

### **How to we get to a sustainable North Queensland?**

In a recent presentation, Brisbane Urban Designer Malcolm Snow outlined 10 steps for how to become a sustainable city or region. The points carry value for builders too. The words in italics are additional food for thought.

1. Precipitate a culture of crisis (of aspiration ie by setting stretch targets) -> opportunity for new ideas (*Perhaps choose Climate Change. How does your housing product minimise greenhouse emissions? – Good tropical design? 5-star energy efficient appliances?*)
2. Identify champions with a broader sustainability agenda (*Is or could your business be a champion for the region?*)
3. Identify who or what is creating obstacles (*A very useful exercise, then go out and address them*)
4. Identify key projects – with mixed groups including skeptics and analyse what works (*eg get involved with the Thuringowa Sustainable Village Project – the project is looking for builders who want to get involved!*)
5. Examine triple bottom line sustainability – reflect on examples from places you desire to emulate
6. Influence the cities master strategy
7. Create a series of pilot projects (*Begin by including and promoting just one or two 'sustainable' features in your current projects – small steps still move us forward*)
8. Assess how the story of our city is communicated – internally and externally. (*How is your product communicated?*)
9. Hold meetings in an innovative and sustainable way. (*Choose Clean Energy from Ergon for your office or display homes – it's a simple switch and you can promote this to your clients*)
10. Do not call yourself a sustainable city. Let others do that. (*Be the change you wish to see, don't just talk about it*)

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