



August 2003

▶ President's Report

Hello to all AWARE members, we are proud to present the new format e-Newsletter, thanks to the South Eastern Regional Waste Management Group for their support in making this happen.

We have had a turnover in newsletter editors in the past few months and I would like to thank Faye MacKenzie and Julia Bolton from EnviroCom for their patience and dedication in putting the previous e-Newsletters together. We aim to produce them on a more regular basis and now that we have Sandy Tibballs (Regional Education Officer for South Eastern Regional Waste Management Group) on board we will be getting back on track.

• AWARENESS JOURNAL

Contributions have been flowing in, thanks to you all. We also have secured some sponsorships from RWMGs and the waste industry so the next edition promises to be even better than before. If you still would like to make a contribution get in quickly, all I need is 350 words plus a picture and your logo. Go for it and email it to me gaysed@citywide.com.au ASAP. We plan to have it ready for the Annual General Meeting in September.

• AWARE BUSINESS PLAN

What do you want from AWARE? AWARE executive members have been meeting to put the new business plan together. We are

looking at new opportunities for membership such as teachers who are part of the Waste Wise Schools program and other RESOURCE educators such as stormwater officers in Councils. A **MEMBERSHIP SURVEY** is attached in this edition of the newsletter for you to complete so that we can include your ideas.

We are also looking for new members to join the executive and help AWARE to grow during 2003-2004. We need people to get involved in organising seminars, assisting with the development of the website, strategic planning, membership services, newsletter support and editing articles. So if you are interested please contact me on (03) 9261 5090.

• MODEL INTERACTIVE CATCHMENT TRAILER

The project to develop this exciting model is under way, Randal Brouillette and Marion van Gameren are managing the project on behalf of the consortium of groups led by the Western Regional Waste Management Group and funded by the EPA. AWARE members are involved in the steering committee and it is expected that consultations will begin very soon with interested parties. If you would like to be part of this project please contact Marion van Gameren Earthlines earthlines@ozemail.com.au Ph (03) 9499 6659 Fax (03) 9499 7095

• BUYING GREEN CONFERENCE & EXPO, MELBOURNE, 1-2 MAY

The conference was a great success and many AWARE members attended, of particular interest to educators was the presentation by Bronwyn Lewis, Artymark.

Bronwyn Lewis consults and lectures in entrepreneurship and cause related marketing. Her workshop at the EcoBuy conference explored ideas and tools for change agents. She identified the key issue of "Managing Up" as universal in every industry. She recommended the development of an "Elevator Pitch" as a key tool for promoting ideas for change, a 30 second to 2 minute pitch of ideas and how they work.

This can be developed into a Group Elevator Pitch enabling a group or range of groups to synergise and promote the same idea for change more broadly. Bronwyn relayed a story whereby a group called 'Arts about Manchester' promoted the arts through the taxi drivers in that city. The taxi drivers gave visitors the "elevator pitch" about current local performances in return for free family tickets, thereby promoting the arts on a shoestring.

Bronwyn also warned against self sabotage in the workplace ie not vocalising any negative issues related to the project at hand, as this can be destructive because it will be what people remember. Bronwyn can be contacted by email at bronwyn@artymark.com or Tel 0416 192 119 ▶▶

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Do you have something to contribute to E-News? We are always interested in receiving news of seminars, events, resources websites, to include in E-News. So, please let Sandy Tibballs know.

E-News is an electronic newsletter produced by AWARE for its members. To join AWARE, contact Clarissa Forster at cforster@portphillip.vic.gov.au

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EcoBuy has produced a

• **CONFERENCE REPORT**

Contact Adrienne Stephens
Executive Officer of EcoBuy
Tel (03) 9667 5561
Fax (03) 9667 5550
Mobile: 0408 687 110
Email astephens@mav.asn.au

Conference papers can be purchased from:

• **IMPACT ENVIRONMENTAL CONFERENCES**

Fil Cerone – Director
Tel (02) 9570 1577
Fax (020) 9570 1877
Mobile 0409 570157
buygreen2003@impactenviro.com.au
www.impactenviro.com.au/buygreen2003

• **BUYING GREEN 2005**

To be hosted by Resource NSW
PO Box 644
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Contact: Greg Longmuir
Manager – Industry & Government
Tel (02) 8837 6020
F (02) 8837 6099
greg.longmuir@resource.nsw.gov.au
www.resource.nsw.gov.au

~Gayle Seddon

► Seminar News

Gayle Seddon reports...

• **AWARE Seminar
18 June 2003**

What did we learn from the Johannesburg 'World Summit on Sustainable Development' (WSSD)?

