



Minutes

DERG Meeting

Conference Room, 350 High Street, Preston

Wednesday 20 February 2019, 7.00pm – 9.00pm

	Discussion	Action
1. Welcome	<ul style="list-style-type: none"> Attendees: Meg Montague, Cameron Schmelitschek, Slobodanka Stojkovic, Nadine Richings, Angela Rutter (Common Cause), Sam Green, Jen McIntyre Apologies: Dru Marsh, Julie O'Brien, Kat Lavers, Carl Muller, Michele Burton, Rhys Dale, Wendy Miller, Cr McCarthy, Cr Messina, Sally Moxham 	
2. Assembly of Councillors		
3. Matters arising from minutes (November 2018)	<ul style="list-style-type: none"> No matters arising from previous meeting 	
4. Climate Emergency Communications and Engagement	<p>Council, in partnership with Common Cause has been working to develop an overarching and compelling narrative/story (or stories) of climate emergency. The story (or stories) will communicate Council's commitment to demonstrating leadership in relation to climate emergency, as well as genuinely increase climate change and climate emergency knowledge and action amongst residents, businesses and community groups, and provide a plausible framework to the actions being asked of the community in the Climate Emergency Plan.</p> <p>Story development workshops were held with staff and community, with five story territories identified. These are as follows:</p> <ul style="list-style-type: none"> We should live in <u>harmony</u> with nature We are a <u>progressive community</u> acting on climate change Taking action on climate change can be <u>easy/convenient</u> Climate change requires an <u>emergency</u> response We need to break/escape the harmful cycle of over- 	No action required

consumption/consumerism

From these territories, draft scripts – each of approximately 100 words - were developed and dial tested with a representative sample of 900 Melbourne residents. The dial test is a quantitative survey, where participants are clustered into three segments (supporters, persuadables and opponents) through detailed analysis of multiple questions. This methodology aims to craft messages which supporters will carry and communicate, convince those who are open to persuasion (persuadables), and alienate those who are opposed. A message which appeals to all three groups must be ambiguous and therefore unable to reliably alter opinion.

Insights from the dial testing suggest that:

- Council's role in the larger climate emergency meta story is to enable, support, and facilitate the community to take strong action - it is not one of a moral enforcer.
- While the problem is the climate emergency, people are more likely to support specific, practical actions rather than simply referring to an 'emergency response' – the trick here is to understand what are practical actions in keeping with an emergency response and speak to these. The scale of the practical actions should be commensurate with the role of council in the meta problem.
- Tell a collective story - not individual story - of action and normalise this.
- Be careful with platitudes ['the time for action is now'] and political statements. The latter can be delivered by other groups rather than by council.

An interesting side note: Solar does not polarize and its ubiquitous appeal across all three sectors means that it is not necessarily motivated by environmental values. This means that those who join solar programs are not necessarily interested in/engaged in a way which means that they will take other actions in response to the climate emergency.

5. Streets for People

- An introduction to the project which is about transforming part of our local street network into more people friendly places

	<p>(https://www.yoursaydarebin.com.au/streetsforpeople)</p> <ul style="list-style-type: none"> • See presentation which is emailed to members with these minutes 	
6. General issues		
6.1 Council Minutes Table of Contents	<ul style="list-style-type: none"> • Circulated with agenda 	
6.2 Project Updates	<ul style="list-style-type: none"> • Circulated with agenda 	
7. Other Business	<ul style="list-style-type: none"> • Kite Festival bike activity – ‘Resource Rescue’ might be a good source of materials for decoration • Edwardes Lake water quality monitoring data requested by Slobodanka. 	<ul style="list-style-type: none"> • Sam to let Nat/Heidi know about Resource Rescue • Sam to source data and provide to Slobodanka if appropriate
8. Date of next meeting	<p>Wednesday, 22 May 2019 350 High Street, Preston</p>	

Meeting Number	Date	Room
1	Wednesday 20 February 2019	Conference Room, 350 High Street, Preston
2	Wednesday 22 May 2019	Conference Room, 350 High Street, Preston
3	Wednesday 21 August 2019	Conference Room, 350 High Street, Preston
4	Wednesday 20 November 2019	Conference Room, 350 High Street, Preston