

# “Ballarat Beyond Carbon”

## BREAZE Action Plan 2010

### ***Emissions Reduction Initiatives***

**Strategic Goal:** BREAZE contributes to reduced emissions through energy efficiency, renewable energy and carbon sequestration activities.

**BREAZE Target:** Facilitate improved energy efficiency of homes and other buildings – 500 per annum

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Promote and facilitate household audits	Promote Green Loan Audit program to members via newsletter and website
	If funding received, support delivery of Entercomm “Sustainable Communities – Sustainable Housing” project
Develop and implement household energy efficiency educational programs	If funding received, commence implementation of Ecoliving project with RSA Ballarat
	Sustainable living educational workshops – delivered with key partners
	If funding is received, support delivery of CVGA “Retrofitting the Region” project
Develop and implement energy efficiency bulk buy (BB) programs	Establish BREAZE as a SHW agent and administer bulk buy program
	Organise and promote a small energy efficient appliance / fitting bulk buy program

**BREAZE Target:** Facilitate the uptake of green power and installation of renewable energy systems – 500 per annum

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Develop and implement household renewable energy bulk buy programs	Continue to implement solar PV program
Explore options for community owned renewable energy	Continue to explore options for community owned renewable energy facilities
Support schools and community groups to install renewable energy	Plan and deliver Solar in Schools program
Green power communications campaign	Develop partnerships and commence implementation of Green Power campaign

**BREAZE Target:** Increase uptake of local sustainable products and proportion of local food grown and purchased.

Strategy (What is our approach?)	Actions 2010 (What will we do?)
Establish the BREAZE Local	Develop and implement a business plan for the BREAZE Local Store
Support community gardens network and skill development workshops	Subject to success of grant application, support PACT Community Harvest project
Develop a local business engagement program to connect members with sustainable products and reduce emissions	Develop concept for Business Engagement Program for BREAZE

**BREAZE Target:** Increase the amount of carbon sequestered in the Ballarat region.

Strategy (What is our approach?)	Actions 2010 (What will we do?)
Ensure all BREAZE activities are adequately "offset" where necessary	Offset BREAZE activities
Establish local biosphere emission compensation program	Develop business concept for local offset program for carbon sequestration – biosequestration, soil sequestration and renewable energy generation

## Community Engagement

**Strategic Goal:** BREAZE is engaging with all sectors of the community to help achieve substantial achievements in emission reduction and sustainable behaviours.

**BREAZE Target:** Provide a wide range of regular sustainable living learning opportunities for the community

Strategy (What is our approach?)	Actions 2010 (What will we do?)
Provide tailored learning opportunities for a wide range of community members / groups / sectors.	Implement Climate Change Community Presenters' program
	Support roll out of Sustainable Living for Beginners workshops through a range of training providers
Engage with young people to implement relevant sustainability programs	Seek funding for new G Generation project
Through the Food Group, run learning activities and raise the profile of local food.	Promote and run an annual Best Home Grown Organic Vegetable Competition at the local Agricultural Show
	Coordinate annual local food bus tour
Partner with local organisations to progress uptake sustainable living.	Continue to build on Earthmatters partnership
	Partner with the City of Ballarat to run a communications campaign to raise awareness of rebates and incentives

**BREAZE Target:** Increase member involvement in BREAZE activities

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Regular program of events and activities involving members in learning and acting on climate change	Establish interactive webpage to allow members to share achievements and learnings
	Run a series of "BREAZE B-Informed" workshops providing deep information
	Conduct an annual sustainable house tour

**BREAZE Target:** Increase our membership by at least 20% per annum.

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Ensure membership is affordable and value for money.	Establish differentiated member fees, including low income
Widely promote benefits of BREAZE membership and achievements / successes.	Document BREAZE achievements and promote via Annual report and website  Develop SHW and PV Counter and other emissions reduction achievements for website and promotion

## Advocacy

Strategic Goal: BREAZE is influencing Federal, State and Local government decision making to achieve urgent implementation of effective policy responses to climate change.

**BREAZE Target:** Develop and promote a BREAZE position on relevant policy and legislative decisions at all levels of government.

