



STANDING COMMITTEE ON ENVIRONMENT, CLIMATE CHANGE AND BIODIVERSITY  
Dr Marisa Paterson MLA (Chair), Ms Jo Clay MLA (Deputy Chair), Ms Leanne Castley MLA

**Inquiry into Annual and Financial Reports 2020-2021**  
**ANSWER TO QUESTION TAKEN ON NOTICE**  
**1 March 2022**

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**Asked by JO CLAY MLA on 1 March 2022: ANDREW BARR MLA took on notice the following question(s):**

[Ref: Hansard Proof Transcript 1 MARCH 2022, PAGE 36]

In relation to: Proportion of funds addressing behaviour change

MS CLAY: Minister, we have around \$62.45 million in our climate action funding across a range of programs. We have fleet upgrades, office upgrades and a number of schemes, including the Sustainable Household Scheme. I did a very rough analysis of that and it did not look like there was an awful lot dedicated to communication and behaviour change. There was a little bit of money for the CZE grants, and for communication behaviour change programs, but that was about two per cent of the funding. Across that whole funding pool, how much of that is actually being put into behaviour change, and do you think we have that balance right?

Mr Barr: I will need to take on notice the proportion and exactly how you have calculated that figure. Obviously, communication budgets extend to whole of government, and there are areas where particular priorities are communicated in a number of different communication streams, if you like. It is probably easier to take it on notice and provide some information. But rest assured that the extent of government communication is not contained in this small area of total appropriation. Clearly, we have limitations on our budgets in every area, so there are not unlimited communication budgets either

**ANDREW BARR MLA: The answer to the Member's question is as follows:--**

In the 2021-2022 ACT Budget allocation, \$856,000 was appropriated to specifically support community awareness and behaviour change activities addressing climate change.

Major programs such as the \$150 million Sustainable Household Scheme are also key to supporting behaviour change in our community and reiterating the important messages about actions can be taken to improve energy efficiency, reduce emissions and save money.

The specific funding referred to above has been used to support and maintain the ACT Government [Everyday Climate Choices](#) website, develop associated information materials, and provide for dedicated staffing to maintain website operations into the future.

The Everyday Climate Choices website provides the most up-to-date, scientifically validated information about climate change and tailored resources to help individuals, households and businesses reduce their carbon footprint and adapt to the effects of climate change. The website also serves as a gateway to all ACT Government support programs to incentivise community action on climate change and reduce territory-wide greenhouse gas emissions. Developed as a single source of truth website, the platform brings together all Climate Action related programs, policies, and information across Government into one resource, focused on engaging and informing the ACT community on how they can take action against climate change. Listed policies, projects, events and support programs are structured around six themes, and include but are not limited to:

- **Energy** – e.g. Business Energy and Water Program, Solar for Business Program, Sustainable Household Scheme, Energy Efficiency Improvement Scheme;
- **Transport and Travel** – e.g. Free registration for two years and stamp duty exemptions for eligible Zero Emission Vehicles, Ride or Walk to School Program, Canberra’s Electric Bike Library.
- **Recycling and Waste** – e.g. ACT Container Deposit Scheme and Recycling Drop-Off Centres
- **Water and Plants** – e.g. Sustainable Home Advice Program and Actsmart Schools Program
- **Climate Change** – e.g. ACT Greenhouse Gas Emissions Inventory Reports, broader information resources on key climate change concepts and ACT Government responses; and
- **Resilience and Extreme Events** – e.g. Guidance on preparing bushfire survival and flood plans.

The Everyday Climate Choices website represents a key mechanism for the ACT Government to promote behavioural change and community action towards the Territory’s ambitious climate action agenda. It provides an efficient and cost-effective approach to communications and engagement on climate change issues, with streamlined messaging and consolidated advice to maximise reach and support the ACT community to understand how they can take action against climate change.

To evaluate the effectiveness of the Everyday Climate Choices website and the ACT Government’s Climate Action programs and policies, the Government:

- Maintains constant monitoring of website and social media analytics;
- Conducts annual surveys through the Government’s YourSay Panel; and
- Commissions analysis through independent media research agencies.

This research enables the Government to assess community awareness and attitudes towards climate action as well as provide insights as to whether its programs and policies are achieving stated objectives. In addition, the Government also maintains program specific evaluations to ensure that performance metrics are being met for our climate action initiatives e.g. weekly statistics on loan applications for the Sustainable Household Scheme including contracted Key Performance Indicators. Programs delivered within EPSDD are subject to an external evaluation every 3-4 years to ensure that the initiatives are meeting expectations and addressing community needs.

Approved for circulation to the Standing Committee on Environment, Climate Change and Biodiversity

Signature: 

Date: 20.3.22

By the Minister for Climate Action, Andrew Barr MLA