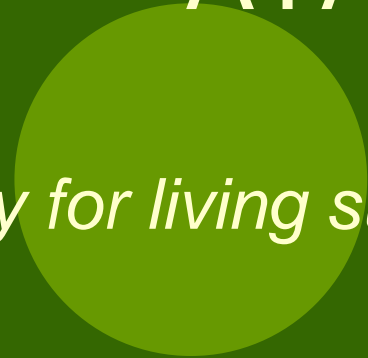




ATA

promoting technology for living sustainably for over 25 years



Context



- Climate change
- Political Changes:
 - Kyoto signed
 - Garnaut
 - Poor Policy: Feed in Tariffs, Means test solar rebate
 - Emission Trading Scheme
- Social Change
 - 60 to 90 % say climate change is a major concern
 - Only 11.5% buy Green power
- ATA
 - Financially stable
 - Growing
 - More Early Adopters

Garnaut Interim Report



- **A 2 Degree rise ... 450 ppm .. this would seem to be beyond reach without overshooting**
- **At a rise of 2 degrees**
 - Almost all of the Great Barrier Reef is bleached every year
 - Sea level rise could lead to the flooding of residences of tens of millions of people in the low lying areas of South, Southeast, Northeast Asia and the South Pacific
 - Potential for the Greenland Ice Sheet to begin melting irreversibly
- **Under the A1FI scenario, the IPCC predicts that global average temperatures could rise by up to 6°C, and perhaps more if positive feedback effects amplify the warming effect of greenhouse gases. The impacts of this level of temperature increase are difficult to capture in current models as they are so far outside human experience**

From the Garnaut Interim Report: *adapted from Preston and Jones (2006), and Stern (2006).*

Wealth V Greenhouse Impact

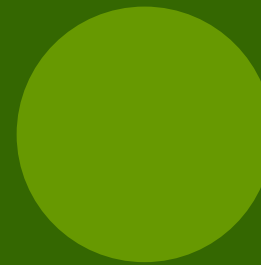
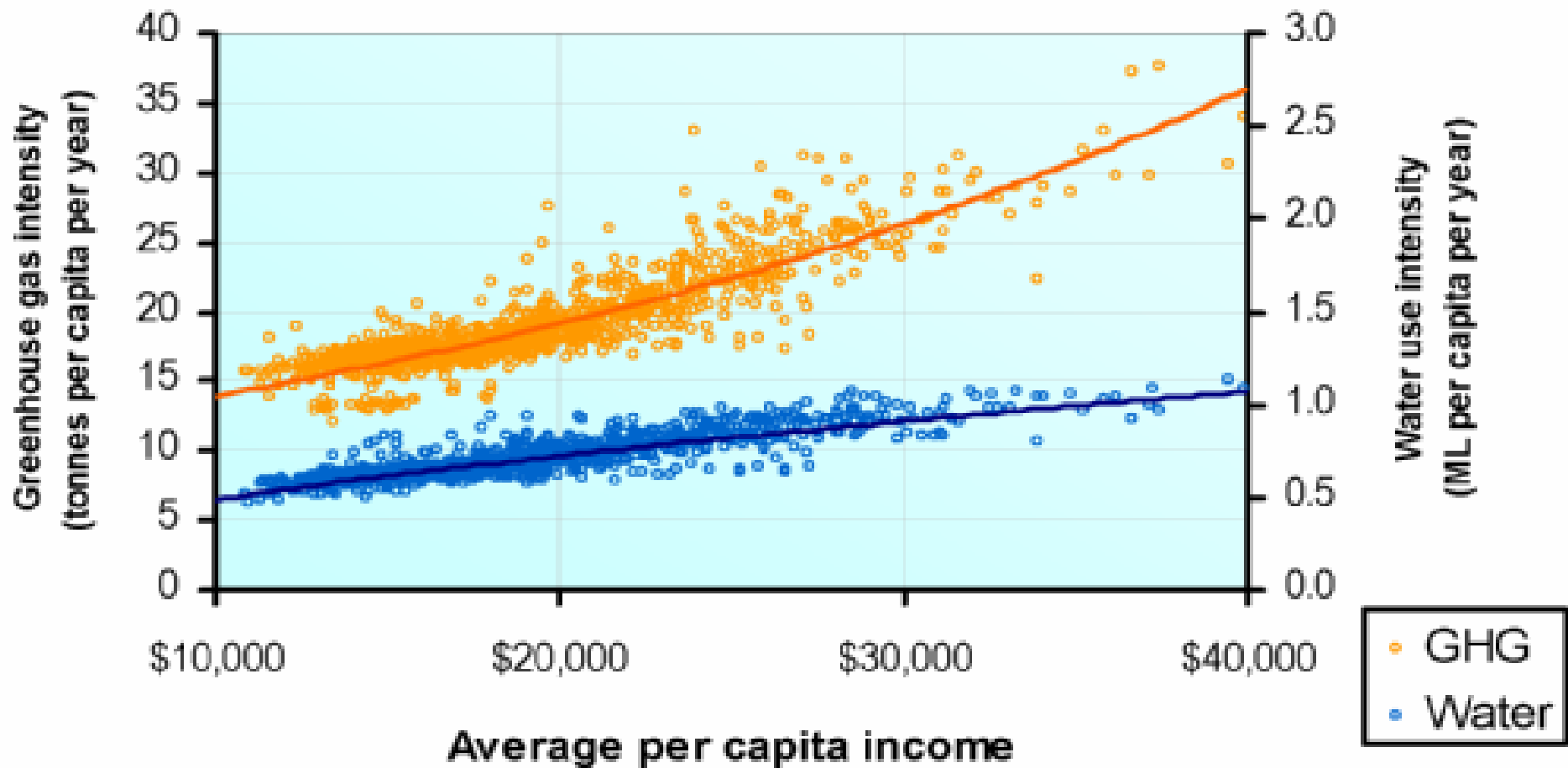


