



THE UNIVERSITY OF
MELBOURNE

2018 Sustainability Survey

FULL REPORT

Market Research and Analytics

External Relations, University Services
On behalf of the Sustainable Campus team



Contents

- Executive Summary & Recommendations
- Introduction & Sample Demographics
- Issues Facing Australia
- Sustainability at the University of Melbourne
- Staff and Student Contributions to Sustainability
- Sustainability Initiatives
- Suggestions for Improvement
- Profiling Information
- Appendix





Executive Summary

In summary...

People can see the work the University is doing to promote Sustainability. They want to know more about how they can make a difference and want their peers to be more educated so their work is not in vain. Waste is seen as the major issue that people can personally influence – however more education is needed. Building greater awareness of the Sustainability team's initiatives will help, with the Farmers' Market providing the perfect opportunity to cross-promote given its strong attendance and visibility on campus.

1

Environmental issues remain a top priority for those who respond to the survey

Environmental sustainability and climate change are seen as the most pressing issues facing Australia. Most have a high or moderate awareness of sustainability in wider society, however this does not always translate into awareness of sustainability issues at UoM, especially for students. Fewer staff answered the survey compared to students, which could mean that the staff results are indicative of a more highly engaged segment than they might be for the students.

2

People are more waste conscious this year, wanting to personally contribute to sustainability

There are substantially more who rated waste in their top 3 environmental issues and more feel it is an important area of improvement for the university. Waste was most commonly mentioned (along with information provision) in suggested areas for improvement. Most say they put their waste in the correct bins and want others to do the same. However, nearly one-quarter are dissatisfied with the University's efforts to minimise waste.

Executive Summary

3

Sustainability is seen as being more of a priority for UoM

There has been improvement in perceptions of Sustainability leadership at UoM however people are more concerned about the knowledge and priority level of Sustainability within their immediate areas. It appears as though high-level efforts are still filtering down into the University community to embed sustainable practice as 'business as usual'. Whilst noting that the University is doing more work in Sustainability (without being fully aware of formalised plans), there is an opportunity to further educate the community and build awareness of sustainability activity (particularly for students).

4

There is a strong opportunity to build awareness of the Sustainability team's work

Almost half felt as though raising awareness of sustainability issues within the University community was a key area of importance for UoM, a substantial increase from 2016. Whilst there is widespread understanding of the University's efforts in encouraging sustainable transport and reducing waste, there is much lower awareness of UoM's efforts in other areas. Staff and students are generally more aware of events/initiatives that have a stronger visibility on campus.

5

Key motivations appeal to a sense of altruism

Most believe we should protect the environment and that it's the right thing to do. The majority feel that their contribution to sustainability will make a difference, however the proportion has declined since 2016. Information provision and further education on how to contribute to sustainable practice are the main barriers to undertaking more sustainable activity. People want to know more about how they can contribute and are seemingly concerned about others' comprehension so that their efforts are not in vain.

Executive Summary

6

The Farmers' Market can be leveraged to build awareness of other key Sustainability activity?

The Farmers' Market has very strong awareness and visitation. Given its strong presence on campus, can it be used as a vessel to promote other sustainability-related activity at the University? There was also strong awareness of the Ride2Uni breakfasts. Other initiatives with lower awareness but stronger conversion to participation, such as the Furniture and Equipment Reuse Store, Green Impact and the Sustainability Quiz, could be promoted further to build engagement.

7

There are different methods and channels needed to engage staff and students.

Word of mouth is the main channel staff and students hear about sustainability initiatives. Staff are much more engaged than students; with Staff News and emails from the Sustainability team key channels. Social media, posters and visibility on campus are likely to drive awareness amongst students. Promoting the social benefits, both doing things with their friends and also the ability to build networks, and anything that saves money or 'provides freebies' will also help to engage students.

8

Most suggestions for improvement were around waste and providing more information

Given it is topical and has a strong presence in the media at present, many waste-related suggestions were around the reduction of single use products, such as more widespread use of reusable containers and minimising plastic waste. Other suggestions were around improving disposal of organic waste. Information-related suggestions were generally around building awareness of sustainability events/initiatives and providing more education to the University community about sustainable practice. People want to make a difference, but need support on what is best practice.



Recommendations

Use the Farmers' Market as a platform for promotion

- Cross-promote other sustainability-related activities at the Farmers' Market
- Investigate the implementation of a Sustainable Campus stand, which could contribute to building awareness of the Sustainable Campus website, generating sign-ups to the Sustainable Campus emails or driving engagement with social media pages

More targeted promotion to increase student awareness

- Stage events/initiatives near highly visible areas on campus to drive interest
- Further promotion of activities through student newsletters (GSA, UMSU and faculty/grad school newsletters)
- Draw more attention to the Sustainable Campus Facebook page. Could other social media channels also be leveraged (Instagram, Twitter, Snapchat)?

Drive student participation by appealing to key motivators

- Promote the social benefits – participate with your friends and building new networks
- Students are cost-conscious, so highlight any economic benefits of sustainable practice
- 'Freebies' have strong appeal

Further educate the University community about waste disposal best practice

- Provide guidance about how staff and students can dispose of organic waste more effectively (and practicably)
- Posters near waste bins educating people how to dispose of items in the most sustainable way
- Continue to audit disposal of recycling vs. general waste
- Conduct interactive, lunchtime sessions about waste – staff/students can bring their lunch and the team provides information and helps them dispose of their waste correctly
- Build more waste-related questions and information into the Sustainability Quiz

Consolidate the strong foothold with staff

- Continue to engage with staff via Staff News
- Socialise periodic updates of progress made against objectives of the Sustainability Plan





Sustainability suggestions from staff and students

Waste-related

- Place compost bins around campus
- Keep Cup discounts, and more generally, working with food outlets on campus to help reduce plastic waste
- A forum / fair where students can swap / sell old clothes, books, etc.
- Biodegradable plates / cups / crockery at events
- Push for suppliers (i.e. of stationary) to use less plastic packaging
- A quiz (with prizes) that teaches participants about waste sorting

Information-related

- A compulsory online sustainability induction for new staff and students
- Free BBQs to educate students about sustainability practices (by example)
- More free public lectures involving environmental activists and / or on practical aspects of sustainability (and record them)
- More social media promotion of activities
- Posters describing easy-to-apply sustainability practices
- Sustainability stands at O-Week and Farmers Market
- A sustainability app for students
- Rewards for departments who improve practices i.e. reduce paper usage, turn off lights
- Partner with student clubs to drive awareness
- A large-scale 'flagship' event once or twice a year
- Volunteering opportunities to get students involved

Leadership-related

- Fossil fuel divestment with more explicit targets
- New buildings as exemplars of sustainable design
- Showcases of sustainability research and the University's current efforts
- Expand initiatives beyond Parkville, as well as south of Grattan Street





Sustainability suggestions from staff and students

Recycling-related

- A push for using recycled paper
- Stickers / signs in department kitchens about what can / cannot be recycled
- Provide soft plastic recycling facilities

Energy-related

- Solar panels on campus buildings
- Sensors in buildings that turn lights off when nobody is around
- Require managers to regularly remind staff to turn off computers
- Renovations of old buildings to make them more energy efficient i.e. so that less energy is required to heat / cool them, or even lightbulb replacements

Transport-related

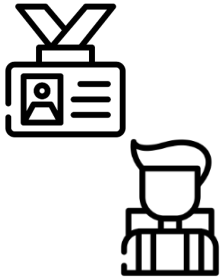
- More end-of-trip facilities for cyclists (showers, lockers, laundry) – taking inspiration from the Monash Bike Hub
- More secure and undercover bike parking
- Facilitate a university carpooling club for those who cannot cycle or take public transport
- Provide share bikes on campus

Food- and water-related

- More water tanks
- Vegan barbeques
- Tutorials on how to cook with vegetables

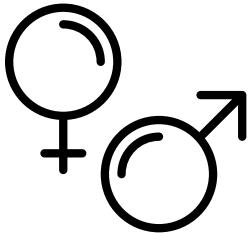


Key demographic splits



Staff vs Students

- Staff are more engaged with sustainability at the University and have much better visibility of high-level leadership
 - As a result they are more satisfied with the University's sustainability efforts
- Students want to make a difference and feel that they need more information to become better informed
 - They are motivated by social factors and are engaged through social media



Males vs Females

- Females are more idealistic – they are more likely to partake in activities because it is 'the right thing to do'
 - Males are more cynical and more likely to say that it will not make a difference
- Females are more interested in the social side of sustainability i.e. Fair Trade, reducing modern slavery; they are also more waste-conscious
 - Males are more likely to be concerned about energy issues, and factors that affect their hip pocket



Undergraduates vs Postgraduates

- Postgraduate students are more engaged with sustainability at UoM and appear better informed than undergraduates
- Postgraduates are more likely to embed sustainable practice in their everyday lives
 - Undergraduates are more likely to say they are too busy, but feel they would do more if they were better informed



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Introduction





Introduction

As sustainability beliefs and practices are increasingly embedded in the University's day-to-day operations, it is important to track staff and students' views, behaviours and perceptions about the University's performance in working towards sustainability.

Since the first study was undertaken in 2012, the Sustainability Team has introduced many initiatives to improve sustainable practice at the University. There is a need to evaluate the effectiveness of initiatives and the University's work to ensure that it helps to meet targets of the Sustainability Plan.

Four waves of sustainability tracking have now been undertaken. This report presents the findings from the 2018 survey with some comparisons with 2012, 2014 and 2016.

Objectives

1. To identify issues of general and environmental concern for staff and students
2. To understand staff and student behaviours and views towards sustainability
3. Evaluate the University's performance in embedding Sustainability practices
4. To measure awareness and performance of current University sustainability initiatives
5. To identify opportunities to improve sustainability-related practices at the University



Introduction

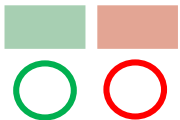
Methodology

An online survey methodology was employed. The survey was publicised via a number of channels, including Staff News, the Sustainable Campus website, Staff Hub, Student Portal, Sustainability mailing lists, through UMSU and GSA, as well as direct contact to opted-in students from 2018 and 2017 Commencing Student Surveys.

The survey was conducted from 24 April to 27 May 2018 with a \$150 Visa Voucher and three \$50 Readings gift vouchers offered as incentives.

A total sample of **n=1,212** was achieved.

Significance testing



represents statistical significance between subgroups



represents statistical significance for year-on-year comparisons

Significance testing is performed at the 95% confidence level

Note on the Sample

Whilst all attempts were made to achieve an unbiased representative sample of staff and students, it should be acknowledged that a self-selection sample bias for staff and students with a pre-existing interest in sustainability issues exists within the survey sample.



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Sample demographics

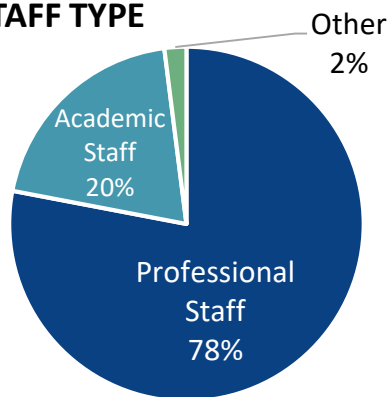


Staff profile

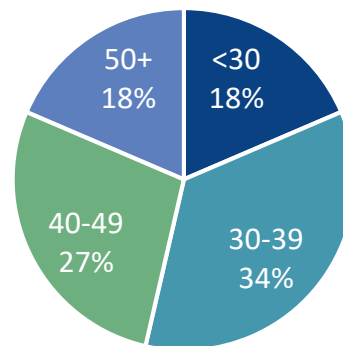


38% OF THE TOTAL SAMPLE ARE STAFF MEMBERS

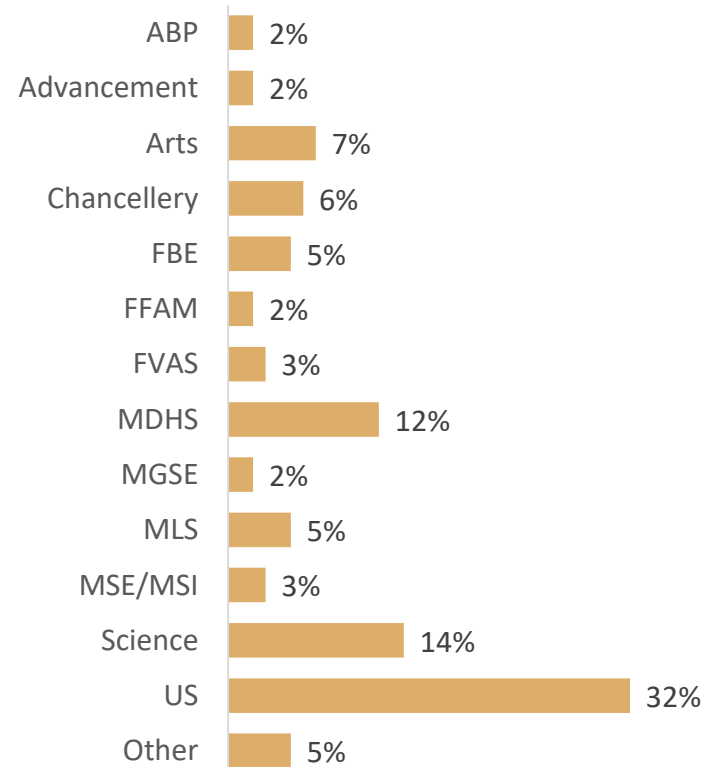
STAFF TYPE



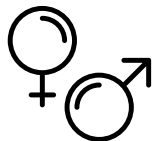
AGE



FACULTY WORKED IN



GENDER



73% Female
25% Male
2% Prefer not to say

CAMPUS WORKED



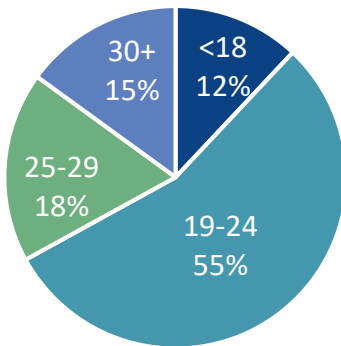
94% Parkville
2% Southbank
1% Werribee
3% Other

Student profile

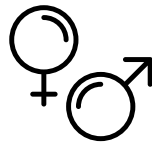


62% OF THE TOTAL SAMPLE ARE STUDENTS

AGE



GENDER



72% Female
26% Male
2% Other/
Prefer not to say

DEGREE TYPE



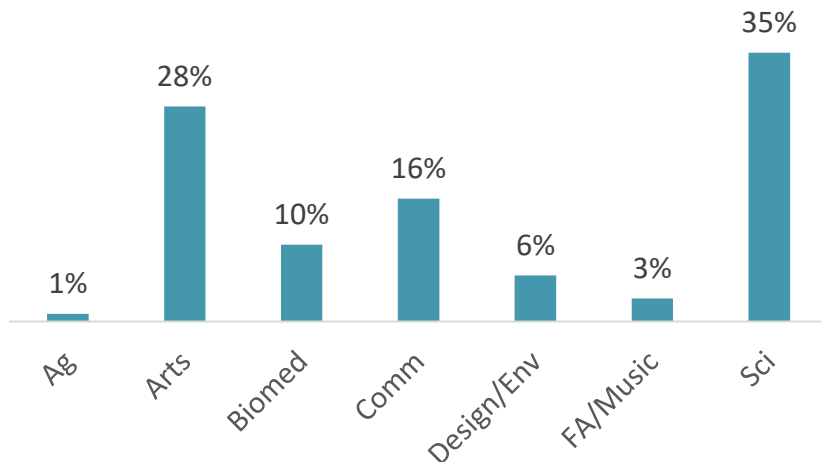
50% UG
39% HDCW
11% RHD

MAIN CAMPUS

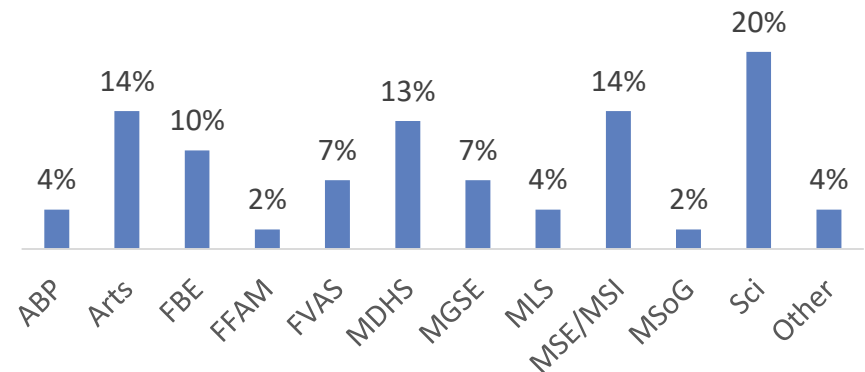


96% Parkville
2% Southbank
1% Burnley
1% Other

UG DEGREES



PG FACULTIES





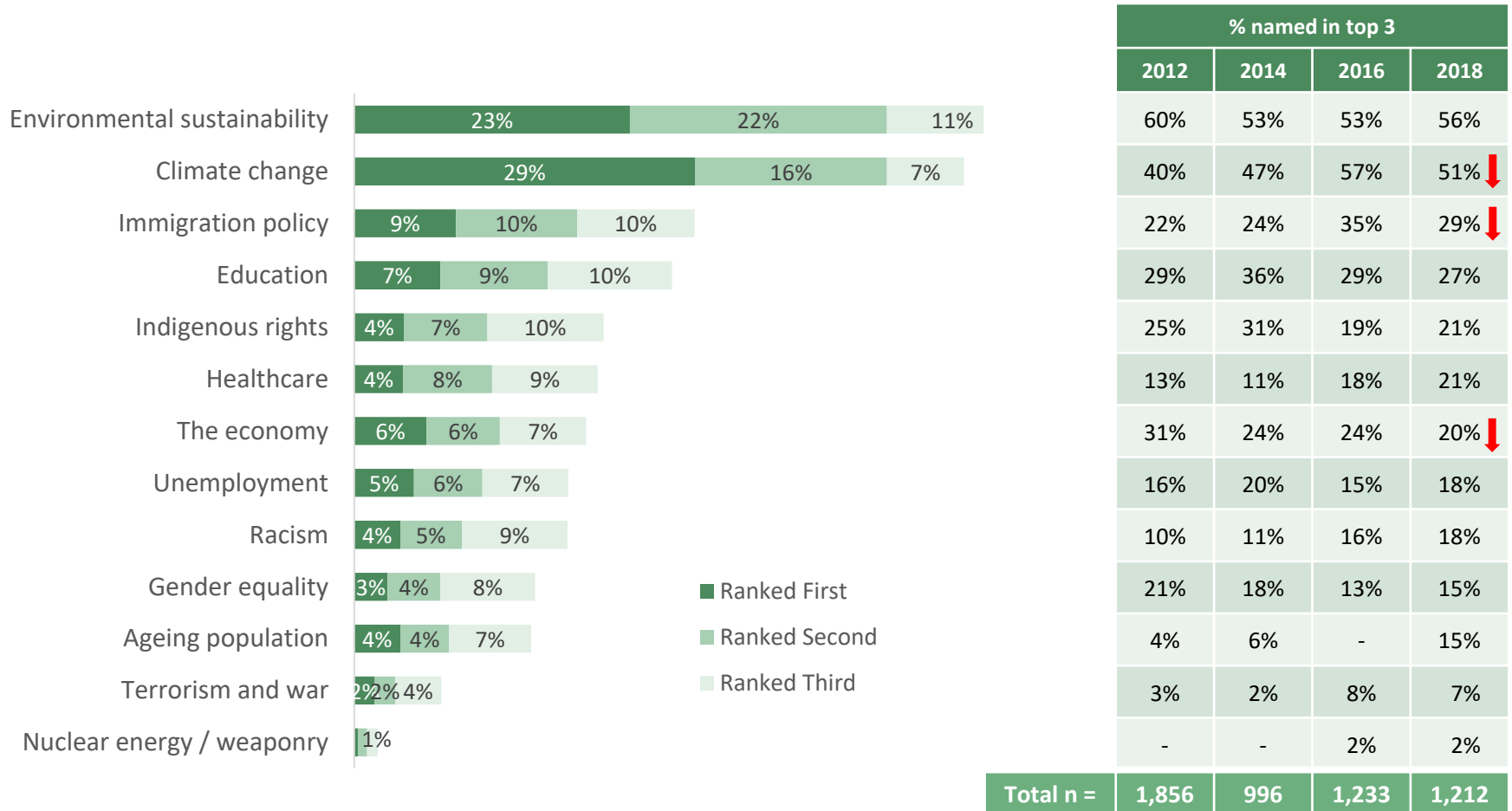
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Issues Facing Australia



Important Issues Facing Australia

Not surprisingly (given the skew in the sample of those engaged with sustainable practice) people felt that environmental issues were the most important issues facing Australia.

