



2016 Staff & Student Sustainability Survey

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On behalf of the Sustainable Campus team,
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Executive Summary & Recommendations



Introduction & Demographics



Issues Facing Australia



Sustainability at the University of Melbourne



Staff and Student Contributions to Sustainability



Suggested Sustainability Initiatives



Detailed Findings and Verbatims



1. As in previous years, climate change is considered to be the most important issues facing Australia

- Staff members have a significantly higher concern about general environmental sustainability and climate change when compared to students
- Both staff and students exhibit moderate level of awareness regarding sustainability-related issues, both in general and those related to UoM

2. The University's sustainability performance is viewed slightly more positively compared to 2014

- Almost half of the participants agree that campus sustainability has greatly improved in recent years and that they received regular communication about sustainability-related issues
- Although students are more likely to be motivated to improve campus sustainability compared to staff members, they are less likely to effectively engaged with the development of the Sustainability Charter and Plan

3. Reducing the University's carbon footprint is considered the most important initiative in achieving campus sustainability, overtaking waste reduction, reuse and recycling

- The initiative of waste reduction, reuse and recycling achieved the highest level of satisfaction (55% satisfied) though this was down significantly on 2014
- Despite its importance, reducing the University's carbon footprint is only ranked 8th amongst the 13 initiatives in question (with 34% satisfaction)
- Using campus as testing ground for sustainability activities and embedding sustainability principles into curriculum are other areas considered important but with low satisfaction, that could be the focus for future activities

4. **The Farmer's Market and Ride2Uni breakfasts are the two initiatives that have the highest level of awareness (87% and 66% respectively)**

- In line with the high level of awareness, the conversion to participation in the Farmer's Market is also the highest (64% participation), however Ride2Uni has a much lower conversion to participation (only 17%)
- Key differences exist in relation to awareness channels for staff and students. In general, direct email, word-of-mouth and Staff News (staff only) are the most three effective sources of awareness, whereas Facebook and posters on campus work much better for students
- Across the whole sample, recommendation has decreased its impact compared with the previous years but it has remained a strong driver within the student cohort

5. **Recycling and switching off lights have remained the most popular personal sustainability undertakings**

- Reusable crockery at Union House and voluntarily attending sustainability-related lectures/seminars/talks are the least undertaken activities
- Use of public transport and drinking fountains have both shown steady increases over the last four years
- 'The right thing to do' is again the strongest motivation for undertaking activities, whilst personal economic benefit has decreased as a driver compared to 2012 and 2014
- Major barriers to undertaking sustainability activities are a lack of information, time and inconvenience, and this trend has remained stable compared to previous years

6. **Just over one in ten respondents undertook some other university-based sustainability activity not discussed in the survey**

- These activities include being involved in the divestment/fossil free MU campaign and being a member of some type of environmental organisation



Executive Summary

Staff vs Student Views

	STAFF	STUDENTS
GENERAL CONCERNS	Higher levels of concern regarding: environmental sustainability; healthcare; the economy; ageing population	Higher levels of concern regarding: education; immigration policy; unemployment; same-sex marriage
ENVIRONMENTAL CONCERNS	Staff and student environmental concerns relatively evenly matched	Higher levels of concern regarding: carbon emissions
VIEWS ON SUSTAINABILITY AT UOM	As in 2012, generally more positive than students, particularly: improvements in recent years; communications and awareness; top priority; articulation of targets	Generally less positive about all aspects of sustainability at UoM
ACTIONS	More likely to: recycle correctly; actively reduce paper consumption; choose Fair Trade; use own mugs	More likely to: use PT; use water fountains
MOTIVATIONS	More likely to: believe it is the right thing to do; want to set a positive example	More likely to: see personal economic benefit in sustainability actions
REASONS FOR INACTIVITY	Provide less reasons for inactivity, and generally participate more	Generally provide more reasons (excuses): need more information; too busy; too expensive; participation not being made by all
AREAS OF IMPORTANCE	More interested in: waste reduction, reuse & recycling; improving environmental leadership	Relatively more interested in: encouraging sustainable transport; event participation
SATISFACTION WITH UNIVERSITY ACTIVITIES	Generally higher levels of satisfaction overall, particularly for: sustainable transport; event participation; information; compliance; leadership & culture; reducing carbon footprint, fair trade	Generally lower levels of satisfaction with University activities, except with regards to waste reduction, reuse and recycling
EVENT AWARENESS	Consistently higher levels of event awareness	Consistently lower levels of event awareness
EVENT PARTICIPATION	Consistently higher levels of event participation, particularly: Earth Hour; Sustainability commitment; Furniture Reuse	Consistently lower levels of event participation



1. Relating to GOVERNANCE / OPERATIONS: Further focus on climate change and the University's carbon footprint reduction-related initiatives

- Climate change has remained a primary concern for both staff and students. However, the satisfaction level of staff and students towards the University's carbon footprint reduction is less than ideal. **Therefore this could be an area for the University to give priority to when developing future sustainability strategies.** In particular, fossil fuel divestment and increasing the use of the university-generated renewable energy were highlighted as desired initiatives.
- It is also important to note that **waste reduction, reuse and recycling remains a critical area of interest and therefore requires a continued focus.** These initiatives are perceived to be vitally important but satisfaction has decreased significantly since 2014. Future plans may consider strategies to reduce the use of non-reusable crockery items and packaging across the University's campuses. The development of the Student Precinct and the Food & Retail Strategy present strong opportunities in this space.

2. Relating to ENGAGEMENT / OPERATIONS / RESEARCH: Improve the visibility of the University's existing sustainability efforts

- Highlighting the University's sustainability leadership is important to demonstrate the University's efforts. **Staff and students have also called for the University to show bolder sustainability leadership.** Moreover, further embedding sustainability into the University's day to day operations would also serve to create a "green corporate culture" which may in turn encourages the University's "citizens" to more actively engage in sustainability initiatives. A lack of leadership, guidance and administrative/technological support are cited as a major barriers preventing participation in sustainability activities.
- **Continue to promote the University's current sustainability efforts.** The research has identified less than ideal levels of awareness and satisfaction with some of the University's sustainability activities. This may be because of insufficient communication about the performance of the current sustainability activities of the University as well as a lack of transparency about sustainability targets. Therefore better communication of the University's sustainability efforts is key. Simple to understand yet comprehensive benchmarking metrics could be provided to gain further awareness and engagement, especially from students.
- Using the University campus(es) as a testing ground for testing sustainability initiatives and embedding sustainability into curriculum would be effective ways to improve the visibility of the University's sustainability efforts. The research also highlights a strong wish **to see the University's sustainability activities extend to cover the non-Parkville campuses.**



3. Relating to ENGAGEMENT / TEACHING & LEARNING / OPERATIONS: Provide more information and knowledge about practicing sustainability activities

- **A lack of information on what to do remains the biggest barrier preventing staff and students from participating in University-driven sustainability activities.** This issue is likely to be even more widespread in the staff and student population than the research suggests, due to the self-selecting bias that exists within the survey sample. Even the survey respondents, who likely possess a higher than expected level of sustainability awareness and engagement, are asking for more information about practicing sustainability activities. Students in particular cite a larger range of barriers that prevent their participation in sustainability-related activities, and could benefit from both increased and more targeted information provision, and also a greater degree of embedding sustainability principles into their curriculum
- Practical sustainability participation communications could include tips to help reduce perceived barriers such as a lack of convenience and time. Also, **information about the impact and/or rewards of common sustainability practices would be beneficial in encouraging further engagement.** This would also serve to allow staff and students to feel a greater sense of ownership regarding the University's sustainability activities.
- Using targeted communication channels for the staff and student cohorts could also assist with the dissemination on sustainability information. **Direct email and word-of-mouth were identified as strong channels for both cohorts.** Staff News was a particularly effective source of awareness for staff, whereas Facebook and Posters on campus work much better for students.
- **Given the high level of both awareness of and participation in the Farmer's Market, a strong opportunity exists to utilise this initiative to promote other sustainability activities across the University**



1. Leadership-related

- The call for divestment from fossil fuels continues to increase from both the staff and student cohorts. There is also a high level of desire for the University to show a greater degree of environmental / sustainability leadership, both within the University community, and more broadly. Calls for the University to 'practice what it preaches' are strong

2. Information-related

- As highlighted throughout this report, staff and students continue to ask for an increase in both the volume and quality of sustainability information and communications, which will also assist in driving a greater level of awareness and engagement with initiatives

3. Energy-related

- Increasing the use and awareness of solar / renewable / green energy at the University is also highly desired, as is the mandating of actions to reduce energy consumption (including switching off lights, computers etc.)

4. Waste-related

- Suggested initiatives relating to the reduction of waste on campus particularly focused on encouraging / mandating the use of reusable/recyclable coffee cups and the use of reusable/recyclable crockery, with some going so far as to call for a ban on take-away coffee cups and plastic packaging

5. Food and Water-related

- A strong opportunity exists to strengthen existing organic waste composting / recycling activities across the University's campuses. Given the passion that some staff and students exhibited, a successful expansion of this initiative needs to build on the interest and engagement of current practitioners

6. Recycling-related

- Recycling continues to be a divisive topic. High levels of participation are reported, along with a number of concerns about the way in which recycling is practiced across the University. The provision of more recycling (and a wider range of) recycling facilities would be beneficial



INTRODUCTION





Introduction

As sustainability beliefs and practices are increasingly embedded in the University's day-to-day operations, an information gap was identified with regards to staff and student views on sustainability, and more specifically, sustainability at the University of Melbourne.

In 2012 a benchmarking survey of staff and student attitudes towards sustainability was undertaken.

Three waves of sustainability tracking have now been undertaken. This reports presents the findings from the 2016 survey with some comparisons with 2012 and 2014 studies.

Methodology

An online survey methodology was employed. The survey was publicised via a number of channels, including Staff News, the Sustainable Campus website and Facebook page, Staff Hub, Student Portal, through UMSU and GSA, as well as direct contact to opted-in students from 2016 Commencing and Continuing Student Surveys.

The survey was conducted from 26th Apr to 6th June 2016 with a 16Gb iPad Air 2 and five \$50 Readings bookstore vouchers offered as incentives.

A total sample of **n=1,233** was achieved.

O O: significance test for 2016 vs. 2014 data
xxx% xxx%: significance test for sub-group data

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. To measure awareness and performance of current University sustainability initiatives
4. To identify opportunities for new sustainability initiatives

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.

