



**BRISBANE**  
Sustainability  
AGENCY



# A JOURNEY TO A BIODIVERSE, SUSTAINABLE AND RESILIENT FUTURE.

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Brisbane Sustainability Agency





## Acknowledgement of Country

Brisbane Sustainability Agency acknowledges the traditional custodians of the land and their unique relationship with their ancestral country. We pay respect to all Aboriginal and Torres Strait Islander peoples of Meeanjin Country, upon which present-day Brisbane stands, and recognise their strength and wisdom.

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# Chair and CEO Foreword

We are pleased to share Brisbane Sustainability Agency's '**A journey to a biodiverse, sustainable and resilient future**'.

Brisbane is on its way to becoming a world leader in sustainability. As the largest local government authority in Australia, Brisbane City Council (Council) has achieved full carbon neutral status, making it Australia's largest carbon neutral government organisation. Council is uniquely positioned to influence sustainability outcomes for Brisbane, South-East Queensland and broader.

Council's long-term commitment to sustainability has remained constant. Brisbane is known as one of the world's cleanest and greenest cities, and our natural environment underpins our liveability and lifestyle.

Brisbane Sustainability Agency is a wholly owned subsidiary company of Council, established in 2021 to supercharge Council's long-term plan towards a cleaner and more sustainable Brisbane, with an emphasis on sustainability and liveability outcomes for the region.

'**A journey to a biodiverse, sustainable and resilient future**' details the aspirations for our contribution towards the region's future and outlines objectives and priorities for achieving this vision for Brisbane and beyond.

Brisbane Sustainability Agency is committed to ensuring our efforts reflect the sustainability demands on our city and future aspirations, that align and complement key initiatives with long-term sustainability planning for the region.

As South-East Queensland's population grows, sustainability will play a vital role in ensuring the long-term liveability of Brisbane and the region. As a city, we will need to be considered about reducing greenhouse gas emissions, managing finite resources, minimising waste, and enhancing our green spaces. We must also look to sustainable systems to help us stay resilient and adaptable when faced with adverse natural events, such as flooding, drought and storms.

To achieve this vision, Brisbane Sustainability Agency is working to deliver a diverse range of programs focussed on the natural environment, sustainability, and climate resilience.

To date, Brisbane Sustainability Agency has helped to shape and deliver an exciting series of initiatives to build a more sustainable, resilient city and we continue to collaborate with our stakeholders and partners to deliver measurable sustainability outcomes for residents, businesses and community groups.

The 'Climate Positive' 2032 Olympic and Paralympic Games will accelerate and enhance South-East Queensland's sustainability ambitions, while providing Brisbane Sustainability Agency the opportunity to build on our current program of works to deliver legacy environmental and sustainability outcomes for the region.

Now is the time to look ahead and ensure our strategic focus is set up to deliver on our existing commitments, and to capitalise on the unique opportunities that will see Brisbane continue to prosper into the future.



Chair  
Brisbane Sustainability Agency  
Nigel Chamier AM



Chief Executive Officer  
Brisbane Sustainability Agency  
Tracy Melenewycz








# A JOURNEY TO A BIODIVERSE, SUSTAINABLE AND RESILIENT FUTURE

This document outlines the future strategic objective of Brisbane Sustainability Agency (BSA) and our commitment to a biodiverse, sustainable and resilient city and region. It provides clarity on our purpose and alignment with Brisbane City Council (Council) and South-East Queensland (SEQ) priorities.



Our vision will ensure that BSA maintains a strategic focus in relation to leadership, service offerings and business model. Specifically, this document describes the objectives and priorities, providing the community and our stakeholders with a clear understanding of BSA's future direction and commitments.



## About Us

BSA is wholly owned subsidiary company of Council (not for profit proprietary company limited by shares), dedicated to supercharging its aspirations for a clean, environmentally thriving and sustainable city, with an emphasis on sustainable and liveable outcomes.

We are a delivery specialist agency. With an agile and adaptive operating model, we partner with government, industry, schools and the community to design, facilitate and deliver legacy outcomes for the community now and for generations to come. We are uniquely positioned to deliver programs, projects and events that create on-the-ground outcomes for a biodiverse, sustainable and resilient future.

