

REINVENTING PROGRESS CONFERENCE

APRIL 17TH 2012

STRATEGIC FUTURES WORKSHOP - NOTES

1. What would define successful Sustainability Leadership in the Region?

Leadership traits:

Strong
Consistent
Accountable
Dedicated
Passionate
Courageous - to question status quo
Flexible - open to new information
Inclusive
Ethical
Honest
Able to communicate a common vision

Values demonstrated:

Triple/quadruple bottom line accountability
Leading with a shared vision which is driven and owned by the community
Focused on effective communication
Emphasis on community engagement and genuine consultation
Facilitated (dispersed) leadership
Integrated with community agendas and shared/common vision, strategy
Achieves results
Clear, long-term vision for the future (e.g. a 500 year+ plan)
Having a good succession plan for the leadership
Integrate sustainability as a core value within organizations and communities
Continuity through election cycles
Seeks input from independent sustainability experts
Leading by example
Understanding our unique and delicate regional environment
Making sustainability "cool"

Example outcomes:

Credible measurable outcomes (ecosystem Health)
Organic, chemical free agriculture
100% renewable energy system
Non-car based public transport
Community engaged and supportive
Bicycle based transport system
Healthy communities

2. What are the main Barriers and Hurdles that need to be addressed?

Political:

Short-term planning and electoral cycle
Fear and skepticism of climate change
Some government policies
Unrealistic expectations of government
Complacency, sense of powerlessness
Lack of political will
The influence of media and commerce on politics
High level lobbying by corporate special interest groups
Corruption and greed
Intimidation
Current systems
Difficulties in engaging the community
The sustainability message is confusing
People believe media sound bites are real information
Lack of communication to target audiences

Cultural:

Individualistic lifestyle (e.g. isolation from community, TV etc.)
Lack of community cohesiveness
Desensitization
Resistance to change
Lack of personal responsibility
Conformity
Feeling as though our actions (individuals or the region) are insignificant
Apathy
Cultural expectations
Community perception that sustainability is inconvenient and unpleasant
SCALE of the problem
Lack of accountability to future generations
Isolated and diverse communities – there is not a “one size fits all” approach
Lack of respect (for self and others)

3. What Capabilities and Skills do you need to have to be able to address them? (Do you have them?)

Traits:

Passion
Dedication
Ability to educate and communicate
Strong visionary thinking for the region
Courage
Positive belief that change is possible
Persistence

Empathy
Wisdom
Consideration
Perspective
Generosity
Integrity
Persistence
Critical thinking
Analytical thinking
Conflict resolution (negotiation)
Systems thinking and inspiration

Tools:

Planning: building resilience, creating community spaces
Promoting mixed use areas
Alternative methods of finance for community enterprise
Leadership training
Success stories
Collaboration
Resource access (money/people, etc)
Networks

4. Choose 3-5 top ideas for action...

- Build a light rail system to provide public transport from Gordonvale/Aloomba/Babinda to Cairns
- Make far north Queensland a renewable energy hub producing more energy than we use
- Make Cairns a “rainforest city” to promote urban biodiversity
- Make the Cairns region a “transition region” – producing it’s own resources and an international example of sustainable development
- Create a defined “sustainability vision statement” for the region Lobby for funding on a scale sufficient to make major difference
- Run an education campaign through all levels regarding sustainability issues

Comments:

Low hanging fruit/runs n the board
Share visions/stories build new awareness
Organisation to move forward
Positive messages of what can be done now
Act now!
Different modes of property ownership
Reward good sustainability leaders
Community support