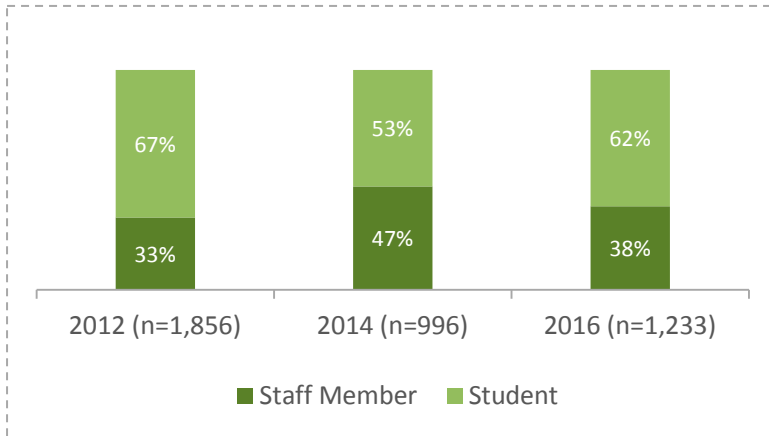


SAMPLE DEMOGRAPHICS

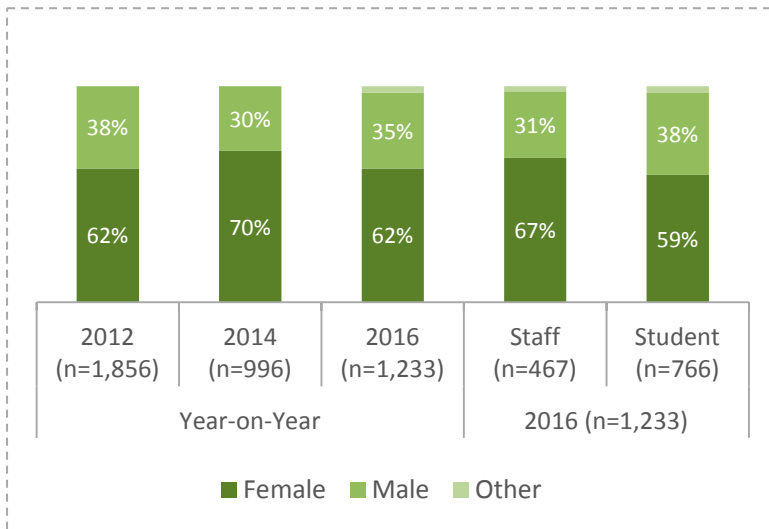




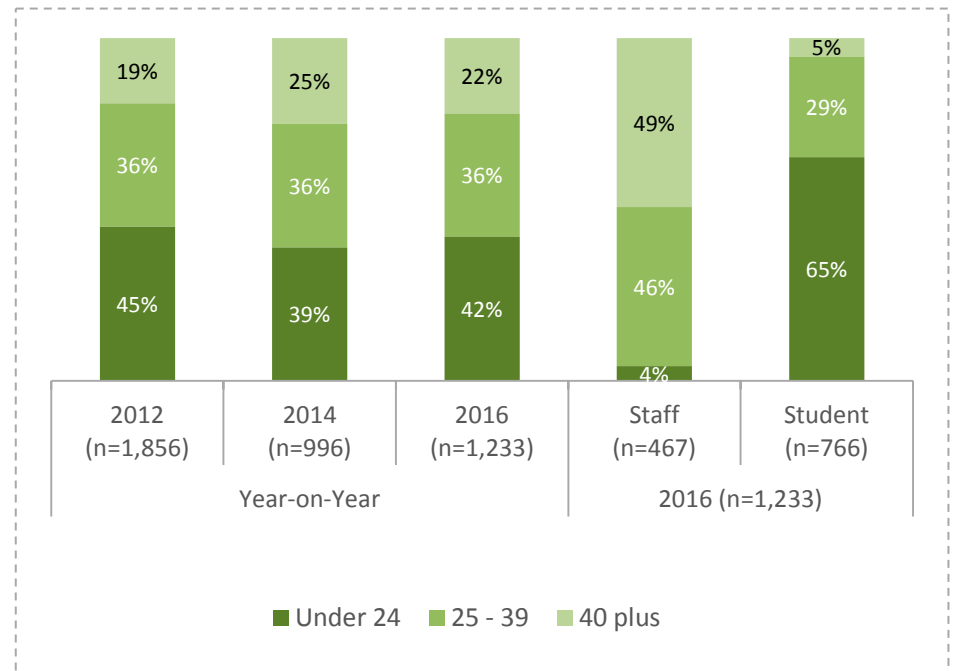
Relationship with University



Gender

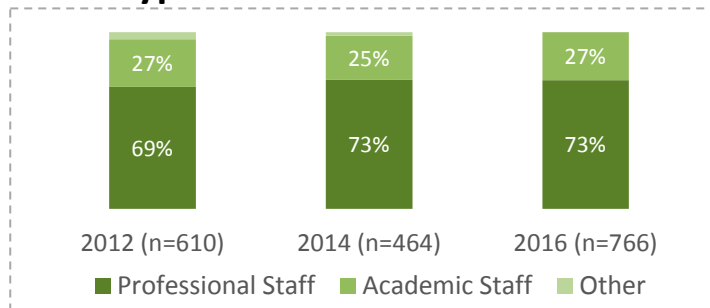


Age

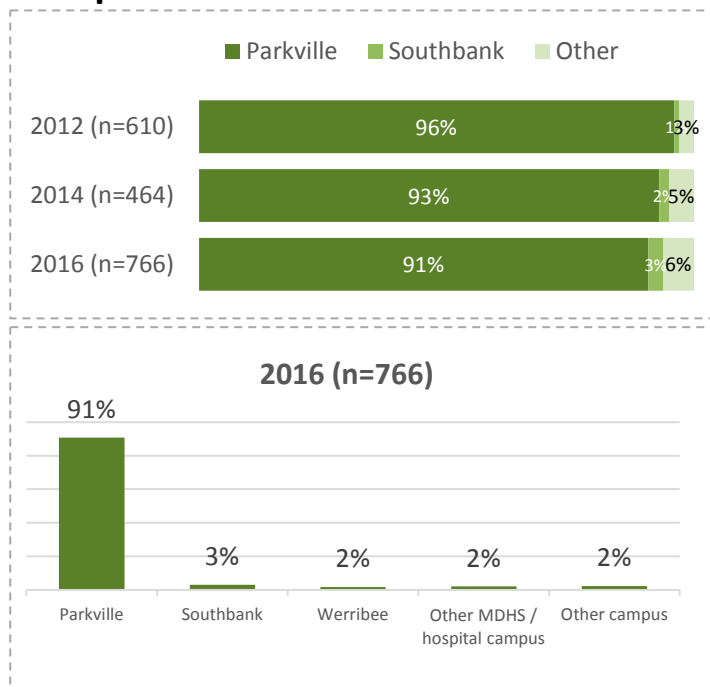




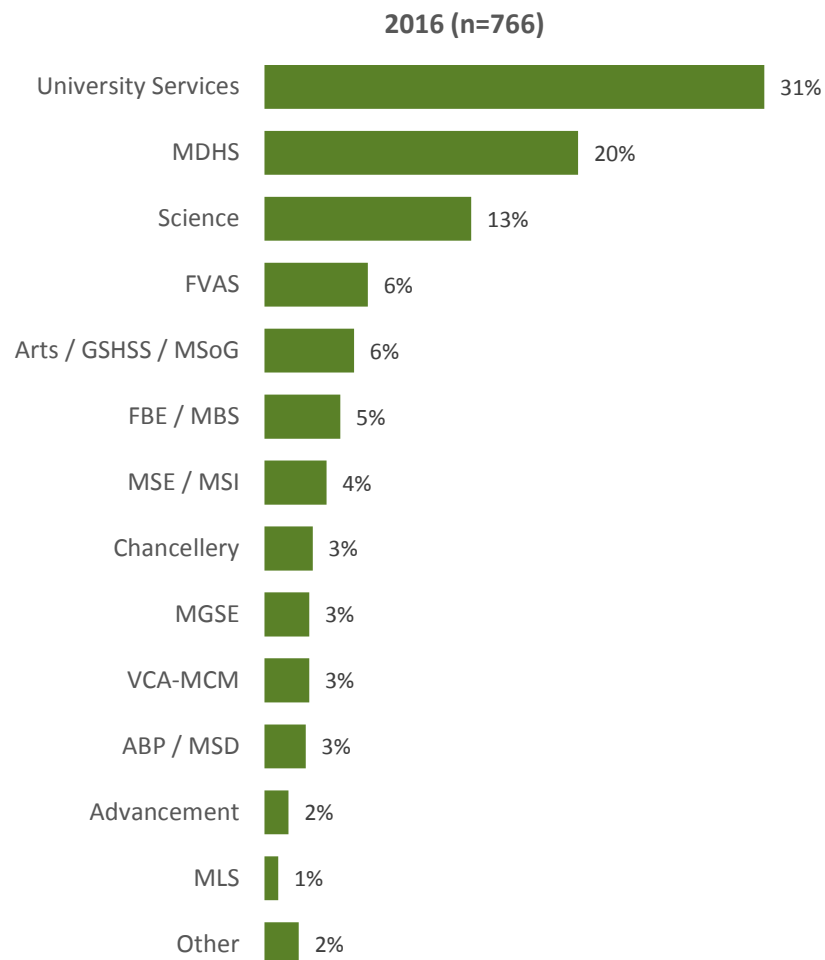
Staff type



Campus

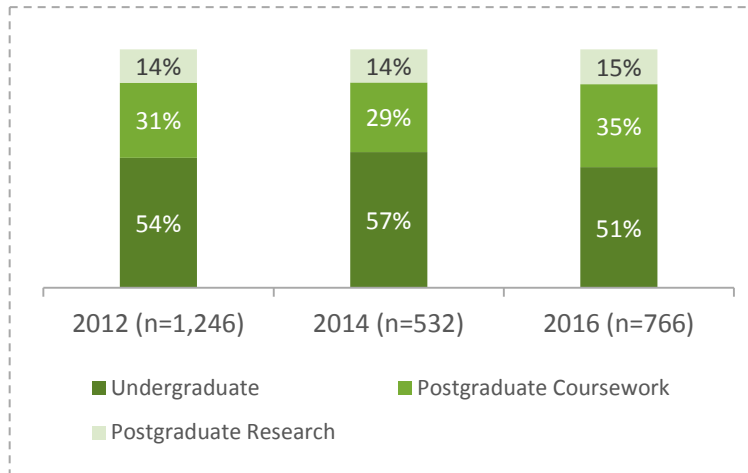


Faculty / Graduate School / Division





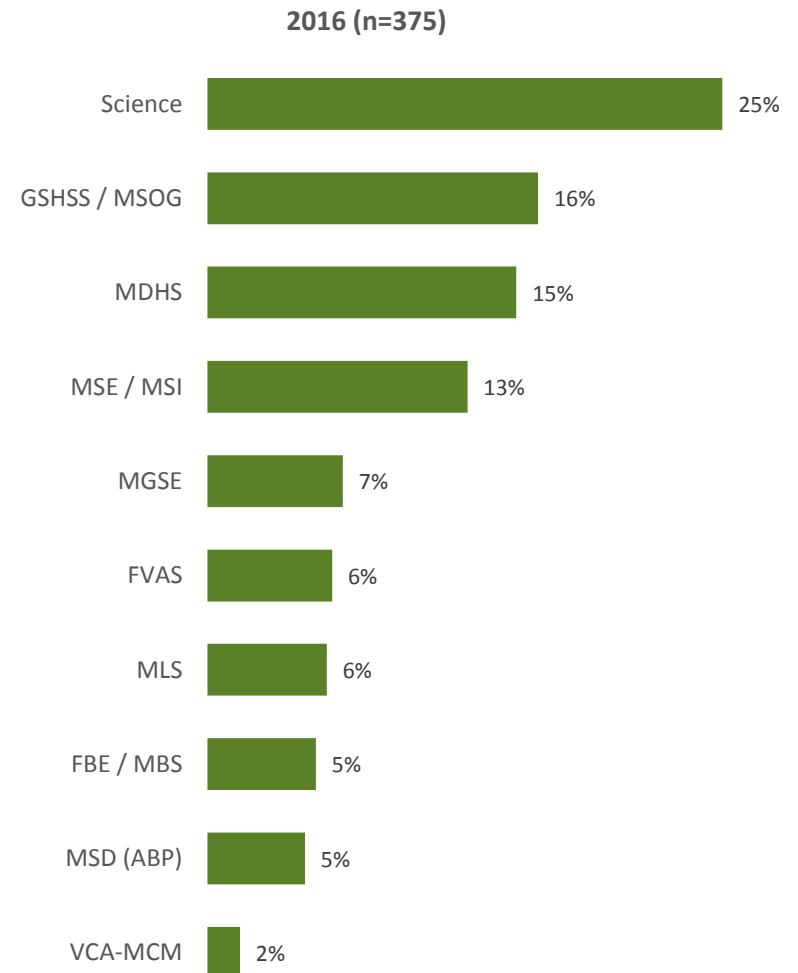
Degree Level



Undergraduate Students by Course

	2012 (n=668)	2014 (n=302)	2016 (n=387)
Bachelor of Science	30%	36%	38%
Bachelor of Arts	22%	29%	29%
Bachelor of Commerce	20%	14%	13%
Bachelor of Environments	8%	11%	12%
Bachelor of Biomedicine	10%	6%	5%
Bachelor of Agriculture	-	-	2%
Bachelor of Fine Arts	1%	<1%	1%
Bachelor of Music	1%	1%	1%
Bachelor of Oral Health	-	-	<1%

Graduate Students by Faculty / Graduate School





ISSUES FACING AUSTRALIA

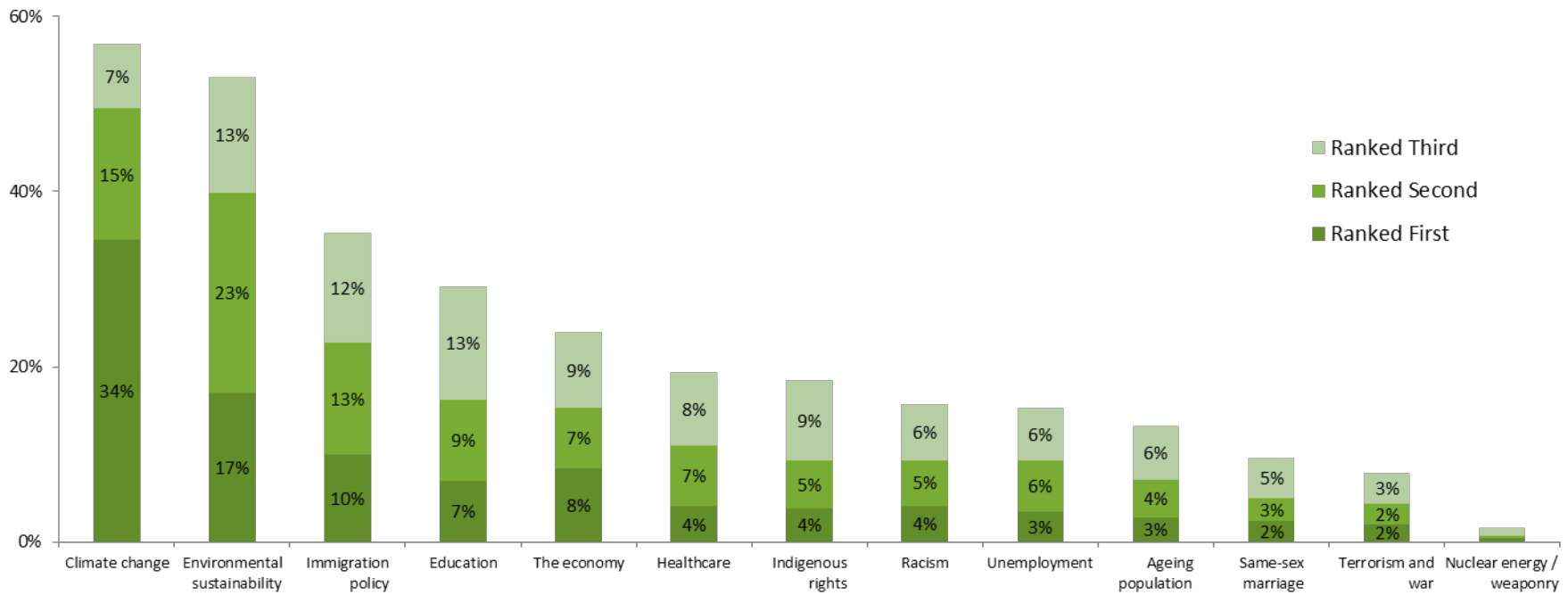




Compared to 2014, climate change (57%) overtook environmental sustainability (53%) as the most important issue facing our surveyed staff and students

- They were followed by immigration policy (35%, up from fifth in 2014), education (29%) and the economy (24%)

2016: Most Important Issues Facing Australia Today (n=1,233)





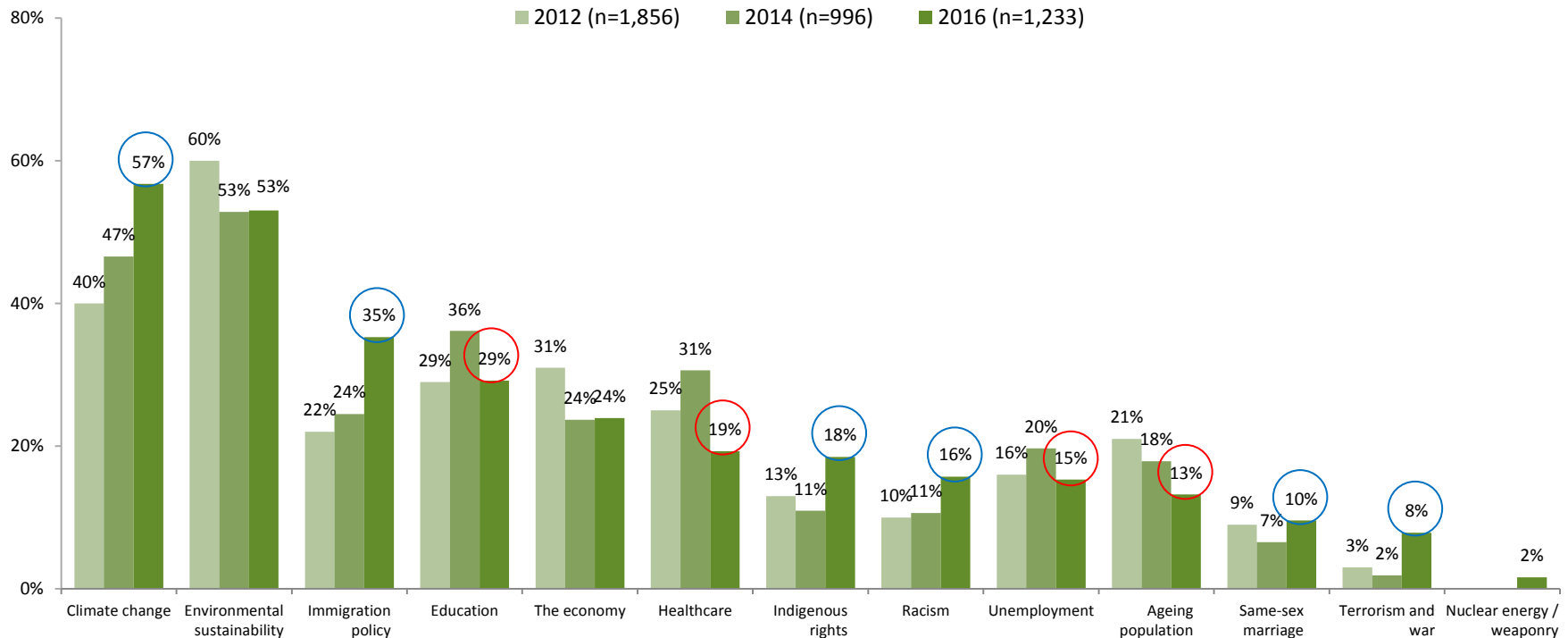
Important Issues Facing Australia

Year on Year

A number of issues saw significance changes from 2014 to 2016, including the highest ranked issue *climate change* (up 10% points from 2014)

- Immigration policy, indigenous rights and racism* were amongst those to increase significantly, whilst *education* and *healthcare* were amongst those that decreased significantly

Most Important Issues Facing Australia Today*
2016 vs. 2014 vs. 2012



*Significance tests are for 2016 against 2014 data.