## The Board

BSA is guided by a diverse Board of Directors and Executive Team who combine decades of expertise to steward BSA into a strategic and impactful future. These expertise span environmental conservation and rehabilitation, landscape architecture, property development and construction management, public space restoration, land use planning, financial and risk management, marketing and public relations, legal services, and business management.



# Our Corporate Goals

BSA's corporate goals define how we operate and represent our collective aspirations for an impactful organisation.



1

**Maintain a positive alliance with our Shareholder and Stakeholders**  
by strategically aligning and delivering on priority programs and initiatives that complement a vision for a green, sustainable and resilient city and region.

2

**Build an agile and adaptable working environment**  
by attracting and retaining a passionate and skilled workforce, and providing a work environment and culture that enables purpose, opportunity, success, appreciation, wellbeing, and leadership.

3

**Attract and secure investment opportunities**  
through strategic partnerships and diverse revenue streams to accelerate program delivery and outcomes that contribute towards a more sustainable future.

4

**Role model and instil a culture of sustainability**  
in all we do, including program delivery, strategic partnerships, operations and community engagement.

5

**Sustain a value for money and low-cost operating model**  
that ensures resources are efficiently used for wide-reaching sustainability outcomes.

6

**Maintain a strong governance framework**  
that responds to the growing needs of our business, stakeholders and partners.

7

**Develop innovative initiatives, programs and partnerships**  
that have wide reaching sustainable outcomes and benefits for Brisbane and beyond.



Carbon Literate Organisation Silver

## Leading by example

Sustainability isn't just what we do, it's who we are. We understand that to deliver sustainable projects, programs and events, we must dedicate our organisation to reducing our operational impact on the climate and environment.

That's why we're proud to be included in Brisbane City Council's operational carbon footprint, measuring and identifying opportunities to reduce our organisational emissions impact. Example initiatives include establishing organic waste recycling for our office or building a low-emissions staff culture and capacity as a Silver accredited Carbon Literate Organisation - the highest certification in Australia.





# Brisbane City Council's Sustainability Commitment

Council has been a leader in sustainability for over 20 years and is recognised as Australia's most biodiverse and leafy capital city.

Council is committed to making Brisbane a city that embeds nature into its built form, preserves the integrity of our waterways and green spaces and protects local biodiversity. In doing this, Brisbane is proudly home to more than 800 species of wildlife, 2,500 species of native plants, 10,000 hectares of natural areas, including 2,100 parks and over 4,000km of waterways. While the numbers are impressive, it's the combination of these environmental assets that create an enviable nature-based lifestyle which can't be reduced to a statistic.

As a champion of the local environment, Council places equal importance on reducing the city's impact on our global climate. Since 2017, Council has been recognised for its efforts to reduce and offset its operational emissions with certification as a Carbon Neutral Organisation under the Climate Active Program. This achievement places Council as the largest carbon neutral government entity and the second largest carbon neutral organisation in Australia. Beyond its operations, Council also delivers policies and programs to reduce the city's emissions, such as the Brisbane Green Buildings Incentive, the decades-long clean air commitment and the Brisbane Carbon Challenge.

Council's commitment to environmental integrity, accessibility and inclusivity, connectivity, community safety and resilience has been rewarded with a Silver Certification in the United Nations (UN) Habitat's Sustainable Development Goals (SDGs) Cities Global Initiative, making Brisbane the first Australian city to receive this accreditation.

These achievements have been facilitated by Council's long and medium-term strategies and plans, such as the *Brisbane Vision 2031* and *Corporate Plan*, which set the goals and direction for the city's future, with a strong focus on sustainability outcomes.

Central to this is *Brisbane. Clean, Green, Sustainable. 2017-2031*, which details Council's approach to sustainable city development, environmental management, clean and green goals and future aspirations for the city, and is supported by Council's corporate policies, such as its *Environmental Policy* and *Sustainability Policy*.

Many of the ambitions and goals in these documents are brought to life by the crucial role of Brisbane Sustainability Agency in delivering programs, projects and events for a green, sustainable and resilient city.





# Our Vision

To demonstrate leadership in sustainability, promote environmental best practice and create signature legacy outcomes for our city, region and beyond.

## Strategic Objectives

BSA is committed to fulfilling our vision through our strategic objectives. These objectives guide and focus BSA on environmental, social and economic outcomes for the broader community.