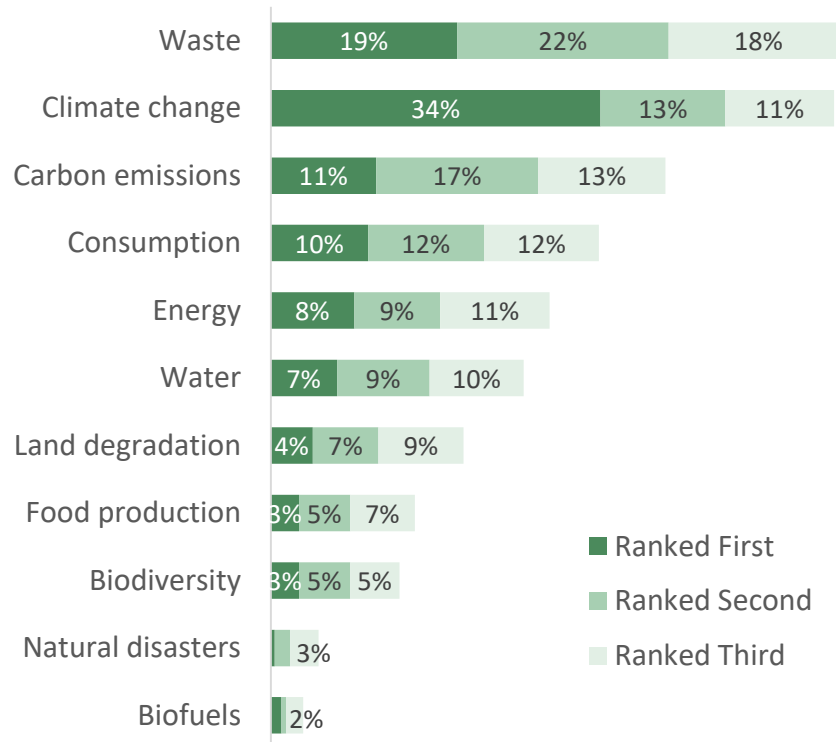


Q. Which of the following do you consider to be the most important issues facing Australia today? Please rank your top three in order from 1 – 3. [MR] (Ranked in top 3)

Base: All respondents n=1,212

Environmental Issues Facing Australia

Significantly more have a general concern about waste in 2018 (with notable increases across all key segments). However, climate change is more often the first ranked suggesting it is seen as a more urgent issue.



% named in top 3			
2012	2014	2016	2018
35%	30%	29%	59% ↑
-	65%	63%	57% ↓
53%	46%	44%	40% ↓
39%	30%	29%	33% ↑
48%	33%	39%	28% ↓
47%	29%	31%	26% ↓
23%	23%	21%	20%
19%	18%	16%	15%
14%	16%	14%	13%
16%	6%	9%	5% ↓
7%	3%	5%	3%
Total n =	1,856	996	1,233



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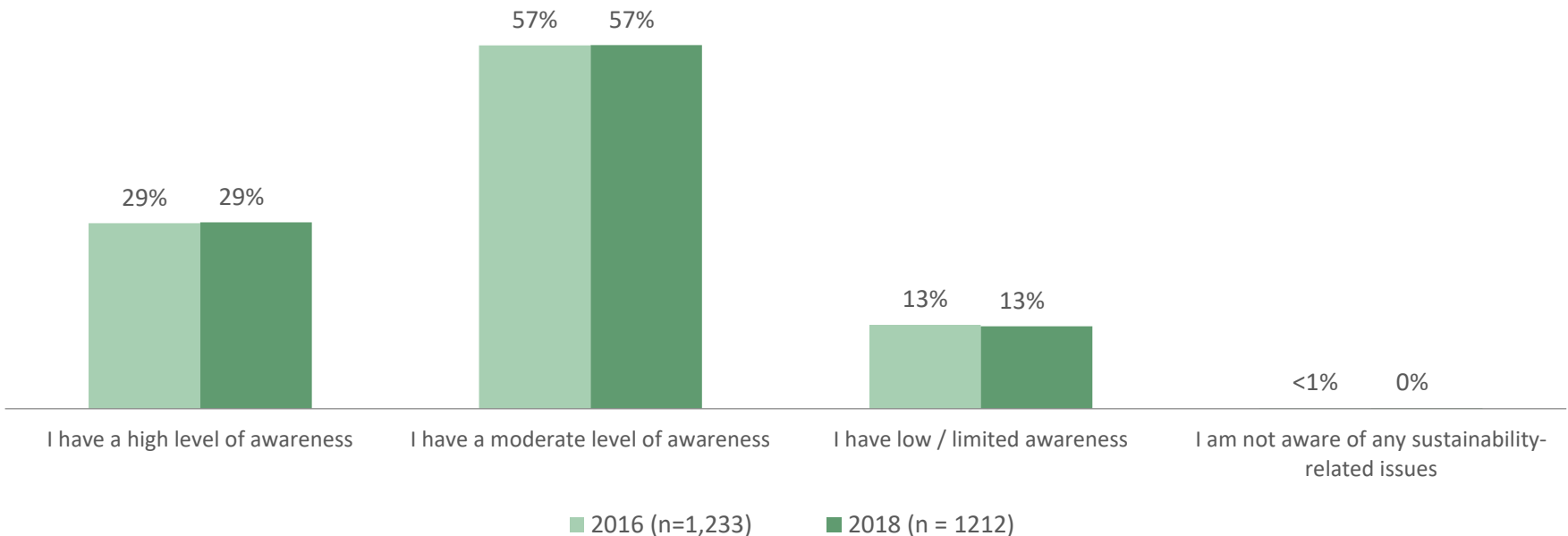
Sustainability at the University of Melbourne





Awareness of Sustainability-related issues

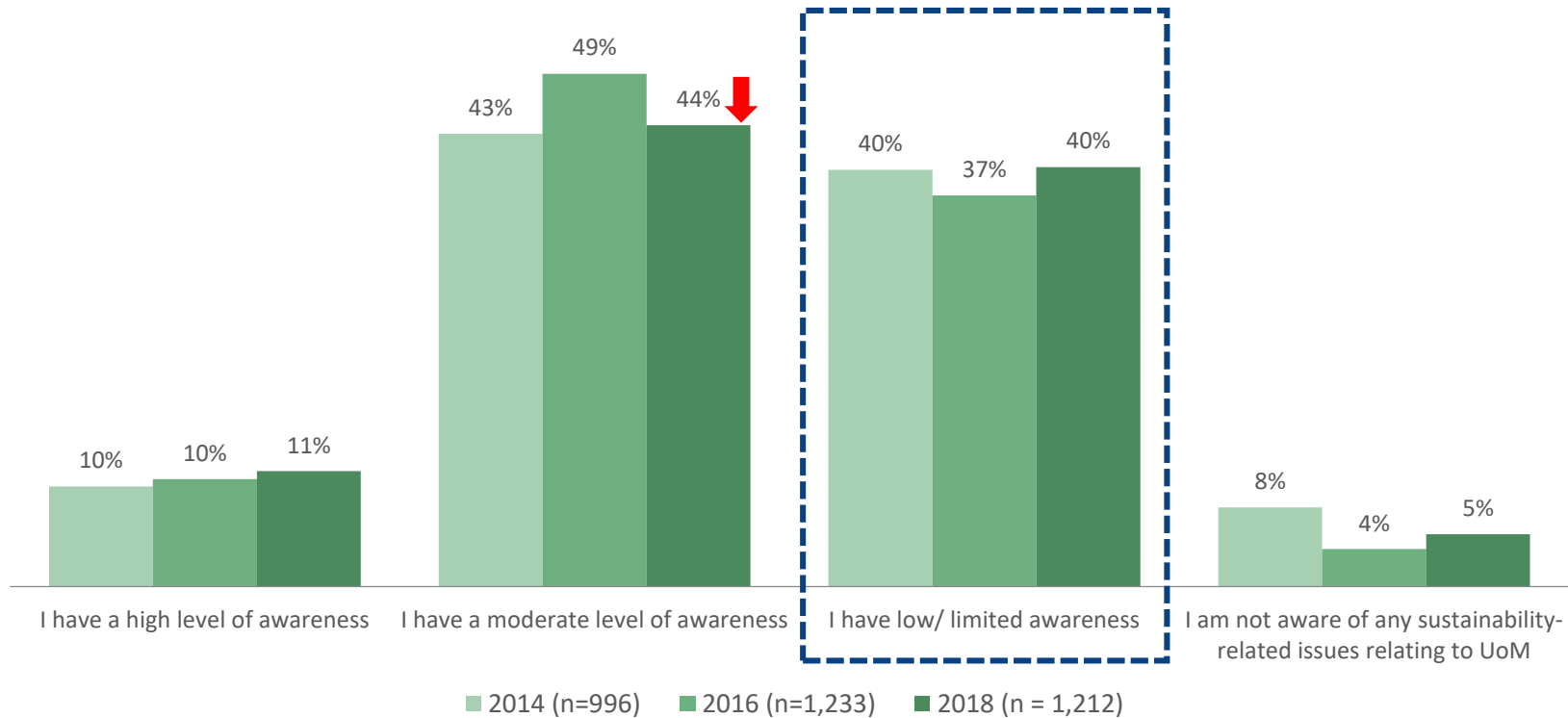
General awareness of sustainability-related issues has remained stable in 2018, with the majority having a moderate or high awareness.





Awareness of UoM Sustainability-related Issues - *Year on Year*

However, a general level of awareness of sustainability does not always translate into awareness of sustainability issues at UoM.

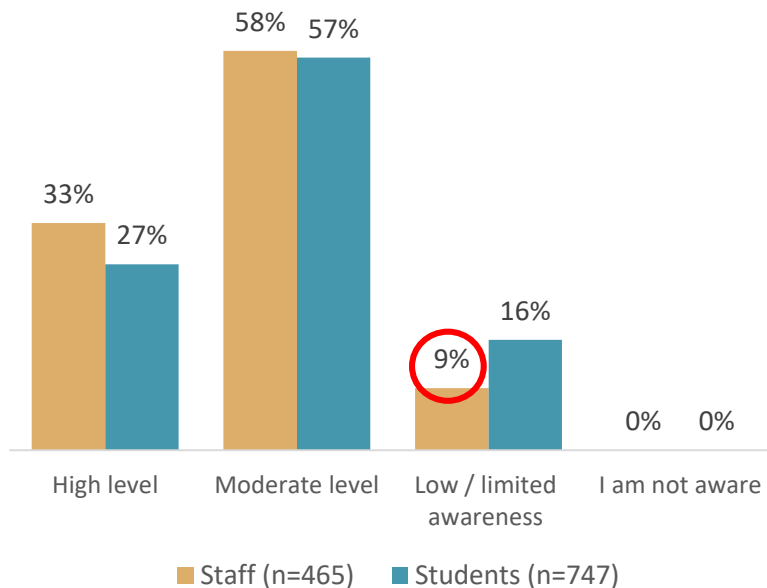




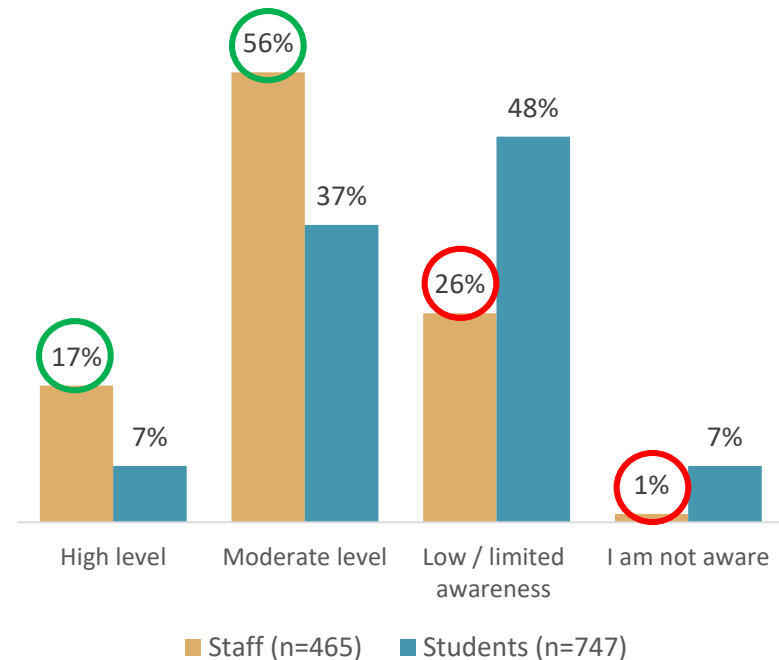
Awareness of Sustainability-related Issues – *Staff v Students*

Despite having similar awareness of sustainability-related issues in general, students have much lower awareness of sustainability-related issues at UoM than staff. It must also be noted that more students answered the survey than staff, so it is possible that the staff respondents are a more highly engaged segment.

IN GENERAL



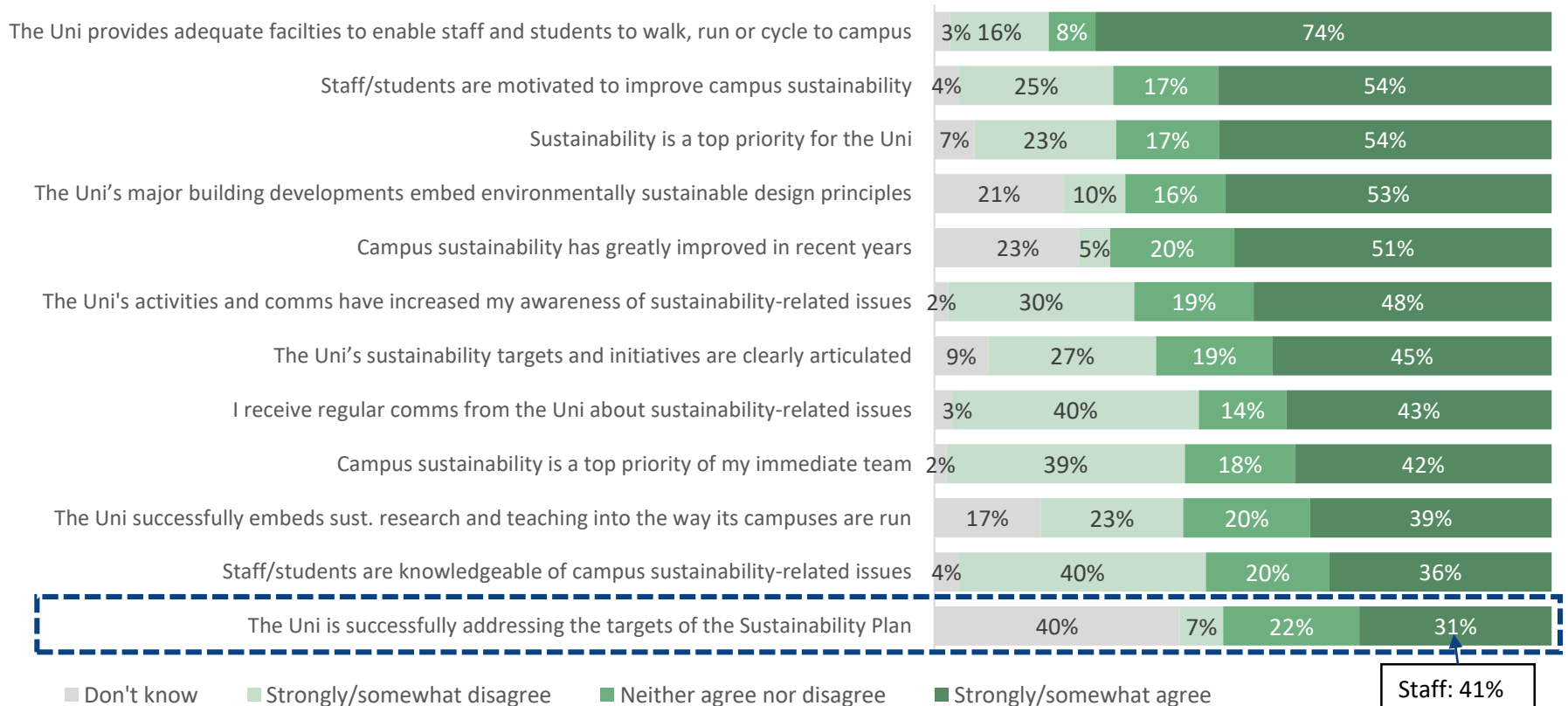
AT THE UNIVERSITY OF MELBOURNE





Sustainability at the University of Melbourne

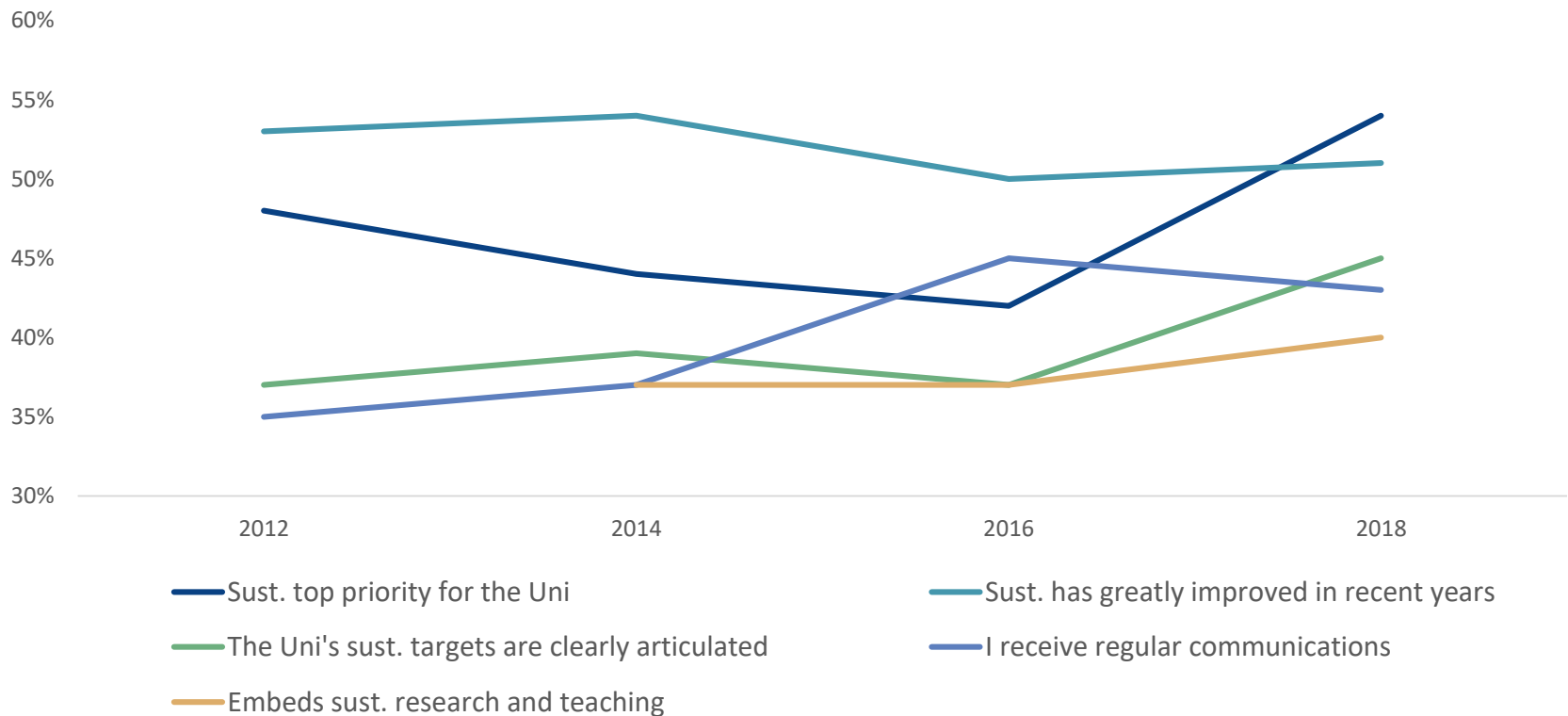
Sustainability-related facilities are a strength of the University, but many are unsure if the University is addressing the targets of the Sustainability Plan.





Sustainability at the University of Melbourne - *Year on Year*

More are agreeing that sustainability is a top priority and that sustainability targets are being clearly articulated, however it does not appear to be a result of receiving more sustainability-related communications. Are we communicating a similar amount but more effectively?