Fig 4. Wealth versus greenhouse and water use impacts

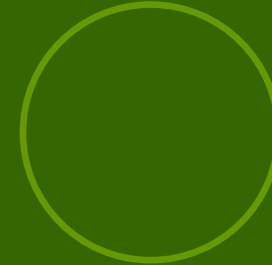




— OUR PURPOSE —

ATA exists to empower our community to develop and share sustainable solutions for the way we live.

Objectives

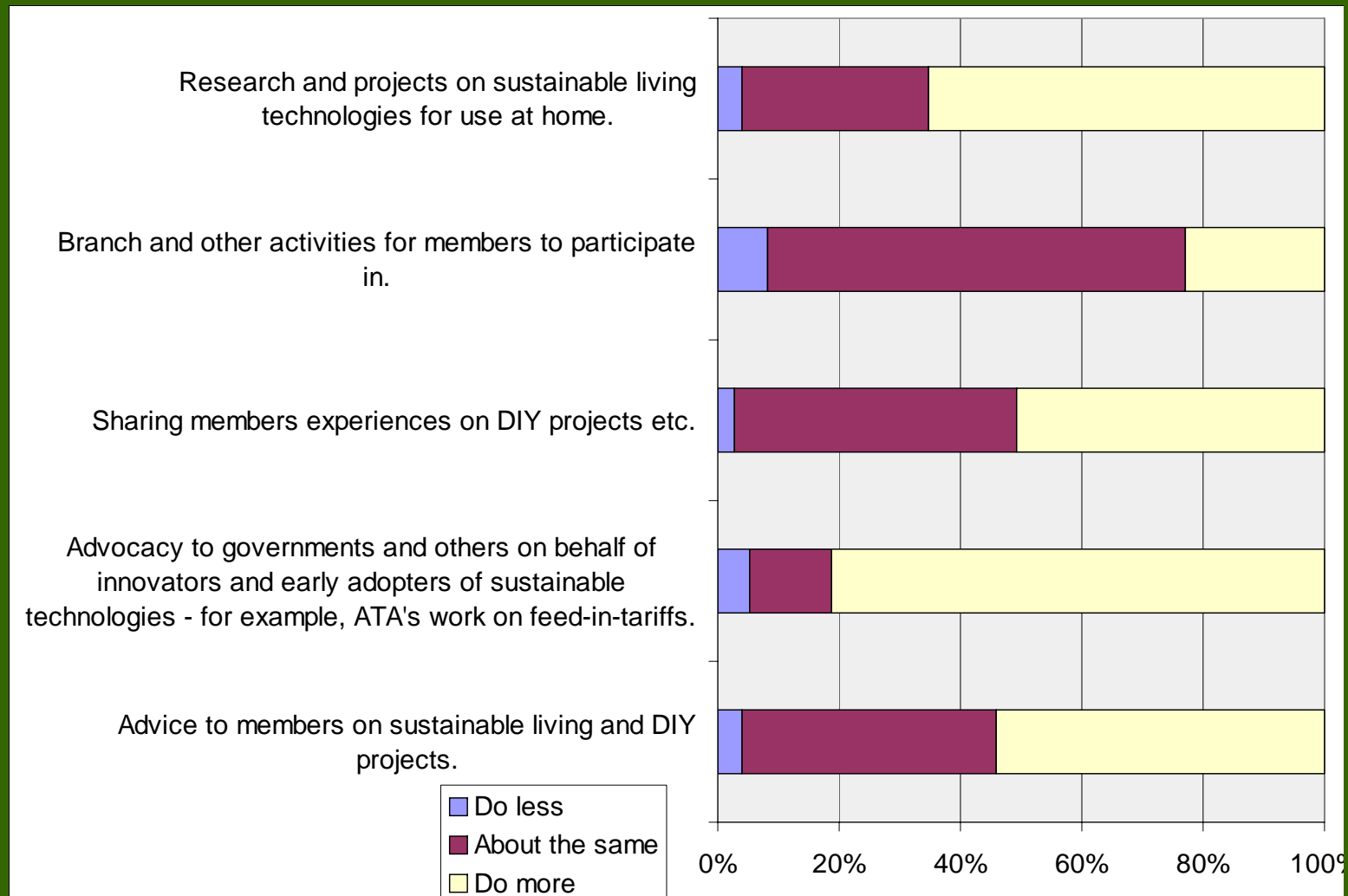