### Environmental

- Build deeper community connection and appreciation of nature.
- Conserve and regenerate nature to improve ecosystem services, local biodiversity and climate resilience.
- Inspire responsible resource management and the reduction of pollution and waste.

### Social

- Connect the benefits of environmental and economic prosperity to promote human health and wellbeing.
- Create, enhance and promote places for the community to enjoy nature.
- Deliver events and programs that create community learning and participation opportunities for a safe, sustainable and healthy future.

### Economic

- Attract interest and investment to deliver exemplar projects and services.
- Demonstrate the economic savings and opportunities through environmentally sustainable business and living.
- Channel economic investment to environmental outcomes that align with our priorities.





# Our Purpose

We are a delivery specialist agency.  
We address industry, community and government challenges with on-the-ground outcomes for a **biodiverse, sustainable and resilient** future.

Three priorities guide our day-to-day work and long-term aspirations.



## Natural environment

We are committed to creating legacy environmental outcomes that restore degraded ecosystems and create healthy greenspaces and waterways for future generations.



## Sustainability in action

We are committed to delivering initiatives that demonstrate and enable the benefits of a low-emissions and circular society for residents, businesses and the community.



## Climate resilience

We are committed to contributing to a climate resilient community who can prepare for, live through and recover quickly from extreme weather events with minimal disruption.





# Strategic Influences

There is a substantial network of interconnected global and local policies and frameworks which guide action on climate, adaption and environmental stewardship. As a delivery agency, we aim to translate these strategies into on-the-ground outcomes. The following key influences direct BSA's strategy and inform our vision, objectives and priorities. Refer to 'Reference Documents' for more details on specific plans and strategies.

## Sustainable Development Goals

The United Nation's 2030 Agenda for Sustainable Development details a plan of action to achieve a peaceful and prosperous future in which our global system serves the planet and all people. Seventeen Sustainable Development Goals (SDGs) represent fundamental aspirations for humanity to overcome its economic, social and environmental challenges. We harness the ambitions of the SDGs, some more than others, to influence our long-term vision and daily work.

### Regional Policies

Regional strategies and plans, particularly regarding energy use and infrastructure, resource management and environmental stewardship, inform local policies as well as BSA's vision and priorities.

### National Strategies

Australia has interconnected policies, plans and strategies that direct action for emissions reduction, environmental management, conservation and resource management, among other systemic issues relating to nature, sustainability and resilience. These govern regional and local policies that steer BSA's strategic priorities.

### Local Policies and Vision

Visions, plans and strategies established by local entities, such as Brisbane City Council, establish clear ambitions for the local area's future sustainability and liveability outcomes. We utilise these ambitions to create deliverables in a local context.

### Climate Positive 2032 Games

South-East Queensland has committed to hosting a 'climate positive' 2032 Olympic and Paralympic Games. This presents a once-in-a-generation opportunity to accelerate and enhance the delivery of legacy environmental and sustainability outcomes for the region.



**BRISBANE**  
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Natural environment

Sustainability in action

Climate resilience



# Our Approach to Delivery

Delivering on-the-ground outcomes is at the heart of everything we do.

Our award-winning, eclectic team proudly use their expertise to design and deliver events, projects and programs for our biodiverse, sustainable and resilient priorities. Through a collaborative approach, we achieve this by opening minds, changing behaviour and transforming structures.



## Collaborate for action

We understand that bringing together skilled people with diverse perspectives makes addressing complex problems easier. Collaboration is the precursor to action.

Our approach to delivery is built on a foundation of value creation through collaborative abundance. We believe that value isn't finite and that partnering and collaborating at every opportunity creates more value. Whether its engaging skilled suppliers to deliver specialist outcomes, or partnering with a variety of government, private or community clients to address unique challenges, collaboration is the foundation that enables our delivery strategies and ultimately, achieves our vision.







# CASE STUDIES

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Brisbane Sustainability Agency



# Green Heart Fair Program

sustainability in action

Nestled within an iconic central green space, the Green Heart Fair holds a firm position on Brisbane's annual community events calendar and is long established as being Brisbane's premier sustainability event. The annual event is accompanied by a series of Green Heart 'Pop-ups' spread throughout Brisbane across the year.