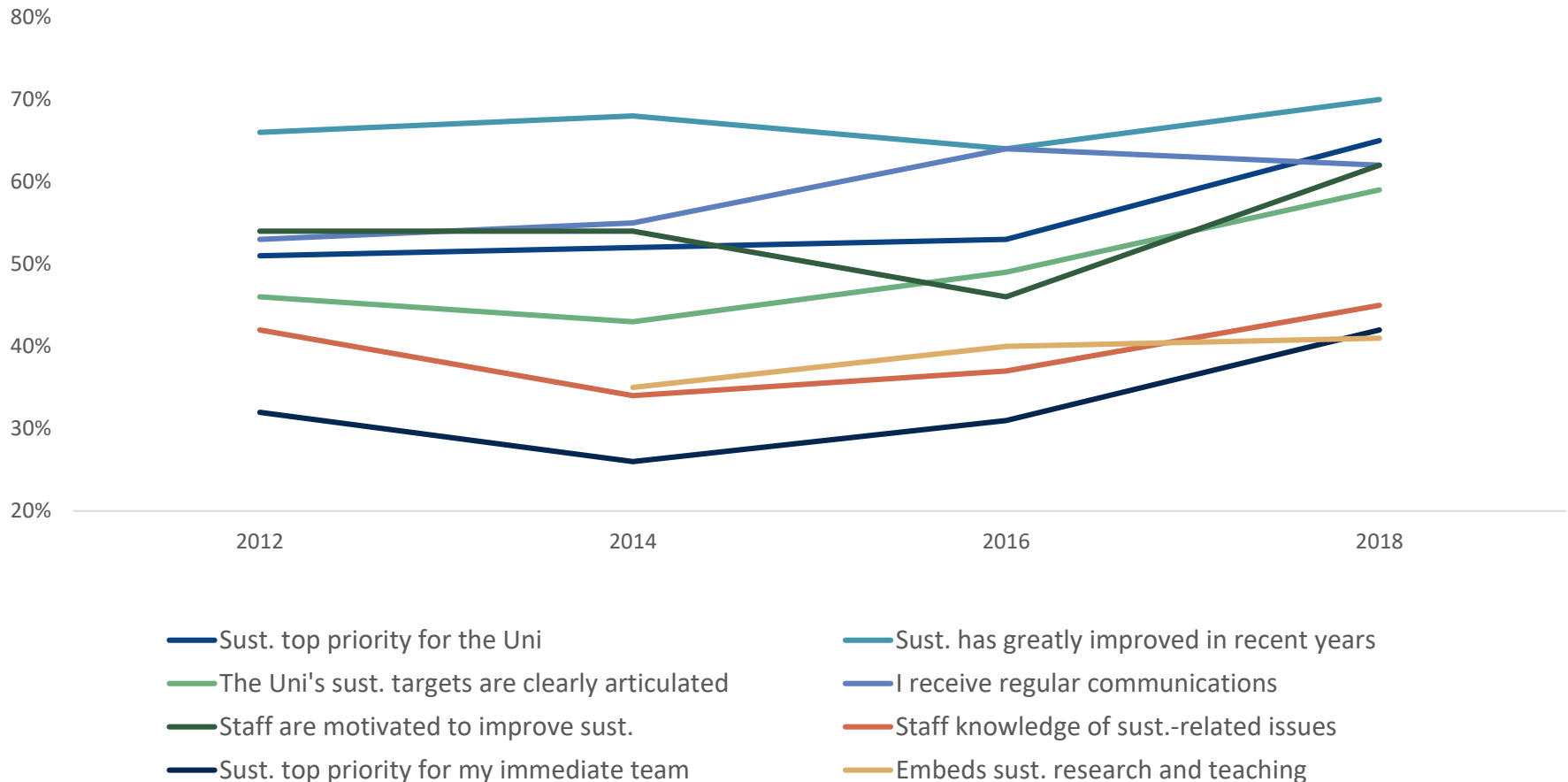


Q. To what extent do you agree or disagree with the following statements about sustainability-related issues at the University of Melbourne? [SR] % Answering 'Somewhat agree' and 'Strongly agree'
Base: All respondents n= 1,212



Sustainability at the University of Melbourne - *Year on Year / Staff Only*

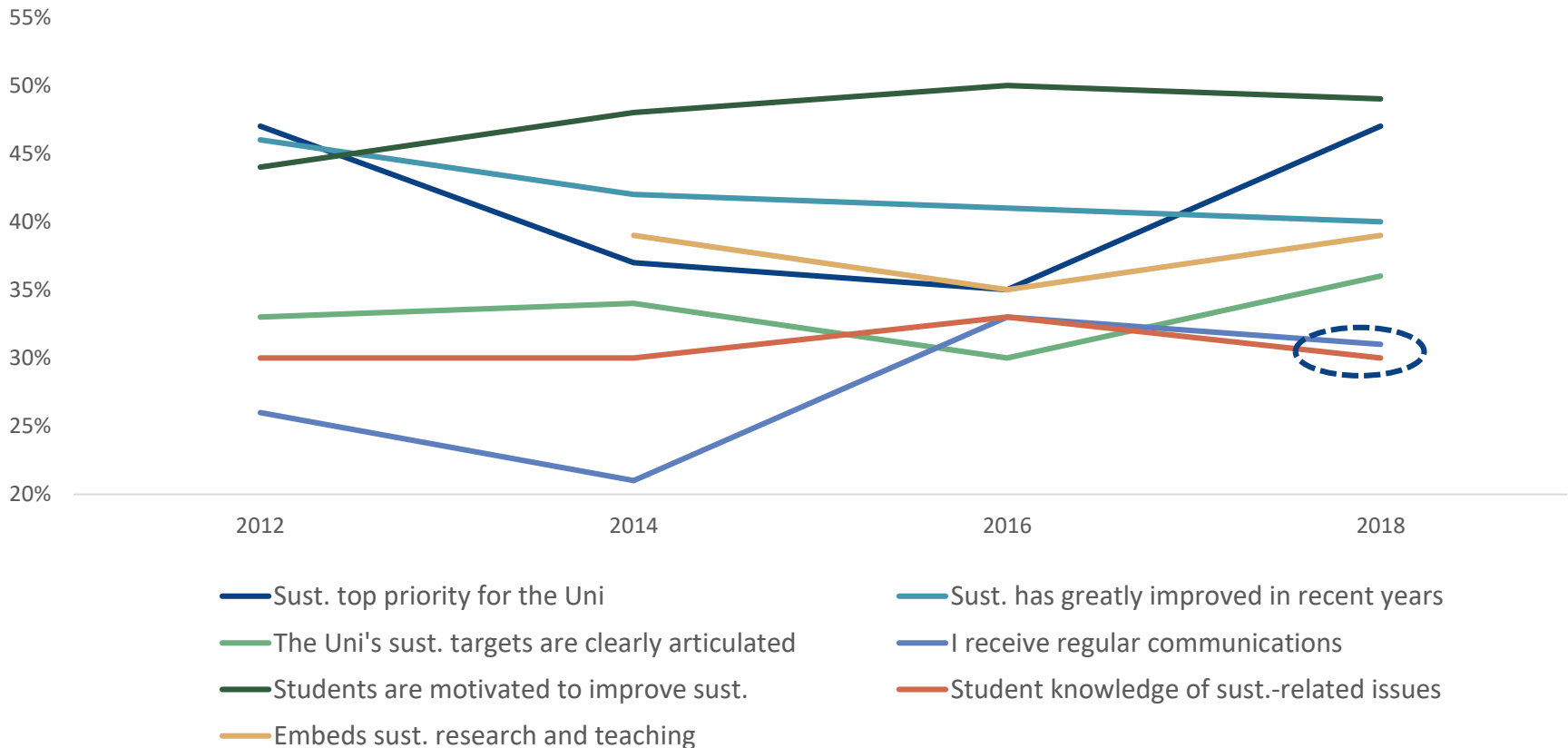
Staff are noting the improvement in sustainability at UoM in most areas.





Sustainability at the University of Melbourne - *Year on Year / Students Only*

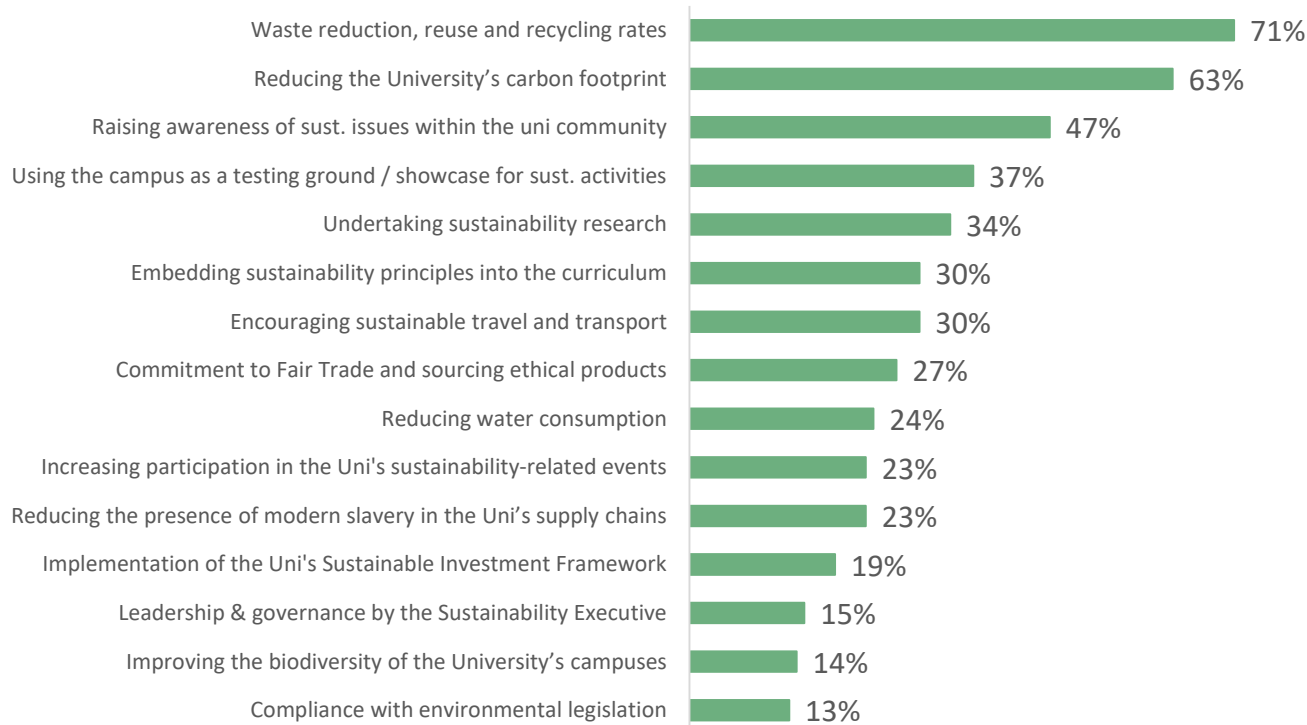
Students are more aware that sustainability is a top priority for the University, however are not as knowledgeable or feel they receive regular communication about Sustainability at UoM.





Sustainability Areas of Importance at UoM

This year, waste reduction was identified as the top area of importance for sustainability at UoM. There was a notable increase in building awareness of Sustainability-related issues – a key improvement area mentioned by both staff and students.



% Ranked in Top 5					
		2012	2014	2016	2018
71%		75%	67%	57%	71%
63%		65%	65%	64%	63%
		41%	29%	27%	47%
		-	-	43%	37%
		-	-	-	34%
		-	-	32%	30%
		-	33%	29%	30%
		-	21%	27%	27%
		33%	22%	21%	24%
		19%	14%	14%	23%
		-	-	-	23%
		-	-	-	19%
		-	-	16%	15%
		-	-	15%	14%
		15%	9%	14%	13%
Total n =		1,856	996	1,233	1,212

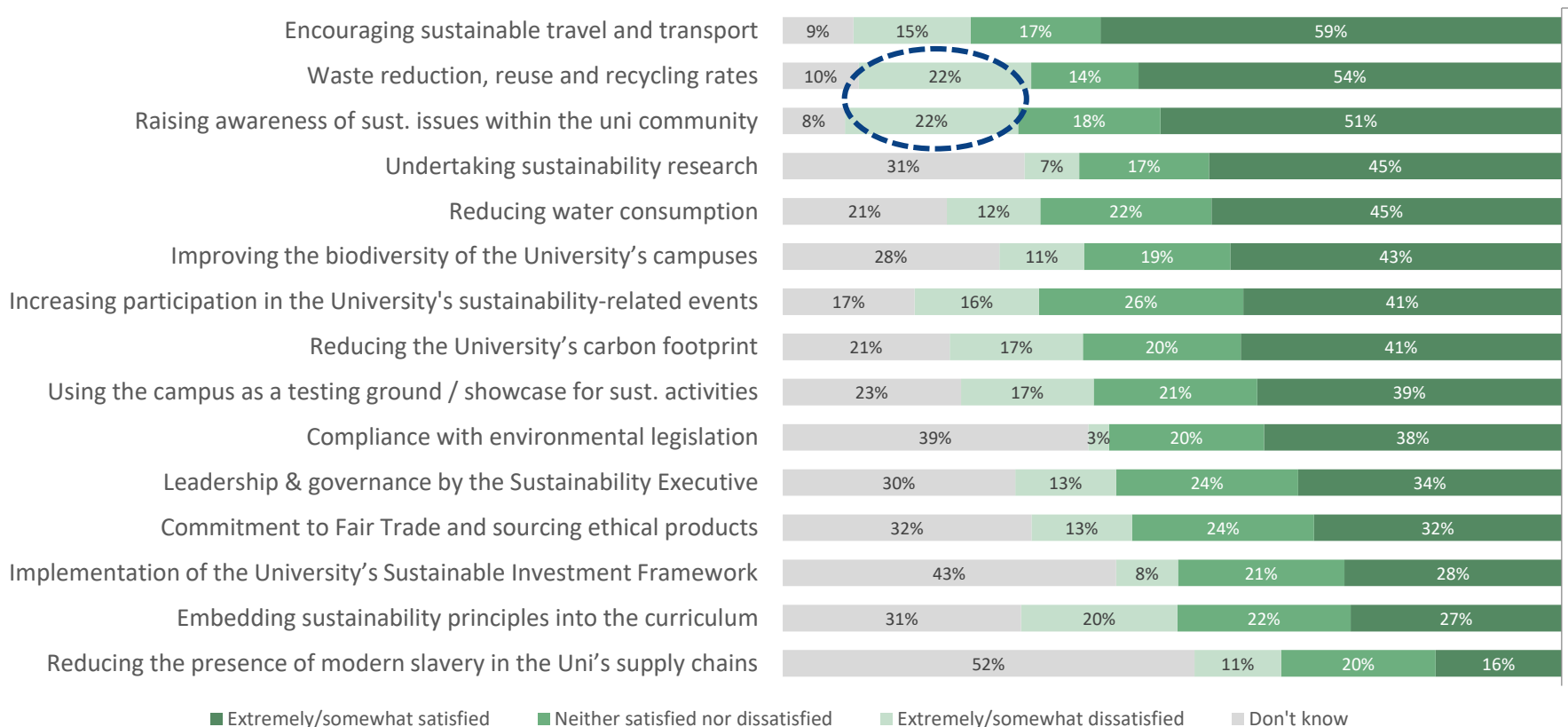
Q. Which of the following areas do you consider to be of the greatest importance for achieving sustainability at the University of Melbourne? Please rank your top five in order from 1 – 5. [MR]

Base: All respondents n = 1,212

Note: Year on year significance testing not performed due to inclusion of an additional statement in 2018

Satisfaction with UoM Efforts

There is higher awareness of the University's efforts in encouraging sustainable transport, reducing waste and raising awareness of Sustainability. Other areas have much lower awareness given the high number answering "don't know". Waste reduction and raising awareness of sustainability issues have higher levels of dissatisfaction

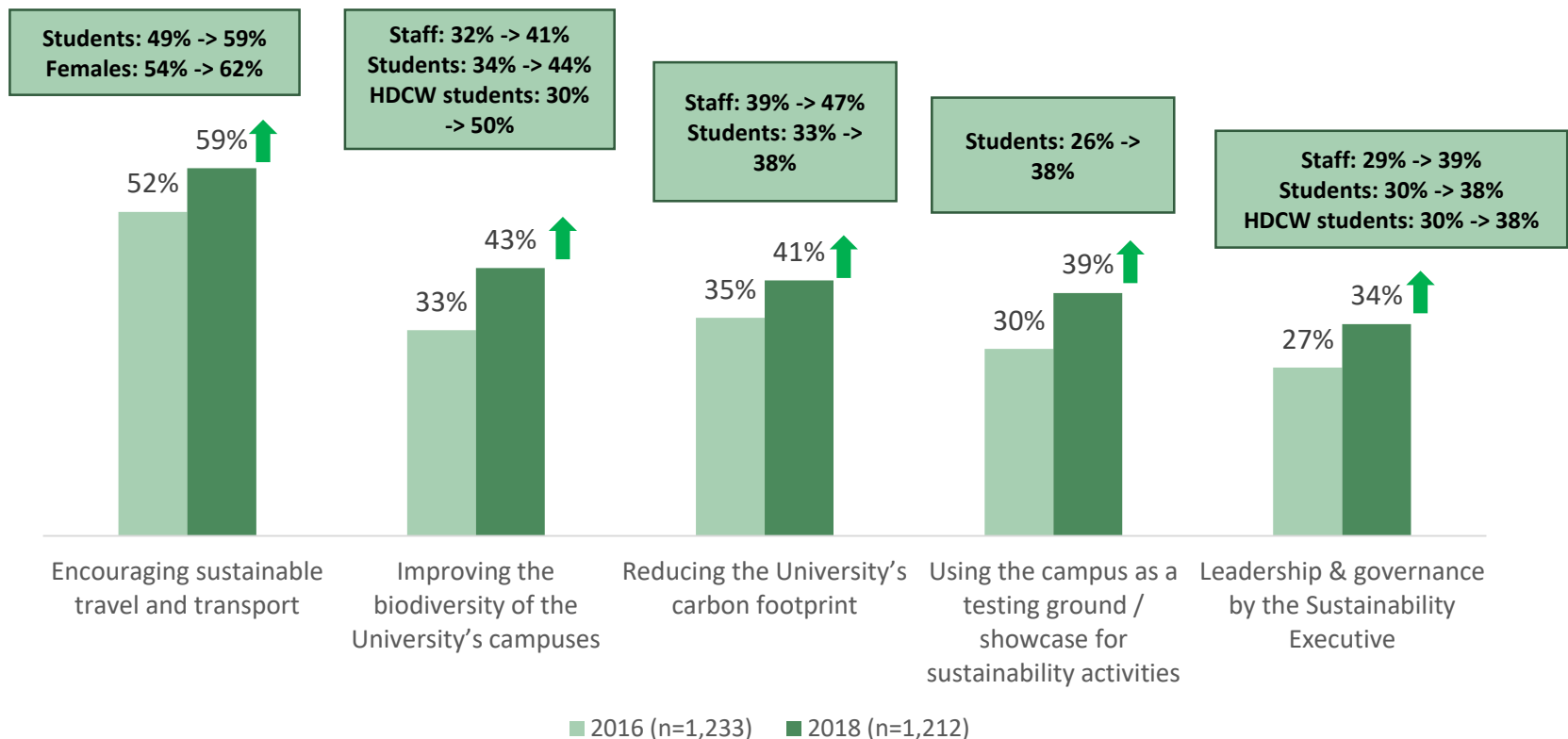




Satisfaction with UoM effort

Year on Year

More are satisfied with the University's efforts in encouraging sustainable transport, improving biodiversity, carbon footprint and using the campus as a showcase for Sustainability. This is all underpinned by improved perceptions in Sustainability leadership (although there is still a large segment unaware of Sustainability Executive's leadership).



Q. To what degree are you satisfied with the University of Melbourne's efforts towards sustainability in the following areas? [SR] % Answering 'Extremely satisfied' or 'Somewhat satisfied'

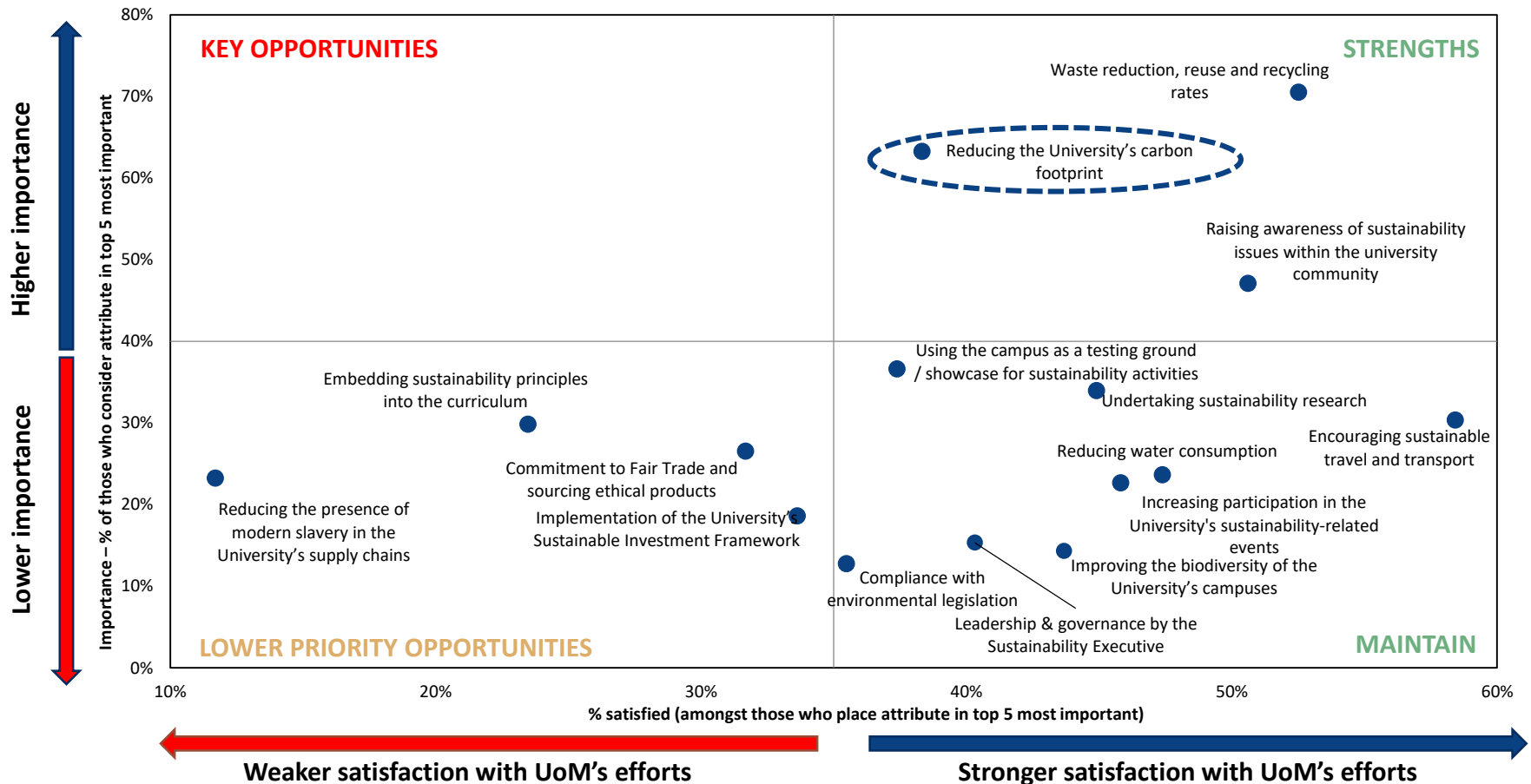
Base: All respondents n=1,212



UoM's Sustainability Efforts

Importance vs Satisfaction

Positively for the University, staff and students have higher satisfaction with areas of higher importance. Areas with lower satisfaction tend to be less important. However reducing the University's carbon footprint is the highly important area with the lowest satisfaction.