To be the trusted source of knowledge and expertise on emerging sustainable solutions by:

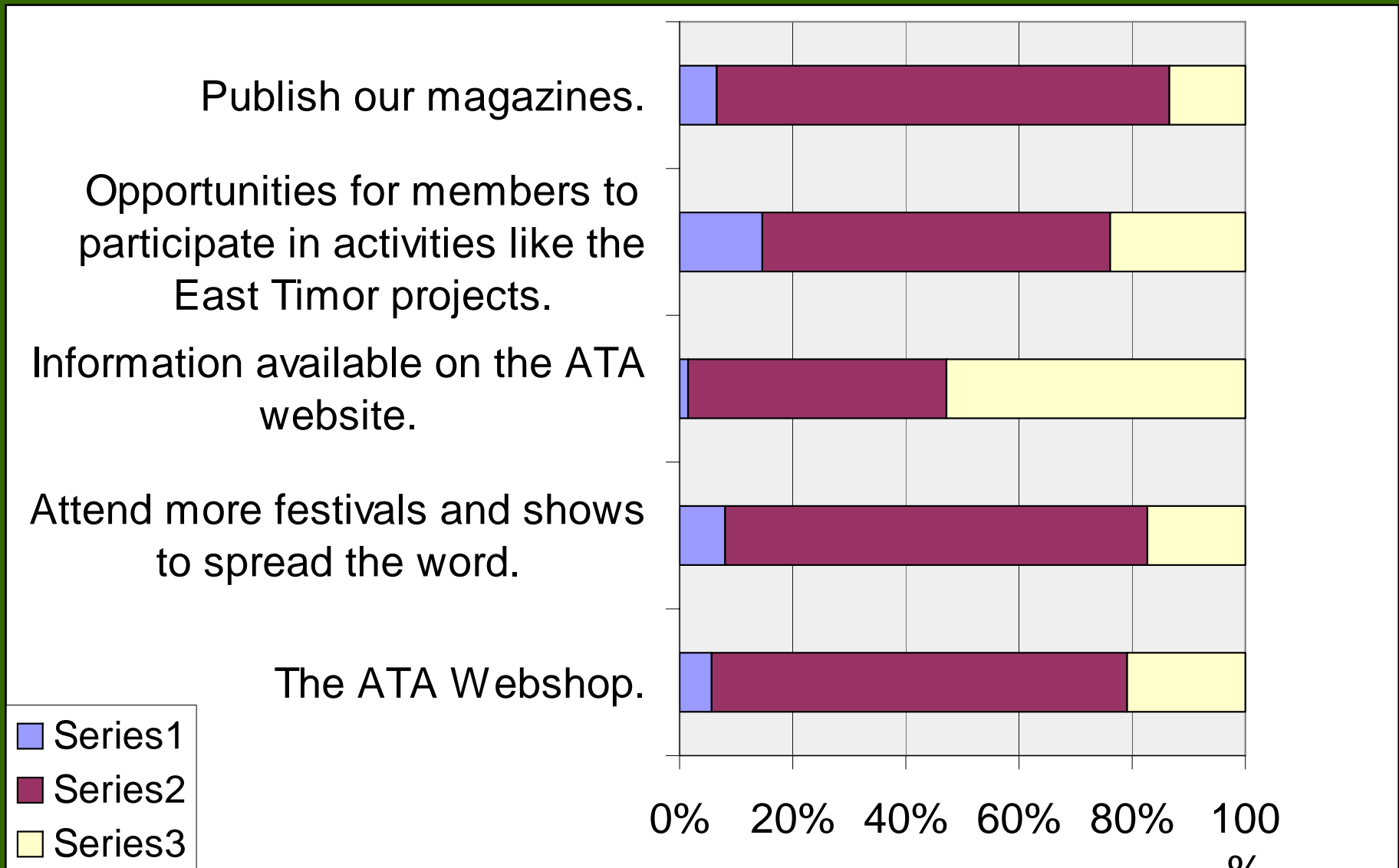
- Facilitating the exchange of knowledge within our community
- Effectively disseminating high quality information that empowers our community
- Influencing decision makers to accelerate their uptake

