

Remaking Suburbia

HOUSEHOLD DIMENSIONS

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CRITICAL MIX:

CHAMPIONS, CAPACITY AND COMPLEXITY
IN GLENORCHY'S ENERGY REBATE
PROJECT. LESSONS FOR POLICY MAKERS



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Context for this presentation

Energy efficient home improvement is a critical 'king hit' in initiatives to remake suburbia for ecologically sustainable outcomes.

- Create new suburban futures
- Improve health and well-being
- Reduce environmental impact



Tasmania

Economically
marginal,
spatially
diffuse,
sub-
populations

Cold winters

Island
context (e.g.
supply



Focus on Glenorchy

and the Energy Rebate Project

Glenorchy

One of five central city municipalities in capital of Hobart

Deemed a progressive and open Council by project champion

Precinct committees created a decade ago may have enhanced citizen participation in local governance



Area known to be home to a significant population of low-income householders

Incidents of fuel poverty and limited choice of housing

Few known inroads into energy efficient appliances

The project

- Funded by Australian Greenhouse Office
- 12 months support for energy efficiency activities
- Rebates for householders in Glenorchy
- Oriented to purchase and installation of fixtures, fittings and appliances
- One-off sum provided
- Multilateral collaborative partnership

What happened?

Applicants and residents

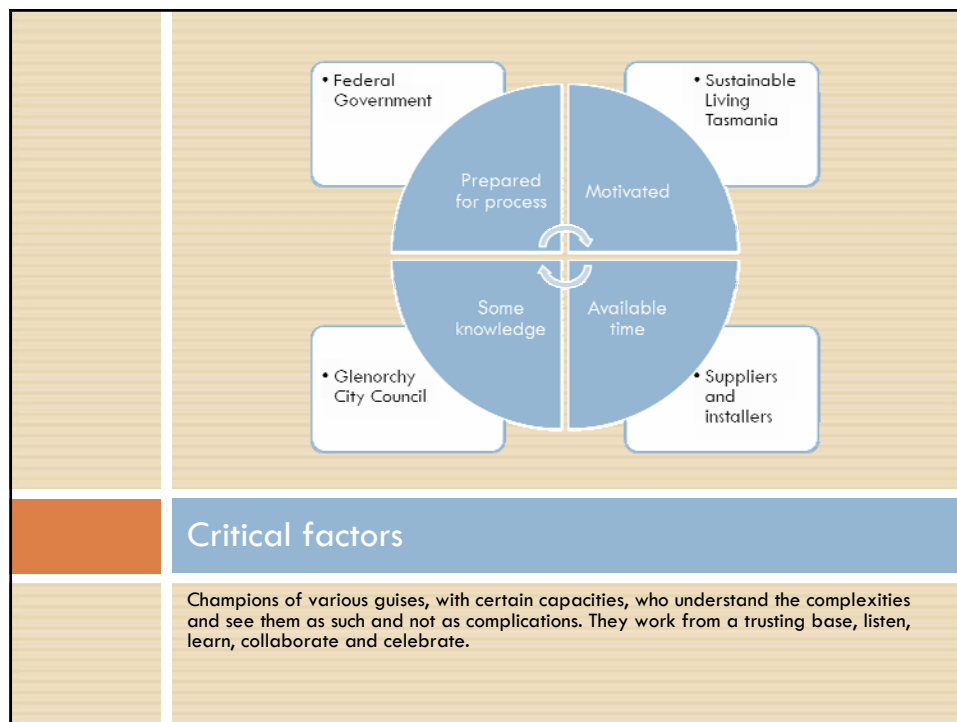
- 50 home audits
- 100s of discounted 'energy saver' packs sold at \$10
- Well attended community talks on home energy and climate change

Of rebates that went ahead

- 67 homes insulation added
- 17 heat pumps installed
- 18 solar hot water installed
- 8 curtain sets hung
- Some landlords insulated rental houses

Our involvement

- Interviewed:
 - ▣ 17 householders in summer, autumn and winter
 - ▣ owners/managers of three businesses
 - ▣ the champion/management organisation
- Completed visual assessment of those 17 households
- These activities drew on other past and current research investigating home improvement for sustainability



Take home points

- Pay attention to factors that engender success in energy efficient home improvements
- Understand complex chains of events
- Support events that foster accomplishment
- Support community organisations
- Build capacity
- Honour the insights from qualitative research