Linda Condon who is Head of the National Centre for Sustainability at Swinburne University of Technology, Melbourne, presented a very informative presentation on her experiences at the WSSD. Linda is involved in a wide range of environmental projects, including providing strategic advice to government and industry on issues relating to sustainability, triple bottom line reporting, environmental strategies, corporate environmental reporting, developing and implementing Environmental Management Systems, development of resource material for training purposes and providing environmental management advice for operational activities.

AWARE members were interested in her work on Sustainability Education in the tertiary sector and

opportunities for further professional development. Linda promoted a resource called Educating for a Sustainable Future produced by Griffith University and is available at <http://www.unesco.org/education/tl sf>. A review of this resource is featured in the RESOURCES section.

Linda Condon, National Centre for Sustainability, Swinburne University
Tel (03) 9214 5997
Fax (03) 9214 5967
Mobile 0410 569 364
Email lcondon@swin.edu.au

• **Waste Management Association Of Australia
16 July 2003
Resource Recovery Seminar**

Gayle Seddon gave a presentation on the Role of Education in Resource Recovery to WMAA members at the Banyule ReThink Centre. This was a great opportunity to demonstrate the importance of Waste Education to the waste industry. Ian Coles, EcoRecycle Victoria, gave an update on the Draft



Gayle Seddon demonstrating the link between resources and recyclables at the ReThink Education Centre, City of Banyule.

Towards Zero Waste Strategy, emphasising the importance of education in meeting the targets.

Claire Curry, EPA gave an overview of The Role of Regulation in future Resource Recovery Targets. She also indicated that she would like to become involved in AWARE. Jacob Malone of Minibah, gave an overview of their business model in working with Transfer Stations, providing employment for people

with disabilities in Resource Recovery shops.

Michael Allaway from Cleanaway, presented their model in South Australia for working with councils to further resource recovery of materials from the waste stream. Finally, David Bell from the Alex Fraser Group presented on Future Trends in the Construction and Demolition Recycling Sector.

▶ Updates

• AWARE website

Work on the development of AWARE's website continues. The WMAA has generously offered to assist us and host our WebPages for free. So far, draft text has been developed for the "Homepage", "About Us", "How to Join" and "Contact Us" WebPages and sample page layouts are currently being prepared. We also plan to have a "Links" WebPage and ask members to send web links and brief descriptions for some of their favourite websites to stan@nrwmg.vic.gov.au. Other pages like "Publications" and "News and Issues" will follow soon and we expect that the first version of "Web AWARE" should go online within a few months.

~ Stan Vermeeren

• Waste Wise Schools

- The Waste Wise Schools Program is the winner of the **2003 EPA Allen Strom Eureka Prize**
- Entries for the Waste Wise Schools Awards are coming in. Judging to start over the next few weeks.
- Five workshops will be held during Terms 3 and 4, with the dates and location to be finalised. There is still a strong demand for workshops.
- The next Waste Wise Schools Newsletter is due out in early August. Read this newsletter on the website www.gould.edu.au/wastewise
- The related program, 'Sustainable Schools', was officially launched by the Hon Dr David Kemp, MP, and State Education Minister, the Hon Lynne Kosky, MLA, at a special function at Antonio Park Primary School on 23 July. Go

to the Gould League (www.gould.edu.au) or CERES (www.ceres.org.au) website for the first Sustainable Schools Gazette.

~ Pat Armstrong

• AWARE / Waste Management Association of Australia Waste Education Working Group

- The Action Plan 2003-2005 has been finalised and is available electronically from emma@leastwaste.com.au
- The group is finalising the document, 'Educating Towards Zero Waste: Community Change Strategy Guidelines for Waste Educators and Waste Management Agencies'.
- The group is preparing a poster presentation for ISWA, based on the above

guidelines.

- The group is investigating some good case studies about how education has contributed toward change to form the basis of the first joint WMAA/AWARE waste educators' seminar.
- EcoRecycle has indicated that they will support the development of a Waste Education Strategy for Victoria.
- Meetings have taken place to set up Waste Education Working Groups in Queensland and NSW. When these groups are established, it may be possible to form an informal National educators group, at least using teleconferencing.
- The next meeting will be on: 1 October, 2003 3.00pm-4.00pm at Whitehorse City Council.
RSVP to Kirstin Coote Tel 9262 6433
~ Emma Sperlungo

Ministers Lynne Kosky and David Kemp with "Ollie Saves The World" and students from Antonio Park Primary School at the Launch of the Sustainable Schools Program.