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]



Important Issues Facing Australia

By Segment

	TOTAL	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
Climate change	57%	58%	56%	57%	53%	56%	56%	58%	54%	56%	56%	60%
Environmental sustainability	53%	59%	49%	49%	49%	52%	53%	54%	46%	49%	54%	59%
Immigration policy	35%	31%	38%	39%	39%	31%	31%	38%	46%	38%	41%	21%
Education	29%	30%	29%	30%	28%	24%	35%	26%	20%	31%	25%	32%
The economy	24%	21%	26%	27%	23%	28%	35%	18%	20%	26%	23%	22%
Healthcare	19%	24%	17%	14%	16%	25%	16%	22%	11%	15%	20%	28%
Indigenous rights	18%	17%	19%	16%	23%	22%	14%	20%	29%	17%	22%	15%
Racism	16%	12%	18%	16%	21%	19%	14%	17%	23%	18%	17%	10%
Unemployment	15%	11%	18%	17%	20%	19%	15%	16%	17%	18%	14%	13%
Ageing population	13%	17%	11%	11%	12%	10%	14%	13%	14%	10%	13%	20%
Same-sex marriage	10%	8%	10%	13%	9%	5%	9%	10%	6%	12%	8%	7%
Terrorism and war	8%	9%	7%	8%	6%	6%	8%	8%	6%	8%	6%	11%
Nuclear energy / weaponry	2%	1%	2%	2%	1%	3%	2%	1%	3%	3%	0%	2%
TOTAL n =	1,233	467	766	388	266	112	434	764	35	520	441	272

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

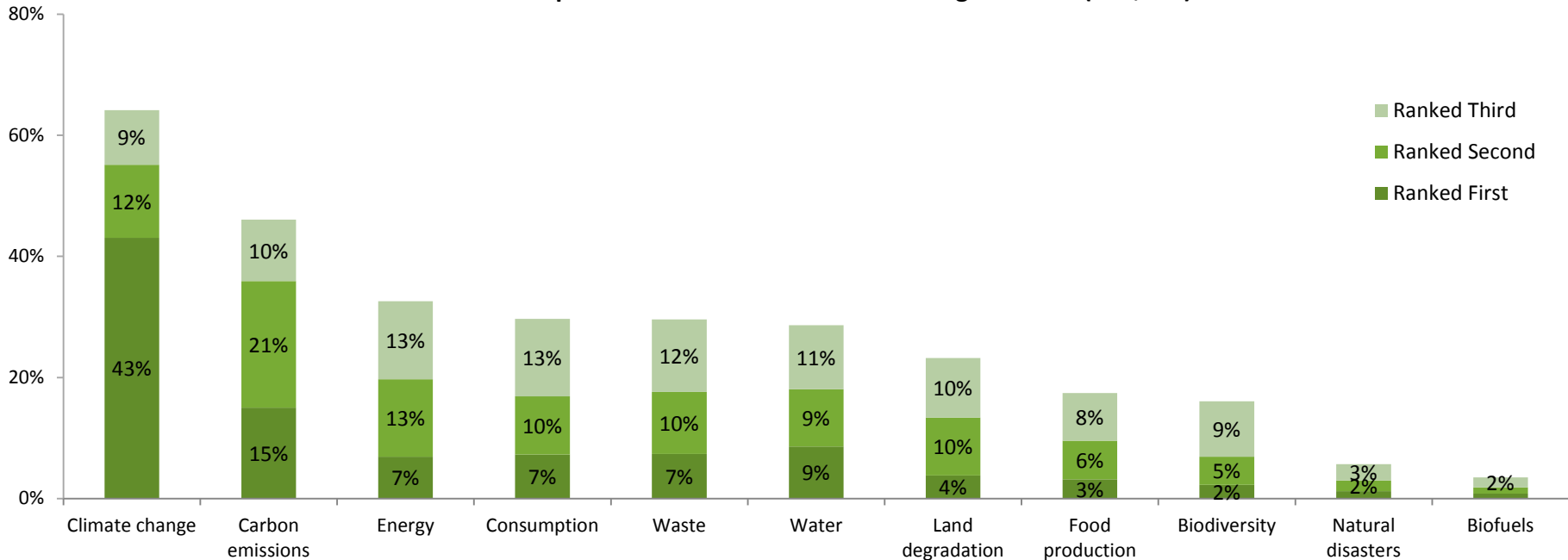
Q. Which of the following do you consider to be the most important issues facing Australia today?
Please rank your top three in order from 1 – 3. [MR]



Climate change (mentioned by 64% overall) was identified as the stand-out environmental issue facing our staff and students

- This was followed by carbon emissions (46%) and energy (33%)
- The order of importance of environmental issues was stable from 2012 and 2014

2016: Most Important Environmental Issues Facing Australia (n=1,223)



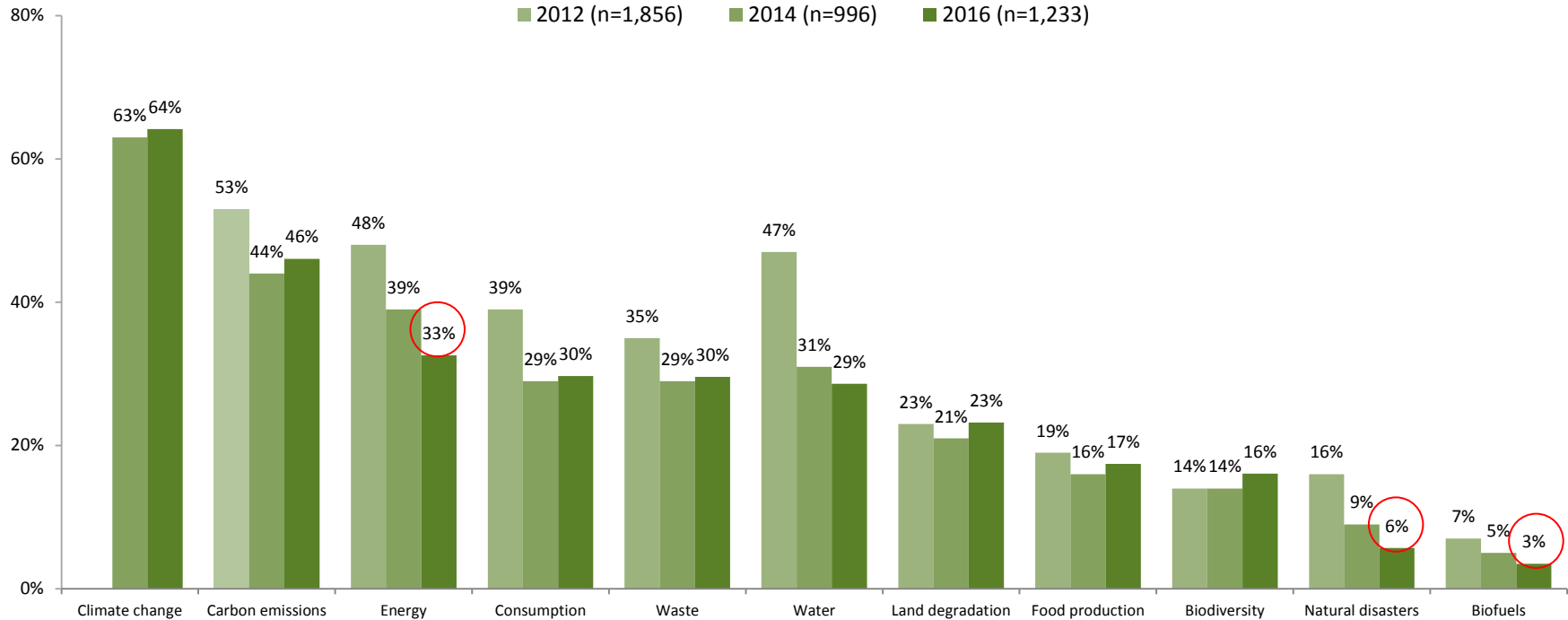


Environmental issues rated very similarly from 2014 to 2016

- There were only three significant changes from 2014, with energy, natural disasters and biofuels all decreasing significantly

Most Important Environmental Issues Facing Australia
2016 vs. 2014 vs. 2012

■ 2012 (n=1,856) ■ 2014 (n=996) ■ 2016 (n=1,233)



*Significant tests are for 2016 against 2014 data.



Environmental Issues Facing Australia

By Segment

	TOTAL	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
Climate change	65%	69%	62%	63%	61%	62%	63%	66%	57%	63%	65%	67%
Carbon emissions	46%	40%	50%	53%	47%	45%	48%	46%	37%	51%	45%	39%
Energy	33%	31%	33%	33%	34%	33%	37%	31%	17%	33%	36%	27%
Consumption	30%	30%	30%	30%	30%	28%	27%	31%	37%	30%	30%	30%
Waste	30%	24%	33%	36%	33%	24%	27%	31%	31%	35%	29%	21%
Water	29%	37%	24%	20%	29%	29%	30%	29%	23%	22%	29%	42%
Land degradation	23%	25%	22%	22%	20%	24%	23%	23%	37%	22%	21%	29%
Food production	18%	18%	17%	16%	19%	16%	17%	18%	20%	17%	18%	19%
Biodiversity	16%	17%	15%	14%	15%	20%	18%	15%	23%	16%	14%	20%
Natural disasters	6%	4%	6%	5%	5%	13%	4%	6%	6%	6%	7%	4%
Biofuels	3%	1%	5%	4%	5%	7%	4%	3%	0%	4%	5%	1%
TOTAL n =	1,233	467	766	388	266	112	434	764	35	520	441	272

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

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

Market Research and Analytics
External Relations, University Services
Commercial in Confidence



SUSTAINABILITY AT THE UNIVERSITY OF MELBOURNE



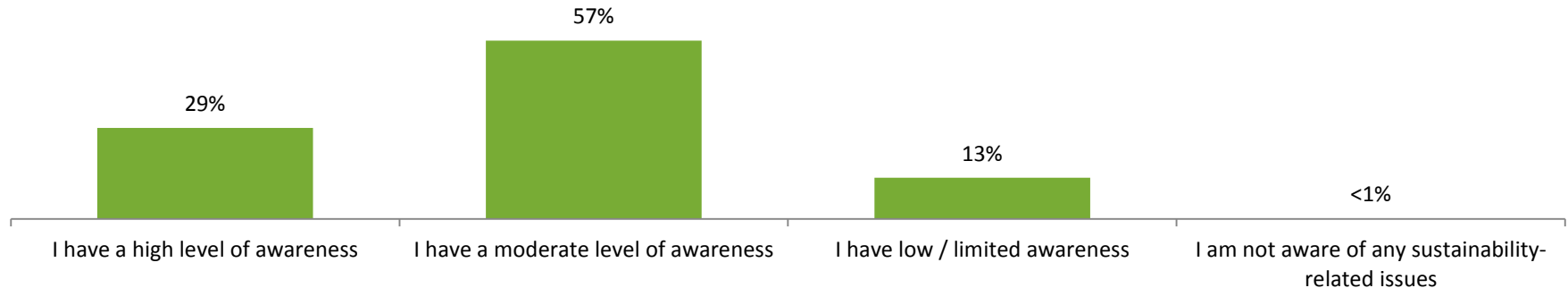


Awareness of Sustainability-related Issues 2016 and by Segment

Over half the respondents (57%) have a moderate level of awareness of sustainability-related issues

- Only 13% felt their level of awareness could be categorised as low

2016: Overall Awareness of Sustainability-related issues (n=1,233)



	TOTAL 2016	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
I have a high level of awareness	29%	30%	29%	22%	37%	34%	35%	26%	40%	25%	28%	40%
I have a moderate level of awareness	57%	60%	56%	61%	50%	52%	54%	60%	51%	59%	59%	52%
I have low / limited awareness	13%	10%	15%	17%	12%	14%	11%	15%	9%	16%	13%	8%
I am not aware of any sustainability-related issues	<1%	0%	<1%	0%	<1%	0%	<1%	0%	0%	<1%	0%	0%
TOTAL n =	1,233	467	766	388	266	112	434	764	35	520	441	272

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

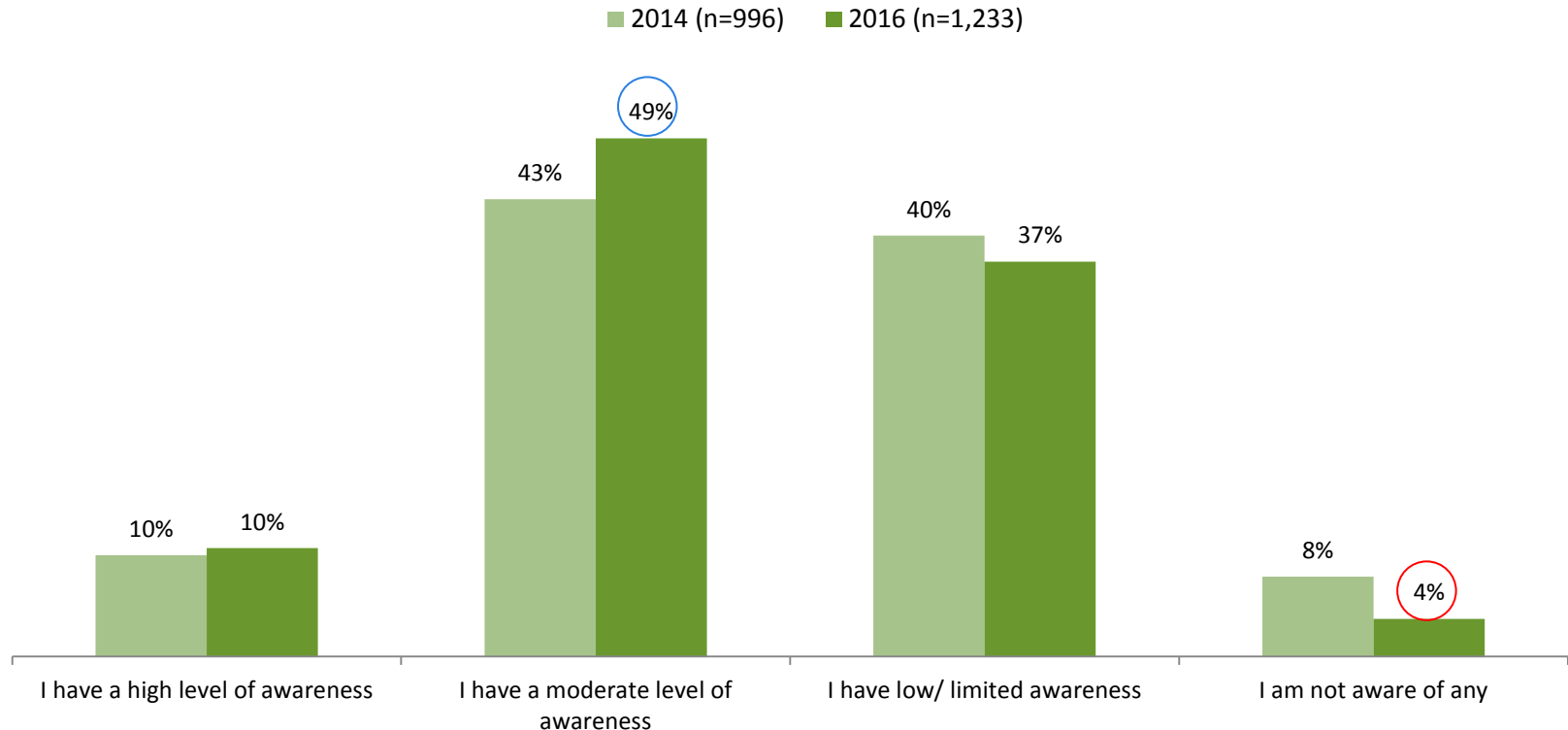
Q. How would you rate your overall level of awareness of sustainability-related issues? [SR]



The proportion of staff and students who felt they had a high level of awareness of environmental issues at UoM was stable with 2014

- Almost half have a moderate level of awareness, and only 4% said they were not aware of any

Awareness of UoM Sustainability-related (2014-Environmental) issues





Awareness of UoM Sustainability-related Issues

By Segment

Overall staff have a higher level of stated awareness of environmental issues at UoM compared with students

- Older respondents have higher awareness, as do postgraduate coursework students

	TOTAL 2016	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
I have a high level of awareness	10%	12%	9%	6%	12%	14%	13%	8%	17%	8%	11%	13%
I have a moderate level of awareness	49%	59%	43%	40%	46%	42%	47%	50%	49%	43%	49%	60%
I have low / limited awareness	37%	28%	43%	48%	38%	41%	36%	38%	29%	43%	38%	25%
I am not aware of any	4%	1%	5%	6%	5%	3%	4%	3%	6%	6%	2%	1%
TOTAL n =	1,233	467	766	388	266	112	434	764	35	520	441	272

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions



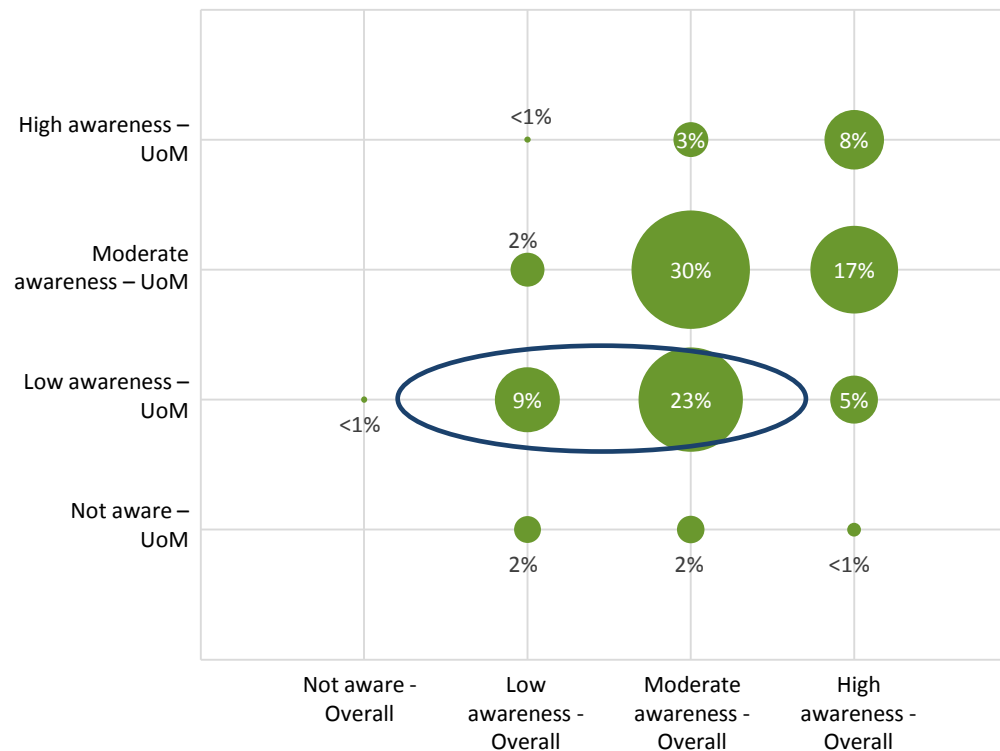
Generally (but not always) respondents with a higher level of awareness of sustainability-related issues have a higher level of awareness of UoM-related issues

