

## BELLINGEN SUSTAINABLE BUSINESS FORUM – MAY 2009 SUMMARY

THREATS	IMPLICATIONS	OPPORTUNITIES / STRENGTHS	STRATEGIES / SOLUTIONS
<b><i>Growing climate unpredictability</i></b>	<ul style="list-style-type: none"> <li>▪ Need for immediate &amp; innovative response – the precautionary principle applies</li> </ul>	Innovative, adaptive and well-educated community capable of progressive & collaborative response	<i>Whole of Community response to make Bellingen a global leader in sustainability</i>
<b><i>Fuel Price Increases or Shortages</i></b>	<ul style="list-style-type: none"> <li>▪ Food price increases/shortages</li> </ul>	Prime agricultural resource (soils, sun, rain) & labour surplus	<i>Community support for local intensive food production &amp; processing</i>
	<ul style="list-style-type: none"> <li>▪ Higher import costs</li> </ul>	Local and regional production capacity	<b><i>Strengthen local supply chains - relocalisation</i></b>
	<ul style="list-style-type: none"> <li>▪ Higher costs for agricultural production – pesticides &amp; machinery</li> </ul>	Growing production and market for organic produce	<i>Bio-fuel production in marginal farming land</i> <i>Investigate old ways of farming and Indigenous knowledge; Reduce chemical dependence;</i>
	<ul style="list-style-type: none"> <li>▪ Escalating transport costs</li> </ul>	Growing regional marketplace for local producers (est. 25% growth Coffs – Qld)  Strong renewable energy uptake & innovative enterprises	<i>Develop Made in Bellingen Shire branding to promote local products &amp; identity</i>  <i>Local promotion &amp; devt. of non-fossil fuel transport options eg. bio-fuels; cycling &amp; community bikes</i>
	<ul style="list-style-type: none"> <li>▪ Traditional tourism market reducing</li> </ul>	High quality nature tourism assets in Waterfall Way corridor  Strong grassroots interest in sustainability & understanding of issues	<i>Expand niche promotion of nature/ecotourism; Develop adrenalin/low impact tourism activities</i>  <i>Drive reputation as global example&amp; educator of sustainable business &amp; lifestyle practices</i>

## BELLINGEN SUSTAINABLE BUSINESS FORUM – MAY 2009 SUMMARY

THREATS	IMPLICATIONS	OPPORTUNITIES / STRENGTHS	STRATEGIES / SOLUTIONS
<b>Population increases due to climate conditions &amp; urban living pressures – ‘oasis change’</b>	<ul style="list-style-type: none"> <li>▪ Conflicting land use pressures – residential &amp; lifestyle vs. productive land</li> </ul>	<p>Assessment of underdeveloped agricultural land</p> <p>Council planning control measures</p>	<i>Planning for 100+ year environment horizon</i>
	<ul style="list-style-type: none"> <li>• Housing affordability impacting social make-up of community</li> </ul>	<p>Many small home-based industries, wellbeing, events &amp; creative industries</p> <p>Opportunity for new sustainable business start-ups and investment</p>	<p><i>Economic development to support sustainability &amp; contingency of existing business</i></p> <p><i>New residents kit to attract those with community &amp; environmental values</i></p>
	<ul style="list-style-type: none"> <li>• Increasing competition in employment market</li> </ul>	<p>New low carbon economy opens door for innovation and enterprise</p>	<i>Re-skill and retool for new carbon economy - Green ‘barefoot’ university</i>
	<ul style="list-style-type: none"> <li>• Challenge in youth retention</li> </ul>	<p>Youth education &amp; employment training</p>	<i>Develop sustainable enterprise youth incubator</i>
<b>Carbon emission contribution to global warming</b>	<p>Emissions trading scheme &amp; targets</p>	<p>Community capacity to be at the leading edge of emissions reduction</p>	<p><i>Create and communicate ‘Action Vision’</i></p> <p><i>Commit to ambitious targets &amp; achieve them</i></p>
	<p>Increasing costs of carbon-based energy</p>	<p>Natural renewable energy resources</p>	<i>Promote &amp; invest in local energy production – solar, wind, hydro</i>
	<p>Potential for emissions trading to add costs to producers &amp; products</p>	<p>Actively engaged, ‘environmental learning community’</p>	<i>Promote business energy &amp; footprint audits</i>

### Summary Example Action Vision:

**The people of Bellingden Shire willingly commit to transformation of business and lifestyles to meet agreed targets in the interests of a healthy, liveable environment for future generations.**