Q. Which of the following areas do you consider to be of the greatest important for achieving sustainability at the UoM? Please rank your top five in order from 1 – 5. [MR] % Ranked in Top 5
Q. To what degree are you satisfied with the University of Melbourne's efforts towards sustainability in the following areas? [SR] % answering 'Extremely satisfied' or 'Somewhat satisfied'
Base: All respondents n=1,212



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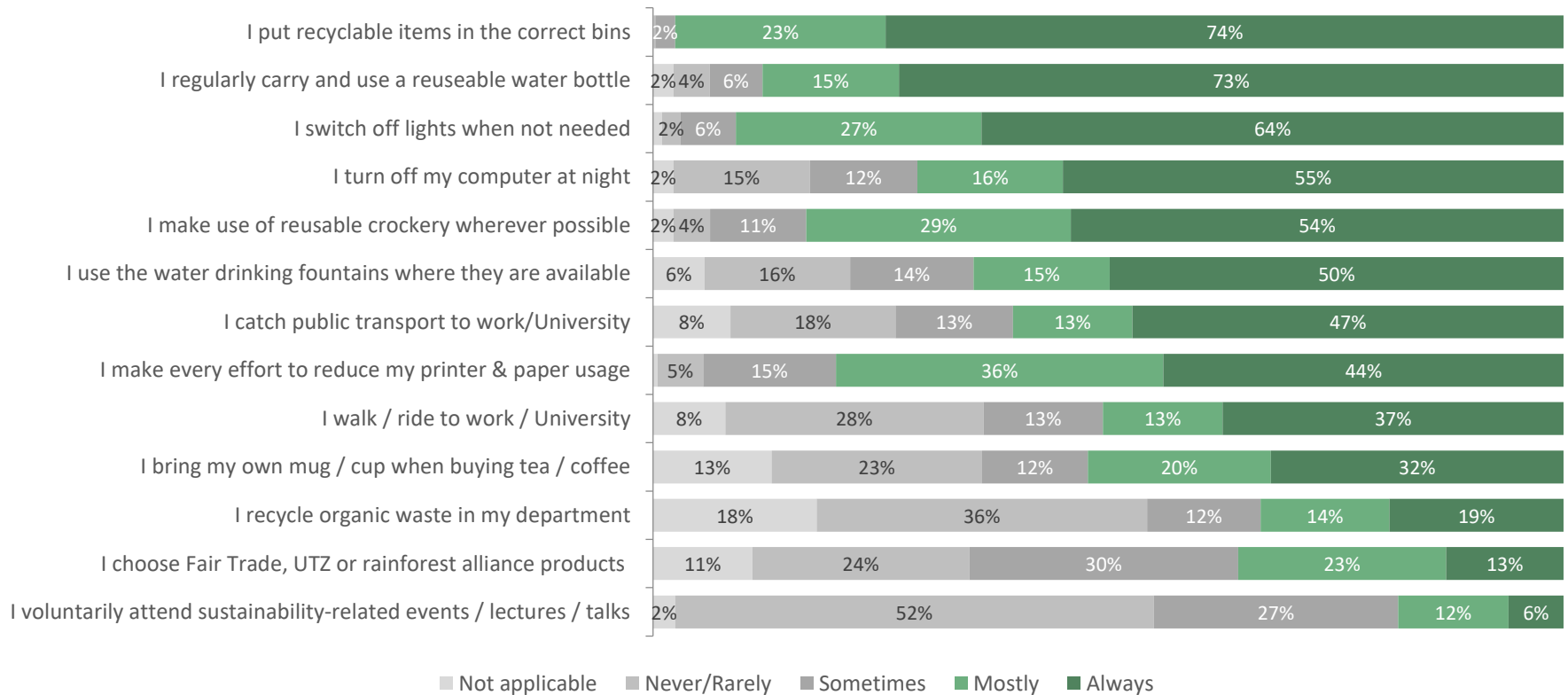
Staff & Student Contributions to Sustainability





Personal Undertaking of Sustainability Activities

Simple, small lifestyle changes such as recycling, switching off lights and the use of non-disposable bottles are most frequently undertaken. However, choosing Fair Trade products and organic waste recycling are undertaken less frequently.



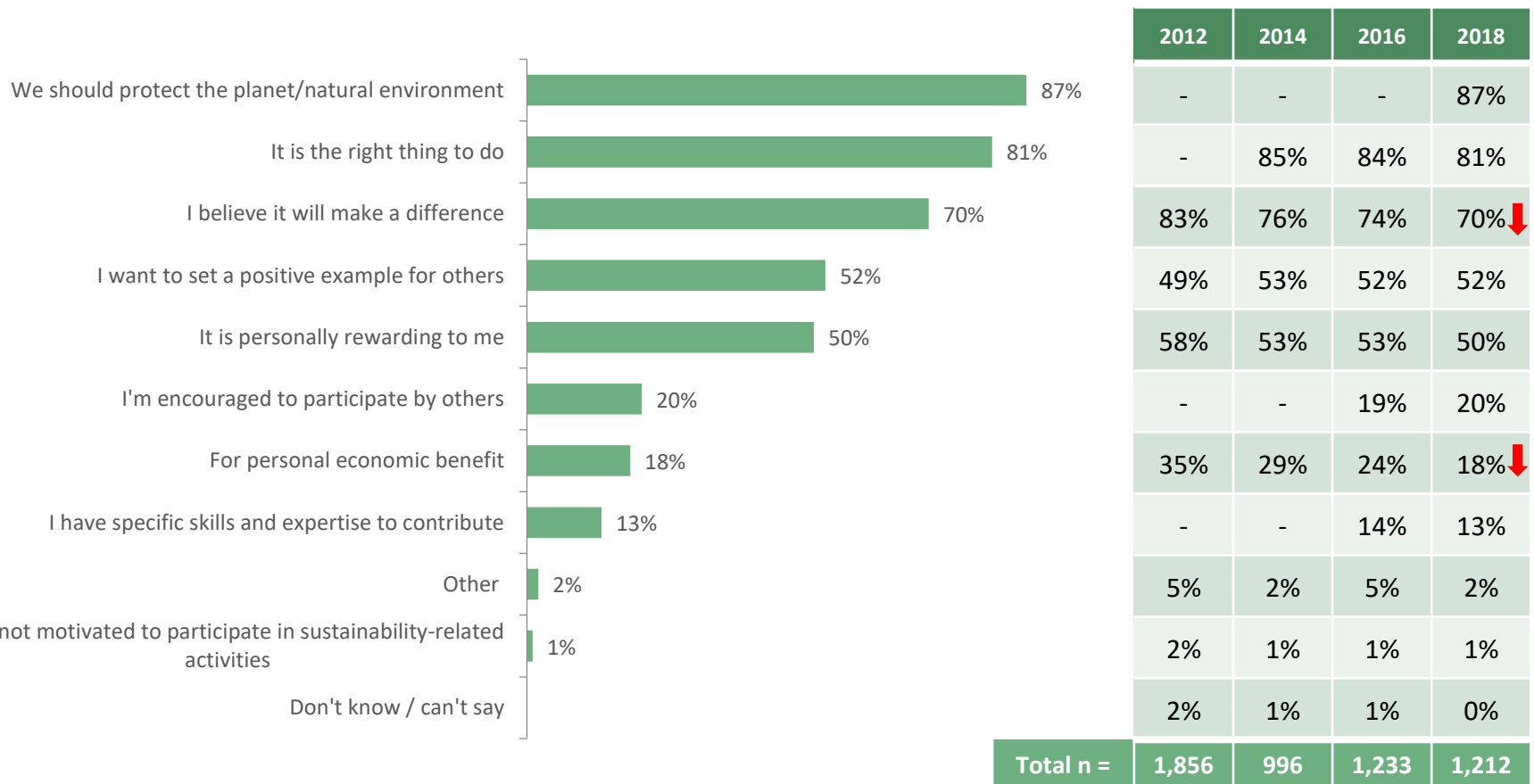
Q. How often do you undertake the following sustainability-related activities? [SR]

Base: All respondents n=1,212



Motivations for Undertaking Activities – Year on Year

A majority participate in sustainable practice for ideological reasons i.e. to protect the environment / because it is the right thing. There has been a decrease in those who undertake activities because they believe that it will make a difference, and that it will save money.

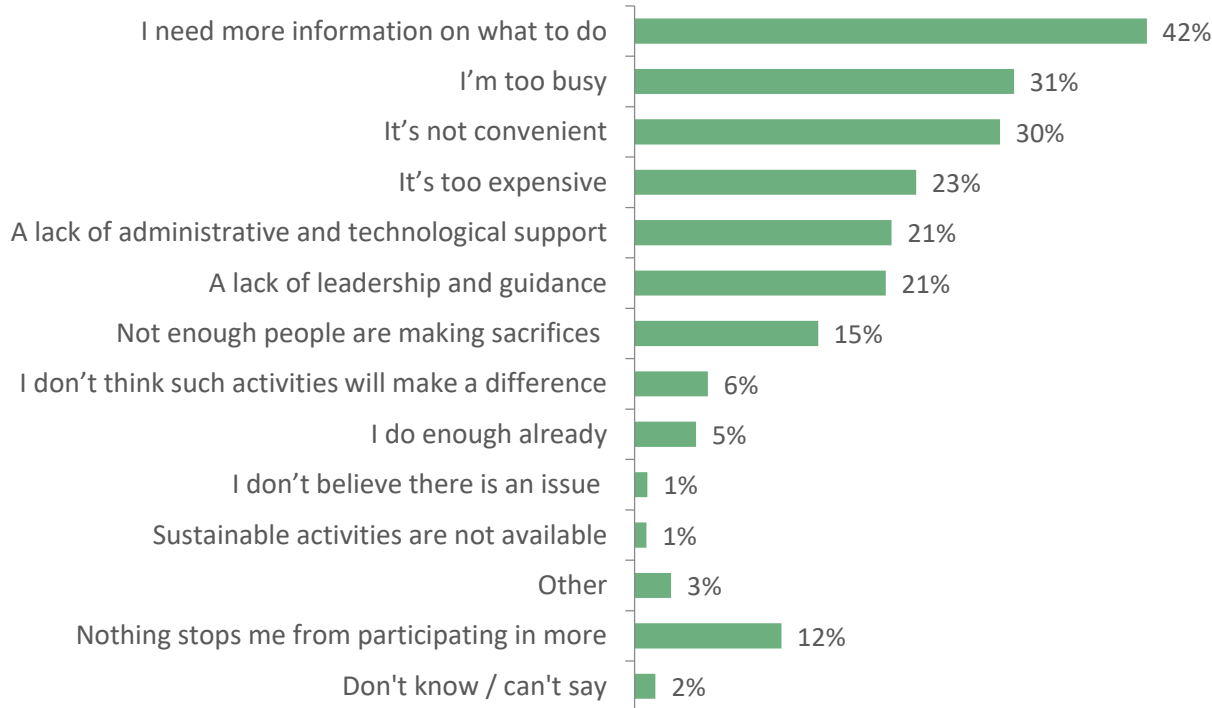


Q. Which of the following motivates you to participate in sustainability-related activities? [MR]
 Base: All respondents n=1212



Reasons for Not Undertaking Activities - Year on Year

A lack of information is the main reason respondents do not take part more in sustainability activities. Fewer feel that they are too busy, suggesting that quick lifestyle changes are being better communicated. The belief that sustainability activities are too expensive is rising, noting that these results are representative of the engaged audience answering the survey



	2012	2014	2016	2018
I need more information on what to do	46%	45%	42%	42%
I'm too busy	31%	30%	37%	31% ↓
It's not convenient	38%	36%	30%	30%
It's too expensive	25%	24%	19%	23% ↑
A lack of administrative and technological support	-	-	23%	21%
A lack of leadership and guidance	-	-	21%	21%
Not enough people are making sacrifices	18%	15%	17%	15%
I don't think such activities will make a difference	5%	6%	7%	6%
I do enough already	8%	9%	5%	5%
I don't believe there is an issue	1%	1%	1%	1%
Sustainable activities are not available	1%	1%	1%	1%
Other	4%	2%	2%	3%
Nothing stops me from participating in more	0%	1%	11%	12%
Don't know / can't say	4%	6%	2%	2%
Total n =	1,856	996	1,233	1,212

Reasons for Not Undertaking Activities

*"My biggest concern with sustainability is that **there are so many people who don't care or don't want to change behaviour** or whatever they prefer. This **includes management who don't want to support resources towards improvement and will actively block sustainability communications**, or people who organise catering insisting that their own choice of caterers are better than those who source locally and use reusable packaging. **I'm surrounded by people who actively block efforts because they think it'll cost too much and isn't as good quality**. The Sustainability Plan is great but the practical realistic implementation is sometimes blocked because **there's not enough pressure from above to comply.**" **Staff member***



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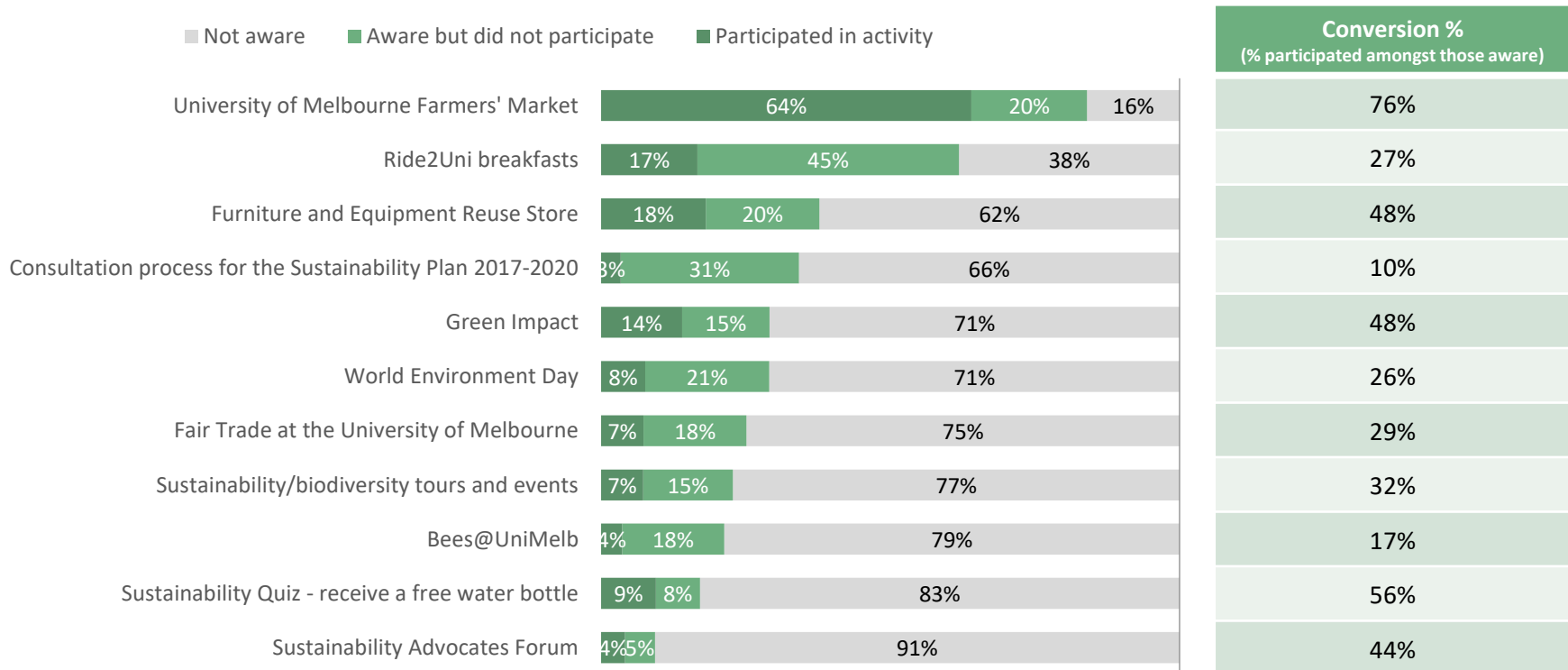
Sustainability Initiatives





Participation in UoM Sustainability Initiatives

The Farmers' Market has very strong awareness and attendance. Given the relatively low awareness of most other activities and its strong visibility on campus, could the Farmers' Market be leveraged to build awareness of other activities?



Q. Which of the following University of Melbourne Sustainability Initiatives do you / have you participated in? [MR]

Base: All respondents n=1,212



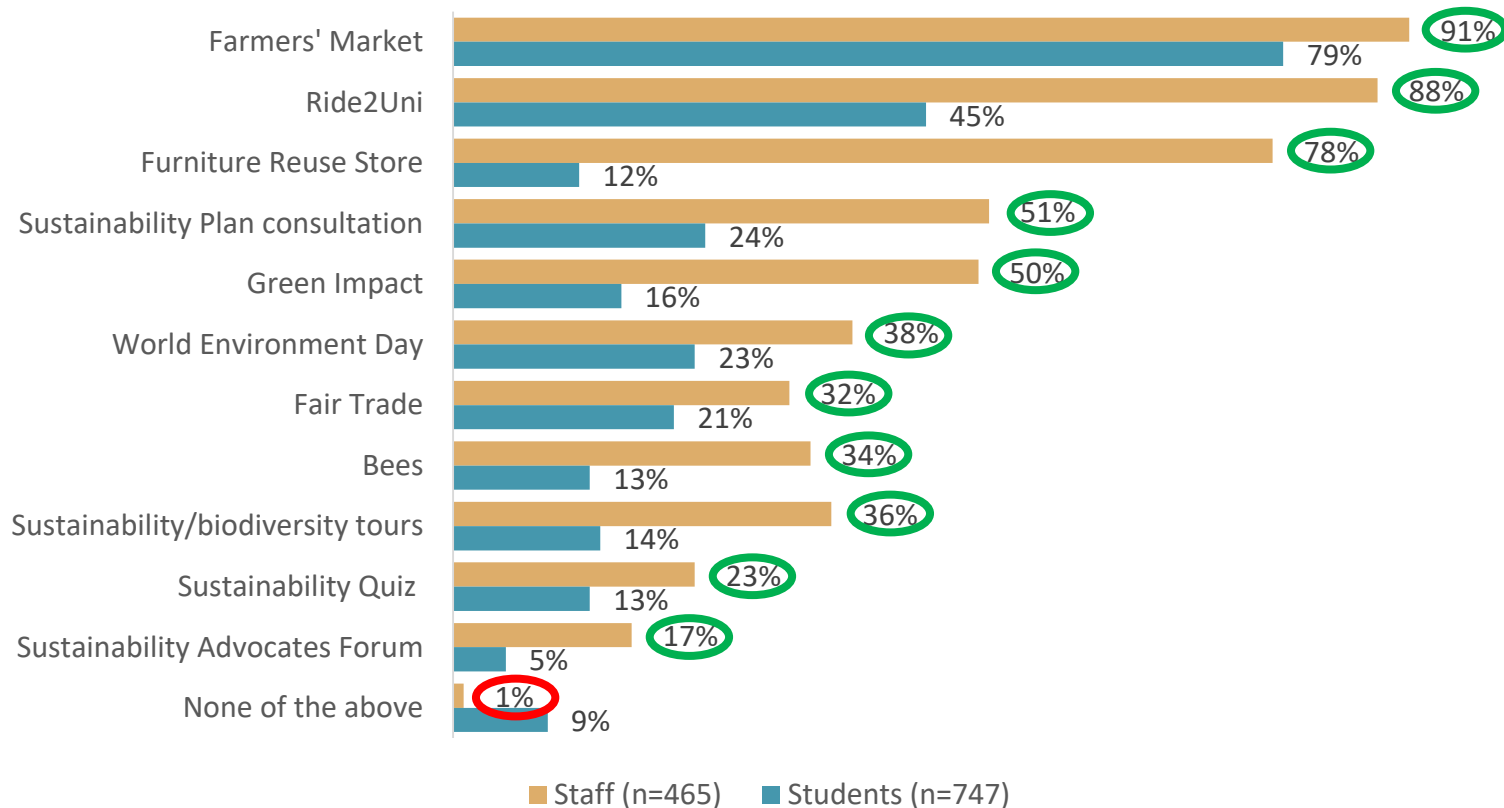
Can we leverage the Farmers' Market better?

“Perhaps a stall at the Farmers Market each Wednesday would help raise awareness, show people what they can do and what events are on around campus.” ***Staff member***



Awareness of UoM Sustainability Initiatives – *Staff vs Students*

Awareness is significantly higher for staff across all initiatives, although the gap is narrower between staff and students for the Farmers' Market.