- However there is a group (circled below) where there appears to be a strong opportunity exists to increase awareness of and engagement with UoM sustainability-related issues

2016: Awareness of Sustainability-related issues

Overall and at the UoM

(% respondents, n=1,233)



Q. How would you rate your overall level of awareness of the sustainability-related issues? [SR]

Q. How would you rate your level of awareness of the sustainability-related issues relating to the University of Melbourne? [SR]

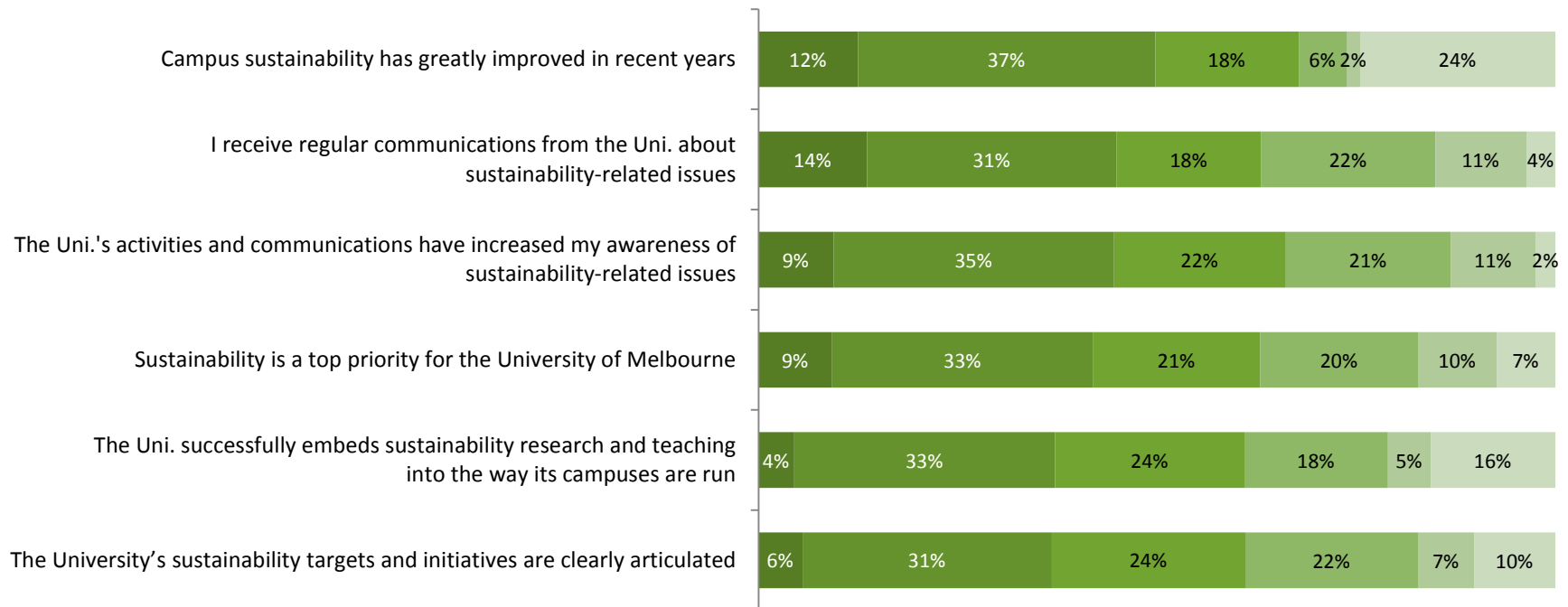


Half of the respondents agree that *campus sustainability has improved in recent years*, up from one third in 2014

- A similar proportion agree that they receive *regular communications about sustainability-related issues*

2016: Sustainability at the University of Melbourne (Asked All, n=1,233)

Strongly Agree Somewhat Agree Neither Agree nor Disagree Somewhat Disagree Strongly Disagree Don't know



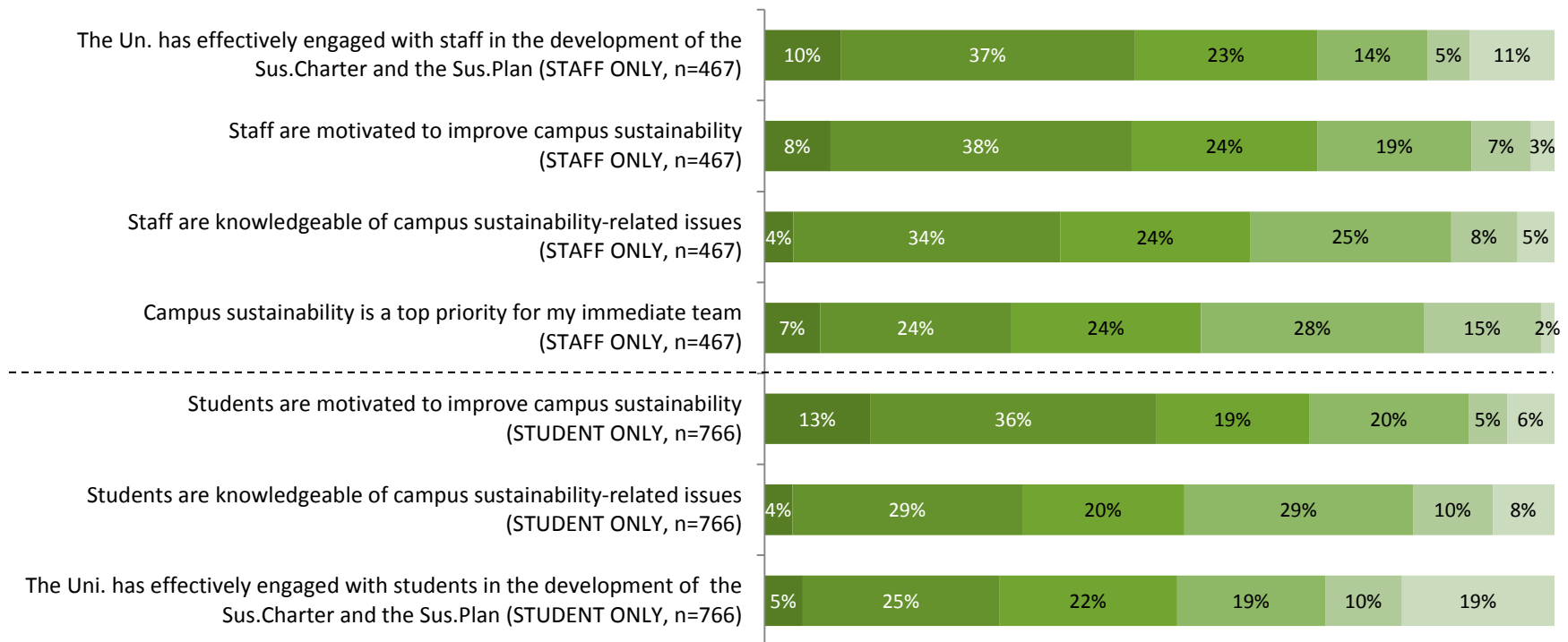


Students are slightly more likely to believe they are motivated to improve campus sustainability when compared with staff (49% cf 46%)

- However they are less likely to agree that they have been effectively engaged with in the development of the Sustainability Charter and Plan (30% cf 47%)

2016: Sustainability at the University of Melbourne (Asked either Students or Staff)

■ Strongly Agree
 ■ Somewhat Agree
 ■ Neither Agree nor Disagree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't know





	Ask All			Staff member Only			Student Only		
	2012	2014	2016	2012	2014	2016	2012	2014	2016
Campus sust. has greatly improved in recent years	53%	54%	50%	66%	68%	64%	46%	42%	41%
I receive regular comm. from Uni. about sust.-related issues	35%	37%	45%	53%	55%	64%	26%	21%	33%
Uni.'s activities and comm. have increased my awareness of sust.-related issues	-	48%	45%	-	58%	58%	-	40%	36%
Sust. is a top priority for the Uni.	48%	44%	42%	51%	52%	53%	47%	37%	35%
The Uni. successfully embeds sust. research and teaching into the way its campuses are run	-	37%	37%	-	35%	40%	-	39%	35%
Uni. sust. targets and initiatives are clearly articulated	37%	39%	37%	46%	43%	49%	33%	34%	30%
Uni. has effectively engaged with staff in the development of the Sus.Charter and the Sus.Plan				-	-	47%			
Staff are motivated to improve campus sust.				54%	54%	46%			
Staff are knowledgeable of campus sust.related issues				42%	34%	37%			
Campus sust. is a top priority for my immediate team				32%	26%	31%			
Students are motivated to improve campus sust.							44%	48%	50%
Students are knowledgeable of campus sust.-related issues							30%	30%	33%
The Uni. has effectively engaged with students in the development of the Sus.Charter and the Sus.Plan							-	-	30%
TOTAL n =	1,856	996	1,233	610	464	467	1,246	532	766

Significance tests are for 2016 against 2014 data.

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'



Sustainability at the University of Melbourne

By Segment

	TOTAL	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
Campus sust. has greatly improved in recent years	50%	64%	41%	39%	41%	50%	45%	54%	29%	43%	52%	59%
I receive regular comm. from Uni. about sust.-related issue	45%	64%	33%	29%	34%	47%	44%	46%	37%	32%	49%	63%
Uni.'s activities and communications have increased my awareness of sust.-related issues	45%	58%	36%	36%	35%	41%	42%	47%	23%	38%	45%	57%
Sustainability is a top priority for the UoM	42%	53%	35%	33%	36%	42%	39%	45%	17%	36%	44%	50%
The Uni. successfully embeds sust. research and teaching into the way its campuses are run	37%	40%	35%	34%	35%	41%	37%	38%	23%	36%	39%	36%
Uni.'s sust. targets and initiatives are clearly articulated	37%	49%	30%	29%	28%	36%	33%	40%	26%	30%	38%	49%
The Uni. has effectively engaged with staff in the development of the Sus.Charter and the Sus.Plan (Staff only)	47%	47%	-	-	-	-	38%	52%	27%	45%	48%	46%
Staff are motivated to improve campus sust. (Staff only)	46%	46%	-	-	-	-	38%	52%	9%	70%	45%	46%
Staff are knowledgeable of campus sust.-related issues (Staff only)	37%	37%	-	-	-	-	31%	41%	27%	45%	31%	43%
Campus sust. is a top priority for my immediate team (Staff only)	31%	31%	-	-	-	-	29%	32%	27%	60%	26%	33%
Students are motivated to improve campus sust. (Students only)	50%	-	50%	49%	50%	53%	48%	51%	46%	51%	48%	48%
Students are knowledgeable of campus sust.-related issues (Students only)	33%	-	33%	33%	31%	37%	33%	32%	29%	33%	33%	24%
Uni. has effectively engaged with students in the development of the Sus.Charter and the Sus.Plan (Students only)	30%	-	30%	28%	28%	38%	31%	29%	29%	29%	30%	40%
TOTAL n =	1,233	467	766	388	266	112	14-434	312-764	11-35	20-520	217-441	42-272

*Significance test results are for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

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'

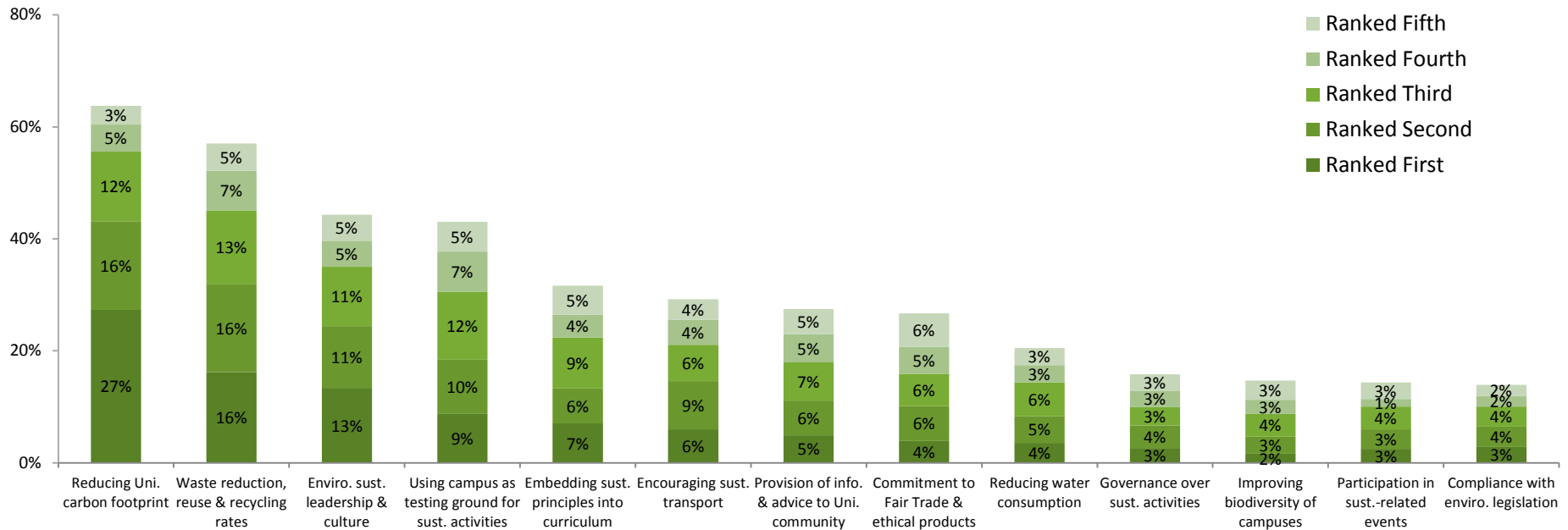
Market Research and Analytics
External Relations, University Services
Commercial in Confidence



Reducing the University's carbon footprint (64%) overtook waste reduction, reuse and recycling (57%) as UoM's number one area of importance in 2016

- Event participation and legislative compliance (both with 14%) again considered the least important

2016: Sustainability Areas of Importance at the University of Melbourne (n=1,233)

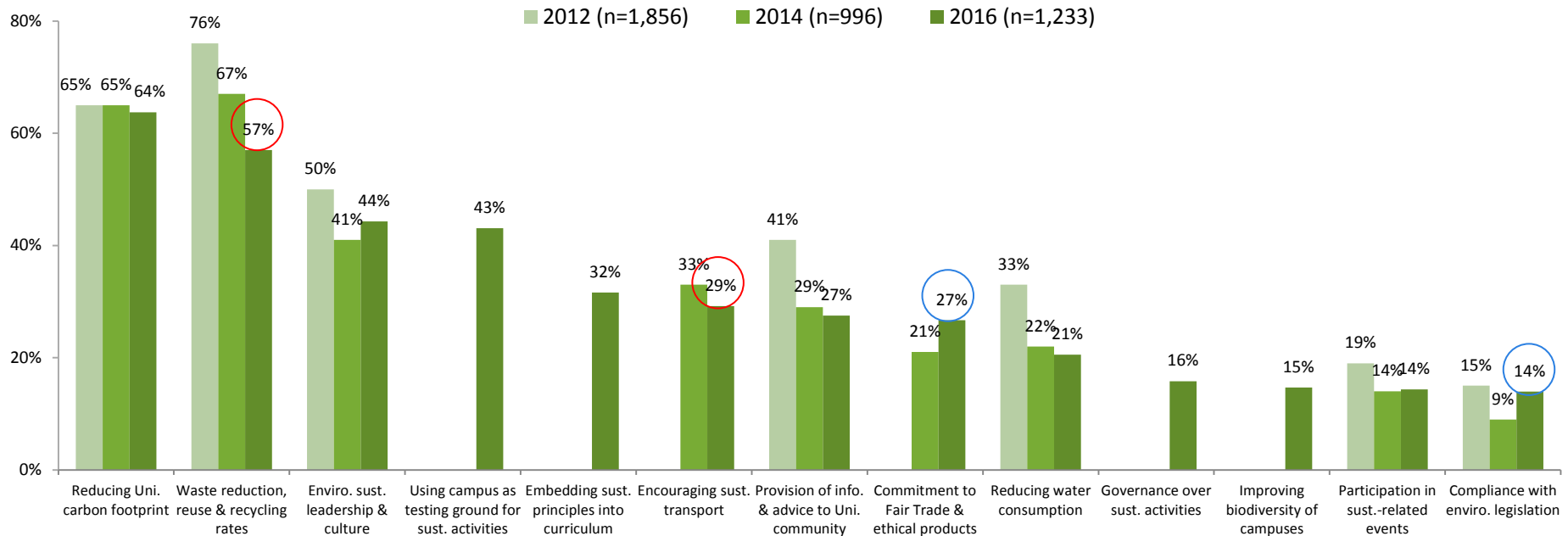




With the addition of several new sustainability areas of importance in 2016 the percentage associations have changed substantially from 2014, though the rankings have remained stable

- Campus as a testing ground / showcase* was the most highly ranked of the new areas of importance

**Sustainability Areas of Importance at the University of Melbourne
2012 vs. 2014 vs. 2016**



*Significance tests are for 2016 against 2014 data.

