



Workshop facilitator



**Jean Canon**  
EnviroAction Australia

Keynote speakers



**Dr Susan Santos**  
Founder & Principal, Focus Group USA



**The Hon. Dr Barry Jones AO**  
Former politician and  
'Australian Living Treasure'  
Australia

**Who should attend?**

- Office based business people
- Primary producers and members of their supply chains
- Construction and development people
- Operations and HR managers of medium to large businesses
- Owners and managers of small businesses
- Marketing managers of medium to larger businesses who need know how to work within the ACCC "green" guidelines

## Practical ways to reduce your carbon footprint and save money

Coaches will depart at 7.45 am from the Mercure Sydney Hotel, 818-820 George Street, Sydney for the Australian Technology Park. To use this free service please tick the days you will need it on your registration form.

**8.00** Light breakfast for delegates and exhibitors

**8.30 EcoForum keynote address** The solution—it's only 10% technical and 90% relationships **Dr Susan Santos** Focus Group USA e9177

### Climate change workshop

**9.30** Practical ways to reduce your carbon footprint and save money **Jean Canon** e9146

More than 90% of Australians want to help the environment and surveys show that more than half of us are prepared to pay more for environmentally friendly products and services. But this is yet another demand on business owners already tired of balancing home, work, increasing costs and increasing environmental regulation and reporting. The Australian Government has just brought in an emissions trading scheme and surveys show that most businesses have no idea what that will involve. We do all know that international pressures have put fuel and interest rates up, the drought has put up our grocery and food prices and all energy costs will be going up as a result of carbon emissions trading. Now we have a global financial crisis as well. While reports show consumers increasingly patronise businesses that show they consider the impact of their business on the environment, business is caught between what they think are conflicting pressures fail to realise that "going green" can actually save money.

This workshop will cover what being a "green" company means to your profitability and public image and how to implement an environmental management system. This involves identifying and managing your environmental risks with straightforward procedures, training, maintenance, contingency planning and feedback. The benefits include cost savings through reducing waste and using resources more efficiently, avoiding fines and penalties, reducing insurance costs by demonstrating better risk management and improved overall performance and efficiency. A green system will prove that your company is serious about business, the environment and the wider community, leading to better public perception of the organisation and improved sales, a reduction of environmental impacts like noises, smells and dust on local residents, and an ability to attract the best and brightest workers who want to work for a business that is serious about the environment.

**12.45 – 2.00** Lunch

### 2.00 Closing plenary

#### Sustaining Australia—what will the next generation inherit?

Facilitator

**Peter Thompson** ABC 'Talking Heads' host supported by **Dr Peter Nadebaum** ALGA and **Paul Howlett** EcoForum

Panel

- The Hon. Dr Barry Jones AO**
- Paul Nathanail** University of Nottingham UK
- Prof. Joe Arvai** University of Michigan USA
- Adj. Prof. Paul Perkins** ANU Australia
- Dr Susan Santos** Focus Group USA
- Prof. EP Koster** Utrecht University The Netherlands
- Dr David Garman** EBCRC Australia
- Lee Solsbery** ERM Singapore

The combination of economic uncertainty and sustainability threats creates a market for great business opportunity, provided industry and the community are up to the challenge. The EcoForum closing plenary in 2009 will be a panel forum that explores this issue, drawing on the proceedings from the multiple conference streams over the three days of the event.

**Peter Thompson**, ABC 'Talking Heads' host, will challenge a panel of invited and keynote speakers to engage delegates in a focused conversation on industry and community preparedness to grasp the opportunities. **The Hon. Dr Barry Jones AO**, a former politician regarded as one of Australia's Living Treasures, will close EcoForum in 2009 with a 30-minute presentation of his views on the future that industry and society face.

**3.30** Happy hour

All delegates and exhibitors are welcome to attend.



# Invitation

Adapting to change is not new. Whether the economy is powering to new heights or retreating into more conservative territory, we need to remain flexible and be ready to adapt to and accommodate change rapidly. With the imminent introduction of the Carbon Pollution Reduction Scheme in Australia, businesses and environmental practices will be faced with change, uncertainty and opportunity.