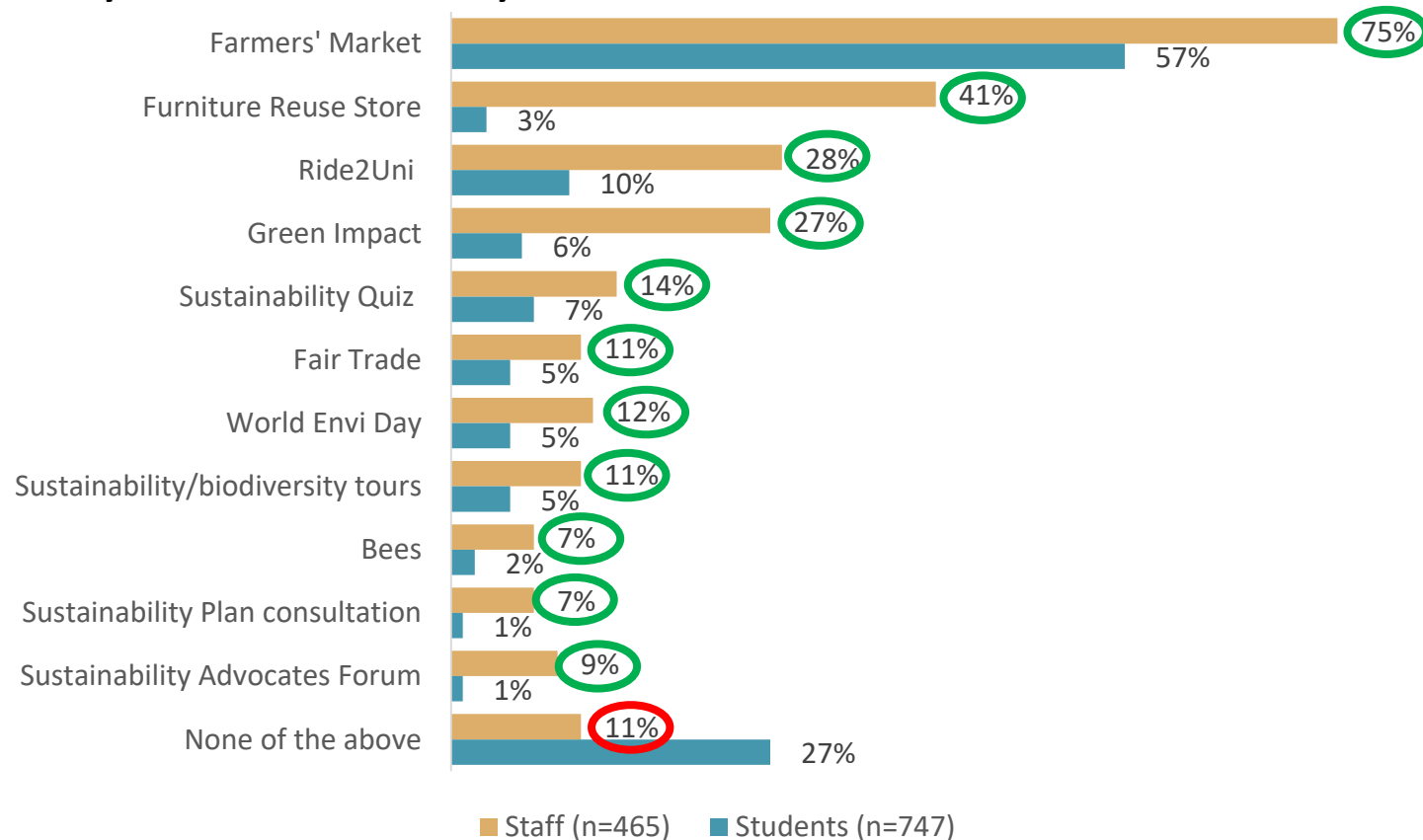
Q. Which of the following University of Melbourne Sustainability Initiatives are you aware of? [MR]

Base: All respondents n=1,212



Participation in UoM Sustainability Initiatives

For all initiatives, staff are more likely to have participated than students. Student participation is highest for Farmers' Market, highlighting its potential as an information source about other sustainability initiatives and activity.

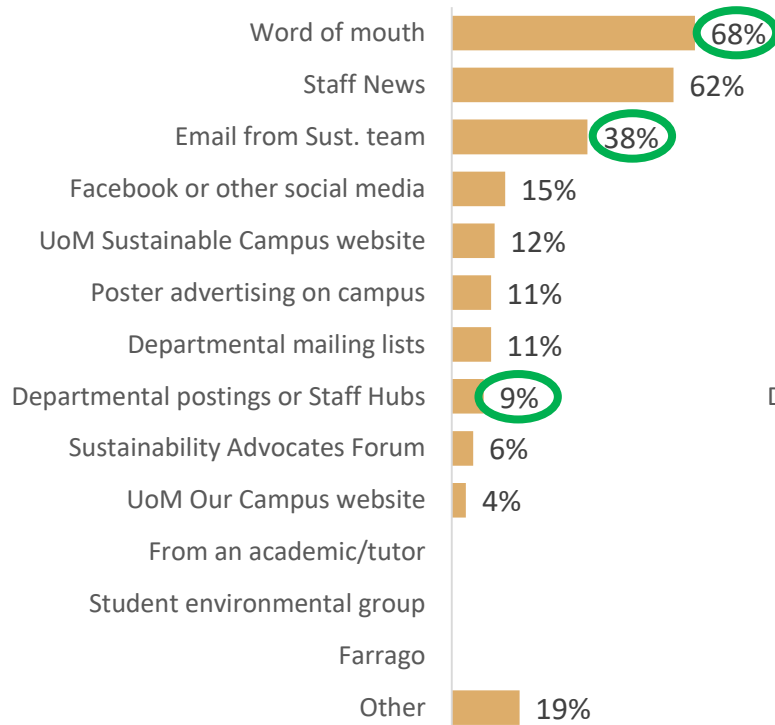




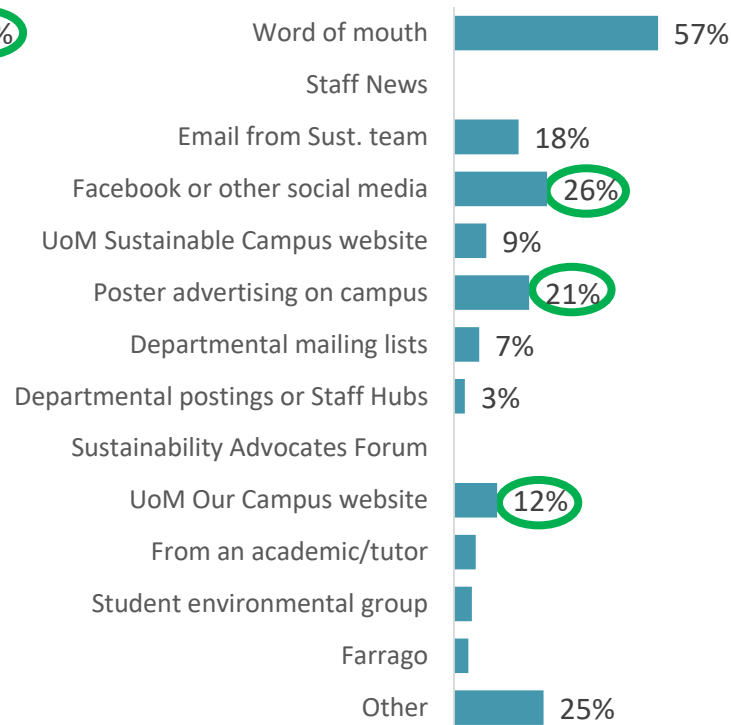
Sources of awareness of UoM Sustainability Initiatives

Participants used 2.2 sources on average to find out about events. Word of mouth is the most popular source for both staff and students. The popularity of Staff News may explain why staff are more informed about events compared to students. Students are more likely than staff to learn about initiatives through social media or poster advertising on campus.

STAFF



STUDENTS





How can build awareness amongst students?

*"Get student clubs more involved with spreading the word. Work with them to raise awareness about issues and inform us (as students) on what we can do to help the University meet its goals. Include a section on the form for sustainability considerations for each event that is held (whether it is student club-run or others). Plan **one or two larger-scale sustainability events in the year** that will allow more students to be involved. Maybe a **competition** on a proposal for the university to improve its sustainability. **Use social media** more, **make videos** of university initiatives and share."*

Student

*"Focus on raising awareness through **social media**. People like to click **"interested"** or **"going"** on specific events. This can really easily and quickly spread the message of an event if the graphics are eye catching."*

Student

*"Build **an app** for the students to be aware of the sustainability events as well as have **games or prizes/rewards** for sustainability initiatives/awareness/campaigns run by students."*

Student

*"**More emails** regarding initiatives! I check my emails daily and get most of my information for events on there so **would certainly increase my personal knowledge and participation in events.**"*

Student



Farmers' Market



AWARENESS

84%

USAGE

64%

76%



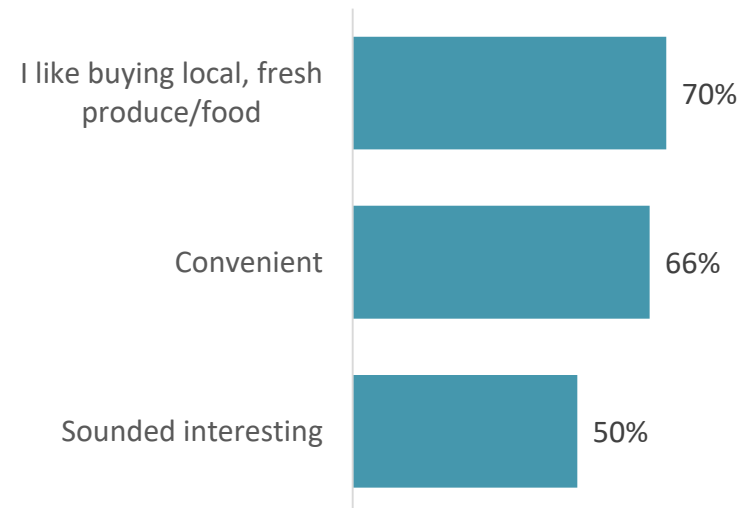
TOP 3 AWARENESS CHANNELS

- Word of mouth 55%
- Staff news 22%
- Other* 22% (usually seeing the market on campus)

AWARENESS / USAGE SKEWS

- Females (66%) more likely to attend than males (58%)
- Awareness & participation higher for staff (91% & 75%) than students (79% & 57%), and for professional staff (93% & 80%) compared to academic (85% & 59%)
- HDCW students less likely to be aware of the market than other students (74%)

MAIN REASONS FOR PARTICIPATION





Ride2Uni Breakfasts



AWARENESS

62%

USAGE

14%

23%



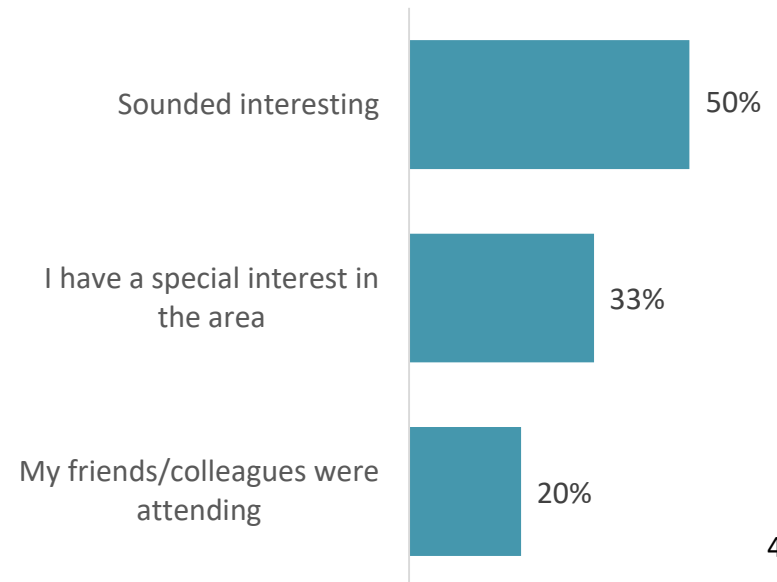
TOP 3 AWARENESS CHANNELS

- Email from Sust. Team 45%
- Staff News 34%
- Word of mouth 27%

AWARENESS / USAGE SKEWS

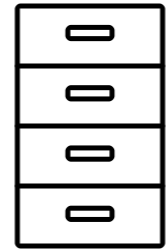
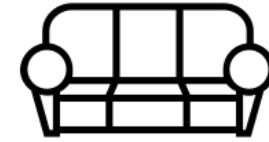
- Awareness higher for staff (88%) than students (45%), and for professional staff (92%) than academic staff (76%)
- Participation higher for staff (28%) than students (10%), and for postgraduates (14%) than undergrads (5%)
- Staff more likely to have found out from Sustainability Team emails (52%) or Staff News (52%)
- Students more likely to have found out from websites (24%) or word of mouth (37%)

MAIN REASONS FOR PARTICIPATION





Furniture Reuse Store



AWARENESS

38%

USAGE

18%

47%



TOP 3 AWARENESS CHANNELS

- Word of mouth 53%
- Staff news 39%
- Email from Sust. Team 17%

AWARENESS / USAGE SKEWS

- Awareness & usage higher amongst staff (78% & 41%) than students (12% & 3%), professional staff (81% & 45%) than academic (66% & 27%)
- Awareness higher for PG students (20%) than UG (5%), graduate research students more likely to have used it (12%)
- Conversion from awareness to usage high amongst staff (53%) and lower for students (25%)
- Students (38%) more likely to cite friends using the service as reason for participation than staff, who are more likely to use it because it is important to recycle (67%)

MAIN REASONS FOR PARTICIPATION



Sustainability Plan Consultation

AWARENESS

34%

USAGE

3%

9%



TOP 3 AWARENESS CHANNELS

- Email from Sust. Team 46%
- Staff News 27%
- Sustainable Campus website 24%

AWARENESS / USAGE SKEWS

- Awareness and participation higher for staff (51% & 7%) than students (24% & 1%)
- Professional staff are more aware (55%)
- However, academic staff are more likely to participate (13%)
- Staff are likely to have found out from Staff News (34%)

MAIN REASONS FOR PARTICIPATION

Important to have a say

80%

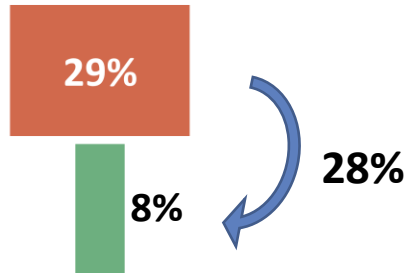
I participate in most sustainability-related activities

24%

Recommended to me

12%

AWARENESS



USAGE



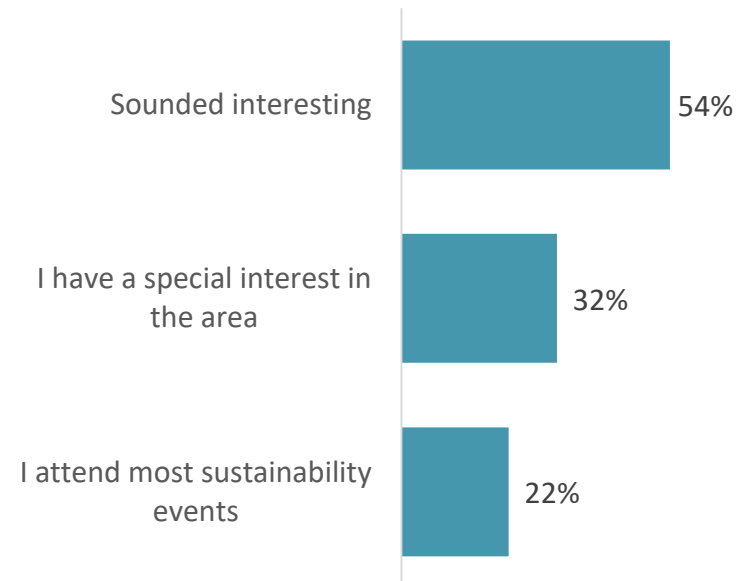
TOP 3 AWARENESS CHANNELS

- Email from Sust. Team 38%
- Word of mouth 30%
- Staff News / Social Media 21%

AWARENESS / USAGE SKEWS

- Awareness & participation higher for staff (38% & 12%) than students (23% & 5%)
- Conversion from awareness to participation was average for staff (32%) but low for students (13%)
- Students more likely to find out about event from posters (22%)
- Students more likely to participate to build network/make friends (16%)

MAIN REASONS FOR PARTICIPATION

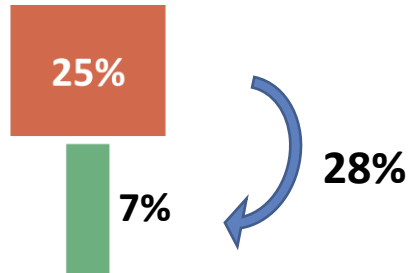




Fair Trade at UniMelb



AWARENESS



USAGE



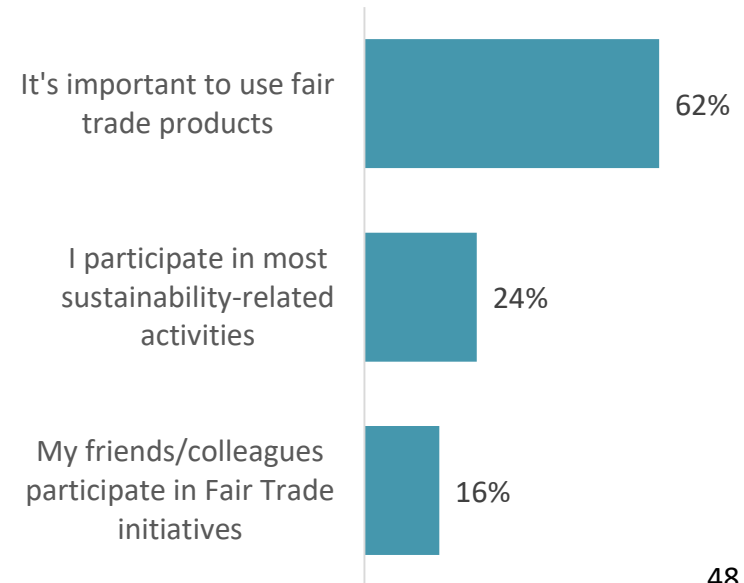
TOP 3 AWARENESS CHANNELS

- Word of mouth 35%
- Email from Sust. Team 28%
- Staff News 19%

AWARENESS / USAGE SKEWS

- Awareness & participation higher for staff (32% & 11%) than students (21% & 5%), and for professional (35% & 12%) vs academic staff (23% & 4%)
- Students more likely to find out about initiative through word of mouth (49%)
- Staff were likely to find out via Staff News (34%)
- Students more likely to participate for social reasons i.e. recommended to them (28%) or to make friends (15%)

MAIN REASONS FOR PARTICIPATION





Sustainability/ Biodiversity Tours



AWARENESS

23%

USAGE

7%

30%



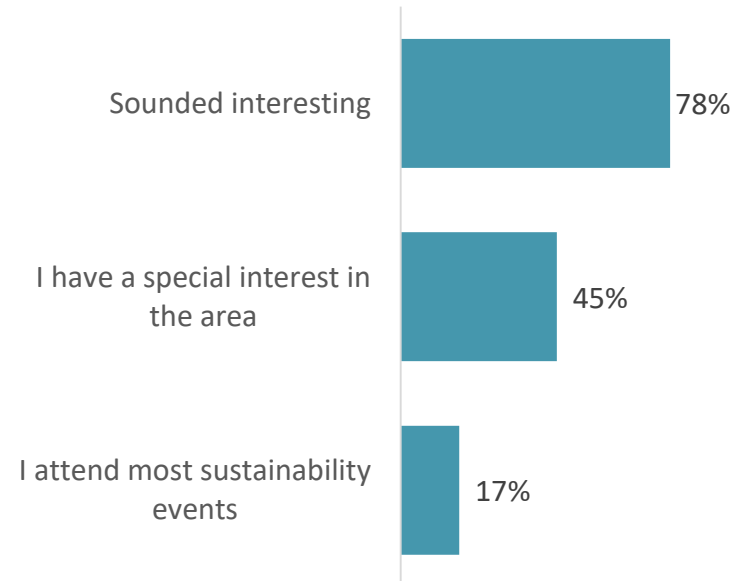
TOP 3 AWARENESS CHANNELS

- Email from Sust. Team 41%
- Word of mouth 25%
- Sustainable Campus website 19%

AWARENESS / USAGE SKEWS

- Awareness & participation higher for staff (36% & 11%) than students (14% & 5%), for PGs (20% & 7%) than UGs (8% & 2%)
- Awareness higher for professional staff (40%) compared to academic (23%)
- Students more likely to have found out about tours from social media (37%) than staff (4%).
- Students more likely to attend to build their network and/or make friends (14%)