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]



Sustainability Areas of Importance at UoM

By Segment

	TOTAL	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
Reducing the Uni.'s carbon footprint	64%	64%	64%	69%	59%	57%	62%	65%	60%	67%	60%	64%
Waste reduction, reuse and recycling rates	57%	60%	56%	55%	55%	60%	55%	59%	54%	57%	57%	58%
Environmental sust.'ty leadership and culture	44%	54%	38%	38%	39%	38%	44%	45%	49%	37%	47%	54%
Using the campus as a testing ground / showcase for sust.'ty activities	43%	49%	40%	38%	42%	43%	48%	41%	37%	37%	44%	54%
Embedding sust.'ty principles into the curriculum	32%	30%	33%	30%	41%	19%	29%	33%	29%	31%	34%	28%
Encouraging sustainable transport	29%	31%	28%	25%	30%	36%	36%	25%	34%	28%	31%	29%
Provision of information and advice to the Uni. community	27%	28%	27%	26%	28%	28%	26%	28%	31%	25%	27%	32%
Commitment to Fair Trade and sourcing ethical products	27%	25%	28%	33%	22%	24%	21%	29%	43%	33%	22%	23%
Reducing water consumption	21%	22%	20%	17%	20%	32%	20%	21%	17%	19%	20%	24%
Governance over sust.'ty activities	16%	16%	16%	14%	16%	20%	19%	14%	14%	15%	15%	19%
Improving the biodiversity of the University's campuses	15%	11%	17%	18%	17%	14%	17%	13%	20%	19%	12%	11%
Participation in sust.'ty-related events	14%	11%	17%	20%	11%	19%	15%	14%	6%	18%	12%	13%
Compliance with environmental legislation	14%	10%	16%	20%	14%	13%	16%	13%	9%	18%	11%	10%
TOTAL n =	1,233	467	766	388	266	112	434	764	35	520	441	272

*Significant test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

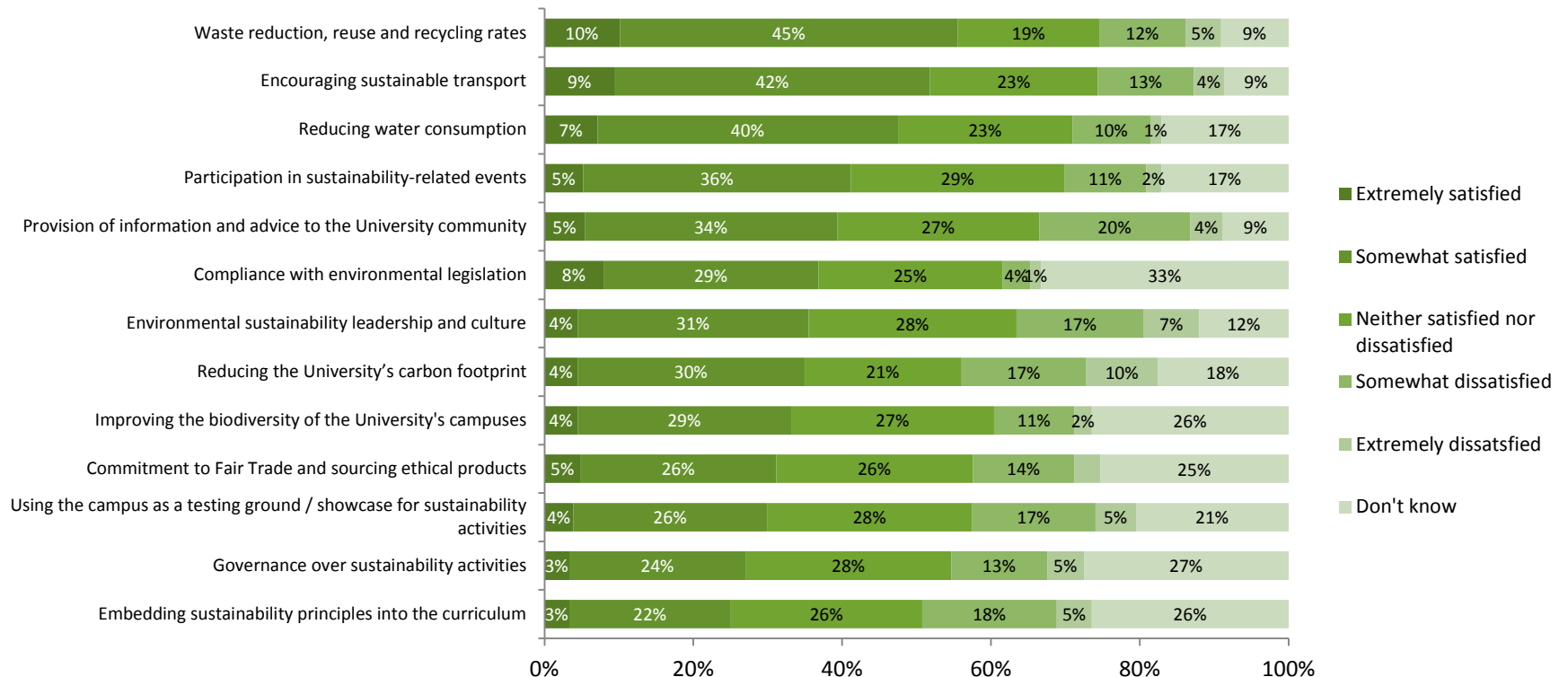
Q. Which of the following areas do you consider to be of the greatest importance for achieving sustainability at the University of Melbourne? Please rank your top five in order from 1 – 5. [MR]



The University's efforts in *waste reduction, reuse and recycling* achieved a high level of satisfaction (55% satisfied) as did 2014's leader *encouraging sustainable transport* (51%)

- As in previous years, many respondents felt unable to comment on a number of the University's sustainability efforts, including efforts to *comply with environmental legislation* and *governance over sustainability issues*

2016: Satisfaction with University of Melbourne's Sustainability Efforts (n=1,233)

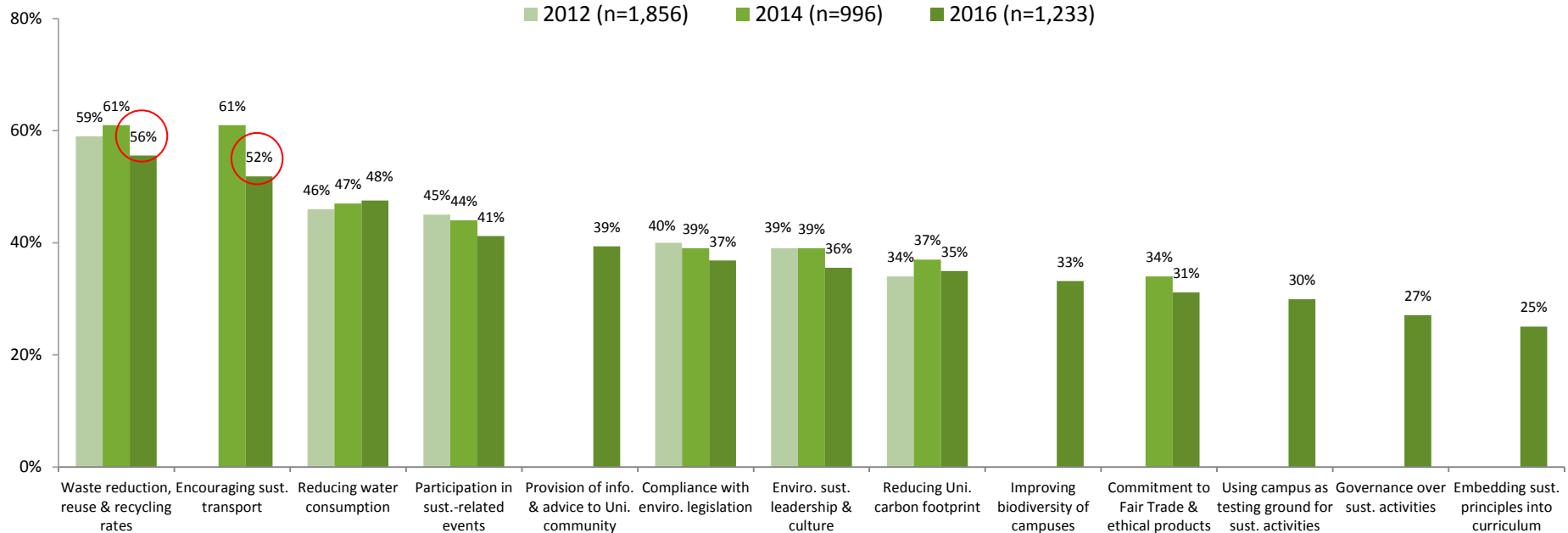




Satisfaction levels remained fairly steady with previous years, though most areas showed slight (but insignificant) decreases

- Both *waste reduction, reuse and recycling* and *encouraging sustainable transport* experienced significant declines in satisfaction from 2014

Satisfaction with UoM Efforts 2012 vs. 2014 vs. 2016



*Significance tests are for 2016 against 2014 data.

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



Satisfaction with UoM Efforts

Detailed

	Total	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
Waste reduction, reuse and recycling rates	56%	58%	54%	55%	51%	62%	56%	55%	54%	55%	54%	59%
Encouraging sustainable transport	52%	56%	49%	52%	46%	48%	49%	54%	46%	52%	51%	52%
Reducing water consumption	48%	48%	47%	51%	44%	42%	48%	48%	43%	51%	45%	44%
Participation in sustainability-related events	41%	49%	36%	33%	36%	47%	43%	41%	23%	35%	44%	49%
Provision of information and advice to the University community	39%	52%	31%	27%	33%	43%	39%	40%	17%	32%	41%	51%
Compliance with environmental legislation	37%	41%	34%	31%	36%	38%	38%	36%	40%	34%	37%	42%
Environmental sustainability leadership and culture	36%	40%	33%	32%	32%	39%	34%	37%	23%	34%	35%	39%
Reducing the Uni.'s carbon footprint	35%	39%	33%	32%	33%	34%	39%	33%	26%	34%	33%	40%
Improving the biodiversity of the University's campuses	33%	32%	34%	36%	30%	34%	35%	32%	29%	36%	30%	32%
Commitment to Fair Trade and sourcing ethical products	31%	39%	26%	24%	25%	35%	31%	32%	14%	26%	33%	38%
Using the campus as a testing ground / showcase for sustainability activities	30%	36%	26%	25%	26%	30%	29%	31%	20%	26%	32%	35%
Governance over sustainability activities	27%	29%	26%	25%	24%	30%	29%	27%	17%	26%	28%	29%
Embedding sustainability principles into the curriculum	25%	18%	29%	30%	24%	36%	26%	25%	14%	30%	23%	20%
TOTAL n =	1,233	467	766	388	266	112	434	764	35	520	441	272

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

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

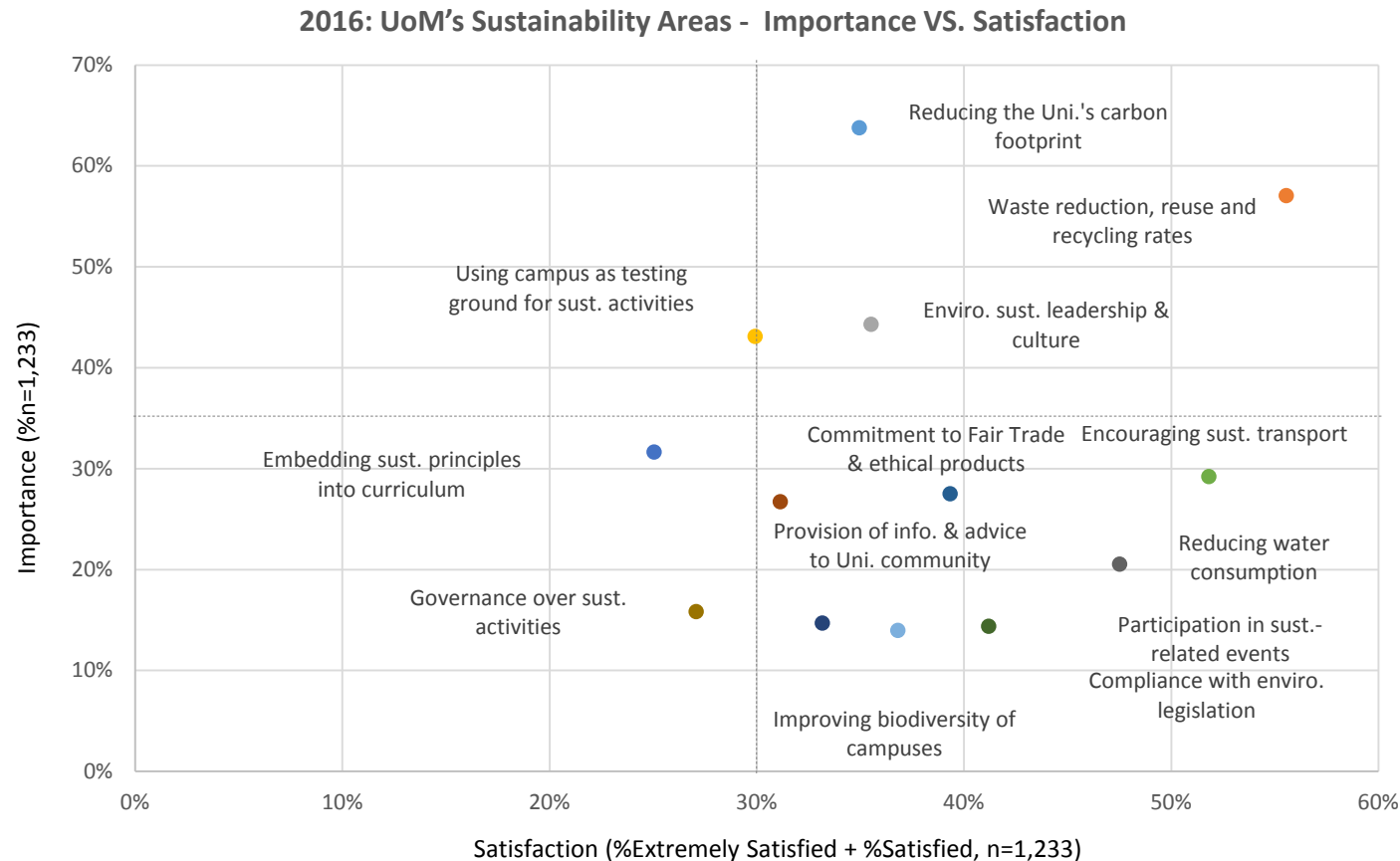
Market Research and Analytics
External Relations, University Services
Commercial in Confidence



UoM's Sustainability Efforts

Importance Vs. Satisfaction

Using the campus as a testing ground for sustainability activities and embedding sustainability principles into curriculum are to areas of relative importance to staff and students where satisfaction is less than ideal



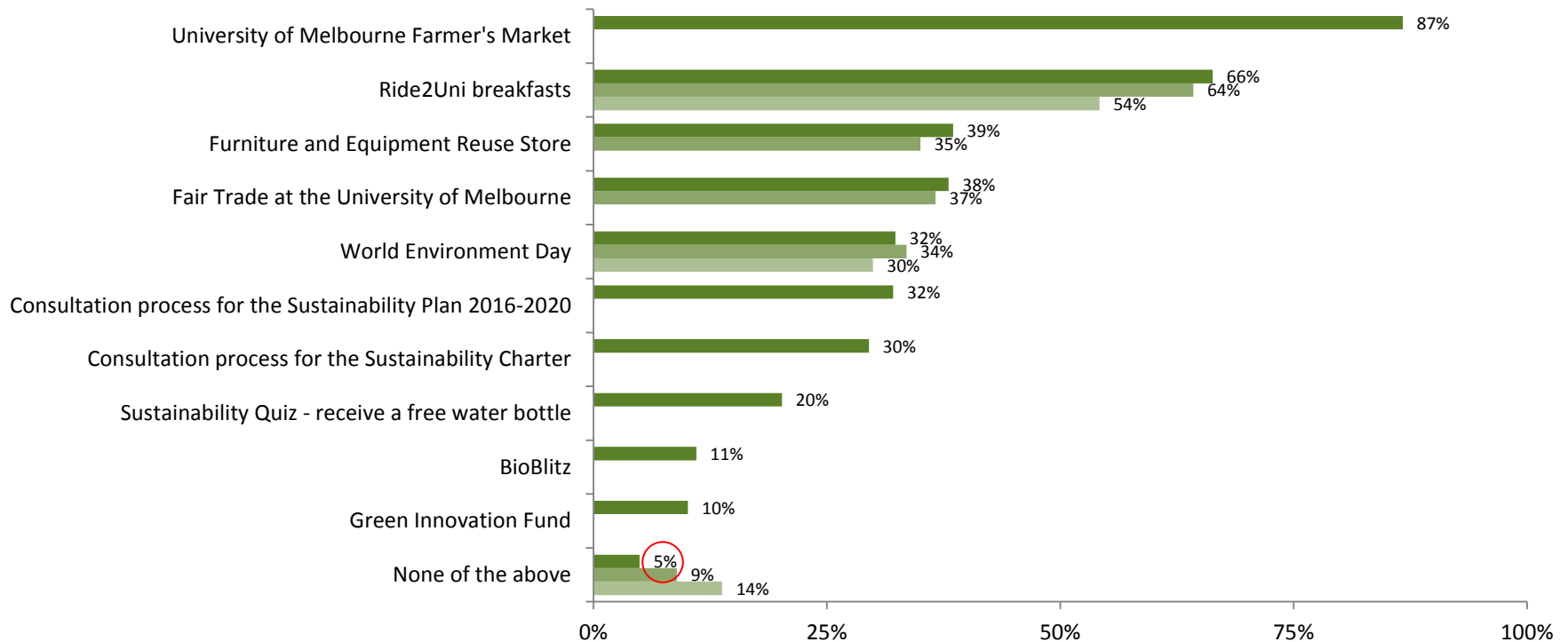


Awareness of the University's *Farmer's Market* was exceptionally high at 87%

- Two thirds of respondents were aware of *Ride2Uni* breakfasts
- Only 5% of respondents had not heard of any of the named University of Melbourne initiatives

Awareness of University of Melbourne Sustainability Initiatives

■ 2016 (n=1,233) ■ 2014 (n=996) ■ 2012 (n=1,856)



*Significance tests are for 2016 against 2014 data.