At EcoForum in 2009 we are providing an excellent platform and venue for you to explore how this rapid change will affect you and to seek out the relevant trends, developments, policy directions and business development opportunities that are presented in the diverse sectors of environment management.

With the excellent accessibility of the Australian Technology Park venue in Sydney and the expanded program, we expect attendance at this year's EcoForum to top the 500 delegate mark and a further 600 visitors to attend the trade and art exhibitions.

I have great pleasure in inviting you to register for the second annual EcoForum Conference & Exhibition.



Paul Howlett  
Managing Director  
EcoForum Limited

# ecoforum

This is your invitation to register for the EcoForum Conference & Exhibition to be held from 28–30 April 2009 at the Australian Technology Park, Sydney. The EcoForum Conference & Exhibition is a three-day industry function comprising:

- 12 conference streams with more than 200 papers arranged around the broad themes of water, wastewater, waste, air quality, human health, climate change, energy and land remediation
- an expected 500 delegates, 600 visitors and up to 40 exhibitors
- an art exhibition on recycling
- breakfast keynote plenaries each day for delegates and exhibitors
- networking and a happy hour each day for delegates and exhibitors
- the EcoForum dinner on the Wednesday night for delegates, exhibitors and guests.

The event has been deliberately planned in the middle of the week to give delegates time in the office on Monday and Friday and to allow exhibitors to set up during normal business hours instead of on the weekend.

## What is EcoForum?

The guiding principle behind EcoForum is to bring Australian environment industry practitioners together with their clients to help them solve environmental problems and develop business opportunities. It is not a closed-shop, 'talking heads' platform for particular segments of the environment industry but a multi-disciplinary, practical event that encourages maximum participation and provides real solutions and business leads for participants.

## Who are the organisers?

The event is organised by EcoForum Limited, a not-for-profit company established in 2007 to encourage leadership and best practice in environmental management and sustainability.

EcoForum directors Paul Howlett, Margaret Bates, David Bates and Rosalind Vrettas and ALGA President Dr Peter Nadebaum have developed and delivered similar conferences and trade exhibitions such as Enviro, Ozwater and Ozwaste for 20 years.

EcoForum works collaboratively with other organisations to provide opportunities for environment industry leaders and their clients to exchange ideas, network and demonstrate the latest innovations and technologies from a wide spectrum of disciplines across multiple industry sectors.

EcoForum Limited is committed to investing any surpluses it makes into activities designed to develop and strengthen the environment management industry as a whole.

Previous EcoForum events were:

- February 2008—EcoForum Conference & Exhibition on the Gold Coast incorporating the first annual conference of the Australian Land and Groundwater Association (ALGA) and the second Industry Summit of the Cooperative Research Centre for Contamination Assessment and Remediation of the Environment (CRC CARE)
- September 2007—*Resource security and climate change: building a platform for change* seminar held in partnership with PricewaterhouseCoopers in Sydney
- June 2007—Contamination CleanUp 07, Industry Summit and EcoForum Exhibition held in partnership with CRC CARE.

## What is on the program?

As well as the global economic crisis, we have also seen a fundamental change in the Australian business environment that leads us to project we may be facing, in the medium-term:

- a threefold increase in water costs
- waste disposal costs increasing to more than \$200 per tonne
- a threefold increase in energy costs
- a requirement to reduce greenhouse gases by 50%
- land development shifting from greenfield to brownfield sites
- shareholder expectations of environmentally and socially sustainable businesses that also maintain profits.

It is within this context that EcoForum in 2009 will bring the stakeholders into dialogue with each other to provide good examples of environmental challenges that are being solved in Australia and internationally in the areas of:

- water
- wastewater
- waste
- air quality
- human health
- climate change
- energy
- land remediation.

Some of the challenges to be discussed will require a multidisciplinary and multi-stakeholder approach, drawing on and integrating thinking from fields that might not normally be considered. EcoForum focuses on these challenges and the opportunities that are presented. Sessions have been formulated to better define the problems, to highlight innovative approaches and to discuss solutions in an effort to better understand their applicability in other situations.

See [www.ecoforum.net.au/2009](http://www.ecoforum.net.au/2009) for details of the program.