



EcoEDGE 2

The Green Revolution: New Approaches to Urban Management

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16 February 2008

Melbourne leads the nation in household formation

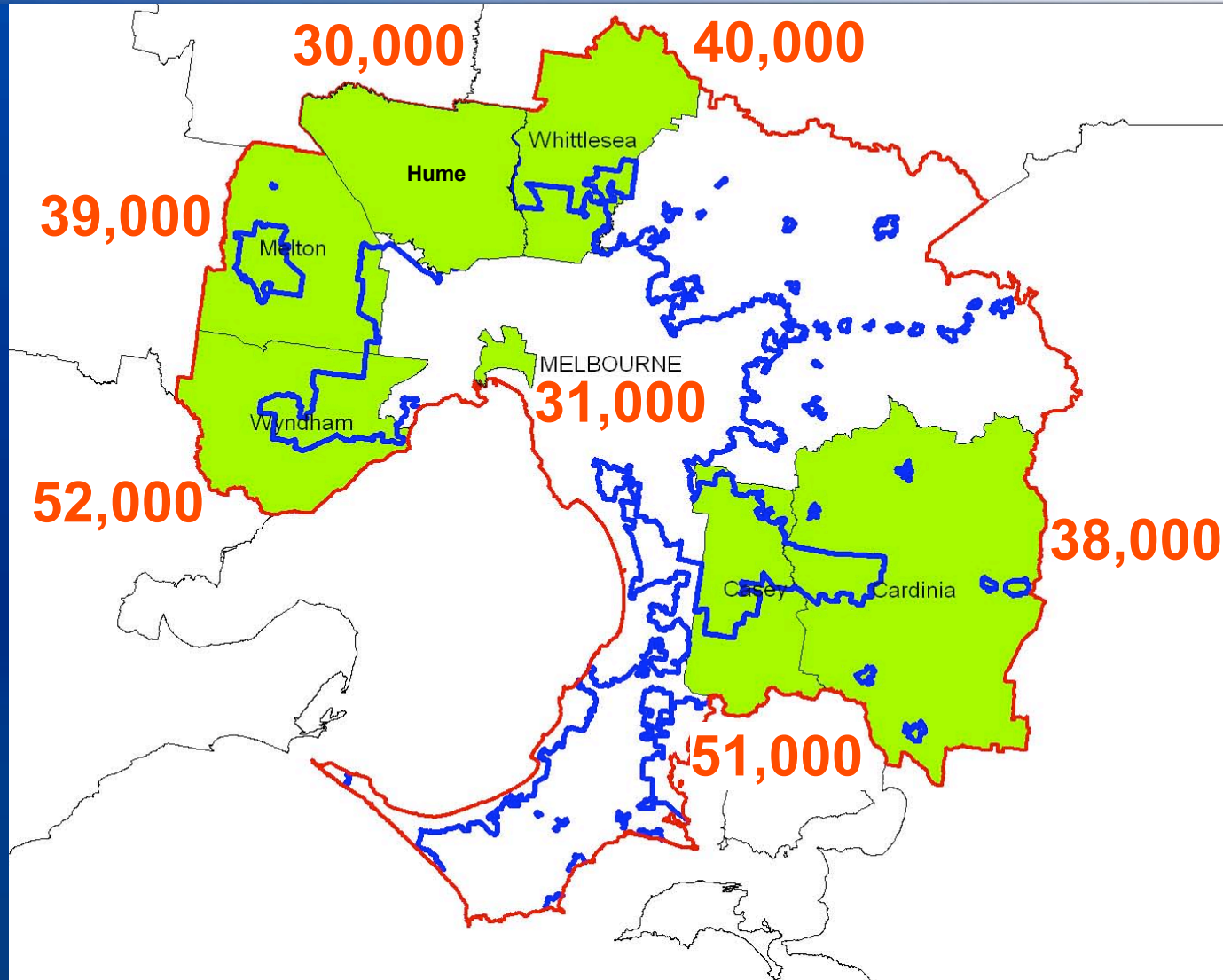
	Total	Singles	Couples	OPF	MD&K	Group
1. Sydney	56,607	22,739	17,931	11,250	5,090	278
2. Melbourne	86,613	27,260	28,488	13,123	10,976	6,598
3. Brisbane	51,426	8,431	19,866	5,589	14,228	2,841
4. Perth	34,515	9,718	14,974	2,542	6,389	707
5. Adelaide	10,203	3,953	4,785	2,080	-1,709	1,057
6. Gold Coast	20,002	3,503	6,681	2,014	7,041	736
7. Newcastle	7,276	2,344	3,549	1,472	-144	128
8. Canberra	7,751	1,798	3,749	310	852	1,040
9. Wollongong	2,732	1,720	1,045	966	-1,003	84
10. Sunshine Coast	10,119	1,967	3,867	851	2,963	464
11. Hobart	1,941	359	1,206	324	-282	290
12. Geelong	3,013	1,262	1,186	615	-102	55

