

Townsville City - Integrating Sustainability in the Coastal Zone, an example from Tropical Queensland

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Townsville City Council (TCC) has developed a leading range of integrated coastal zone management (ICZM) initiatives and practices. These innovative initiatives and practices include integrated programs in energy, water, waste and urban nature. Council's Integrated Sustainability Department is responsible for facilitating and fostering these Council wide and community-based (business, industry, government, research, education, NGOs, and residents) environmental partnerships and collaborations. Townsville City has developed the "Creek to Coral" initiative which includes a comprehensive Community-Based Education & Involvement (CBE&I) program as well as sophisticated responses to wastewater recycling on Magnetic Island in the Great Barrier Reef World Heritage Area. Energy management initiatives include working in partnership with Ergon Energy and others on both the Townsville: Queensland Solar City program and the 20 MW Townsville Network Demand Management Pilot. More recently TCC has collaborated with local business and enterprise to form a Carbon Townsville cluster and associated Sustainable Townsville Ltd company to address climate change and carbon management. Importantly all these initiatives are glued together via the trialling of and community-wide participation in a range of leading edge sustainable behaviour management and applied change communication technologies (such as Community Based Social Marketing; Thematic Communication/Education and Collective Social Learning).