

Question on Notice
No. 108
Asked on Thursday, 14 February 2008

QUESTION:

MR WETTENHALL asked the Minister for Sustainability, Climate Change and Innovation (Mr McNamara)-

Will he advise how the ClimateSmart Living campaign has altered Queenslanders' attitudes to and awareness of climate change?

ANSWER:

The ClimateSmart Living campaign has significantly raised awareness of the issue of climate change among Queenslanders.

More importantly, the ClimateSmart Living campaign has successfully influenced Queenslanders' attitudes by encouraging them to take positive steps to help address climate change, and be smarter users of our natural resources.

ClimateSmart Living is a whole-of-government campaign led by the Environmental Protection Agency to raise general awareness of climate change issues and provide tools and information Queenslanders can use to reduce their carbon footprint.

Research conducted by AC Nielsen on behalf of the EPA to track the success of the campaign shows that the campaign is delivering value for money. The latest research was undertaken after Change a Light Bulb Day, the campaign's first call to action, and shows that awareness of climate change has increased since the commencement of the campaign. 96 percent of respondents said that their current knowledge of climate change was better than a year ago.

The research also indicates that almost 90 percent of Queenslanders are more concerned about climate change and its impacts than a year ago.

This level of concern highlights the importance of the ClimateSmart Living campaign.

Through the campaign's diverse calls to action, Queenslanders have been empowered to take personal action to reduce their environmental impact.

Each call to action is having a positive impact.

The first call to action, Change a Light Bulb Day, asked Queenslanders to replace at least one incandescent light bulb with a compact fluorescent light to reduce energy consumption and greenhouse gas emissions.

More than 36,000 compact fluoros were distributed throughout the State to Queenslanders who pledged to fight climate change. This alone represents a saving of more than 3,860 tonnes of greenhouse gases, equivalent to planting 19,700 trees and a saving of over \$600,000 each year on energy bills.

The AC Nielsen research shows that many households chose to replace up to nine light bulbs as a result of seeing the Change a Light Bulb Day advertising, massively boosting this result.

The second call to action, Cool it by Degrees Day, asked Queenslanders to set their fridge temperatures to four degrees celsius to reduce energy consumption while keeping it safe for food storage.

The third call to action, Climate Under Pressure Month, asked Queenslanders to check their tyre pressure to reduce greenhouse gas emissions and improve driving safety.

The calls to action have clearly struck a chord with Queenslanders.

So far, as a result of the ClimateSmart Living campaign, more than 75,000 Queenslanders have pledged to undertake the campaign's first three actions, reducing greenhouse gas emissions by around 5,000 tonnes each year.

This is equivalent to making over 450 homes carbon neutral or switching off more than 38,000 incandescent light bulbs.

This result shows that not only is the ClimateSmart Living campaign raising awareness of climate change, it is also clearly changing Queenslanders' attitudes to this important issue.

The current call to action encourages Queenslanders to make small changes to reduce their energy use, save money on power bills and reduce greenhouse gas emissions by turning off non-essential appliances at the wall when they aren't in use.

Standby power accounts for 4 percent of the typical power bill. That might not sound like much, but if every household in Queensland turned off unnecessary standby power it would be a total saving in greenhouse gas emissions equivalent to taking more than 130,000 cars off the road, showing how small changes can make a world of difference.