Awareness of Sustainability Initiatives

Detailed

	Total	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
University of Melbourne Farmer's Market	87%	92%	84%	88%	81%	73%	82%	89%	91%	87%	85%	89%
Ride2Uni breakfasts	66%	89%	53%	47%	56%	66%	60%	70%	71%	51%	73%	85%
Furniture and Equipment Reuse Store	39%	79%	14%	7%	16%	32%	35%	40%	40%	10%	50%	75%
Fair Trade at the University of Melbourne	38%	48%	32%	31%	33%	29%	33%	41%	31%	32%	37%	51%
World Environment Day	32%	43%	26%	24%	28%	28%	28%	34%	43%	26%	30%	49%
Consultation process for the Sustainability Plan 2016-2020	32%	39%	28%	26%	29%	30%	35%	30%	40%	28%	32%	42%
Consultation process for the Sustainability Charter	30%	37%	25%	25%	27%	20%	29%	29%	43%	26%	30%	35%
Sustainability Quiz - receive a free water bottle	20%	28%	16%	10%	19%	26%	20%	20%	34%	14%	26%	23%
BioBlitz	11%	18%	7%	5%	9%	10%	9%	12%	14%	7%	12%	18%
Green Innovation Fund	10%	13%	8%	6%	12%	7%	12%	9%	11%	8%	10%	14%
None of the above	5%	3%	6%	4%	8%	10%	7%	4%	3%	5%	5%	3%

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

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

Market Research and Analytics
External Relations, University Services
Commercial in Confidence

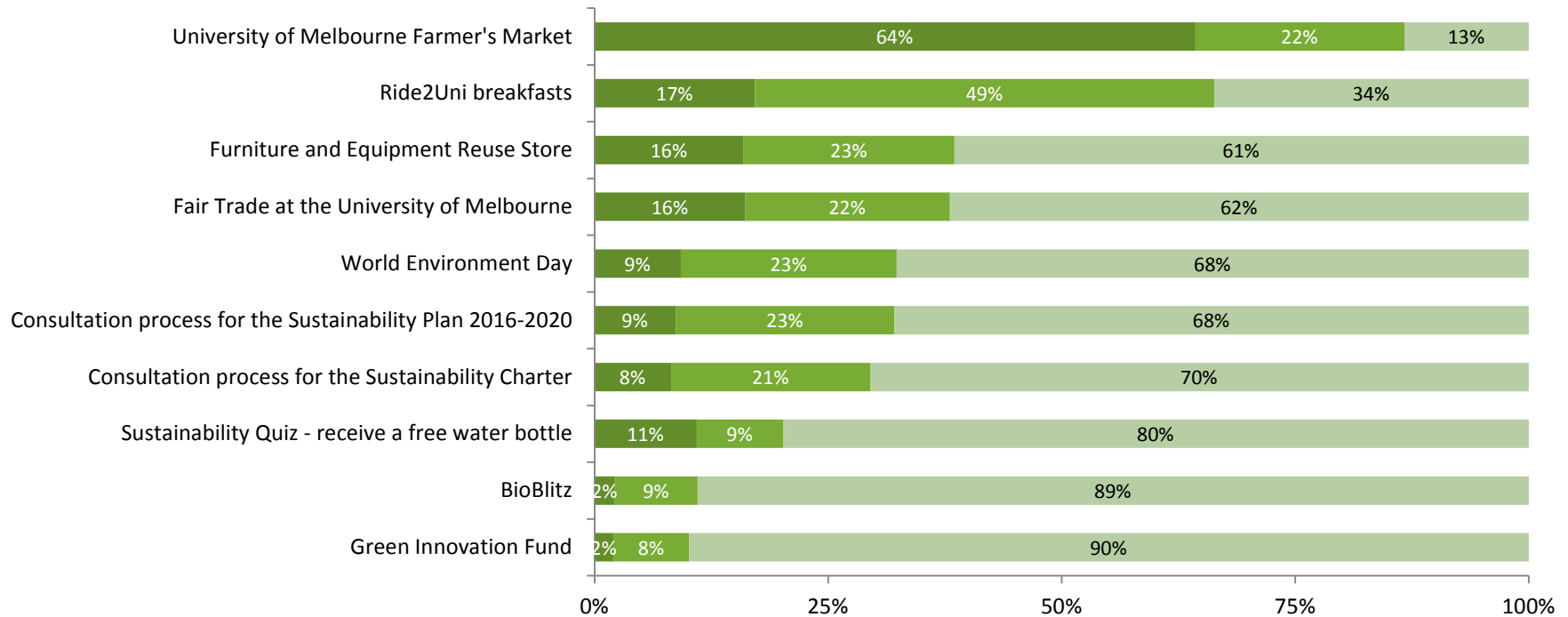


In line with awareness, participation was highest for the Farmer's Market (64%)

- Apart from the Farmer's Market, participation in other initiatives was relatively low

2016: Participation in University of Melbourne Sustainability Initiatives

■ Participated in ■ Aware of but didn't participate in ■ Not aware of





Sizable gaps exist between the awareness and participation for some of the University's sustainability initiatives

- The Farmer's Market has the best conversion rate where only 26% of those aware of the initiative didn't participate.
- Ride2Uni, though having one of the highest level of awareness, belongs to the group of initiatives that has the poorest conversion rate (26%).

	2016 (%n=1,233)		
	Aware of	Participate	Conversion rate
University of Melbourne Farmer's Market	87%	64%	74%
Fair Trade at the University of Melbourne	38%	16%	42%
Furniture and Equipment Reuse Store	39%	16%	42%
Sustainability Quiz - receive a free water bottle	20%	8%	41%
World Environment Day	32%	11%	34%
Consultation process for the Sustainability Charter	30%	9%	29%
Consultation process for the Sustainability Plan 2016-2020	32%	9%	29%
Ride2Uni breakfasts	66%	17%	26%
Green Innovation Fund	10%	2%	20%
BioBlitz	11%	2%	20%

Participation in Sustainability Initiatives

Detailed

	Total	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
University of Melbourne Farmer's Market	64%	72%	59%	62%	58%	54%	56%	68%	71%	63%	66%	64%
Ride2Uni breakfasts	17%	27%	11%	9%	14%	13%	16%	18%	14%	12%	18%	25%
Fair Trade at the University of Melbourne	16%	21%	13%	13%	14%	12%	14%	17%	14%	14%	15%	23%
Furniture and Equipment Reuse Store	16%	37%	3%	1%	4%	8%	15%	16%	14%	1%	19%	39%
Sustainability Quiz - receive a free water bottle	11%	15%	8%	4%	13%	13%	10%	12%	9%	6%	17%	11%
World Environment Day	9%	14%	7%	5%	7%	12%	8%	10%	14%	6%	9%	16%
Consultation process for the Sustainability Plan 2016-2020	9%	11%	7%	5%	9%	10%	10%	8%	11%	6%	9%	13%
Consultation process for the Sustainability Charter	8%	11%	7%	6%	7%	7%	10%	7%	14%	7%	8%	10%
BioBlitz	2%	4%	1%	0%	2%	2%	1%	3%	6%	1%	3%	4%
Green Innovation Fund	2%	3%	1%	1%	2%	1%	2%	2%	3%	1%	2%	3%
None of the above	21%	12%	26%	28%	25%	20%	25%	18%	20%	25%	19%	14%
TOTAL n =	1,233	467	766	388	266	112	434	764	35	520	441	272

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

Sustainability activities showed some key differences in relation to awareness channels

- Direct email* again proved to be the best form of communication for sustainability activities, followed by *word of mouth* and *Staff News*

	BioBlitz	ENVIDAY	FAIRTRADE	FARMER MARKET	FURNI. REUSED	GREENFUND	RIDE2UNI	SUS. CHARTER	SUS. PLAN	SUS. QUIZ	AVERAGE
Email from the Sustainability Team	22%	39%	24%	12%	28%	36%	49%	52%	49%	41%	35%
Word of Mouth	22%	24%	34%	47%	41%	40%	26%	13%	18%	21%	29%
Staff News	15%	25%	17%	23%	43%	8%	25%	19%	15%	17%	21%
Facebook	11%	17%	13%	13%	1%	12%	15%	10%	10%	10%	11%
Student environmental group	11%	5%	7%	2%	2%	4%	9%	27%	24%	5%	10%
Poster / billboard advertising on campus	0%	12%	17%	18%	1%	12%	13%	5%	4%	8%	9%
University of Melbourne Sustainable Campus website	4%	8%	4%	3%	11%	12%	3%	6%	6%	19%	8%
Sustainability Advocate Forum	4%	4%	5%	1%	4%	8%	1%	7%	7%	1%	4%
From an academic / tutor	4%	3%	1%	2%	1%	0%	0%	5%	7%	1%	2%
Farrago	0%	3%	3%	3%	1%	0%	1%	2%	1%	1%	1%
Other	26%	11%	12%	18%	8%	28%	3%	11%	13%	7%	14%
Don't know / can't recall	4%	6%	9%	4%	3%	4%	1%	2%	2%	10%	5%
TOTAL n =	27	114	199	793	197	25	212	101	107	135	

Significance tests are for each the sustainability initiatives (column) against the Average one.



Sources of Awareness

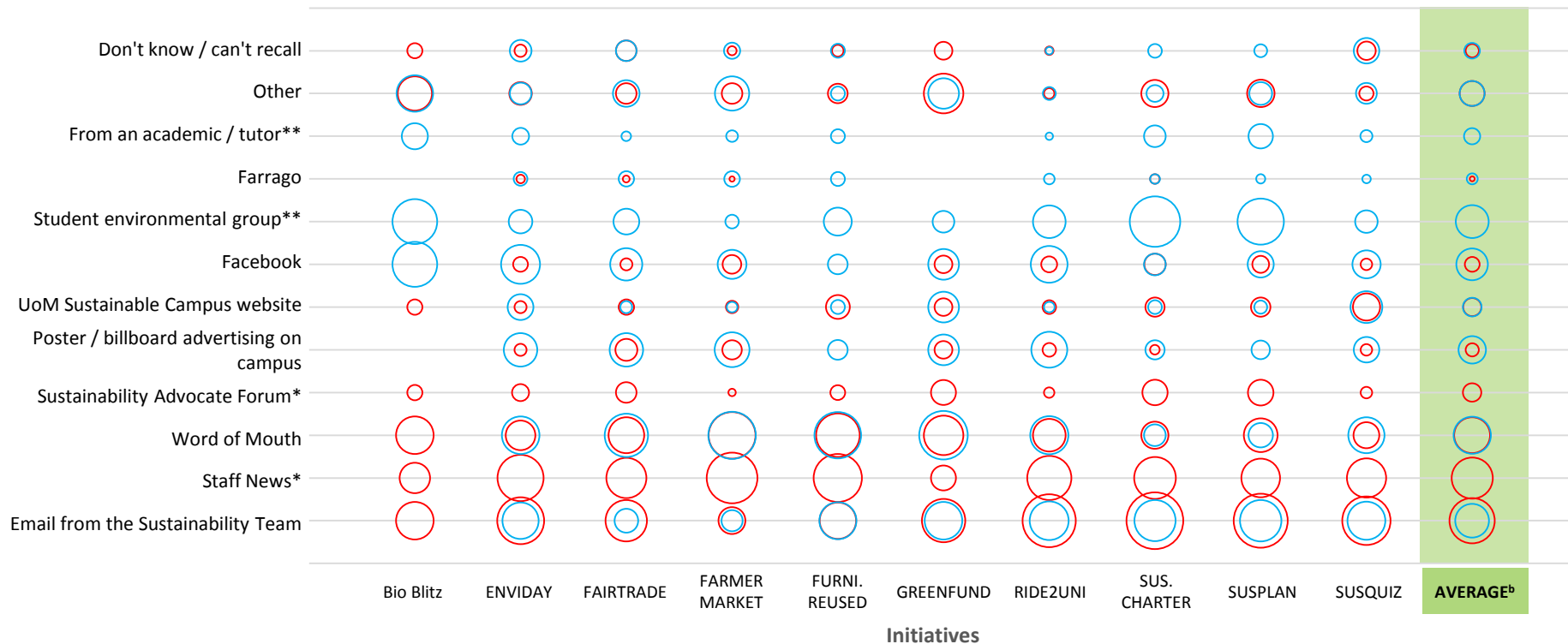
Staff vs Students

Of those channels used by both segments, *Facebook* and *posters on campus* proved to be a much more effective channel for students compared with staff

- *Direct emails* were slightly more effective for staff

Sources of Awareness ^a – Staff Members VS. Students

○ STAFF ○ STUDENT



^A Circle sizes represents % of each source of awareness for participated sustainability activities

*Staff only / **Student only (bases=participants of each the initiatives)



Attraction to Sustainability Initiatives

Headline

Interesting events and personal interest in the area were again the key drivers for participation in sustainability initiatives

- Recommendation again decreased its influence in driving participation

	BioBlitz	ENVIDAY	FAIRTRADE	FARMER MARKET	FURNI. REUSED	GREENFUND	SUS. CHARTER	SUS. PLAN	SUS. QUIZ	RIDE2UNI	AVERAGE
The event sounded interesting	56%	46%	46%	68%	32%	44%	27%	31%	42%	49%	44%
The event was recommended to me	11%	9%	16%	17%	25%	12%	19%	17%	27%	20%	17%
I attend all / most sustainability events	15%	13%	6%	4%	5%	4%	15%	13%	5%	8%	9%
I have a special interest in this area	33%	38%	29%	23%	24%	44%	57%	54%	16%	42%	36%
Other	11%	4%	7%	8%	19%	4%	12%	7%	12%	7%	9%
Don't know / can't recall	0%	6%	13%	2%	4%	0%	2%	2%	9%	0%	4%
TOTAL n =	27	114	199	793	197	25	212	101	107	135	

Significance tests are for each the sustainability initiatives (column) against the Average one.

