



Green Cross Australia

Our purpose: Empowering a resilient Australia

2015/16 Strategic Goals



Green Cross Australia offers ideas, collaborative networks and digital platforms that build resilient communities.

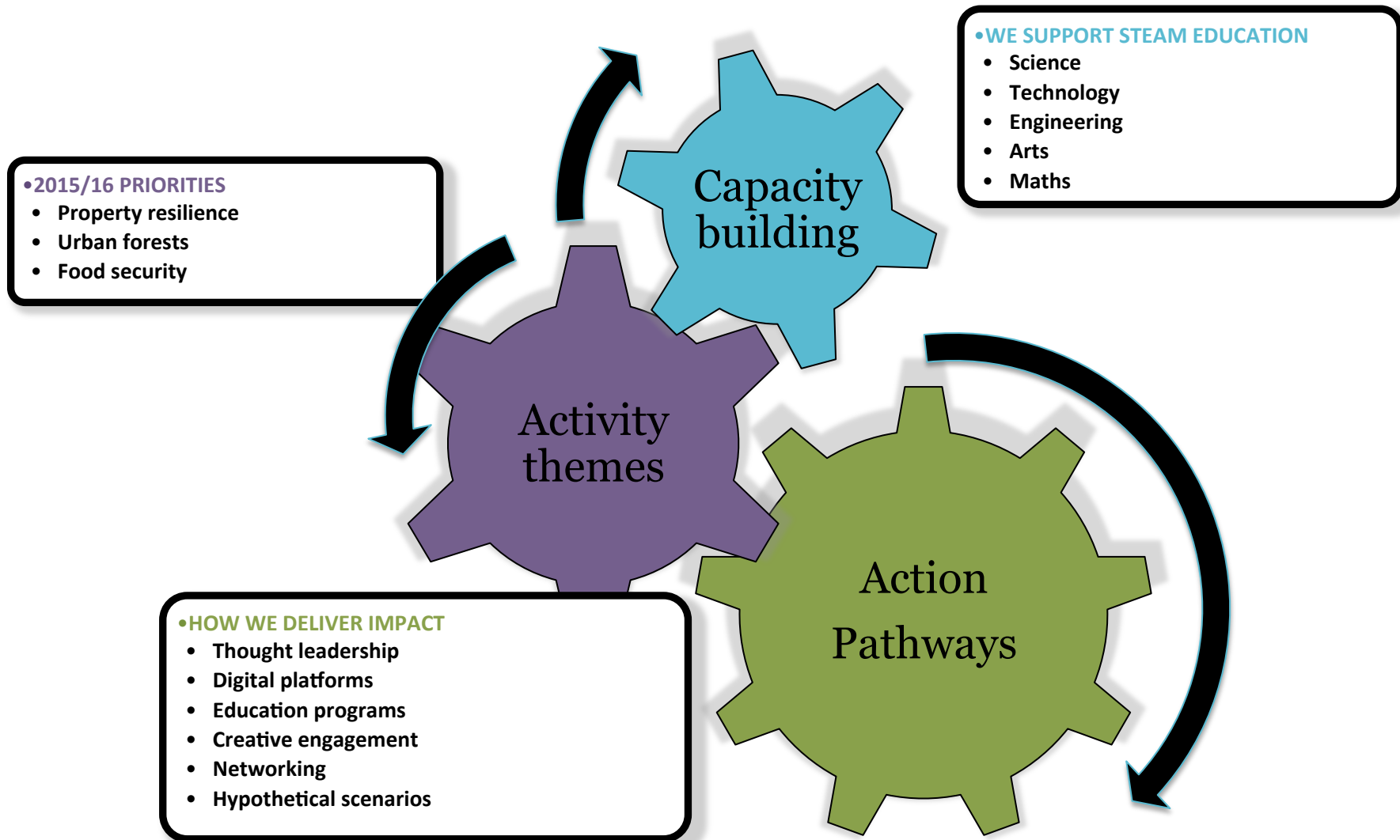
We change mindsets by catalysing local risk awareness.

We change practices by encouraging self-reliance and convening collaborative adaptation responses.

We are Australia's most awarded digital non-profit

Our mantra is: Think + Act + Share = Change

Green Cross Australia delivery model





Property resilience theme goals

- 1) Develop “Build to Last” platform
- 2) Scale business engagement through Business Adaptation Network
- 3) Leverage Witness King Tides for case studies of coastal property resilience and community engagement

Action pathways

- Thought leadership and networking
 - Business Adaptation Network events and “investable challenge” to engage property and infrastructure sectors around property resilience
 - Directors, partners to present at conferences and author opinion pieces building Green Cross Australia narrative
- Digital platforms
 - Build “Build to Last” platform in partnership with Bushfire Natural Hazards CRC, including a “Building Owner’s Property Resilience Portal” in partnership with Property Council of Australia
- Creative engagement
 - Witness King Tides Melbourne activities led by University of Melbourne STEM scholarship students from Brazil in collaboration with City of Melbourne and City of Port Phillip. Case studies will address infrastructure resilience.

Why?

- Because properties are the most important asset for many Australians, and our iconic buildings are priceless
- Because business continuity after natural disasters is boosted when buildings are resilient
- Because when properties survive natural disasters intact, social and environmental costs are greatly reduced



Urban forest theme goals

- 1) Launch “Australia’s Street Tree of the Year” crowd-sourced photo competition
- 2) Scale business engagement through Business Adaptation Network
- 3) Build “OpenTreeMap” platform
- 4) Focus of 2015/16 Green Lane Diary primary school education program

Action pathways

- Thought leadership and networking
 - Business Adaptation Network events to engage property and infrastructure sectors around urban landscapes
 - Directors, partners to present at conferences, author opinion pieces building Green Cross Australia narrative
- Education and platforms
 - Build and begin to commercialise Australian “OpenTreeMap” urban tree mapping portal
 - Build narrative and encourage school-led urban forest projects through Green Lane Diary program; inspire primary school students to love STEAM subjects that relate to urban forests
- Creative engagement
 - Launch crowd-sourced “Australia’s Street Tree of the Year” competition using new spatial photo/essay tool developed by ‘Random Hacks of Kindness’ Melbourne volunteer programmer team for Green Cross Australia.
- Hypothetical
 - Deliver heat wave/flood hypotheticals in partnership with local governments: how cities bounce back from major flooding with and without green infrastructure

Why?

- Urban forests are effective at reducing the urban heat island effect and also mitigate flooding
- Trees and urban forests increase the ‘liveability’ of cities and support biodiversity



Food security theme goals

- 1) Celebrate and engage with sustainable wining and dining events
- 2) Focus of 2015/16 Green Lane Diary primary school education program and eNews program

Action pathways

- Thought leadership and networking
 - Fine dining and sustainable drinks/networking events
 - Essays addressing food security continuity through disasters, community resilience through collaborative gardening, link to CSIRO Mega Trends
 - Build narrative through Business Adaptation Network events program.
- Education and platforms
 - Deepen content in Green Lane Diary program
 - Inspire primary school students to love STEAM subjects that relate to food security
 - Share positive stories of food security responses to shocks and stresses such as what happened in Cuba after petrol and fertilizer supplies were abruptly withdrawn with collapse of the Soviet Union (see <http://www.greencrossaustralia.org/our-work/international-work/food-for-thought---cuba.aspx>)

Why?

- Because community participation in local food supply builds relationships that enhance community resilience
- To reduce the reliance of food supply on transport infrastructure during and following disasters
- To create a more diverse food supply network that is more resilient