▶ 2003 Calendar of Events

SEPTEMBER

• **AWARE 'Conversations for Change' Seminar, Annual Dinner and General Meeting 2003**

City of Whitehorse, Council Chambers (Seminar)
and Civic Suite (Dinner /AGM)
379 Whitehorse Rd, Nunawading (opposite Harvey Norman)
Melways Map 48 G9

Wednesday 24 September 2003

– an event not to be missed!

RSVP Pat Armstrong by 12 September 2003 9532 0909 or email

pata@gould.edu.au

FREE parking

3.15 for 3.45pm start

Guest speaker: Dan Casey from Community Change on "Principles for Behavioural Change"

Community Change research leads the world in best practice measurement of littering behaviour, providing a solid base to guide litter management and prevention. Dan Casey will demonstrate how this research has led to the development of a framework designed to improve people's disposal behaviour in public places and at special events. The 'changing disposal behaviour' framework includes a set of Universal Principles to promote a better match between people's intentions and actions. The principles form a holistic approach to advancing sustainability, both in developing more powerful interventions and evaluating change.

Using experiences in litter, recycling and stormwater, Dan's interactive presentation will draw important parallels in relation to various environmental issues. He will demonstrate a structured approach for local government and community agencies to use in analysing local features to help set appropriate strategies and expectations for change.

The seminar will be followed by drinks/coffee and networking at 5.00pm with the inaugural Annual Dinner commencing at 6.00pm. During dinner, Planet Enterprises will keep everyone entertained with Trivia questions. The AGM will then be held at 7.30pm, between main course and dessert. Cost: To be confirmed, details will be circulated shortly. Tables of 6 can be booked. Friends and family are welcome.

OCTOBER

• **'ALCOA & Barwon Waste Wise Education Centre' Tour**

Point Henry Road, Moolap Tel: 5245 1777

Wednesday, 8 October 2003

10.30am to 12.30pm, followed by lunch.

Visit to include: tour of smelter, video, tour of ALCOA's newly revamped wetlands and wetlands Resource Centre.

Lunch provided: people will need to book.

Dress – Long pants/slacks, long sleeve top, sturdy footwear (sneakers OK)
On arrival – go to the 3rd (Visitor) gate, park car in visitor car part, meet at reception in the Administration building (directly in front of car park)
AWARE members can also visit the Barwon Waste Wise Education Centre, 103 Roseneath St, North Geelong, Tel (03) 5277 9656, after lunch, which is just off the highway on the way back to Melbourne.
RSVP to Pat Armstrong by 1 October – 9556 9028 or email:

pata@gould.edu.au

• **'Educating for Sustainability' National Conference**

Supported by AWARE

Novotel Hotel, Sydney Olympic Park, Homebush, Sydney

16-17 October 2003

A conference for environmental educators in the fields of Water, Waste, Energy and Conservation, featuring speaker presentations, workshops, poster displays, trade exhibits, social networking events, field trips and conference dinner.

For further information and to register, visit conference site at

www.impactenviro.com.au/sustained2003

• **'Zero Waste – Towards Sustainability' Week 2003**

27 October – 2 November 2003

2003 will see 'Waste Wise Week' incorporated into the theme of 'Zero Waste – Towards Sustainability' Week. EcoRecycle are planning the following events for the CBD:

- An Office Rubbish Free Lunch
- An activity program and competition for school aged children, run in conjunction with Museum Victoria
- A seminar on the topic Zero Waste
- The launch of the Victorian Oil Network

EcoRecycle will also have promotional items such as: bookmarks, competition materials suitable for primary school aged children and calico bags for Councils and Regions to use in support of Zero Waste Towards Sustainability Week's activities.

www.ecorecycle.vic.gov.au

NOVEMBER

• **ISWA Annual Congress 2003 – 'Sustainability in a New World'**

Melbourne Convention Centre

Sunday 9 – Friday 14 November, 2003

Sessions and workshops will be exploring issues relating to local government, private/public partnerships, communication, education, new technologies and event waste management. Attendance is recommended especially the Tuesday, as it will be Education focussed.

www.iswa2003.net

- **'Fostering Sustainable Behaviour – Community based social marketing' Workshop**

Doug McKenzie-Mohr, Ph D Environmental Psychologist
 AWARE as part of a consortium of organisations, has organised for Doug McKenzie-Mohr, the founder of Community Based Social Marketing, to conduct 'Fostering Sustainable Behaviour' workshops in Victoria. This is the first time Doug McKenzie-Mohr has visited Australia and is a rare opportunity that should not be missed. If you work in the field of encouraging and supporting others to adopt sustainable behaviours, this workshop is a MUST.

