

SV PUSHING THE COMMUNITY BEFORE... → GREATER AWARENESS → NOW... → COMMUNITY PUSHING SV

OUR JOURNEY

OUR ASPIRATION VICTORIA IS CLIMATE NEUTRAL

OUR VISION
VICTORIANS DEMONSTRATING SUSTAINABLE RESOURCE USE TO SUPPORT A THRIVING COMMUNITY AND ECONOMY

OUR PURPOSE
TO SHOW THE WAY TO USING OUR RESOURCES MORE EFFICIENTLY AND REDUCING OUR EVERYDAY ENVIRONMENTAL IMPACTS

IDENTITY PROGRAMS
★ CROWDED SPACE - BRAND CONFUSION!
★ 75 PROGRAMS
★ DO THEY FIT TOGETHER OR ARE THEY FRAGMENTED & LACKING COHESION & FOCUS?
★ WHAT HAVE THESE PROGRAMS ACHIEVED?
★ CAN WE SEE RESULTS?
★ ARE THEY ADDRESSING THE IMPORTANT ISSUES?

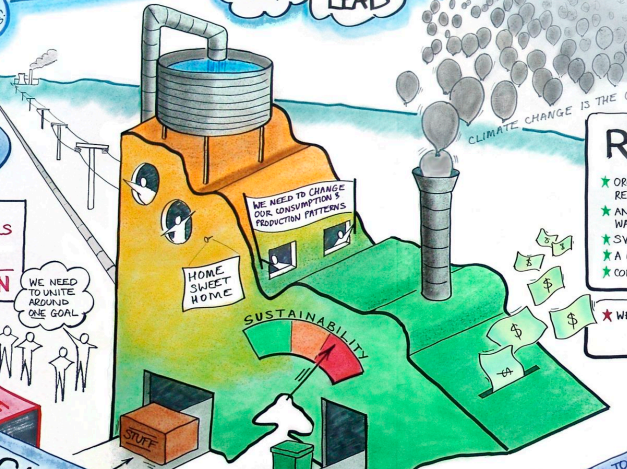
WHO DOES WHAT? IT'S CONFUSING!
WHICH AGENCY CAN HELP ME?

ENERGY + MATERIALS + WASTE + WATER = CARBON

FOCUS CULTURE
★ SV WAS FORMED TO PROVIDE HOLISTIC & SYNERGISTIC SOLUTIONS
★ DO WE HAVE A CLEAR PURPOSE?
★ ARE WE TRYING TO BE EVERYTHING TO EVERYONE?
★ LOTS OF EXPERTISE & RANGE OF BACKGROUNDS BUT ARE WE WORKING WELL TOGETHER?
★ INTERNALLY OR EXTERNALLY FOCUSED?
★ HAVE WE DEALT WITH THE ANGST AND CULTURAL DIFFERENCES OF THE MERGER?

THE ROAD TO SUCCESS
★ DIFFERENTIATE OURSELVES - BE DIFFERENT
★ BE FOCUSED
★ BE REALISTIC ABOUT THE CHALLENGES
★ BE TENACIOUS - DON'T GIVE IN!
★ GET THE RIGHT PEOPLE ON THE BUS!

KEY STRATEGIC QUESTIONS...
★ WHAT DO WE WANT TO BE KNOWN FOR?
★ WHAT REALLY MATTERS? WHAT ARE THE 'BIGGIES'?
★ WHAT WOULD WE NEED TO ACHIEVE AS AN OUTCOME TO REALLY MAKE A DIFFERENCE?

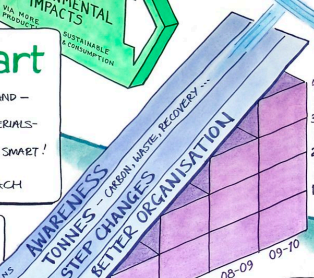
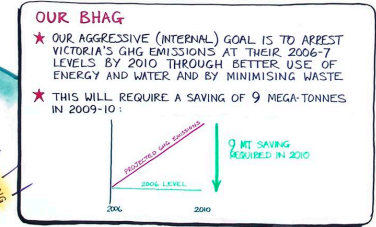


Resource Smart
★ ORGANISE OUR PROGRAMS UNDER ONE BRAND - REDUCE "NAME CLUTTER"
★ AN INTEGRATED APPROACH TO ENERGY-MATERIALS-WASTE-WATER → ONE GAME: CARBON
★ SV IS THE PLACE TO GO TO BE RESOURCE SMART!
★ A ONE-STOP-SHOP ON THE WWW
★ CONSISTENT WITH A LIFECYCLE APPROACH

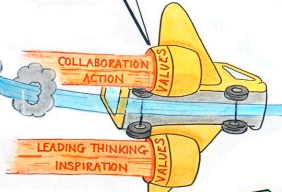
★ WE MUST HAVE TARGETS AND MEASURES
LET'S BE AGGRESSIVE!

OUR OBJECTIVES
★ REDUCE HOUSEHOLD GHG EMISSIONS BY 10% BY 2010
★ REDUCE BUSINESS'S GHG EMISSIONS
★ ACHIEVE WASTE REDUCTION, REUSE & RECYCLING TARGETS IN TZWS
★ DELIVER ON VIC GOVT'S OTHER MAJOR POLICY COMMITMENTS ON CLIMATE CHANGE & RESOURCE EFFICIENCY

OUR CARBON TARGET
★ IN 2006-7, OUR EFFORTS WILL SAVE ONE MEGA-TONNE OF GH GASES
★ IN 2007-8, OUR GOAL IS TO SAVE 2 MEGA-TONNES; IN 2008-9, 3 MEGA-TONNES; AND IN 2009-10, 4 MEGA-TONNES
★ THIS IS A CUMULATIVE SAVING OF 9 MEGA-TONNES OVER THE NEXT THREE YEARS



OUR VALUES
★ COLLABORATION - WE WORK WITH OTHERS TO ACHIEVE
★ ACTION - WE MAKE THINGS HAPPEN
★ LEADING THINKING - WE APPLY THE BEST IDEAS
★ INSPIRATION - WE MOTIVATE OTHERS TO ACTION



TO CARBON NEUTRAL
VIA REDUCED GREENHOUSE GAS EMISSIONS