



MEDIA RELEASE

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Living Smart comes to Perth's Solar City

The Minister for Climate Change, Energy Efficiency and Water, Senator Penny Wong, today launched the Living Smart program in Perth. This program will enable about six thousand households in Perth's eastern region to reduce their greenhouse gas emissions by more than one thousand kilograms per year.

Living Smart is the next stage of Perth Solar City, which forms part of the Australian Government's \$94million Solar Cities program, designed to change the way people manage energy use in their homes.

Living Smart is a proven program that will reduce the carbon footprint of households across Western Australia, recognising that Australians at home produce around 106 million tonnes of greenhouse gases each year.

Living Smart information and services will be offered to 10,000 households by mid year, and a telephone follow up will recruit 6,000 households into the program.

Individually tailored information will be delivered to the doorstep of each participating household. 5,000 households will be invited to receive 'eco-coaching' over the telephone whereby their energy and water bills are analysed and ideas for making savings are discussed.

Between August 2010 and May 2011 each home will be "eco coached" through their individual programs. Residents will be able to choose which activities best suit them to try and reduce their consumption.

Department of Transport Programs Director Gary John said Living Smart can empower and motivate people to make small changes in their household, resulting in reduced emissions and savings to the family budget.

"Many people are keen to respond to climate change but don't know what to do or how much of a difference small actions can make," Mr John said.

"Living Smart uses easy-to-understand information and a personal approach to show how small actions like turning off appliances at the wall or walking to the shops, can have an impact," he said.

The Perth Solar City Living Smart program offers a step-wise approach to a more energy efficient lifestyle:

Instant Actions:

- Turning off standby power and using the main switch instead of the remote
- Installing a waterwise showerhead and taking short showers to save on energy for hot water
- Installing energy efficient light globes
- Walking, cycling or taking public transport for some local trips

Easy Actions:

- Turning off the second fridge
- Washing clothes in cool water
- Switching to green power
- Driving smoothly and keeping the car serviced

Investments:

- Replacing an old hot water system with a gas boosted solar
- Installing a photovoltaic (PV) system on the roof
- Upgrading a car to a more fuel efficient model

(ENDS)

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Background:

Perth Solar City

Perth's Eastern Region is home to Perth Solar City and includes the Shire of Kalamunda, Town of Belmont, Shire of Mundaring, City of Swan, Town of Bassendean and Town of Bayswater.

Perth Solar City is part of the Australian Government's \$94 million Solar Cities Program.

Residents in Perth's eastern region will gain access to valuable discounts off solar hot water systems, solar energy systems, and take part in other energy saving projects.

Five iconic Perth Solar City projects (large installations of solar systems) are located outside the EMRC geographic area so that the West Australian public can also have access to major PV installation projects around Perth.

Western Power is leading the Perth Solar City program, with other consortium members being the Botanic Gardens and Parks Authority, Mojarra, EMRC, Prospero Productions, SolaHart, SunPower, and Synergy.

Living Smart

The Living Smart program was first designed and piloted by the Department of Transport, following the success of the Travel Smart behaviour change program to reduce car use. Prior to Perth Solar City, Living Smart has been successfully piloted in Mandurah and Joondalup.

Projections indicate that if 10,000 households are targeted in one area, a collective greenhouse gas abatement of 12,000 tonnes of CO₂ emissions could be achieved in one year.

Living Smart is supported by celebrity gardener Josh Byrne and 'people's environmentalist' Tanya Ha, author of Greeniology, the Australian Green Consumer Guide.

For more information on Living Smart visit www.transport.wa.gov.au/livingsmart

The Living Smart brand has been developed by The Meeting Place Community Centre, the City of Fremantle, Murdoch University and Southern Metropolitan Regional Council, following the development of the Living Smart community course.