

The Last Tree - Ellenbrook Sustainability Communications

Project Seeds	Description	Outcome	Future Seeds
Developed & Implemented			
Community Garden	A hybrid community garden for all Ellenbrook community consisting of rented allotments and communal garden beds. A safe, educative and social hub.	Secured garden site in liaison with community, council & LWP; facilitated jubilant community meetings; established community design team; secured council support; developed start-up manual & identified ongoing skills development for key community members in management process.	Locally grown food means reduced transport costs, lower emissions, community connection, community & individual health, connection to seasons, inter-generational connection, skills development and local economic growth.
Lexia Trail	The creation of a bushwalking trail through the Lexia reserve and bordering Village 7 – to promote community connection to local environment and develop conservation management strategy.	Mapped trail with landscape, environmental, engineer & horticultural consultants using GPS technology, aerial mapping and on-ground excursions. Developed Master plan; assessed management requirements; secured approval for trail from Department of Environment & Conservation.	Potential to link up to Swan Coastal trail; create an Ellenbrook Cultural Foundation ecological sculpture trail; promote bushwalk in 'Perth Walk' booklet; promote as Tourist destination; educate community of Ellenbrook on their ecological assets.
Malvern Springs Story Booklet	A beautiful picture story on The Ellenbrook village, Malvern Springs & sustainability.	1500 booklets & calendar wheels distributed to community.	Awareness/connection to local environment & therefore developing a sense of place & motive to protect (local) environment.
Sustainability Street	A free community environmental education program to raise awareness, change behaviour and help individuals reduce use and costs of water, energy & waste. Created by Vox Bandicoot, the course has run in hundreds of communities in NSW & VIC, this was the inaugural program for WA.	The Last Tree became the 1 st WA Sustainability Street Mentor; Successfully facilitated the 1 st year program; Ellenbrook residents reported significant reduction in utility costs; connected ESC Music students to program by performing at info session; council committed to program financially & socially. Feature article by residents.	Participating residents excited by their savings and gave feedback on how to involve more people across Ellenbrook in 2009.
Schools (2 Secondary, 5 Primary)	Introduction and ongoing contact with Ellenbrook schools regarding sustainability & available local/state resources.	Held an 'Australian Sustainable Schools Initiative' professional development day. Created & distributed <i>Education Gazette</i> a school sustainability resource kit.	Have seeded importance of sustainability and opportunities available for schools with encouraging feedback from Principals that change is occurring.
Ellenbrook Christian College	Ellenbrook Christian College requested help to research green buildings for new school building.	Delivered a research paper on the viability and options for WA & international green school buildings.	A landmark green building for Ellenbrook, Perth & WA.
Ellenbrook Secondary College – Propagation Program	Provision & establishment of shade-house & long-term propagation/planting program.	Assembly Presentation of certificate of thanks to LWP. Horticultural consultants connected to school. 2000 seedlings propagated annually and planted in Ellenbrook over 10 year period.	Ongoing planting in community, connection to local environment, sense of place. Skills training in horticulture work placement yr 10.
G Mag Subscriptions	In place of developing a 'sustainable living kit' – 300, 6-issue subscriptions to G Mag (the 2007 consumers choice winner) about green lifestyle options.	150 + <i>sustainable living</i> diaries distributed through sales team. G Mag accessible introduction to sustainable lifestyle and choices.	Awareness building & actions for individual to make easy/affordable sustainable changes at home. Introduction to what's possible and what's happening in the world of sustainability.
Sally Paulin – Murdoch & CSRIO	Initiated & co-ordinated article by Murdoch Lecturer with specialist consultants on sustainability of Ellenbrook development.	Listed & awarded Ellenbrook a 'design' & 'place making' credit on new government website www.yourdevelopment.org	An example for future developments to follow.