MAIN REASONS FOR PARTICIPATION



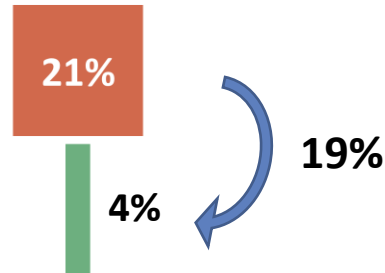


Bees@Melbourne



AWARENESS

USAGE



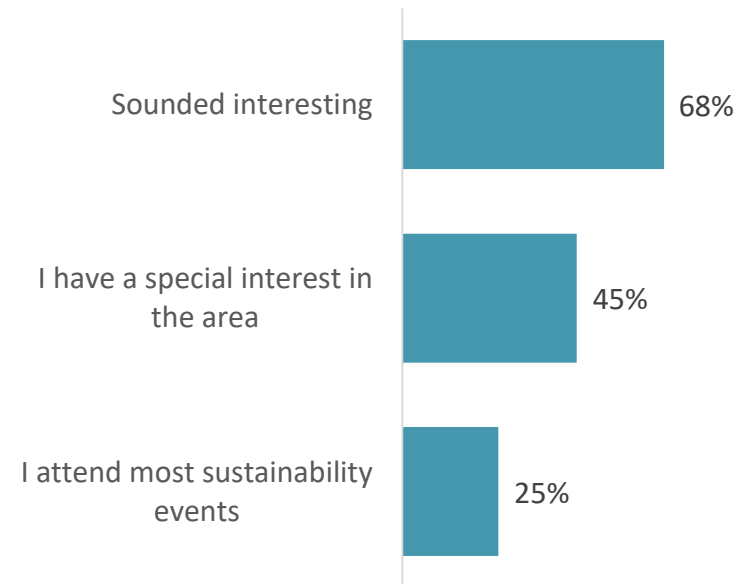
TOP 3 AWARENESS CHANNELS

- Word of mouth 36%
- Email from Sust. Team
- Staff News 23%

AWARENESS / USAGE SKEWS

- Awareness & participation higher for staff (34% & 7%) than students (13% & 2%), and for PG students (16% & 3%) compared to UGs (10% & 0%)
- Awareness higher amongst professional staff (37%) than academic (24%)
- Conversion from awareness to participation relatively low for both staff (21%) and students (15%)
- Students more likely to have found out about initiative via Our Campus website (31%)

MAIN REASONS FOR PARTICIPATION





Sustainability Quiz



AWARENESS



USAGE



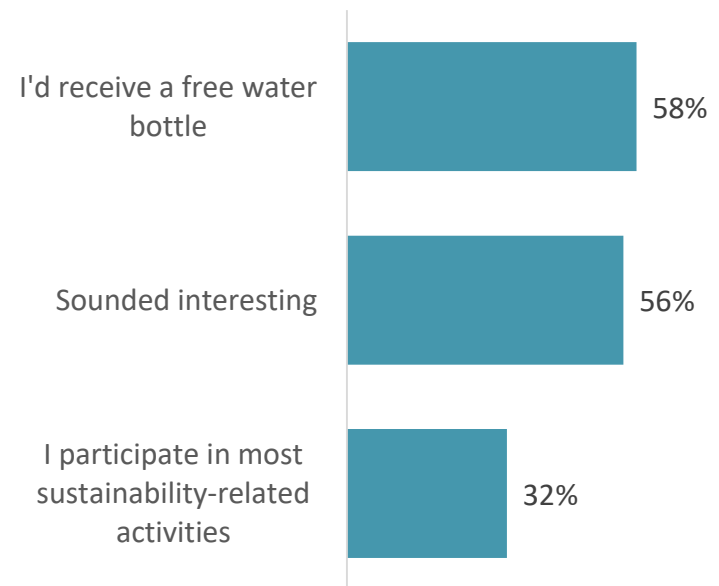
TOP 3 AWARENESS CHANNELS

- Email from Sust. Team 43%
- Staff News 17%
- Departmental mailings lists 12%

AWARENESS / USAGE SKEWS

- Staff were more likely to be aware of (23%) and have completed quiz (14%)
- Awareness & participation higher for professional staff (26% & 16%) compared to academic (13% & 4%)
- Students more likely to have found out about quiz from Our Campus website (19%) or social media (19%)

MAIN REASONS FOR PARTICIPATION



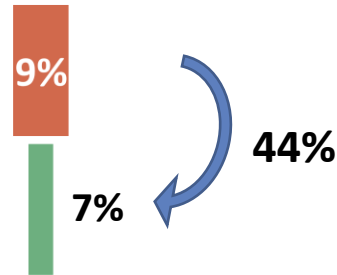


Sustainability Advocates Forum



AWARENESS

USAGE



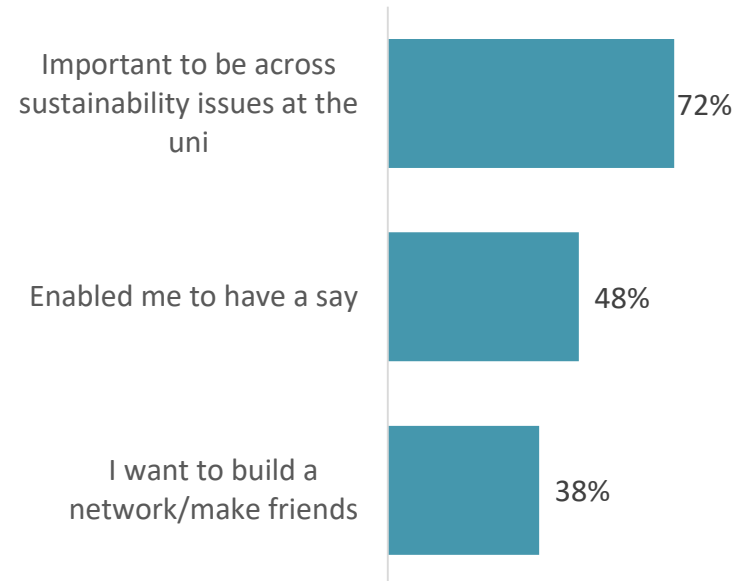
TOP 3 AWARENESS CHANNELS

- Email from Sust. Team 40%
- Word of mouth 34%
- Staff news 16%

AWARENESS / USAGE SKEWS

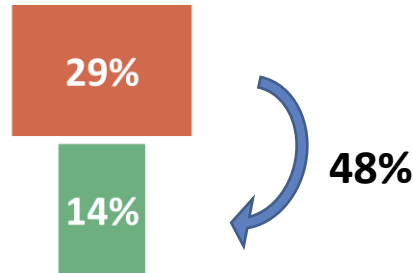
- Awareness & participation higher for staff (17% & 9%) than students (5% & 1%)
- Conversion high for staff (53%) and lower for students (20%)
- Students more likely to find out about event via websites (43%) or student environmental groups (14%)
- Students more likely to participate to build networks (71%)

MAIN REASONS FOR PARTICIPATION



AWARENESS

USAGE



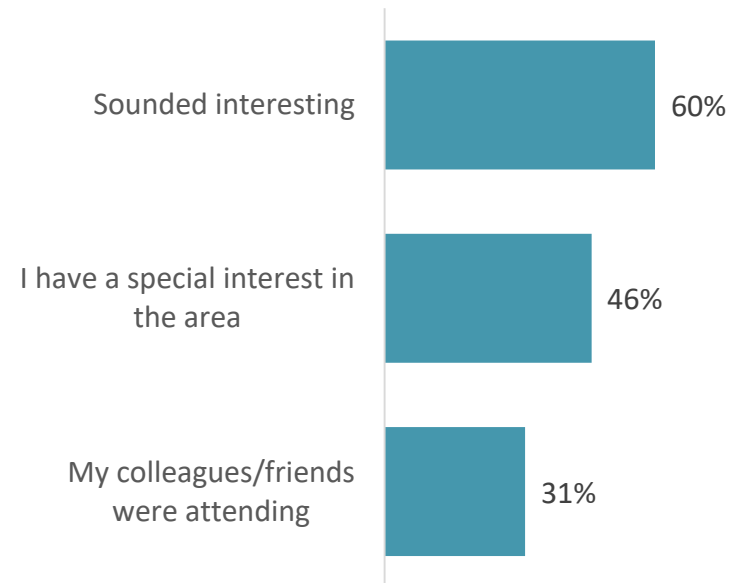
TOP 3 AWARENESS CHANNELS

- Email from Sust. Team 44%
- Word of mouth 31%
- Staff news 24%

AWARENESS / USAGE SKEWS

- Awareness and participation higher for :
 - Staff (50% & 27%) than students (16% & 6%)
 - PG (21% & 9%) than UG (11% & 3%) students
 - Prof. staff (58% & 32%) than academic (23% & 6%).
- Females (16%) more likely to participate than males (9%).
- Staff conversion was high (54%) whilst for students it was lower (37%).
- Students more likely to use the program as a way to make friends/build a network (38%).

MAIN REASONS FOR PARTICIPATION

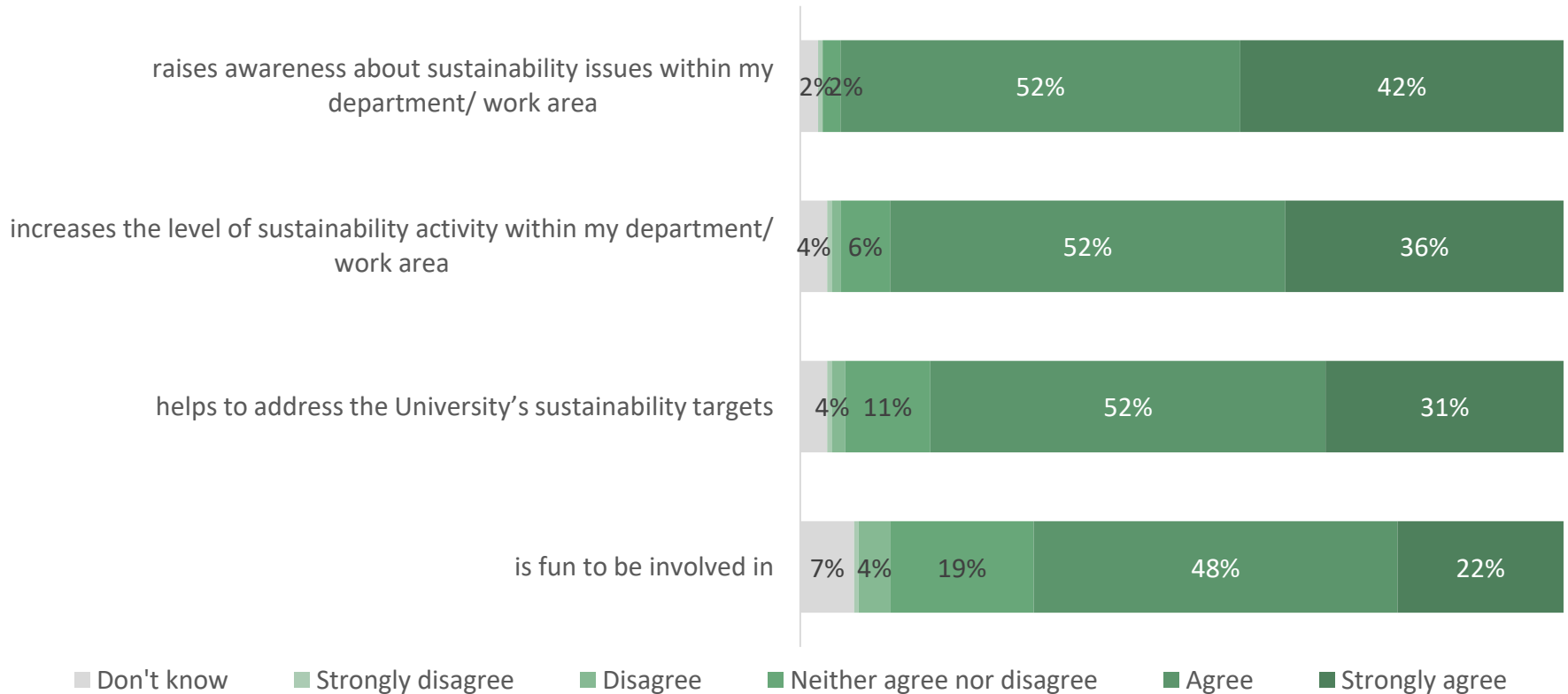




Green Impact Evaluation

Green Impact participants are generally happy with the program. However, fewer agree that the program is fun, compared to how it improves sustainability at the University.

The Green Impact program



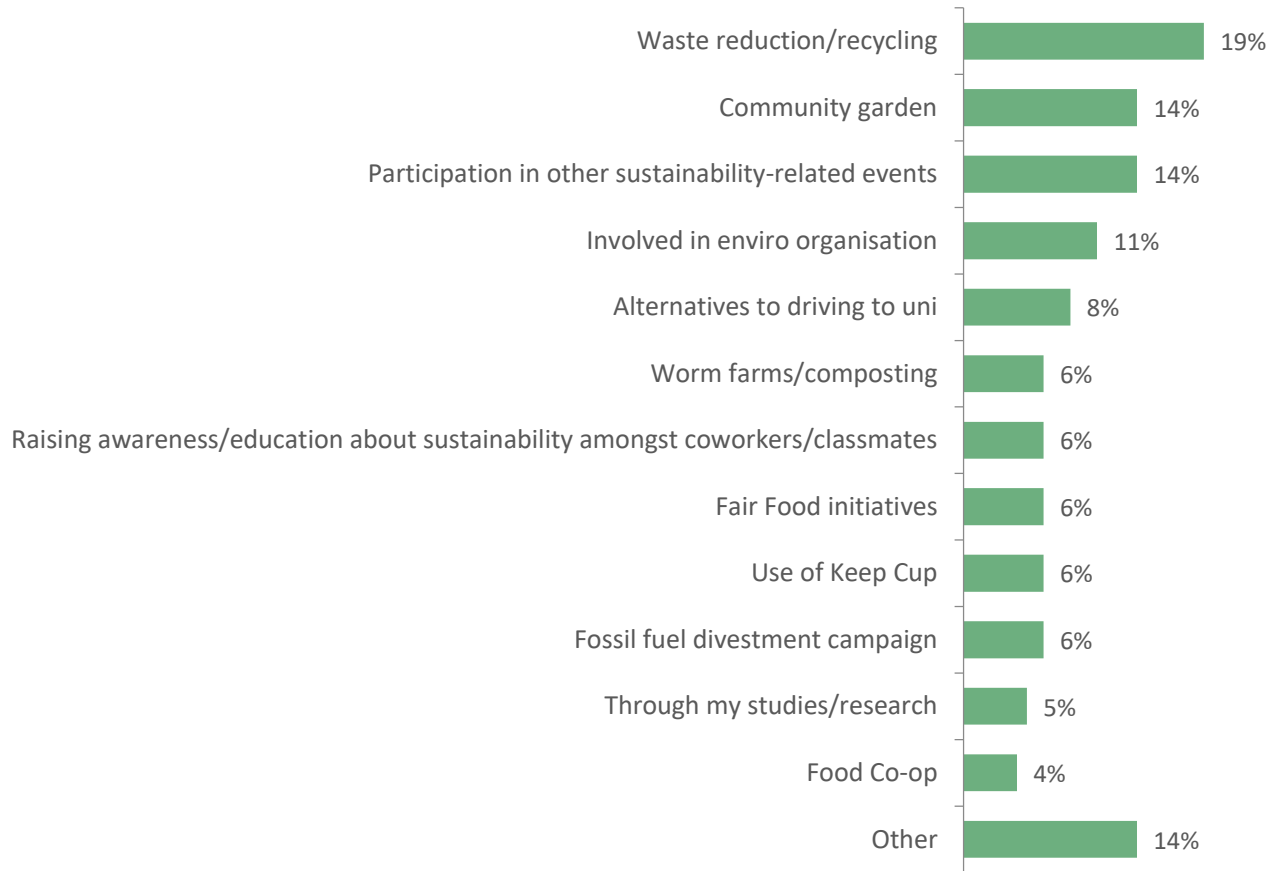
Q. To what extent do you agree or disagree with the following statements in relation to Green Impact? [SR]

Base: Green Impact Participants n=170



Other UoM Sustainability Initiatives

8% of respondents mentioned being involved in other Sustainability initiatives.



Q. Are there any other University of Melbourne Sustainability Initiatives you are involved in that have not been mentioned in this survey? [OE]

Base: Those who participated in another initiative n=191



Other UoM Sustainability Initiatives

*"I'm part of the **Fair Food Challenge and the Environment Club**. These are great initiatives. As part of the Fair Food Challenge, we help out on Farmer's Market day by washing plates and utensils used by customers of the stalls. The Environment Club has many activities that run throughout the semester - play with your food, documentaries - these all **help to implement sustainable habits into student lives.**" **Student***

*"My area has developed **catering guidelines** which are used for all our events - all **vegetarian**, using **non-disposable serving platters**, with quantities specified to minimise waste, if there are leftovers they are taken home and **waste is composted.**" **Staff member***

*"I was motivated by the University's widespread adoption/promotion of Keep Cups to make the plunge and **no longer use single-use coffee cups.**" **Student***



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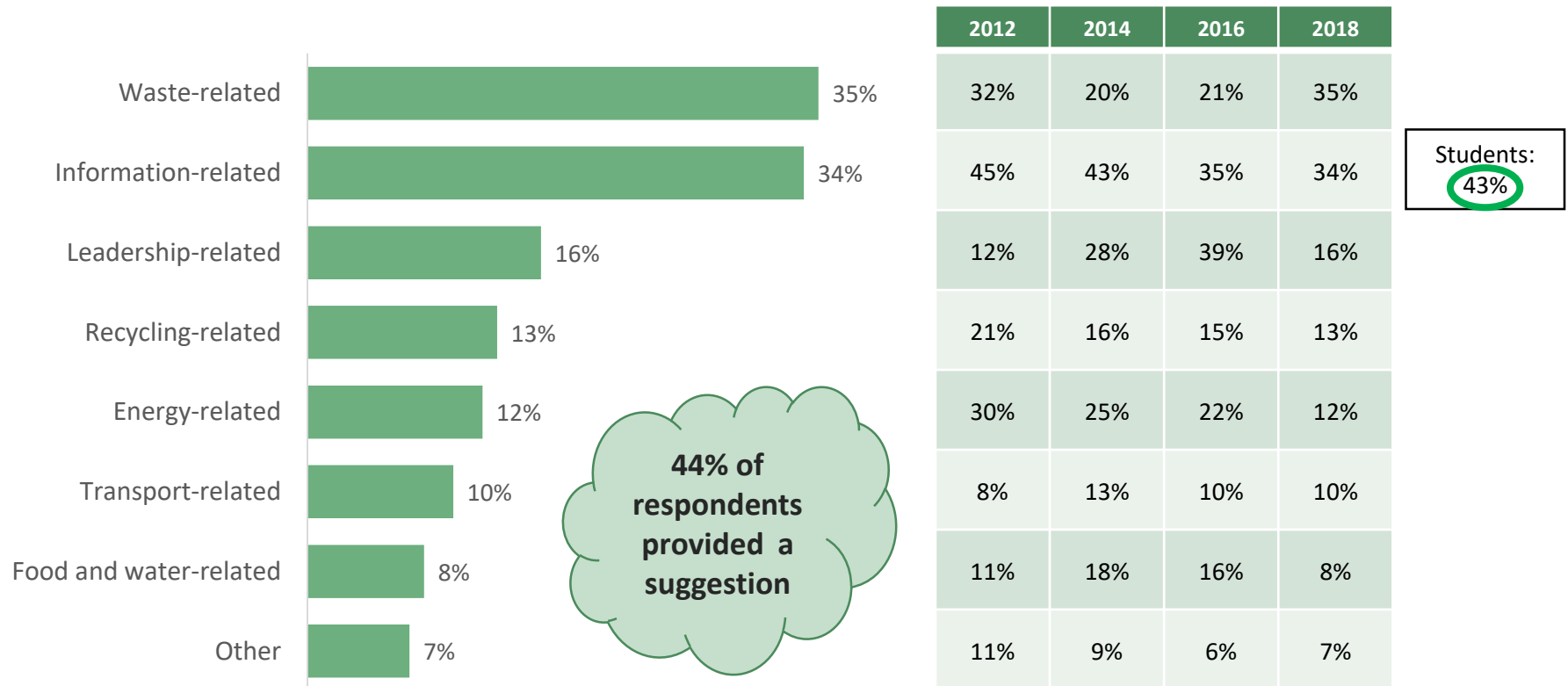
Suggestions for Improvement





Improving Environmental Practices

Comments indicated that waste-related practice was more top of mind than leadership this year. Information is also a key area for improvement and people may be looking for better support in making their own contribution to sustainable practice, particularly students.