- Net growth in households by household type 2001 - 2006

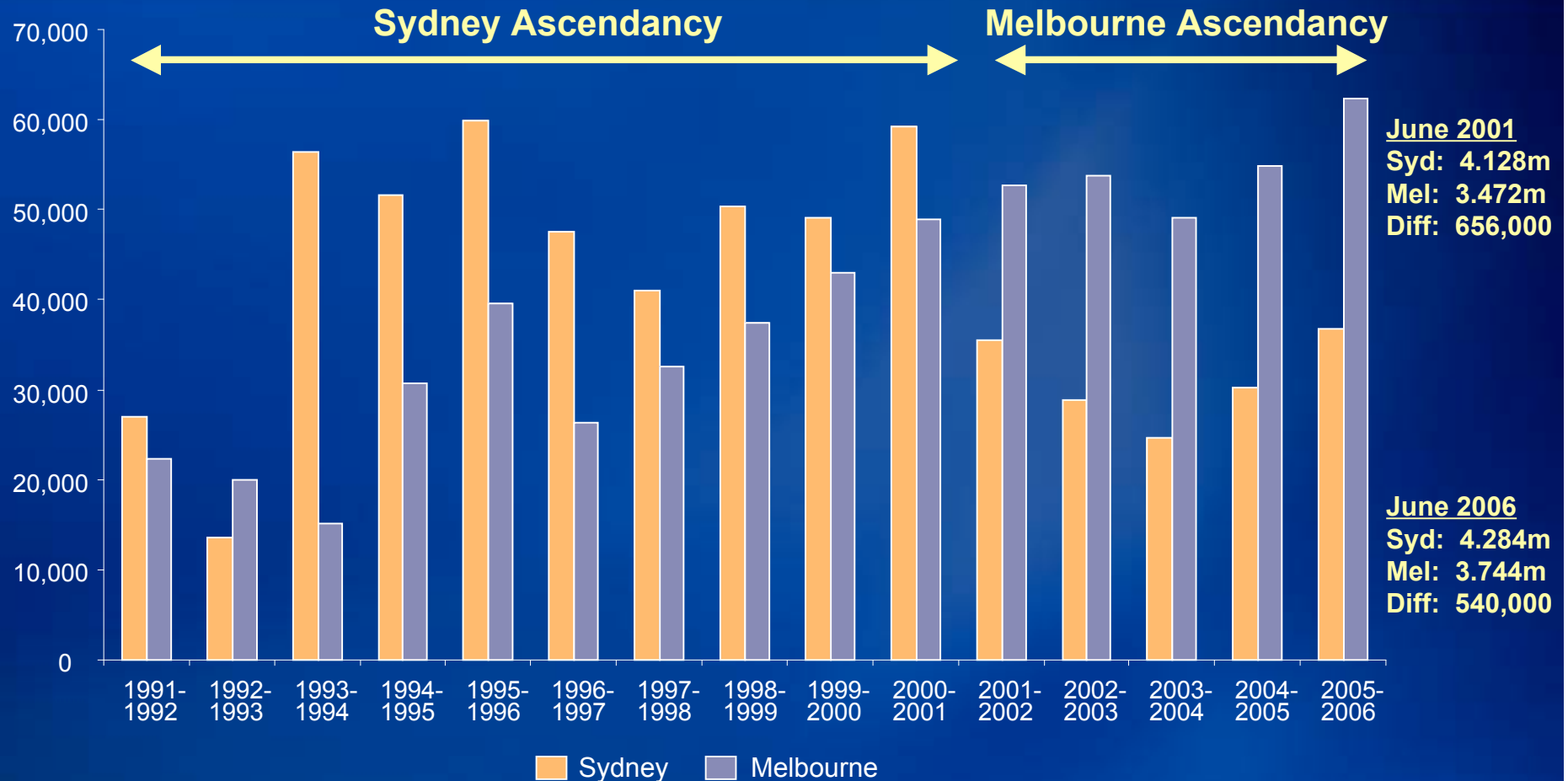


Source: Australian Bureau of Statistics; KPMG

Melbourne still growing at the edges



Melbourne growing at record rates



- Absolute growth in population between Melbourne and Sydney by single year, 1991 - 2006



Source: KPMG; Australian Bureau of Statistics

The Frugals were in many respects our first “environmentalists”

Frugals

- Born 1920s & 1930s
- “Accidental Greens”
- Non-consumers
- Modest and frugal lifestyle
- Turn off lights not to save the planet but to save money
- Uneducated about matters of sustainability
- Predisposed towards green because it’s efficient

Boomers

- Born 1946-1961
- “Green converts”
- Mainstream boomers turned green this decade
- But “Doctor’s Wives” as a pejorative term
- Boomers were behind the Franklin
- Consumerist and aspirational
- Political idealists turned capitalists have not always been sympathetic to green issues

Xers and Ys have embraced green issues with both passion and conviction

Xers

- Born 1961-1976
- “Green believers”
- True social reformers
- Early 80s:
 - rejected corporate conveyor belt
 - rejected early commitment
 - quiet achievers
- Cynical generation raised to adulthood in wake of post-80s collapse
- Invented Green Evangelism as response to 80s greed and consumerism

Ys

- Born 1976-1961
- “Green Warriors”. This lot don’t tolerate dissent
- Ys have time to dwell on social issues:
 - sexy volunteering
 - green “causes”
- Green education from early age
- Helped shape mainstream boomer values – they live at home
- Now setting, or influencing, the agenda

Time to consider the “Net Environmental Impact” of plastic vs green bags



- Why not degradable plastic bags?
- Why shift demand to polypropylene green bags made in China?
- Green bags assuage conscience of middle class--99¢ “buys” green admission