The free, family and dog-friendly event helps residents live with a lighter footprint. Sustainability experts share products, tips and advice on sustainability living, amongst a line-up of workshops, presentations, performances, live music, food trucks, free native plants and more.

Attended by over 18,000 attendees in 2023, the Fair included 116 exhibitors, stall holders and demonstrators with a 98% attendee satisfaction rating. With a range of themed 'zones', businesses can demonstrate their sustainability credentials to an engaged audience with exhibitor, sponsor or partnership packages.



## BSA capabilities:

- Marketing and communications
- Event design, management and delivery
- Hosting training, education and behaviour-change experiences
- Engaging with corporate partners to deliver ESG outcomes to a sustainably-minded audience.

# Brisbane Carbon Challenge

sustainability in action



Brisbane City Council has a goal to halve household carbon emissions by 2031. Modeling has shown that anticipated infrastructural and cultural changes will not be sufficient to achieve this goal and additionally, Brisbane residents will have to take action to build carbon literacy and reduce emissions.

In response, BSA designed the Brisbane Carbon Challenge, a community education initiative established to translate Council's long-term emissions reduction target into an on-the-ground behaviour change program. The Brisbane Carbon Challenge is a multi-faceted program that inspires, enables and supports households on their journey to a low-emissions future. Central to the program is an online platform providing Brisbane residents with a robust household emissions estimate. Then residents can go on to build a personalised action plan which recommends tailored low-carbon actions, across home energy use, transport and waste. BSA activates the Brisbane Carbon Challenge in the community, with talks to workplaces and community groups as well as event activations.

As part of the Brisbane Carbon Challenge, BSA delivered the champion household project. BSA worked closely with 20 diverse champion households to facilitate and document their emissions reduction journey with assessments, coaching, expert webinars and incentives. Within 12 months, the champion households reduced their emissions by 55% on average.

## BSA capabilities:

- Behaviour change strategy and project design.
- Marketing and communications.
- Digital project design, management and delivery.
- Community and industry partnerships.



# Resilient Clubs Support Program

sustainability in action

BSA delivers the Resilient Clubs Support Program (RCSP) on behalf of Council, servicing over 260 Brisbane community and sporting clubs.

Operating since 2020, RCSP aims to support clubs across Brisbane to lower their environmental impact and resource use from energy, water and waste.

Expert audits, action plans, funded-works and coaching help participating clubs reduce their operation and maintenance costs, lower their environmental footprint and grow cost savings that can be invested back into their members, facilities and local community.

## BSA capabilities:

- Supplier procurement and engagement
- Relationship management with over 260 facilities
- Project manage audits, assessments and construction works, including the feasibility assessment and delivery of over 70 solar power installations
- Compile and provision Sustainability Action Plans for individual organisations
- Deliver training, engagement and education experiences to clubs
- Deliver community events and knowledge-sharing opportunities.



# Biodiverse Brisbane Initiative

natural environment

BSA has partnered with Greening Australia to deliver one million native plants across Brisbane by 2032. The collaboration is funded by corporate entities looking to make a genuine contribution to Brisbane's local biodiversity and environmental restoration.

As Greening Australia's largest cities partnership, the Biodiverse Brisbane Initiative includes ongoing planting and revegetation works as well as corporate tree-planting days, hosted by BSA and Greening Australia. The focus of the Initiative is the revegetation of strategic ecological wetland and waterway corridors across the city with native trees, shrubs and groundcovers. This new planting will increase movement corridors and habitat for land-based animals, improve water quality in our rivers and creeks, provide an increase in aquatic animal habitats and increase shade to cool our suburbs.

## BSA capabilities:

- Environmental management and regeneration
- Green space development
- Community engagement and consultation
- Delivering tangible ESG outcomes for business partners.





# Flood Resilient Suburbs Program

climate resilience

Following the success of the pilot Flood Resilient Homes Program (FRHP) and the devastation of the 2022 flood event, BSA delivered the Flood Resilient Suburbs Program on behalf of Brisbane City Council.

The FRHP connects with house-owners, apartment buildings, small businesses and communities facilities with flood resilience experts to raise awareness of climate risks and identify opportunities to build resilience. As part of the FRHP, participants receive assessments from flood resilience engineers and architects and then are issued a Resilience Recommendations Report by BSA, outlining actions to build flood resilience. In some cases, particularly at-risk participants receive funding and support to implement works.