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Pursue climate policies that encourage strong / adequate action on climate change.	Identify relevant policy and legislation  Research policy options  Develop and endorse preferred position
Proactively articulate and influence decision makers to achieve BREAZE policies.	Develop advocacy program to address most pressing issues - submissions, meetings, correspondence
Promote BREAZE policies to our members and the public.	Newsletter articles, website, public media

**BREAZE Target:** Increase capacity of members to influence public policy and programs.

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Facilitate understanding of the political decision making process.	Government engagement forum/workshop
Facilitate opportunities for BREAZE members to be informed and comment on key government policies.	State and Federal election candidates' forums
Maintain and promote current and comprehensive information on the website.	Establish a web team to research and build web content. Refine and update web content
Active and well supported and skilled Engaging Government Action Group	Membership and skills review of action group

**BREAZE Target:** Increase public pressure for strong and urgent implementation of climate policies.

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Provide engaging media opportunities for progressive, well informed debate and media coverage of climate issues.	Contribute topical articles through Earthmatters program Promote events Creative media opportunities
Organise or participate in rallies to deliver strong public statements.	Promote Walk Against Warming and other events as relevant
Collaborate with influential local organisations to promote progressive climate policies.	City of Ballarat – encourage development of a ZE by 2020 transition plan Participate as an active member of RSA Ballarat

## ***Culture and Operations***

Strategic Goal: BREAZE has strong foundations and is progressive, innovative and sustainable in its practices and acts responsibly on behalf of its members.

**BREAZE Target:** BREAZE is a sustainable organisation

<b>Strategy What is our approach?</b>	<b>Actions 2010 What will we do?</b>
BREAZE is financially sound	Establish a Finance Sub-Committee to undertake financial planning Develop and review an annual Cash Flow forecast
BREAZE offers flexible and family friendly arrangements for staff and volunteers	Finalise and endorse Volunteer Handbook and Staff Handbook
BREAZE operations are carbon neutral	Calculate carbon footprint and establish a carbon neutral plan

**BREAZE Target: Organisational policies and procedures are developed and maintained**

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Strategic objectives current and clearly communicated	Review Strategic Plan and Action Plan with Members – workshop in Feb 2010
Comply with regulatory requirements	AGM and reporting  Develop and implement action plan for Consumer Affairs and DEHWA reporting requirements
Prepare and review an annual business plan	Prepare annual business plan that includes regulatory, financial and insurance requirements
Effective Committee in place, meeting regularly and making decisions	Review committee structure, skill base and organisational requirements for strategic decision making
Maintain fabulous website providing easy to find, useful information	Review website and management processes.  Develop Web management procedures

**BREAZE Target: Volunteers and staff are well supported and actively implementing policies and procedures.**

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Skilled and effective staff and volunteers	Finalise Volunteer Handbook and Staff Handbook  Develop and implement a Volunteer and Employee welcome and induction process
Active and growing volunteer program in place with agreed policies and procedures	Source and maintain funding for Volunteer Support Coordinator and up-skilling for volunteers and employees  Develop programs to engage and retain new volunteers  Develop volunteer page on website  Annual Volunteer Celebration
Sub committees and action groups contribute to strategic objectives	Review Volunteer, Action Group and Staff roles, requirements and support / communication needs

**BREAZE Target: High levels of member, volunteer and staff satisfaction are achieved and maintained.**

<b>Strategy (What is our approach?)</b>	<b>Actions 2010 (What will we do?)</b>
Provide quality customer service and organisational support	Source and maintain funding to fulfill professional office management and executive officer roles
Member and volunteer satisfaction regularly monitored	Develop a Member Welcome Kit  Undertake a member satisfaction survey
Internal organisational and member communication strategy in place and reviewed annually	Develop internal organisational and member communication strategy, including web management procedures

## Knowledge and Reputation

**Strategic Goal:** BREAZE is an authoritative voice, with a reputation for well founded, innovative and practical solutions to climate change.

**BREAZE Target:** Knowledge is current and comprehensive in relation to relevant project and policy areas.

Strategy (What is our approach?)	Actions 2010 (What will we do?)
Ensure staff and volunteers are well informed	Identify staff training needs through annual review
	BREAZE stall training for volunteers
	Establish BREAZE volunteer orientation process
Keep up to date with current climate change media	Research, prioritise and share media information with members via web and newsletter

**BREAZE Target:** Knowledge and achievements are shared publicly and widely for community access.

Strategy (What is our approach?)	Actions 2010 (What will we do?)
Maintain interesting, engaging and up-to-date website	Continually review, update and improve web structure and content
	Secure funding to deliver first class website
Ensure a welcoming and well resourced BREAZE stall is organized for community events and activities	Develop and maintain suitable information for the BREAZE stall.  Organise a team of skilled and enthusiastic stall helpers to promote BREAZE and sustainable living at events.
Celebrate achievements	Document and promote achievements through newsletter, web and annual report

**BREAZE Target:** Productive partnerships are established with a growing number of local organisations and other climate action groups/networks.

Strategy (What is our approach?)	Actions 2010 (What will we do?)
Be an active participant in relevant networks	Continue to support and participate in the Victorian and Regional Climate Action Networks
	Participate in national climate action group policy making and attend the National Climate Action Summit
	Participate as an active member of the newly established Ballarat Region Sustainability Alliance and other strategic forums to identify and implement projects of regional significance