- What is the true cost of green bags?
- Are we pursuing “quick-fix” solutions without seeing the global impact?
- Degradable plastic bags are “crinkly”, aren’t green, and don’t have a smiley face

What is the true environmental cost of recycling?



- 3 regular rubbish collections in City of Boroondara:
 - recyclables
 - waste
 - green waste
- What is the full environmental cost of running three house-to-house collections as opposed to one collection using land-fill?
- Has anyone done that calculation?
- How do we know that the current course of action is best from the perspective of “net environmental impact”?
- Are we now in a situation where we cannot question green behaviour?
- Which is worse: dam or desalination plant? Measure the impacts

Concluding comments

- Middle and mainstream has embraced environmental issues over the last two years
- The psychology of “environmentalism” appears to be evolving as a new belief system – could be dangerous because it can lead to emotional as opposed to rational behaviour
- Are we guilty of pursuing quick fixes rather than focussing on the “net environmental impact” in order to secure the best outcome from a global perspective?
- My suggestion is that we need to measure options and vigorously pursue the cause that delivers the greatest environmental good
- Measure & monitor and then take the course that delivers the best net environmental outcome

Further information & contact

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New Melbourne city tram stops



- Was an environmental impact assessment completed?
- Benefit is that it encourages tram use – therefore no need for an environmental impact assessment
- We all accept that trams are preferable to cars in the CBD and elsewhere
- But has anyone calculated what the net additional greenhouse emission is from increased congestion in Collins Street? Shouldn't we be asking these questions?