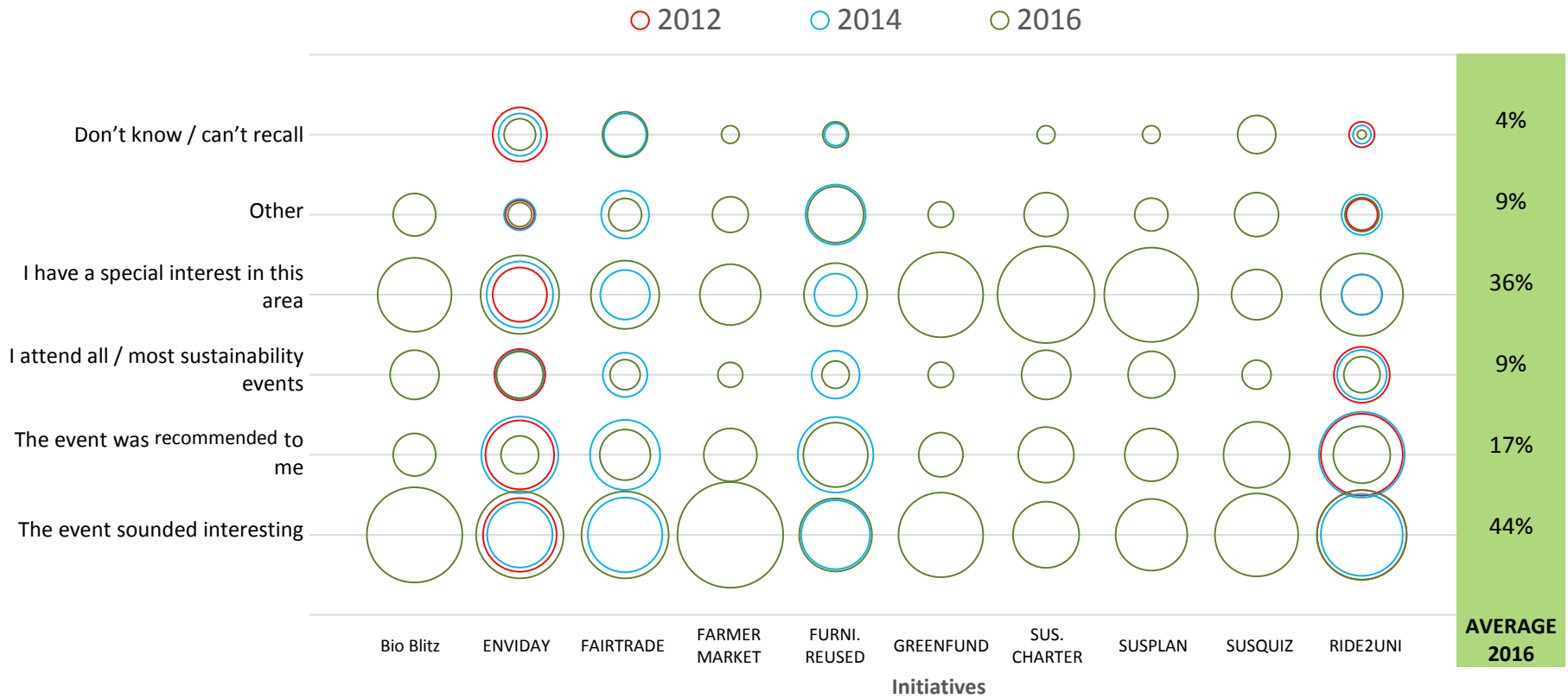


Attraction to Sustainability Initiatives

Year on Year

Interest and recommendation are generally stronger drivers for students compared with staff

Attractions to the Participated Sustainability Initiatives ^a



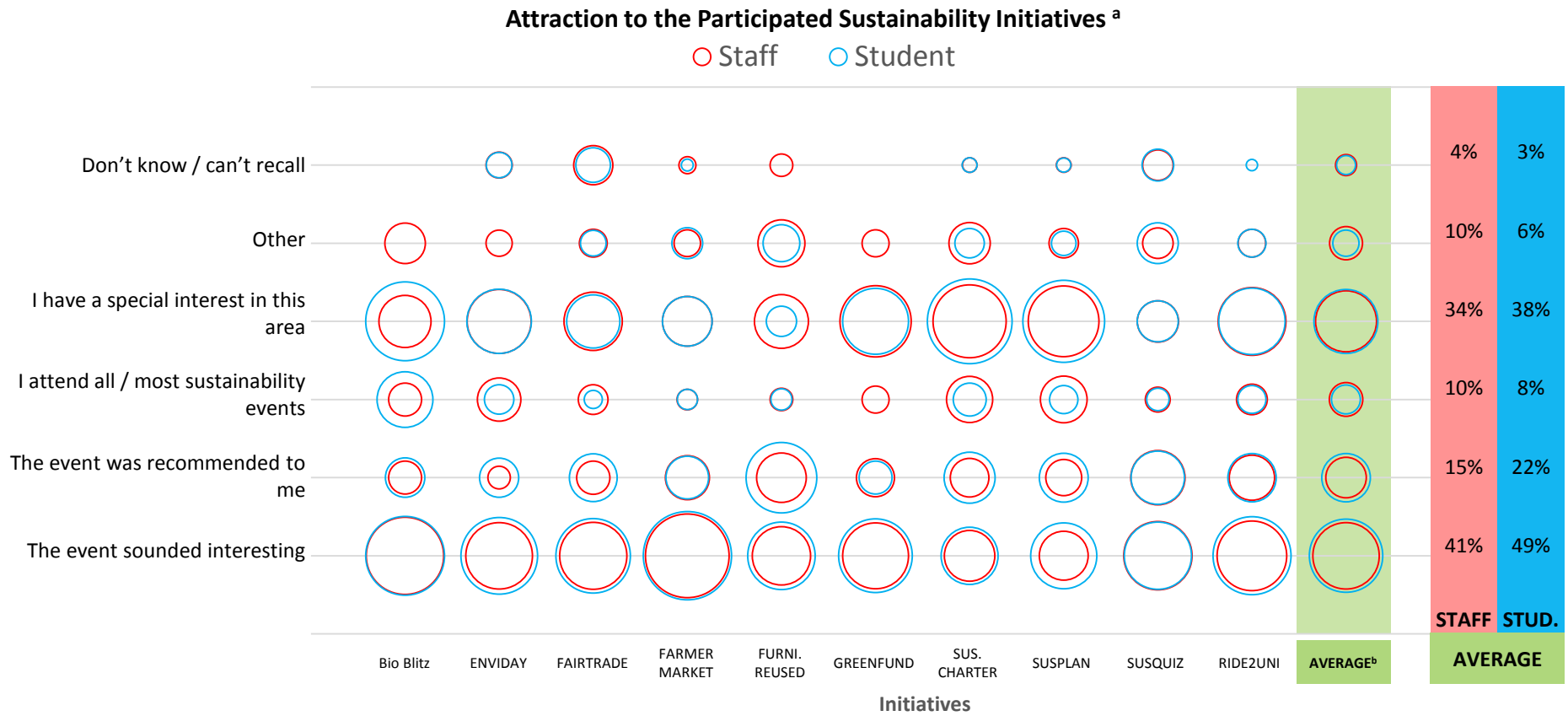
^a Circles size represents % of each attraction to the participated sustainability activities (base=participants of each the initiatives)



Attraction to Sustainability Initiatives

Staff vs Student

Interest and recommendation are generally stronger drivers for students compared with staff



^a Circle size represents % of each attraction to the participated sustainability activities (base=participants of each the initiatives)



STAFF & STUDENT CONTRIBUTIONS TO SUSTAINABILITY

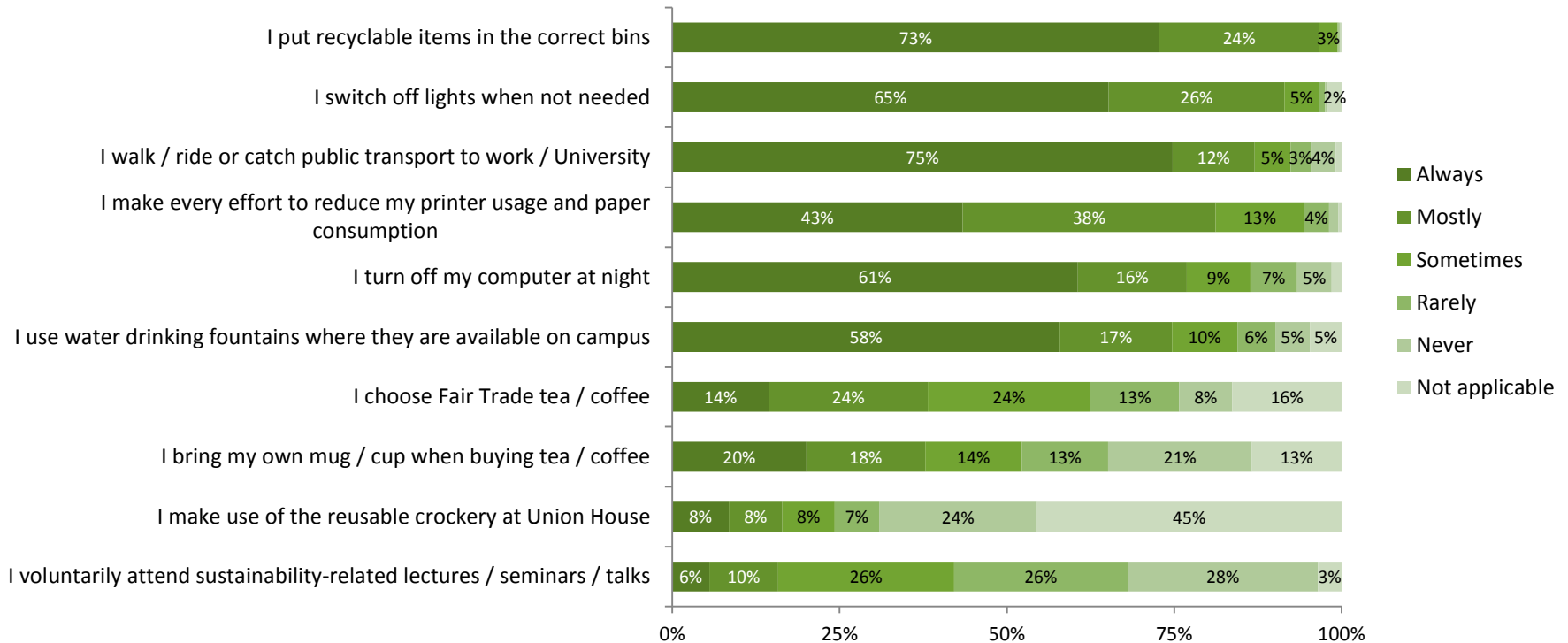




As in previous years, recycling (97% almost or mostly) and staff switching off lights (91%) are the most frequently carried out sustainability-related activities at the University

- Only small numbers of staff and students make use of the reusable crockery at Union House (16%) or voluntarily attend sustainability-related lectures / seminars / talks (16%)

Personal Undertaking of Sustainability Activities



Personal Undertaking of Sustainability Activities

Detailed

	Total	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
I put recyclable items in the correct bins	97%	99%	96%	95%	96%	98%	95%	97%	97%	95%	97%	99%
I switch off lights when not needed	91%	88%	93%	93%	93%	96%	90%	93%	91%	93%	91%	89%
I walk / ride or catch public transport to work / University	87%	77%	93%	96%	89%	90%	88%	86%	94%	94%	88%	72%
I make every effort to reduce my printer usage and paper consumption	81%	89%	76%	72%	82%	77%	79%	83%	74%	75%	84%	90%
I turn off my computer at night	77%	80%	75%	74%	76%	78%	77%	76%	83%	74%	80%	77%
I use water drinking fountains where they are available on campus	75%	71%	77%	76%	81%	73%	75%	75%	74%	76%	78%	67%
I choose Fair Trade tea / coffee	38%	40%	37%	34%	40%	41%	33%	41%	49%	35%	39%	43%
I bring my own mug / cup when buying tea / coffee	38%	52%	29%	19%	37%	48%	31%	41%	46%	22%	47%	53%
I make use of the reusable crockery at Union House	16%	15%	18%	15%	20%	21%	18%	16%	23%	16%	17%	17%

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions



Both the *use of public transport* and *use of drinking fountains* have shown steady increases since 2012

- The use of reusable crockery has seen a slight decline since 2012

	% 'Always' + % 'Mostly'		
	2012	2014	2016
I put recyclable items in the correct bins	97%	97%	97%
I switch off lights when not needed	90%	91%	91%
I walk / ride or catch public transport to work / University	77%	82%	87%
I make every effort to reduce my printer usage and paper consumption	78%	80%	81%
I turn off my computer at night	82%	83%	77%
I use water drinking fountains where they are available on campus	62%	68%	75%
I choose Fair Trade tea / coffee	-	35%	38%
I bring my own mug / cup when buying tea / coffee	32%	32%	38%
I make use of the reusable crockery at Union House	20%	18%	16%
I voluntarily attend sustainability-related lectures / seminars / talks	-	-	16%
TOTAL n =	1,856	996	1,233

*Significance tests are for 2016 against 2014 data.

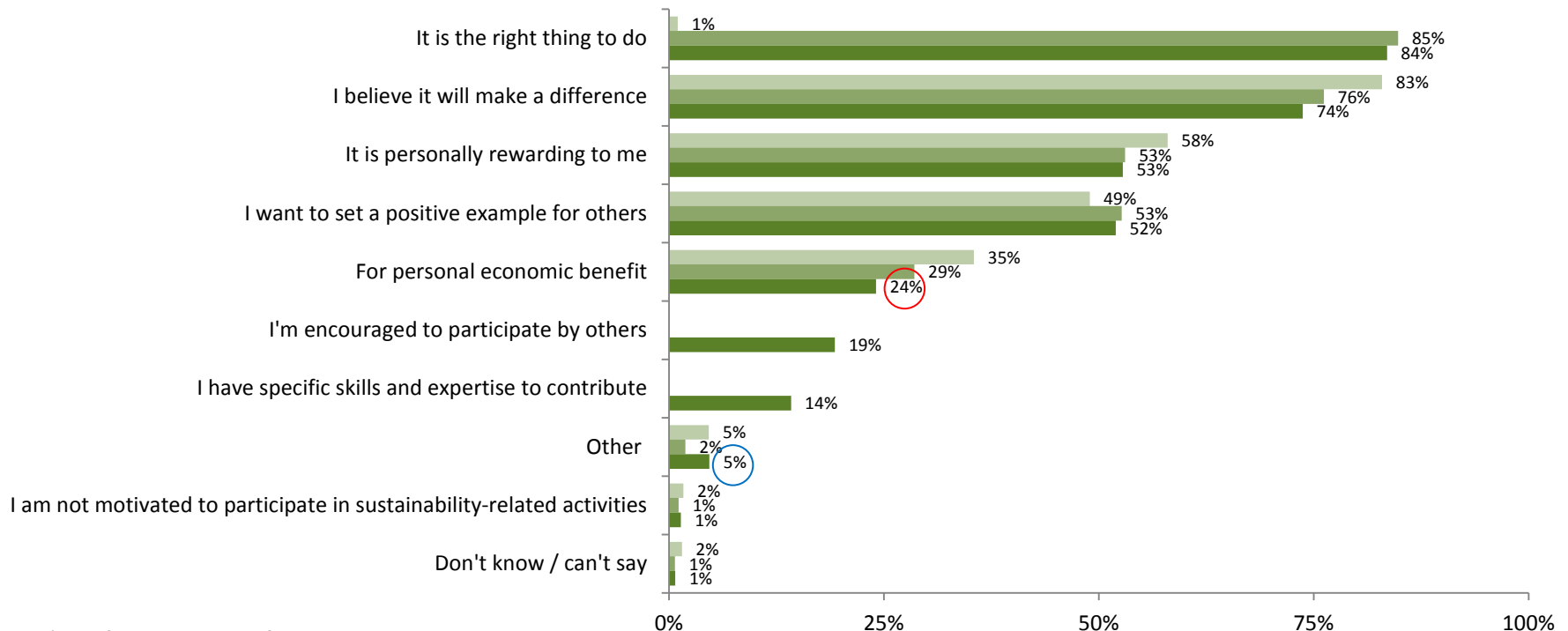


The majority of respondents again believe that participating in sustainability-related activities is the right thing to do

- Only a very small number (1%) stated that they were not motivated to participate in sustainability-related activities

Motivations for Undertaking Sustainability-related Activities

■ 2012 (n=1,856) ■ 2014 (n=995) ■ 2016 (n=1,233)



*Significance tests are for 2016 against 2014 data.