Recycling Pots	All pots from landscaping plants are recycled via SITA program.	Diverting mass volume of plastic on waste stream from landfill.	Potential to influence landscaping contractors.
Green Team	Establishment of in-house LWP team to green staff/office sustainability.	Recycling bins/system introduced throughout office.	Energy, water, waste savings. Positive corporate image.
Green Innovations Booklet	A green resource book of ideas, inspiration & possibilities.	Inspired consultants, supported workshop outcomes.	Influenced the creation of a 'sustainable' display homes Exhibition Precinct.
Car Pooling	Mapped staff home-work route and encouraged to car pool.	Some staff have and continue to regularly car pool.	Engaging sustainable transport options.
Green Spot	Monthly info bite on a green issue/action in <i>Windows</i> community paper.	Planting a sustainability seed, raising awareness.	Potential to increase attendance at other green events.
Community Branding	Develop a unique logo and look for all community programs to create community ownership and connection to environmental programs.	Style Guide Logo Banner T-shirts	Strengthen community connection to each other and environmental events/ awareness.
Waste – Eco Artists	An art holiday program for youth on the aesthetics of waste. Joint project with ECF.	Wrote successful grant application. Secured council (CoS) support/involvement.	Potential to raise community awareness on waste & minimise community waste output.
Eco art	Contributed/advised on Ellenbrook Cultural Foundation 2009 program - focus on environment and regeneration through arts interpretation and engagement.	1 school program and gallery exhibition booked in 1 youth holiday program & exhibition booked in. Potential inter-generational program/ exhibition. Lexia/Herbarium exhibition and artist in residence – community program booked in.	Further development of connection between community groups and the environment will strengthen the fabric and richness of the community and their understanding of their locality.
ACF – Climate Change Presentation & Film	Run an ACF / Al Gore climate presentation and <i>Inconvenient Truth</i> film screening.	Both events cancelled due to lack of interest from community.	None for the community – some for The Last Tree.
Murdoch presentation	Present lecture to Murdoch Uni students on <i>Ellenbrook & Sustainability Street</i> program.	1 of 3 guest lecturers on real case practices of sustainable development.	Profile raising for Ellenbrook and LWP initiatives – encouraging for students to experience first hand projects.
Input/Research	Description	Contribution	Outcome
Lo-flow Program	Partnership with Watercorp to monitor 100 homes on lo-flow.	Participation at meetings for community perspective & input into written material.	1 year lo-flow trial with 100 homes.
Garden Benches	A gift for participants in lo-flow trial of garden bench	Input to design & construction material. Co-ordinated project.	100 garden benches locally made from re-sourced timber.
Water Award	2008 Greensmart Water Efficiency Award.	Contributed to the application and met with the judges with LWP Marketing Manager.	LWP won the award.
Everlasting Concepts – Workshops	11 community workshops supporting the ecological garden – delivered by Horticultural consultants Everlasting Concepts.	Rewrote, organised & created workshop ideas. Managed project till off the ground, developed promo plan.	11 community workshops.
Innovations	Innovations strategy for LWP & consultants to identify & meet sustainability targets.	Developed in collaboration with LWP & Verity Allen.	Strategy finished
Carbon Plan	3 tiered plan to address short, mid & long term sustainability targets across all LWP projects.	Developed in collaboration with LWP & Verity Allen.	Informed corporate sustainability plan
Review Nursery & Herbarium Proposal	Conduct a review of nursery & herbarium proposal.	Research, interviews, viability report and recommendations.	Community Garden
Playground Strategy	Discussion of innovative play ground equipment for Ellenbrook.	Met with Tasmanian craftsman and sent images of his play grounds to Landscape Consultants.	Report

Sales - Display	Create an informative display of sustainability resources for new home builders.	Inspired idea, researched, contacted suppliers, ordered resources.	Access for new residents to sustainable building resources and systems
Buyers pack	The creation of an updated 'welcome kit' for new purchasers.	Collated ideas, resource and presentation possibilities.	Report
Village 7	The creation of an exhibition precinct or sustainable super lot.	Conducted research in UK and AUS. Contacted developers of similar projects.	Report
Ecological Gardens Brochure	A brochure to explain to new purchasers the value of their native-species front garden package.	Designed and wrote 1 st draft of flyer.	Education tool to explain biodiversity and benefits of planting local species.
Green Festival	A weekend festival in Ellenbrook promoting all things green and sustainable.	Researched, costed and found event manager to take on task.	Project Postponed due to funding
Builders Waste - Management	The management of waste littering conservation areas during construction phase.	Waste management strategy activated.	Ongoing management of conservation areas and educating builders.
Adopt a Park – Western Australian Local Government Association (WALGA)	Find a community solution to ongoing management of local bush POS (waste, flora & fauna).	Assessed EC's data, meetings with NMCC, Cos & WALGA.	Project Postponed due to funding
Gangarra Park Plan & Bike Loop	Linking Ellenbrook to the greater network of Perth City bike network AND the future Gngarra Park Plan.	Meetings with DPI & DEC. Collected resources and pursued heavily.	DEC still developing project
Billboard	A large informative sign to advertise ECF and LWP sustainability & cultural news.	Created idea, sketched design.	Report
Signage MS - syrinx	Signage suite for Malvern Springs to connect residents/visitors with the cultural, environmental & historical history of the site	Provided detailed ideas on the project, met with Syrinx, provided detailed feedback	In production
Black cockatoos/ Tuart Trees	Two unique species to South West WA (coastline for the Tuarts) facing extinction and occupying/dependent on future LWP project sites.	Raising awareness and providing management options for Alkimos and Ellenbrook projects.	Nil to date