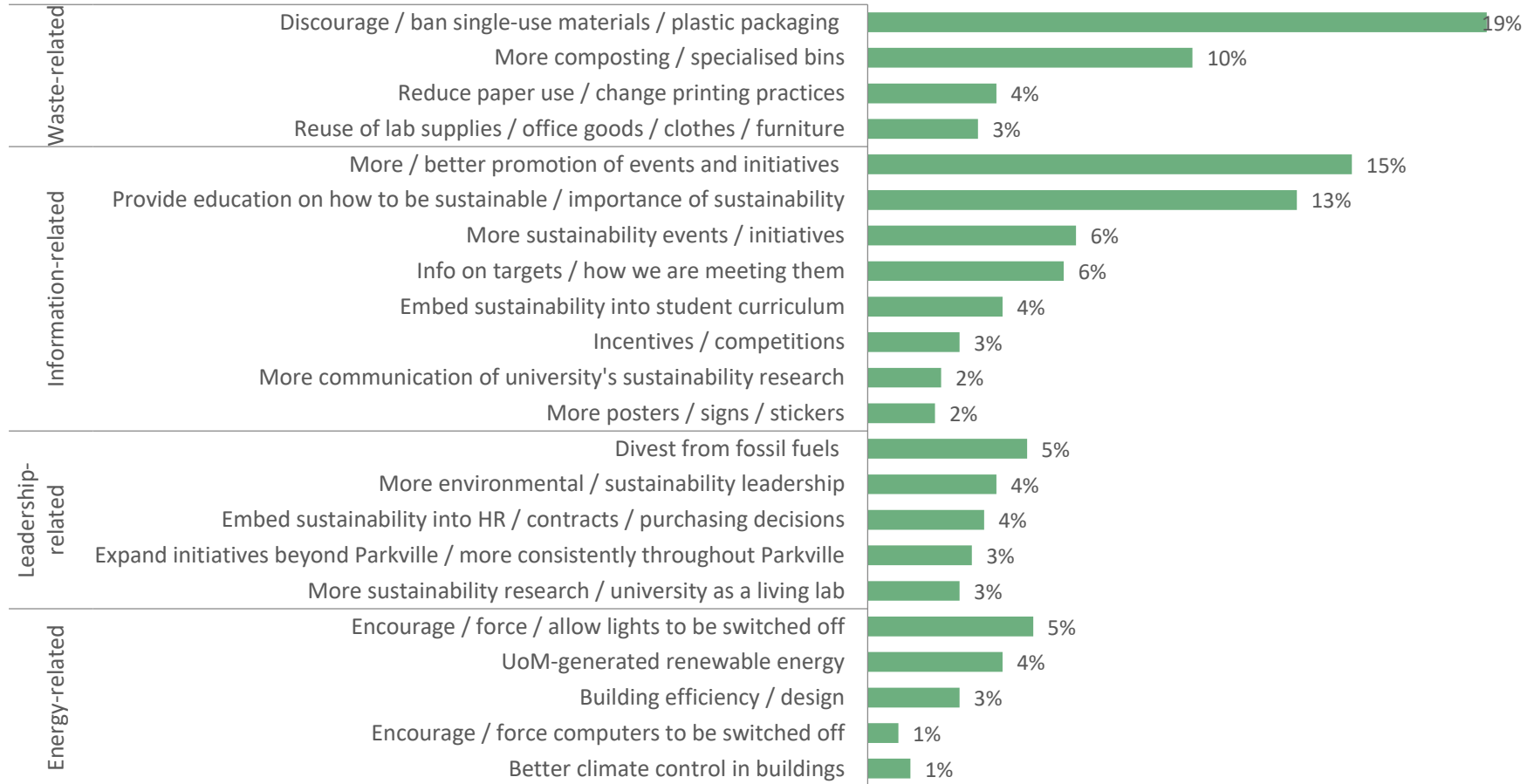
Q. Do you have any ideas about how to improve the environmental practices of the University of Melbourne? [OE]

Base: Those who made a suggestion n=537

Note: Significance testing not performed due to differences in people coding responses each year

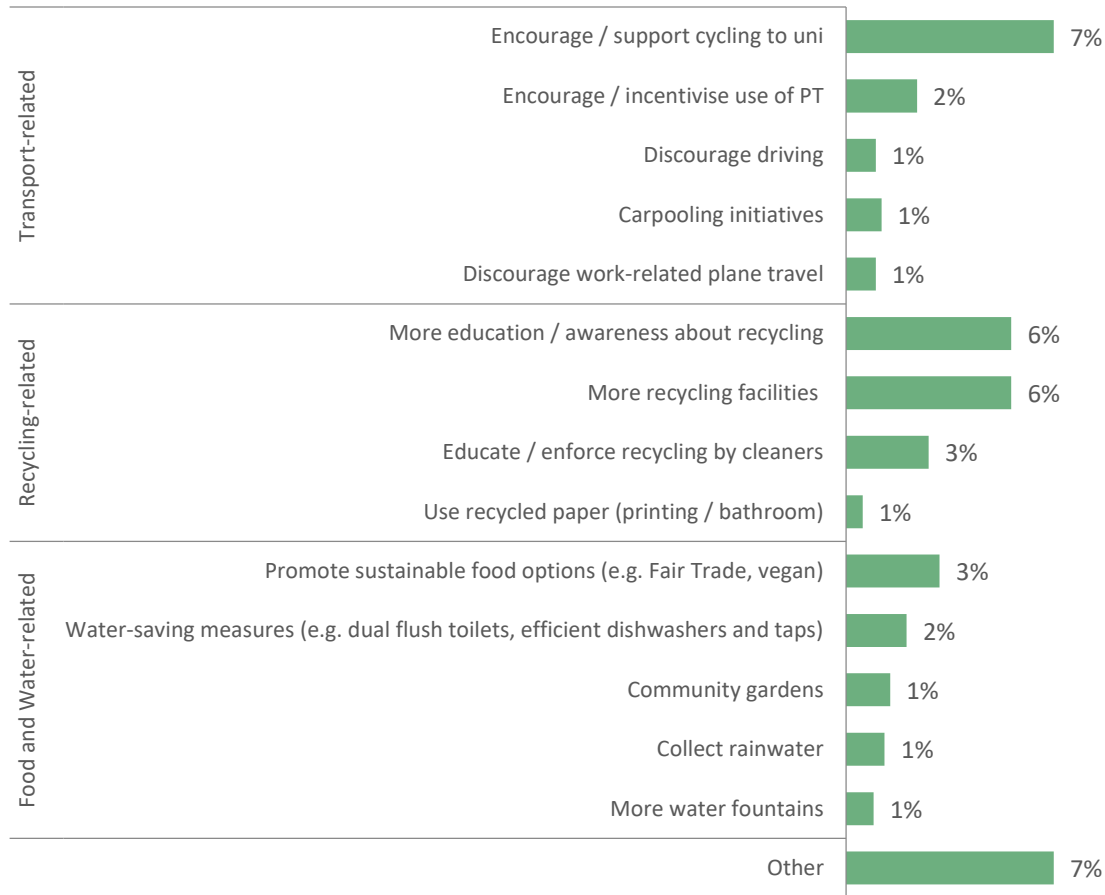
Improving Environmental Practices

Detailed – Chart 1



Improving Environmental Practices

Detailed – Chart 2





Suggested improvements – General comments

*"[Initiatives] need to be **uniformly implemented** across all departments, faculties and schools. This seems to be very ad-hoc at the moment." **Student***

*"More interactive events/research showcases on campus. **More pride in our current sustainability efforts** and what targets we have achieved and communication about them. **Focus on the positive!**" **Staff member***

*"There is a need for the University to take a **proactive approach** in developing the campus into a sustainable model ... There is a need of a shift from a doing less bad approach to a **doing more good approach**. **Sustainability principles** should not be treated as an add-on in new developments but **as a driving factor**." **Student***

*"**Staff feel like we can't have an effect** on University-wide strategy and choices - power companies, water reduction strategies, installation of solar panels, greening of spaces around the University etc. I understand that it is impractical to involve many staff in decisions like that, but I think it **leads to a level of disengagement**, e.g. "How much of a difference can I really make if we're still buying coal-fired power?" **Staff member***

Suggested improvements

Waste / Recycling

*"Please **install bins** for both staff and students to dispose of soft plastics. Being a staff member and an alumna of the UoM, I know that **we use a lot of soft plastics and it is unfortunate** that we will have to dispose of them in landfill bins." **Staff member***

*"We need to take **more extreme measures** - the same way that we segregated smoking areas, **we need to be more harsh on plastic usage**. No more plastic bags, no more plastic bottles, or at the very least encourage use of reusable packaging. Discount coffees with keep cups, discount food if you use a reusable container - and the vendors need to sell these too. A ban on single use plastic bottles would make a huge difference!" **Student***

*"**Make signage/posters clearer** about what can and cannot be put into each bin. This is not always obvious ... Ban all straws in all cafes across the university. Create a quiz/test (with a prize) that teaches students **what can/cannot be recycled**. Have conversations with cleaners who empty bins to ensure they are following correct recycling procedures. All it takes if for one person to observe one cleaner mixing the bin contents together in a bag when emptying it - and the value of making the effort to recycle is lost because there is no point if they end up mixed anyway ... **People largely want to do the right thing if the right thing is explicitly made clear to them.**" **Student***

*"**Provide composting in a larger scale** to departments." **Staff member***

Suggested Improvements *Information*

*"More information pushed via email, Staff Hub or **sustainability champions in my department** - I am interested but tend not seek info as, like everyone else, I'm very busy!" **Staff member***

*"I think there needs to be **more awareness given to students** about the University's current sustainability practices. I am **very interested** in sustainability **but I don't have a clue about what the University is doing** in regards to sustainability!" **Student***

*"**Make it easy for students**, have more posters/advertising/emails as I think there is a lack of awareness in students but **if we knew more we would be willing** and happy to help/participate." **Student***

Other Suggested Improvements

*"Improve end-of-trip services to support cyclists. Available showers on campus are woeful (too small, no benches to sit on while dressing, no place to keep clothes dry while showering, showers are hard to find), bicycle parking is inadequate (not enough secure *covered* parking close to where people work), and not enough facilities for bicycle commuters (no place to leave clothes to dry or keep clothes overnight). The shower I used to use in the Frank Tate building has been closed as part of the student precinct project, and nothing has replaced it. This discourages bicycle commuting."*

Staff member

"By having more renewable sources of energy i.e. solar panels or wind turbines on campus, not only will it demonstrate the University's devotion to being more environmentally friendly, it will also mitigate the issue of electricity."

Student

"The sustainable investment framework is inadequate as it doesn't lead to full divestment from fossil fuel industries. The framework should be revised to explicitly exclude investment in businesses which are directly involved in the exploration, extraction, processing or sale of fossil fuels."

Staff member

"The university needs stronger policies on catered events to ensure a high proportion of plant-based options, and bigger incentives for food businesses on campus to provide plant-based foods. One way to do this could be to implement "meatless Mondays" on campus."

Staff member



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Profiling Information



Key differences – staff vs. students

STAFF

- Staff are more engaged with UoM's sustainability related activities
- They have much higher awareness and participation in Sustainability events/initiatives
- Staff News is a key channel for engagement
- They agree that Sustainability initiatives have increased their awareness of sustainability-issues at UoM
- Staff have more visibility on Sustainability leadership at the University which makes them more aware and engaged with sustainable practice at UoM
- As a result, they are happier with the University's efforts in working towards sustainability
- Staff feel that sustainability is a top priority for the University however there is relatively low awareness of the formalised Sustainability Plan
- Both staff and students are increasingly waste and water conscious

STUDENTS

- Students are as aware of sustainability-related issues in the wider community as staff are, but have much lower engagement with sustainability at UoM
- They feel that the University could raise greater awareness of sustainability-related issues and promote events/initiatives better
- Students have relatively low awareness and participation in sustainability events/initiatives
- However, they are highly engaged in the Farmers' Market, which can be a platform to promote further activity students can get involved in
- Social motivation is much more important for students than staff. They like participating in activities with their friends, but also want to build networks and make new friends. Social media is a key engagement tool
- Students are more likely to recycle organic waste
- Students are more financially conscious, they feel finance is more of an issue in society and it affects their sustainability practice (expense is a key barrier)

Key differences – males vs. females

MALES

- Males and females have similar awareness levels of Sustainability-related issues in general and at UoM
- Males have more practical views and are more cynical than females
- They appear to be more conscious about sustainability factors which affect their hip pocket
- Males are more energy conscious, feeling that carbon emissions and energy consumption are more of an issue than females do
- Whilst environmental issues are seen as the most important issues in Australia, they are also highly conscious of education and the economy
- Males feel UoM should encourage sustainable transport more than what females do

FEMALES

- Females are more idealistic in their views on Sustainability, having stronger sentiment about doing the right thing
- They have a stronger feeling than males that their efforts will make a difference
- Females are more waste conscious than males
- As a result, they are more likely to utilise reusable products, such as water bottles, keep cups, crockery, etc.
- They also are more engaged with Fair Trade products and are more conscious of modern slavery in supply chains
- Given their want to make a difference, females are more likely to feel as though they need more information about what they can do

Key differences – UG vs. PG

UNDERGRADUATES

- UGs have lower awareness of sustainability in general and at UoM
- They are less engaged and receive less sustainability-related communication
- UGs are quite conscious of climate change, and feel the University's carbon footprint is the key area of importance along with waste
- Sustainability is less of a priority than it is for PGs
- However, there is a strong feeling that they could undertake more personal sustainability-related activities with more information on what to do
- They are more likely to catch public transport
- UGs have slightly lower awareness and engagement with initiatives, except for Farmers' Market (high engagement)
- Key engagement channels are similar for UGs than they are for PGs

POSTGRADUATES

- PGs are more sustainability-conscious
- They are more engaged with sustainability activity at the University and receive sustainability communications more than UGs
- PGs are more likely to undertake personal sustainability activities such as reducing printing and turning off computers at night
- They have more of a sense of higher-level initiatives such as the use of the campus as a sustainability testing ground and the implementation of the Sustainable Investment Framework
- They are more satisfied with the University's efforts, most likely because they are better informed
- PGs have greater engagement with sustainability initiatives than UGs



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Appendices





Demographics

Overall

		2012	2014	2016	2018
Relationship with University	Staff	33%	47%	38%	38%
	Student	67%	53%	62%	62%
Age	<24	45%	39%	42%	43%
	25 - 39	36%	36%	36%	37%
	40 +	19%	25%	22%	18% 
Gender	Male	38%	70%	31%	26% 
	Female	62%	30%	67%	72% 
Total n =		1,856	996	1,233	1,212



Demographics

Staff

Faculty / Grad School / Division	2012	2014	2016	2018
University Services	-	-	31%	32%
Science	8%	9%	13%	14%
MDHS	30%	27%	20%	12% ↓
Arts / GSHSS	4%	5%	6%	7%
Chancellery	-	-	3%	6% ↑
FBE / MBS	3%	5%	5%	5%
Other	4%	4%	2%	5% ↑
MLS	1%	3%	1%	5% ↑
FVAS	1%	3%	6%	3% ↓
MSE / MSI	4%	4%	4%	3%
MGSE	3%	2%	3%	2%
FFAM	1%	3%	3%	2%
ABP / MSD	2%	3%	3%	2%
Advancement	-	-	2%	2%
Total n =	610	464	766	465


		2012	2014	2016	2018
Staff type	Professional Staff	69%	73%	73%	78% ↑
	Academic Staff	27%	25%	27%	20% ↓
	Other	4%	2%	0%	2%
Campus	Parkville	96%	93%	91%	94%
	Southbank	1%	2%	3%	2%
	Other	3%	5%	6%	4%
Total n =		610	464	766	465





Demographics

Students


Degree Level

	2012	2014	2016	2018
UG	54%	57%	51%	49%
HDCW	31%	29%	35%	39%
GR	14%	14%	15%	11% 
Total n =	1,246	532	766	747

Undergraduate Students by Course

	2012	2014	2016	2018
Science	30%	36%	38%	35%
Arts	22%	29%	29%	28%
Commerce	20%	14%	13%	16%
Biomedicine	10%	6%	5%	10% 
Design/Envs	8%	11%	12%	6% 
Fine Arts	1%	<1%	1%	2%
Music	1%	1%	1%	1%
Agriculture	-	-	2%	1%
Oral Health	-	-	<1%	-
Total n =	668	302	387	368

Postgraduate Students by Faculty/School

	2012	2014	2016	2018
Science	7%	13%	25%	20%
GSHSS	16%	14%	16%	16%
MSE/MSI	13%	14%	13%	14%
FBE/MBS	8%	6%	5%	10%
MGSE	13%	11%	7%	7%
FVAS	1%	1%	6%	7%
MDHS	22%	17%	15%	4% 
MLS	5%	6%	6%	4%
APB	4%	4%	5%	4%
FFAM	2%	-	2%	2%
Total n =	562	227	375	376



Important Issues Facing Australia

By Segment

	TOTAL	Staff or student		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
Environmental sustainability	56%	61%	53%	49%	54%	65%	55%	56%	51%	57%	66%
Climate change	51%	58%	48%	47%	45%	62%	55%	50%	46%	54%	58%
Education	27%	28%	26%	27%	27%	15%	32%	25%	28%	25%	27%
Immigration policy	29%	21%	33%	32%	36%	33%	24%	30%	34%	29%	17%
Healthcare	21%	24%	18%	18%	16%	25%	20%	21%	18%	20%	26%
Indigenous rights	21%	21%	21%	18%	21%	32%	15%	23%	19%	24%	20%
The economy	20%	16%	22%	23%	21%	18%	33%	15%	20%	20%	16%
Unemployment	18%	11%	22%	22%	27%	8%	15%	19%	24%	16%	10%
Racism	18%	14%	20%	23%	18%	19%	13%	19%	21%	17%	13%
Ageing population	15%	18%	13%	14%	14%	7%	16%	15%	14%	13%	21%
Gender equality	15%	18%	13%	14%	13%	13%	9%	18%	14%	16%	17%
Terrorism and war	7%	8%	7%	10%	5%	1%	9%	7%	9%	6%	7%
Nuclear energy / weaponry	2%	2%	2%	4%	1%	0%	4%	1%	3%	1%	2%
Total n =	1,212	465	747	368	292	84	315	873	515	447	230

Q. Which of the following do you consider to be the most important issues facing Australia today? Please rank your top three in order from 1 – 3. [MR] (Ranked in top 3)
 Base: All respondents n=1,212



Environmental Issues Facing Australia - *By Segment*

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
Waste	59%	60%	58%	60%	58%	52%	45%	63%	59%	60%	56%
Climate change	57%	63%	54%	59%	46%	54%	58%	57%	56%	54%	67%
Carbon emissions	40%	32%	45%	53%	35%	45%	46%	38%	48%	40%	24%
Consumption	33%	35%	32%	31%	37%	20%	27%	36%	32%	34%	35%
Energy	28%	28%	28%	25%	34%	24%	39%	25%	26%	31%	29%
Water	26%	27%	25%	19%	29%	36%	27%	26%	21%	27%	33%
Land degradation	20%	19%	20%	21%	18%	25%	19%	20%	22%	17%	20%
Food production	15%	13%	16%	15%	16%	14%	13%	15%	16%	14%	13%
Biodiversity	13%	14%	13%	10%	14%	21%	17%	12%	11%	13%	16%
Natural disasters	5%	5%	5%	4%	7%	4%	5%	5%	5%	4%	5%
Biofuels	3%	3%	4%	3%	4%	5%	3%	3%	3%	4%	2%
Total n =	1212	465	747	368	292	84	315	873	515	447	230



Awareness of Sustainability-related issues - *By Segment*

	TOTAL	Relationship with university		Student Type			Gender		Age		
	2016	Staff	Student	UG	HDCW	GR	M	F	<25	25 - 39	40+
I have a high level of awareness	29%	33%	27%	20%	33%	40%	33%	28%	23%	32%	36%
I have a moderate level of awareness	57%	58%	57%	61%	54%	49%	56%	58%	61%	55%	56%
I have low / limited awareness	13%	9%	16%	19%	13%	11%	11%	14%	16%	12%	8%
I am not aware of any sustainability-related issues	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL n =	1212	465	747	368	292	84	315	873	515	447	230



Awareness of UoM Sustainability-related Issues - *By Segment*

	TOTAL	Relationship with University		Student Type			Gender		Age		
	2016	Staff	Student	UG	HDCW	GR	M	F	<25	25 - 39	40+
I have a high level of awareness	11%	17%	7%	3%	12%	10%	12%	11%	6%	12%	18%
I have a moderate level of awareness	44%	56%	37%	30%	43%	48%	44%	44%	35%	49%	57%
I have low / limited awareness	40%	26%	48%	57%	39%	38%	39%	40%	52%	34%	24%
I am not aware of any sustainability-related issues	5%	1%	7%	9%	5%	5%	5%	5%	8%	4%	1%
TOTAL n =	1212	465	747	368	292	84	315	873	515	447	230



Sustainability at the University of Melbourne - *Year on Year*

	Ask All				Staff member only				Student Only			
	2012	2014	2016	2018	2012	2014	2016	2018	2012	2014	2016	2018
The Uni provides adequate facilities to enable staff and students to walk, run or cycle to campus	-	-	-	74%	-	-	-	68%	-	-	-	78%
The Uni's major building developments embed environmentally sustainable design principles	-	-	-	53%	-	-	-	58%	-	-	-	50%
Sustainability is a top priority for the University	48%	44%	42%	54%↑	51%	52%	53%	65%↑	47%	37%	35%	47%↑
Campus sustainability has greatly improved in recent years	53%	54%	50%	51%	66%	68%	64%	70%	46%	42%	41%	40%
The Uni's activities and communications have increased my awareness of sustainability-related issues	-	48%	45%	48%	-	58%	58%	63%	-	40%	36%	39%
The Uni's sust. targets and initiatives are clearly articulated	37%	39%	37%	45%↑	46%	43%	49%	59%↑	33%	34%	30%	36%↑
I receive regular communications from the Uni about sustainability-related issues	35%	37%	45%	43%	53%	55%	64%	62%	26%	21%	33%	31%
The Uni successfully embeds sustainability research and teaching into the way its campuses are run	-	37%	37%	40%	-	35%	40%	41%	-	39%	35%	39%
The Uni is successfully addressing the targets of the Sustainability Plan 2017-2020	-	-	-	31%	-	-	-	41%	-	-	-	25%
Staff are motivated to improve campus sustainability	Staff only metrics				54%	54%	46%	62%↑	-	-	-	-
Staff are knowledgeable of campus sust.-related issues					42%	34%	37%	45%↑	-	-	-	-
Campus sustainability is a top priority for my immediate team					32%	26%	31%	42%↑	-	-	-	-
Students are motivated to improve campus sustainability	Student only metrics				-	-	-	-	44%	48%	50%	49%
Students are knowledgeable of campus sust.-related issues					-	-	-	-	30%	30%	33%	30%
TOTAL n =	1,856	996	1,233	1,212	610	464	467	465	1,246	532	766	747