## BSA capabilities:

- Supplier procurement and engagement
- Relationship management with all participants
- Project manage infrastructure audits, assessments and construction works
- Compile and provision Resilience Recommendations Reports for participants
- Develop and deliver resilience-building educational materials.

# Sustainable Action Training

sustainability in action

BSA is certified to deliver a flexible range of education sessions designed specifically to build science-based knowledge of sustainability, with a solutions-focused approach that empowers participants to translate knowledge into action. A variety of certified educators and facilitators can deliver a range of consultation and education experiences tailored towards business, school and community audiences. Sustainable Action Training is particularly effective for businesses looking to engage their staff in sustainability initiatives and demonstrate their commitment to climate action and staff learning.

To suit our clients' needs, we offer a variety of training formats which includes one-hour presentations, three-hour hands-on, collaborative workshops, eight-hour Carbon Literacy © course and bespoke engagement and training packages.

## BSA capabilities:

- Marketing and communications
- Community and business engagement
- Training externally recognised and certified facilitators and educators
- Developing externally certified learning courses and workshop materials
- Delivering comprehensive and tailored packages to offer businesses certified training experiences.





# Storm Check Pilot Program

climate resilience



As part of an ongoing partnership NRMA Insurance, supported through its parent company Insurance Group Australia (IAG), BSA delivered the Storm Check Pilot Project (the Pilot Project).

The Pilot Project was a consumer research and infrastructure project which investigated the scalability and motivations for key drivers of storm resilience action in homeowners. As part of the Pilot Project, resilience experts conducted assessments for a group of homeowners in SEQ, to identify ways to help make their homes more resilient and understand what motivates homeowners to act on the recommendations of resilience experts.

NRMA Insurance has been able to use learnings from this Pilot Project to inform how they understand climate risk and help Australians take action.

## BSA capabilities:

- Supplier procurement and engagement
- Participant onboarding and engagement
- Project manage infrastructure audits and assessments
- Compile and provision Recommendations Reports for participants
- Develop and deliver resilience-building behaviour change and educational materials
- Compile and administer learnings recommendations and insights.

# Sports Tech Hub

sustainability in action

Funded by the Queensland Government Department of Tourism, Innovation and Sport, the Sports Technology Hub project trialled new partnerships and technologies to promote efficient resource use at sporting clubs.

Delivered by BSA in collaboration with AFL Queensland, Queensland Cricket and Rugby League Queensland this project standardised and consolidated data from multiple different sources to offer often time-poor sporting club volunteers a central location to make informed decisions about the resource use at their clubs. This included collecting the existing isolated irrigation, water and energy monitor data and combining it with data from weather stations and soil moisture sensors, to establish one central interface for the monitoring of energy and water use.

## BSA capabilities:

- Procured and managed digital solution suppliers
- Procured and delivered audits for irrigation, plumbing, soil and electrical systems
- Stakeholder engagement for all partners and communities involved
- Resource and infrastructure assessment and consultation.





# Reference documents

The below documents exemplify the strategic influences listed in this document.

## National plans and strategies

- [Long Term Emissions Reduction Plan.](#)
- [National Waste Policy and Action Plan.](#)
- [National Climate Resilience and Adaptation Strategy 2015.](#)

## Regional plans and strategies

- [Queensland Climate Action Plan.](#)
- [Queensland Climate Adaption Strategy.](#)
- [Queensland Climate Transition Strategy.](#)
- [SEQ Waste Management Plan.](#)
- [Queensland's Waste Management and Resource Recovery Strategy.](#)
- [Organics Strategy and Action Plan.](#)

## Local policies and vision

- [Brisbane Vision 2031.](#)
- [Brisbane. Clean, Green and Sustainable: 2017-2031.](#)
- [Towards Zero Waste Strategy.](#)
- [Oxley Creek Transformation.](#)

## Contact us

For more information on how Brisbane Sustainability Agency can assist with your project delivery, sustainability initiatives or a full list of current sponsorship and environmental opportunities, please email [admin@sustainablebrisbane.com.au](mailto:admin@sustainablebrisbane.com.au) for a copy of our partnership prospectus.