Melbourne City Council

December 1, 2003, 10.00am to 4.00pm (approx)

Cost: \$135.00 for Govt and business, \$75.00 for NGOs

To register interest and/or be kept informed email Adrienne Stephens, Executive Officer, ECO-Buy at astephens@mav.asn.au
 AWARE members will be notified as soon as details are confirmed. In the meantime have a look at the website www.cbsm.com

▶ Resources

- **Teaching and Learning For A Sustainable Future – A multimedia CD-ROM teacher education program and website**

~ Commissioned by United Nations Educational, Scientific and Cultural Organisation (UNESCO) and developed by a team from the Australian School of Environmental Studies and Flexible Learning and Access Services at Griffith University, NSW.

There are over 60 million teachers in the world. Each one is a key agent for bringing about the changes in values and lifestyles we need for a sustainable future. For this reason, innovative teacher education is an important part of educating for a sustainable future.

'Teaching and Learning for a Sustainable Future - A multimedia teacher education program' is part of the global response to that challenge. The multimedia teacher education program was recently launched internationally at the

World Summit on Sustainable Development (WSSD) in Johannesburg.

The primary focus of the program is to develop understanding and awareness of sustainable futures and the need for this to be integrated into the school curriculum. A very important secondary focus is to enhance skills in computer literacy and multimedia education and to encourage wider awareness of the potential of multimedia-based approaches to education and professional development.

Some of the challenges in developing this program were the need for it to be flexible in its delivery and for it to be relevant for diverse audiences with differing cultural backgrounds, levels of computer literacy and English capacity. To facilitate these elements, key design features of the program include its simplicity of design and ease of use, a range of activities and learning styles, a choice of topics and their

DECEMBER

2003 AWARE Christmas Party Wednesday, 10 December 2003

Request! Volunteers needed!

Jo Connors AWARE Executive Committee would like to hear from any members who would be interested in helping to organise the **AWARE Christmas party for 2003**. Any members who have ideas or would like to organise this year's café lunch, site visit and tour please, contact Jo Connors at EcoRecycle on 9653 6941.

MARCH 2004

Enviro 04 Biennial National Convention and Exhibition

Incorporating conferences on Sustainable Industry, Water, Waste, Sustainable Energy, Business of the Environment and Advances in Odour Management

Sydney Convention and Exhibition Centre, Sydney

28 March – 1 April 2004

For further information and to register, visit conference site at www.enviroaust.net

adaptability. Consequently, using the program requires little prior knowledge or computer skills.

'Teaching and Learning for a Sustainable Future' is also the recipient of the prestigious '2002 Allen Strom Eureka Prize for Environmental Education' from the Australian Museum.

Teaching and Learning for a Sustainable Future is available as both a multimedia CDROM and website at www.unesco.org/education/tlsf

- **Enabling ECOACTION by Les Robinson and Andreas Glanznig**

'Enabling ECOACTION' is a handbook for anyone working with the public to achieve environmental change, including environmental educators and program managers working in waste minimisation, stormwater education, energy conservation and water conservation.

The handbook is based on the premise that we need to make a fundamental shift from designing programs based on building awareness and attitudes, to those based on facilitating personal action. The handbook provides a glance at the intellectual disciplines as well as the step-by-step formal planning for such action programs. Hopefully it will start to satisfy many of the needs of environmental educators who feel frustrated by conventional approaches to reaching and mobilising the public.

The handbook can be downloaded free from Les Robinson's website at:

www.media.socialchange.net.au/people/les

Or you can purchase a printed copy from the World Wildlife Fund, call 9281 5515 or email: publications@wwf.org.au

The price is \$22 including GST postage and handling.



ASSOCIATION FOR WASTE AND RESOURCE EDUCATION

ABN 735 313 08124

AWARE VICTORIA MEMBERSHIP 2003/2004

Invoice

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| <input type="checkbox"/> Individual members | \$35.00 |
| <input type="checkbox"/> Corporate members | \$60.00* |
| <input type="checkbox"/> AWARENESS JOURNAL ONLY Non Members | \$10.00 |
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**Corporate members are entitled to nominate three people to attend workshops and meetings.*

MEMBER 2

Name: _____

Organisation: _____

Position: _____

Postal Address: _____

Street Address: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

MEMBER 3

Name: _____

Organisation: _____

Position: _____

Postal Address: _____

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E-mail: _____

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Send your payment to: Association for Waste and Resource Education
PO BOX 975, South Melbourne 3205