZ for 2009/10 at the national level as including the STEPs program and specialist certification.

Office bearers for the Victorian Division for 2009/10 were elected:

**President: Elizabeth Hurst**

**Vice-President: Alison Dodd (new)**

**Treasurer: Tim Phillips**

**Secretary: Johanna Schortinghuis (new)**

**National Councillor: TBA**



The Committee would like to thank out-going Committee Members Nicole Rogers and Nigel Murphy for their outstanding commitment and contributions.

Following the conclusion of the AGM, the Victorian Division held its annual business strategy meeting. Key themes for the Victorian Division for 2009/10 to arise from the strategy meeting include:

- Increasing membership
- Providing increased value to existing members
- Raising the profile of EIANZ, particularly in Victoria

Key actions for 2009/10 proposed at the meeting include:

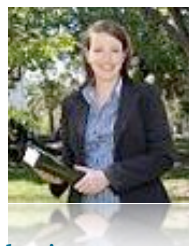
- Arranging extended benefits for members (e.g. discounts, vouchers)
- Preparing a comprehensive calendar of events
- Increasing collaboration with Divisions in other States and with other organisations
- Demonstrating thought leadership by providing comment/feedback/input to more government papers and consultation processes

After the strategy meeting, Committee Members then enjoyed a well-earned pub lunch to discuss their ideas over a beer.

If any members would like to know more about the outcomes of the AGM or Strategy Meeting, or would like to attend Strategy Meetings or Committee Meetings in future, please contact Melissa Grant: [vic-events@cianz.org](mailto:vic-events@cianz.org).

## EIANZ PROFILE

### Meet our Vice President – Alison Dodd



#### 1. How do you work for – how long have you been with them and what is your current role?

I have just started a new role as a Legal Policy Officer with the Department of Sustainability and Environment, working on the government’s upcoming Climate Change Bill. Prior to my new role, I had been a solicitor at DLA Phillips Fox lawyers, working mostly in environmental law.

#### 2. Where do you see the new challenges of sustainability in the environment profession?

I think that the issue of climate change is the most confronting one for the sustainability of the entire world, and a critical issue

for the environment profession. Environmental professionals need to be constantly up-skilling as new information about the impacts of climate change and the systems put in place to manage it (such as the CPRS) come to light.

#### 3. How do you personally incorporate sustainability into your everyday life?

I don’t have a car and I am also trying to cut down my public transport usage by walking to and from work most days. I am also eating more vegetarian food and broadening my cooking repertoire along the way! But there is certainly room for improvement – plane flights are a particular challenge!

#### 4. How do you wind down at the end of a hard week?

On Friday nights, I love to have some drinks and dinner at one of the many fantastic places in the city or around Richmond, and will sometimes see a band. On the weekends I am usually pretty active, with a pilates or spin class or a long bike ride or hike if I am more adventurous.

#### 5. What do you enjoy most in your role as Committee member?

The great people that I get to meet - on the Committee, EIANZ members and other people that I meet at events and through the EIANZ. I have made a number of good friends, met helpful business contacts and learnt a lot of interesting things in areas that I would not otherwise have known about.

## NEW EIANZ WEBSITE!

The new EIANZ website has been launched a couple of weeks ago. We hope you have taken the opportunity to browse through the new site and we are looking forward to hear your feedback.

The new website is a major step forward for the Environment Institute. The website will allow our members the ability to log in to the site to update their details, pay their fees and communicate via a members' forum. We hope that the new site will enhance your membership experience.

Some of the fabulous pictures on the site have been provided by New Zealand members Bill and Eryk van Eynhoven and Ian Wiseman. Should you have any images and would like to submit them for use on the website please forward them to [office@cianz.org](mailto:office@cianz.org). There is no limit to the amount of images we can have on the site and, with the environment industry being so broad, we hope to receive many images for this new site (please note that the images have to be in panoramic JPEG format).

### Member survey

You have recently received and invite to the first of the EIANZ member surveys via our the new website. The institute will be



conducting these surveys from time to time to keep up to speed with what our members require of the Institute.

We hope you have taken the time to complete the survey. It should take less than 10 minutes. The results of this survey will help us provide you with better information and better services. To complete the survey, click [here](#).

### TIME FOR SPRING CLEANING

As the weather warms up, it's time for the annual clear out and spring clean. Here are some tips to make your Spring clean a little green:

1. Open the windows. The best way to get dirty air moving out and fresh air moving in is to open the doors and windows. Feel the breeze.
2. Use vegetable-based cleaning products instead of harsh chemical cleaners. Vegetable-based cleaners, like those made with coconut oil, are becoming more popular every day.
3. Vinegar, vinegar, and more vinegar. Nature's cleaning miracle, vinegar can be used to clean just about anything. Use it straight to clean kitchen floors or wash windows, mix it with baking soda and essential oils to clean sinks, and even use it to remove stains in your carpet.
4. Get some baking soda, too. Multi-purpose baking soda can be used for everything from freshening the air, to freshening the carpet or furniture, to scrubbing the toilet and tub.
5. Donate your clutter - don't just chuck it away. Magazines and Books can often be given away instead of just thrown out. Old clothes and furniture can be given to charities. Old electronics can be collected by recyclers. For more information see [recyclingnearyou.com.au](http://recyclingnearyou.com.au).
6. Don't use bleach or any cleaners containing chlorine. The problems with chlorine bleach are numerous - it can burn skin and eyes and prove fatal if swallowed. When it goes down the drain, it becomes toxic to the natural world, too. A herbal-based sanitizer or just plain old hot water and soap.
7. Use natural fiber sponges and rags to do the cleaning. Avoid using paper towels and other one-time use tools.
8. Step up your fridge - make your fridge run more efficiently by vacuuming up the coils saving you money and helping the environment.
9. When you make the switch to natural cleaning products, be sure to safely dispose of any dangerous chemical products. Don't pour them down the drain, or into the trash. Read the labels or check with your waste management provider for disposal options.

### FACEBOOK

Don't forget to check out the EIANZ Facebook page! You can become a fan of EIANZ, read about upcoming events, as well as the CEnvP program, initiate discussions with other members online, read wall posts and view photos from our latest events

Click here for the link to the [Facebook](#) page.

### CONTACT DETAILS

#### Your Victorian Division committee:

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**Alison Dodd**

Vice President / Student & Young Professionals

**Tim Philips**

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**VACANT**

National Councillor

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**Nigel Murhpy**

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