Q. To what extent do you agree or disagree with the following statements about sustainability-related issues at the University of Melbourne? [SR] % Answering 'Somewhat agree' and 'Strongly agree'

Base: All respondents n= 1,212



Sustainability at the University of Melbourne – *By Segment*

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
The Uni provides adequate facilities to enable staff and students to walk, run or cycle to campus	74%	68%	78%	82%	77%	67%	70%	76%	81%	70%	68%
Staff/students are motivated to improve campus sustainability	54%	62%	49%	41%	56%	58%	51%	56%	48%	57%	61%
The Uni's major building developments embed environmentally sustainable design principles	53%	58%	50%	47%	56%	42%	55%	52%	51%	53%	56%
Sustainability is a top priority for the University	54%	65%	47%	45%	54%	37%	51%	55%	47%	55%	66%
Campus sustainability has greatly improved in recent years	51%	70%	40%	34%	45%	44%	51%	52%	40%	55%	70%
The Uni's activities and communications have increased my awareness of sustainability-related issues	48%	63%	39%	32%	48%	35%	48%	49%	38%	51%	63%
The Uni's sustainability targets and initiatives are clearly articulated	45%	59%	36%	33%	38%	44%	44%	45%	35%	49%	60%
I receive regular communications from the Uni about sustainability-related issues	43%	62%	31%	24%	37%	44%	41%	44%	29%	48%	63%
The Uni successfully embeds sustainability research and teaching into the way its campuses are run	40%	41%	39%	35%	44%	36%	37%	41%	39%	39%	42%
Campus sustainability is a top priority for my immediate team	42%	42%	-	-	-	-	41%	42%	54%	39%	44%
Staff/students are knowledgeable of campus sustainability-related issues	36%	45%	30%	26%	35%	35%	34%	37%	30%	37%	47%
The Uni is successfully addressing the targets of the Sustainability Plan 2017-2020	31%	41%	25%	20%	35%	15%	31%	31%	24%	33%	43%
Total n =	1212	465	747	368	292	84	315	873	515	447	230

Q. To what extent do you agree or disagree with the following statements about sustainability-related issues at the University of Melbourne? [SR] % answering 'Somewhat Agree' or 'Strongly Agree'

Base: All respondents n=1,212



Sustainability Areas of Importance at UoM – *By Segment*

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
Waste reduction, reuse and recycling rates	71%	71%	71%	72%	70%	68%	69%	71%	71%	69%	74%
Reducing the Uni's carbon footprint	63%	62%	64%	71%	58%	56%	63%	63%	68%	57%	65%
Raising awareness of sustainability issues within the university community	47%	44%	49%	50%	49%	49%	47%	47%	48%	47%	47%
Using the campus as a testing ground for sustainability activities	37%	44%	32%	26%	38%	38%	39%	36%	28%	41%	45%
Embedding sustainability principles into the curriculum	30%	31%	29%	22%	37%	31%	32%	29%	26%	32%	33%
Undertaking sustainability research	34%	34%	34%	34%	31%	46%	39%	32%	34%	32%	37%
Encouraging sustainable travel	30%	33%	29%	31%	27%	26%	39%	27%	29%	31%	33%
Commitment to Fair Trade and sourcing ethical products	27%	28%	26%	29%	21%	27%	17%	30%	28%	26%	26%
Reducing water consumption	24%	20%	26%	28%	24%	23%	26%	23%	28%	21%	20%
Increasing participation in the University's sustainability related events	23%	16%	27%	29%	29%	12%	19%	24%	30%	20%	13%
Reducing the presence of modern slavery in the Uni's supply chains	23%	25%	22%	23%	21%	24%	18%	25%	24%	23%	21%
Implementation of the University's Sustainable Investment Framework	19%	23%	16%	13%	18%	25%	22%	18%	14%	22%	22%
Leadership & governance by the Sustainability Executive	15%	20%	12%	10%	16%	10%	20%	14%	11%	16%	22%
Compliance with environmental legislation	13%	9%	15%	16%	15%	13%	18%	11%	14%	14%	9%
Improving the biodiversity of the University's campuses	14%	12%	16%	15%	16%	17%	15%	14%	16%	14%	11%
Total n =	1212	465	747	368	292	84	315	873	515	447	230

Q. Which of the following areas do you consider to be of the greatest importance for achieving sustainability at the University of Melbourne? Please rank your top five in order from 1 – 5. [MR] % Ranked in Top 5
Base: All respondents n=1,212



Satisfaction with UoM Efforts

By Segment

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
Encouraging sustainable travel	59%	60%	59%	60%	61%	52%	53%	62%	63%	56%	58%
Raising awareness of sustainability issues within the university community	52%	63%	45%	41%	51%	44%	51%	53%	47%	53%	62%
Waste reduction, reuse and recycling rates	54%	56%	53%	54%	56%	42%	50%	56%	56%	51%	57%
Undertaking sustainability research	45%	44%	46%	42%	53%	40%	44%	45%	49%	42%	44%
Improving the biodiversity of the University's campuses	43%	41%	44%	40%	50%	35%	41%	43%	44%	44%	38%
Reducing water consumption	45%	43%	46%	48%	46%	39%	46%	45%	48%	40%	47%
Reducing the Uni's carbon footprint	41%	47%	38%	37%	41%	30%	43%	41%	40%	40%	47%
Increasing participation in the University's sustainability-related events	41%	47%	36%	34%	40%	33%	37%	42%	37%	42%	48%
Compliance with envi. legislation	38%	38%	38%	38%	40%	32%	40%	37%	39%	34%	41%
Using the campus as a testing ground / showcase for sustainability activities	39%	41%	38%	35%	42%	37%	36%	40%	40%	36%	44%
Leadership & governance by the Sustainability Executive	34%	39%	31%	25%	38%	33%	34%	34%	29%	35%	41%
Commitment to Fair Trade and sourcing ethical products	32%	38%	29%	25%	34%	25%	35%	32%	27%	33%	40%
Implementation of the University's Sustainable Investment Framework	28%	32%	25%	21%	32%	23%	29%	28%	25%	29%	32%
Embedding sustainability principles into the curriculum	27%	21%	31%	30%	36%	23%	30%	27%	33%	23%	23%
Reducing the presence of modern slavery in the University's supply chains	17%	11%	20%	19%	24%	14%	18%	17%	20%	17%	10%
Total n =	1212	465	747	368	292	84	315	873	515	447	230

Q. To what degree are you satisfied with the University of Melbourne's efforts towards sustainability in the following areas? [SR] % answering 'Extremely satisfied' or 'Somewhat satisfied'

Base: All respondents n=1,212



Satisfaction with UoM Efforts Year on Year

	2012	2014	2016	2018
Encouraging sustainable travel and transport	-	61%	52%	59% ↑
Raising awareness of sustainability issues within the university community*	-	-	39%	52%
Waste reduction, reuse and recycling rates	59%	61%	56%	54%
Undertaking sustainability research	-	-	-	45%
Improving the biodiversity of the University's campuses	-	-	33%	43% ↑
Reducing water consumption	46%	47%	48%	45%
Reducing the University's carbon footprint	34%	37%	35%	41% ↑
Increasing participation in the University's sustainability-related events	45%	44%	41%	41%
Compliance with environmental legislation	40%	39%	37%	38%
Using the campus as a testing ground / showcase for sustainability activities	-	-	30%	39% ↑
Leadership & governance by the Sustainability Executive	-	-	27%	34% ↑
Commitment to Fair Trade and sourcing ethical products	-	34%	31%	32%
Implementation of the University's Sustainable Investment Framework	-	-	-	28%
Embedding sustainability principles into the curriculum	-	-	25%	27%
Reducing the presence of modern slavery in the University's supply chains	-	-	-	17%
TOTAL n =	1,856	996	1,233	1,212

Q. To what degree are you satisfied with the University of Melbourne's efforts towards sustainability in the following areas? [SR] % Answering 'Extremely satisfied' or 'Somewhat satisfied'

Base: All respondents n=1,212

* Wording of this statement changed from 2016 to 2018, so sig testing was not carried out for this increase.








Personal Undertaking of Sustainability Activities - *By Segment*

% always/mostly	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
I put recyclable items in the correct bins	97%	99%	96%	95%	98%	96%	96%	98%	96%	98%	99%
I switch off lights when not needed	91%	89%	92%	91%	93%	95%	90%	91%	91%	93%	87%
I regularly carry and use a reuseable water bottle	88%	84%	91%	89%	93%	87%	79%	91%	91%	90%	80%
I make use of reusable crockery wherever possible	83%	86%	82%	80%	82%	88%	77%	86%	81%	85%	87%
I make every effort to reduce my printer usage and paper consumption	80%	84%	78%	71%	84%	87%	77%	81%	74%	85%	83%
I turn off my computer at night	71%	75%	68%	63%	72%	74%	70%	71%	65%	74%	77%
I use the water drinking fountains where they are available on campus	65%	57%	70%	67%	76%	64%	69%	64%	69%	66%	58%
I catch public transport to work/University	60%	49%	67%	73%	61%	58%	56%	62%	70%	55%	48%
I bring my own mug / cup when buying tea / coffee	52%	68%	43%	29%	53%	65%	44%	55%	37%	64%	64%
I walk / ride to work / University	51%	45%	54%	48%	60%	58%	55%	48%	52%	54%	41%
I choose Fair Trade, UTZ or rainforest alliance products especially for tea/coffee	36%	40%	34%	27%	40%	43%	30%	38%	30%	38%	44%
I recycle organic waste in my department	33%	27%	37%	35%	38%	39%	31%	34%	35%	32%	30%
I voluntarily attend sustainability-related events / lectures / talks	18%	18%	18%	10%	27%	24%	16%	19%	15%	20%	21%
Total n =	1212	465	747	368	292	84	315	873	515	447	230



Personal Undertaking of Sustainability Activities – Year on Year

	2012	2014	2016	2018
I put recyclable items in the correct bins	97%	97%	97%	97%
I regularly carry and use a reuseable water bottle	--	-	-	91%
I switch off lights when not needed	90%	91%	91%	88%
I turn off my computer at night	82%	83%	77%	83% 
I make use of reusable crockery wherever possible	-	-	-	80%
I use the water drinking fountains where they are available on campus	62%	68%	75%	71%
I catch public transport to work/University	-	-	-	65% 
I make every effort to reduce my printer usage and paper consumption	78%	80%	81%	60%
I walk / ride to work / University	-	-	-	52% 
I bring my own mug / cup when buying tea / coffee	32%	32%	38%	51%
I recycle organic waste in my department	-	-	-	36% 
I choose Fair Trade, UTZ or rainforest alliance products especially for tea/coffee	-	35%	38%	33%
I voluntarily attend sustainability-related events / lectures / talks	-	-	16%	18% 
TOTAL n =	1,856	996	1,233	1,212



Motivations for Undertaking Activities – *By Segment*

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
We should protect the planet/natural environment	87%	88%	86%	86%	85%	85%	83%	88%	86%	88%	87%
It is the right thing to do	81%	81%	80%	81%	77%	83%	82%	80%	82%	80%	80%
I believe it will make a difference	70%	71%	69%	67%	70%	74%	62%	73%	68%	70%	74%
I want to set a positive example for others	52%	56%	49%	46%	51%	57%	54%	51%	47%	53%	59%
It is personally rewarding to me	50%	51%	49%	47%	51%	50%	51%	49%	49%	48%	56%
I'm encouraged to participate by others	20%	17%	22%	24%	21%	17%	18%	20%	26%	16%	16%
For personal economic benefit	18%	14%	21%	20%	23%	18%	21%	17%	23%	15%	14%
I have specific skills and expertise to contribute	13%	13%	13%	8%	17%	21%	15%	12%	10%	14%	17%
Other	2%	2%	3%	2%	3%	2%	2%	3%	3%	1%	3%
I am not motivated to participate in sustainability-related activities	1%	0%	2%	3%	0%	2%	2%	1%	2%	0%	0%
Don't know / can't say	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%
Total n =	1212	465	747	368	292	84	315	873	515	447	230



Reasons for not Undertaking Activities - *By Segment*

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
I need more information on what to do	42%	34%	48%	51%	47%	37%	36%	45%	51%	39%	30%
I'm too busy	31%	27%	34%	39%	31%	23%	35%	31%	37%	28%	25%
It's not convenient	30%	25%	33%	36%	30%	24%	33%	29%	34%	27%	24%
It's too expensive	23%	12%	29%	31%	28%	25%	20%	24%	30%	23%	7%
A lack of leadership and guidance hinders my participation	21%	19%	22%	24%	21%	18%	19%	22%	22%	22%	17%
A lack of administrative and technological support hinders my participation	21%	23%	19%	18%	18%	29%	23%	20%	19%	24%	20%
Not enough people are making sacrifices and I can't solve the problem alone	15%	10%	18%	20%	16%	14%	16%	14%	19%	15%	4%
I don't think such activities will make a difference	6%	3%	7%	10%	4%	6%	8%	4%	7%	5%	1%
I do enough already	5%	4%	5%	5%	5%	6%	8%	4%	6%	4%	3%
I don't believe there is an issue and therefore I do not need to do anything	1%	<1%	2%	2%	1%	2%	2%	1%	2%	1%	0%
Other (please specify)	3%	4%	2%	2%	2%	1%	3%	2%	2%	2%	6%
Nothing stops me from participating in (more) sustainability-related activities	12%	15%	9%	8%	10%	17%	14%	11%	7%	10%	23%
Don't know / can't say	2%	1%	2%	1%	3%	0%	2%	2%	2%	2%	1%
Total n =	1212	465	747	368	292	84	315	873	515	447	230



Awareness of Sustainability Initiatives – *By Segment*

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
University of Melbourne Farmers' Market	84%	91%	79%	83%	74%	83%	80%	86%	82%	84%	89%
Ride2Uni breakfasts	62%	88%	45%	36%	52%	63%	62%	61%	41%	74%	83%
Furniture and Equipment Reuse Store	38%	78%	12%	5%	17%	29%	37%	37%	8%	50%	79%
The Sustainability Plan 2017-2020	34%	51%	24%	21%	27%	24%	35%	34%	23%	38%	50%
Green Impact	29%	50%	16%	11%	21%	21%	27%	30%	16%	36%	44%
World Environment Day	29%	38%	23%	21%	24%	31%	29%	29%	21%	26%	50%
Fair Trade at the University of Melbourne	25%	32%	21%	19%	23%	21%	24%	26%	20%	24%	38%
Bees@UniMelb	21%	34%	13%	10%	14%	23%	19%	22%	11%	25%	35%
Sustainability/biodiversity tours and events	23%	36%	14%	8%	21%	17%	18%	24%	12%	27%	38%
Sustainability Quiz - receive a free water bottle	17%	23%	13%	11%	15%	12%	20%	16%	11%	20%	23%
Sustainability Advocates Forum	9%	17%	5%	4%	6%	5%	9%	10%	5%	9%	20%
None of the above	6%	1%	9%	9%	12%	1%	9%	5%	9%	5%	2%
Total n =	1212	465	747	368	292	84	315	873	515	447	230



Participation in Sustainability Initiatives – *By Segment*

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
University of Melbourne Farmers' Market	64%	75%	57%	60%	54%	57%	58%	66%	60%	67%	68%
Furniture and Equipment Reuse Store	18%	41%	3%	1%	4%	12%	18%	18%	2%	21%	46%
Ride2Uni breakfasts	17%	28%	10%	5%	13%	18%	18%	16%	8%	21%	27%
Green Impact	14%	27%	6%	3%	9%	7%	9%	16%	6%	19%	20%
Sustainability Quiz - receive a free water bottle	9%	14%	7%	4%	11%	5%	10%	9%	5%	12%	15%
Fair Trade at the University of Melbourne	7%	11%	5%	5%	7%	2%	5%	8%	5%	8%	12%
World Environment Day	8%	12%	5%	4%	7%	4%	6%	8%	4%	7%	15%
Sustainability/biodiversity tours and events	7%	11%	5%	2%	8%	5%	5%	8%	3%	8%	15%
Bees@UniMelb	4%	7%	2%	0%	3%	4%	4%	4%	1%	5%	7%
Consultation process for the Sustainability Plan 2017-2020	3%	7%	1%	1%	1%	4%	4%	3%	1%	4%	8%
Sustainability Advocates Forum	4%	9%	1%	0%	1%	2%	3%	4%	1%	5%	10%
None of the above	21%	11%	27%	28%	22%	37%	23%	20%	27%	18%	13%
Total n =	1212	465	747	368	292	84	315	873	515	447	230

Sources of Awareness

	Net (any event)	Green Impact	Ride2 Uni	Sust. Plan	Sust. Quiz	Envi Day	Fair Trade	Furn. Reuse	Farmer Market	Sust. Forum	Bees	Biod. Tours
Word of Mouth	62%	31%	27%	15%	11%	30%	35%	53%	55%	34%	36%	25%
Staff News	29%	24%	34%	27%	17%	21%	19%	39%	22%	16%	23%	16%
Email from Sus. Team	27%	44%	45%	46%	43%	38%	28%	17%	7%	40%	34%	41%
Other	22%	6%	3%	0%	7%	7%	7%	5%	20%	8%	11%	6%
Social Media	21%	7%	20%	5%	11%	21%	12%	4%	16%	4%	11%	17%
Posters	16%	10%	8%	0%	4%	10%	11%	3%	13%	2%	7%	8%
Sust. Campus Site	11%	18%	14%	24%	10%	3%	10%	7%	3%	12%	9%	19%
Departmental emails	9%	11%	5%	2%	12%	2%	6%	6%	3%	6%	0%	7%
Our Campus Site	8%	5%	5%	2%	9%	2%	8%	3%	5%	4%	11%	8%
Departmental postings	5%	9%	2%	7%	2%	3%	4%	6%	1%	6%	0%	6%
Sust. Adv. Forum	3%	9%	1%	7%	2%	2%	6%	2%	1%	10%	2%	6%
Student env. group	3%	2%	2%	5%	2%	3%	2%	0%	1%	2%	0%	7%
Farrago	3%	1%	3%	2%	2%	3%	2%	0%	1%	0%	0%	0%
From academic / tutor	3%	2%	2%	5%	7%	2%	4%	2%	1%	0%	2%	5%
Average no. of sources	2.2	1.7	1.7	1.5	1.4	1.5	1.6	1.5	1.5	1.4	1.5	1.7
Total n =	887	170	201	41	115	92	89	218	775	50	44	88



Sources of Awareness *By Segment*

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	GR	M	F	<25	25 – 39	40+
Word of mouth	62%	68%	57%	58%	53%	65%	66%	61%	59%	64%	63%
Staff News	62%	62%	-	-	-	-	55%	65%	56%	58%	68%
Email from Sust. team	27%	38%	18%	7%	29%	29%	30%	26%	15%	31%	40%
Facebook or other social media	21%	15%	26%	24%	30%	23%	19%	22%	24%	22%	14%
Poster advertising on campus	16%	11%	21%	21%	22%	15%	16%	16%	22%	13%	10%
UoM Sustainable Campus website	11%	12%	9%	5%	15%	8%	11%	11%	8%	10%	15%
Departmental mailing lists	9%	11%	7%	7%	6%	13%	10%	9%	8%	8%	12%
UoM Our Campus website	8%	4%	12%	10%	14%	12%	12%	7%	10%	8%	5%
Departmental postings or Staff Hubs	5%	9%	3%	1%	4%	4%	7%	5%	2%	6%	10%
From an academic/tutor	6%	-	6%	2%	10%	10%	10%	5%	4%	11%	10%
Student environmental group	5%	-	5%	4%	7%	6%	7%	4%	4%	7%	0%
Sustainability Advocates Forum	6%	6%	-	-	-	-	4%	6%	11%	3%	7%
Farrago	3%	<1%	4%	4%	5%	4%	3%	2%	5%	1%	1%
Other	22%	19%	25%	30%	21%	15%	16%	24%	28%	16%	23%
Total n =	887	410	477	231	193	52	213	656	331	344	195



Suggestions for Improvement *By Segment*

	TOTAL	Relationship with Uni		Student Type			Gender		Age		
	2018	Staff	Student	UG	HDCW	HDR	M	F	<25	25 – 39	40+
Waste-related	35%	41%	30%	25%	34%	37%	30%	36%	28%	36%	42%
Information-related	34%	23%	43%	48%	40%	35%	27%	37%	46%	28%	26%
Leadership-related	16%	21%	12%	6%	13%	26%	15%	15%	7%	22%	19%
Recycling-related	13%	18%	9%	9%	11%	5%	9%	15%	8%	14%	19%
Energy-related	12%	14%	11%	12%	10%	9%	20%	9%	10%	9%	19%
Transport-related	10%	17%	4%	2%	5%	5%	12%	8%	4%	12%	15%
Food and water-related	8%	10%	7%	3%	10%	7%	10%	7%	5%	8%	13%
Other	7%	10%	5%	5%	5%	9%	9%	6%	5%	9%	9%
Total n =	537	231	306	126	136	43	154	372	196	211	123



THE UNIVERSITY OF
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Thank you

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