To be a financially sustainable organisation

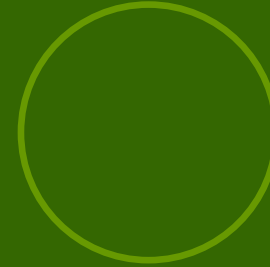
What should the ATA do more or less of?



What should the ATA do more or less of?



Members



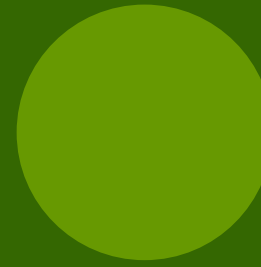
- Over 4500 active Members >30% increase
- Active Branches in all states and NZ
- Improved Web services in 2008
 - Blogs
 - Forums
 - Electronic back issues of ReNew

Projects



- Small Wind research (stage 2)
- PV survey
- Greywater soil testing
- Soaps and shampoos testing
- Community Based Initiatives
- East Timor Renewable energy

Publications



- ReNew

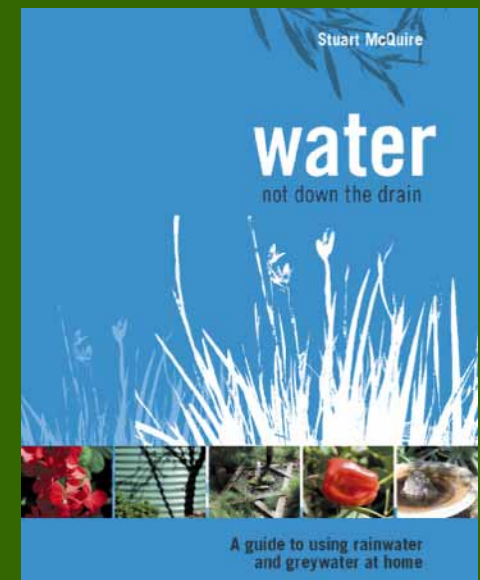
- R100 15,657 copies sold
- 30% increase in 12 months

- Sanctuary

- Biannual (Soon Quarterly)
- 15,000 distributed

- Other Publications

- Water Book



Influence Decision Makers

- Reliable source of information
- Independent: Highly credible
- Based on research
- Members experience
- Build trusted relationships
- Professional





- Submissions and Panels
 - On the National Elect Market reform
 - Vic Govt energy efficiency targets
 - Qld Feed in Tariff
 - SA and Vic Feed in Tariffs
- Feed in Tariffs Campaigns
- Lobbying on the Means Testing Solar systems
- Increasing Media presence



Looking Forward



- Continue to focus on emerging sustainable technologies relevant to the residential sector
- Disseminate this information
 - Publications, Seminars, Website
- Practical Projects
- Continue to advocate for policies that support sustainable living

Priorities



Improve our Advocacy and Lobbying

Improved Member Services on line and advice

More Practical Projects

Promoting Sanctuary and ReNew