Motivations for Undertaking Activities

Detailed

	Total	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
It is the right thing to do	84%	88%	81%	84%	77%	79%	82%	84%	89%	82%	83%	86%
I believe it will make a difference	74%	76%	73%	71%	75%	73%	70%	77%	51%	72%	73%	78%
It is personally rewarding to me	53%	58%	50%	52%	48%	45%	51%	53%	57%	51%	51%	59%
I want to set a positive example for others	52%	57%	49%	47%	51%	49%	50%	53%	60%	48%	52%	60%
For personal economic benefit	24%	21%	26%	30%	20%	25%	28%	22%	34%	28%	23%	18%
I'm encouraged to participate by others	19%	18%	20%	25%	17%	11%	18%	20%	14%	24%	16%	16%
I have specific skills and expertise to contribute	14%	12%	16%	12%	20%	19%	17%	12%	20%	14%	16%	13%
I am not motivated to participate in sustainability-related activities	1%	<1%	2%	3%	1%	2%	2%	1%	6%	2%	1%	<1%
Other	5%	3%	5%	6%	5%	6%	4%	4%	20%	5%	4%	4%
Don't know / can't say	1%	<1%	1%	1%	1%	1%	<1%	1%		1%	1%	<1%
TOTAL n =	1,233	467	766	388	266	112	434	764	35	520	441	272

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

Q. Which of the following motivates you to participate in sustainability-related activities? [MR]



Reasons for Not Undertaking Activities

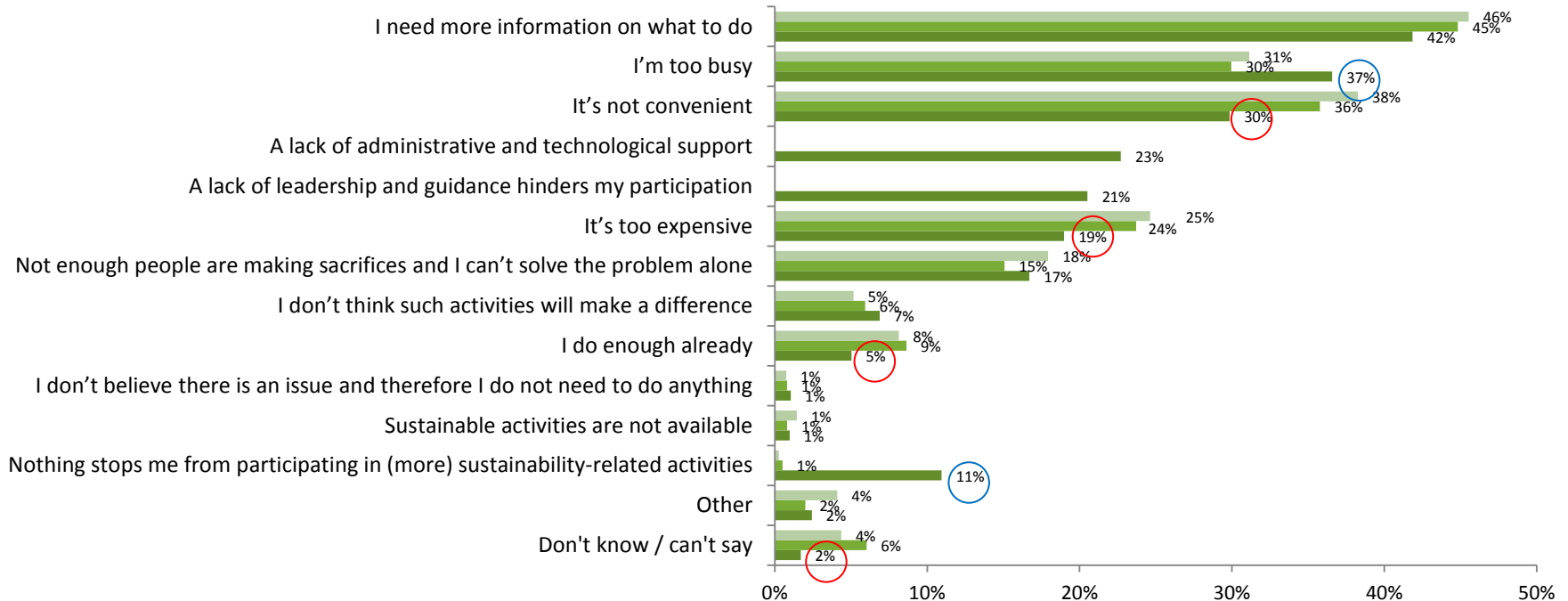
Headline

A lack of information (46%), lack of time (37%) and inconvenience (30%) were again the main factors cited as preventing participation in sustainability-related activities

- A significantly higher percentage of respondents said that *nothing stops them from participating in sustainability-related activities*

Reasons for Not Undertaking (more) Sustainability-related Activities

2012 (n=1,856) 2014 (n=995) 2016 (n=1,233)



*Significance tests are for 2016 against 2014 data.

Reasons for Not Undertaking Activities

Detailed

	Total	Relationship with University		Student Type*			Gender**			Age*		
	2016	Staff	Student	UG	HDCW	HDR	M	F	Other	<25	25 – 39	40 plus
I need more information on what to do	42%	34%	47%	54%	41%	32%	40%	43%	37%	51%	39%	29%
I'm too busy	37%	28%	42%	44%	41%	34%	39%	35%	49%	43%	35%	28%
It's not convenient	30%	26%	32%	34%	33%	24%	33%	28%	31%	35%	30%	20%
A lack of administrative and technological support hinders my participation	23%	24%	22%	21%	23%	21%	24%	22%	26%	21%	23%	26%
A lack of leadership and guidance hinders my participation	21%	19%	21%	24%	18%	18%	24%	19%	23%	22%	21%	18%
It's too expensive	19%	8%	26%	27%	24%	26%	19%	19%	29%	27%	18%	6%
Not enough people are making sacrifices and I can't solve the problem alone	17%	10%	21%	25%	18%	12%	18%	16%	20%	24%	16%	5%
I don't think such activities will make a difference	7%	6%	7%	10%	3%	7%	9%	5%	11%	9%	7%	4%
I do enough already	5%	4%	5%	5%	7%	4%	6%	4%	6%	5%	4%	7%
I don't believe there is an issue and therefore I do not need to do anything	1%	<1%	2%	1%	3%		2%	<1%	3%	2%	1%	<1%
Sustainable activities are not available	1%	2%	<1%	1%	<1%		<1%	1%		<1%	1%	2%
Nothing stops me from participating in (more) sustainability-related activities	11%	17%	7%	5%	8%	13%	9%	12%	6%	5%	10%	23%
Other	2%	4%	2%	1%	2%	4%	2%	3%	3%	1%	3%	4%
Don't know / can't say	2%	2%	1%	1%	1%	3%	1%	2%	9%	1%	2%	3%
TOTAL n =	1,233	467	766	388	266	112	434	764	35	520	441	272

*Significance test results for the group that has the smallest/largest proportions among the three; **Significance tests are for Female against Male proportions

Q. Which of the following prevent you from participating in (more) sustainability-related activities? [MR]

Market Research and Analytics
External Relations, University Services
Commercial in Confidence



Reasons for Not Undertaking Activities

Hesitant VS. Active Group

Active='Always' + 'Mostly' Hesitant='Rarely' + 'Never'	I switch off lights when not needed		I bring my own mug / cup when buying tea / coffee		I use water drinking fountains where they are available on campus		I make every effort to reduce my printer usage and paper consumption		I turn off my computer at night		I make use of the reusable crockery at Union House		I put recyclable items in the correct bins		I walk / ride or catch public transport to work / University		I choose Fair Trade tea / coffee		I voluntarily attend sustainability-related lectures / seminars / talks	
	Active	Hesitant	Active	Hesitant	Active	Hesitant	Active	Hesitant	Active	Hesitant	Active	Hesitant	Active	Hesitant	Active	Hesitant	Active	Hesitant	Active	Hesitant
I need more information on what to do	42%	24%	35%	47%	42%	40%	41%	37%	41%	45%	34%	49%	42%	20%	44%	33%	39%	43%	32%	46%
I do enough already	5%	12%	7%	4%	5%	4%	6%	3%	5%	7%	6%	5%	5%	0%	5%	5%	6%	5%	6%	4%
I'm too busy	37%	24%	33%	38%	36%	34%	35%	38%	36%	40%	39%	40%	36%	20%	37%	35%	35%	39%	37%	37%
It's too expensive	19%	12%	13%	22%	20%	12%	19%	21%	18%	17%	17%	20%	19%	40%	20%	14%	16%	19%	14%	20%
It's not convenient	29%	41%	24%	34%	30%	27%	28%	40%	30%	33%	25%	34%	29%	40%	30%	31%	24%	35%	24%	34%
I don't think such activities will make a difference	6%	29%	4%	10%	6%	13%	6%	27%	6%	10%	6%	8%	6%	0%	7%	8%	4%	11%	4%	9%
Not enough people are making sacrifices and I can't solve the problem alone	17%	18%	12%	21%	17%	19%	17%	14%	17%	16%	15%	16%	16%	20%	17%	11%	14%	16%	15%	17%
Don't believe there is an issue and therefore I do not need to do anything	1%	12%	1%	1%	1%	2%	1%	8%	1%	1%	1%	2%	1%	40%	1%	5%	0%	2%	1%	1%
A lack of leadership and guidance	21%	18%	20%	21%	21%	20%	20%	25%	21%	17%	25%	20%	21%	20%	21%	22%	20%	19%	22%	19%
A lack of administrative and technological support	22%	41%	24%	21%	24%	20%	23%	17%	23%	19%	30%	20%	23%	60%	23%	23%	26%	18%	31%	18%
Sustainable activities are not available	1%	0%	2%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	20%	0%	5%	1%	2%	1%	1%
Nothing stops me	12%	6%	14%	10%	11%	13%	12%	2%	11%	11%	14%	8%	11%	0%	11%	10%	14%	6%	16%	8%
TOTAL n =	1,128	17	466	424	921	134	1,001	63	948	150	203	373	1,192	5	1,073	83	471	262	195	671

Q1: Which of the following prevent you from participating in (more) sustainability-related activities? [MR];

Q2: How often do you undertake the following sustainability-related activities? [SR]



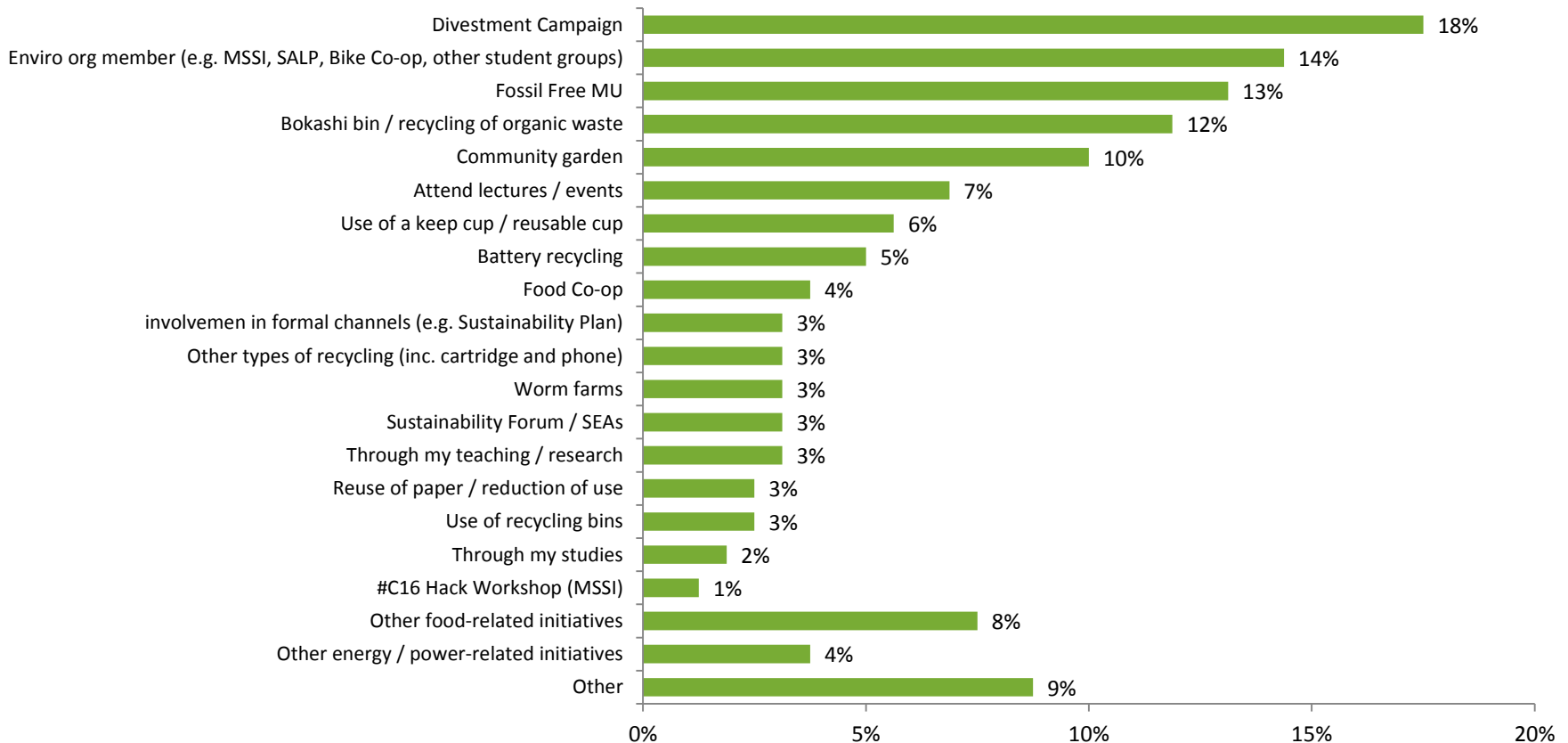
SUGGESTED SUSTAINABILITY INITIATIVES





Of the 160 respondents (13%) who had participated in additional initiatives, 18% were involved in the *divestment / fossil free MU campaign* (steady with 2014), and a further 14% were *members of some type of environmental organisation*

2016: Other University of Melbourne Sustainability Initiatives Involved With (n=160)

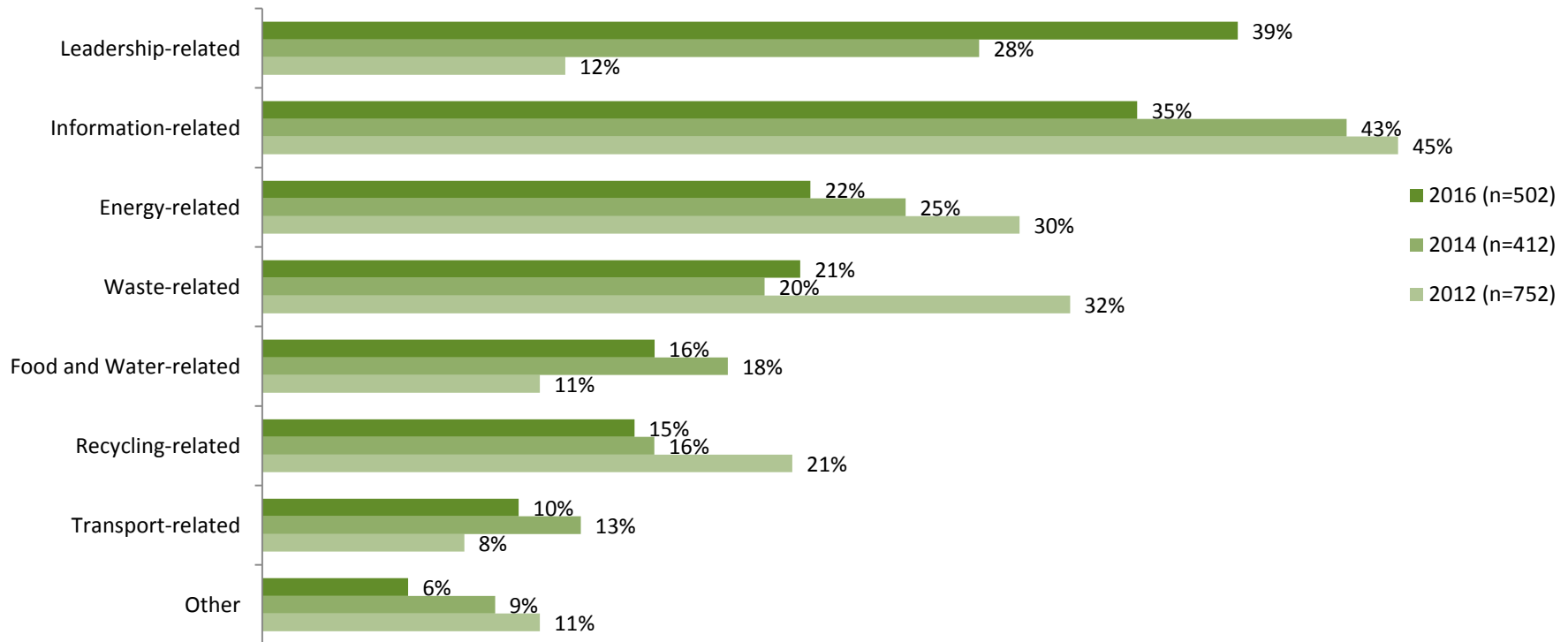




Improvements to the leadership- and information-related aspects of environmental practices at the University seen as key

- Energy- and waste-related practices also highlighted as areas requiring improvement

Suggested Improvements to Sustainability Practices at the University





DETAILED FINDINGS AND VERBATIMS FROM OPEN-ENDED QUESTIONS





Divestment campaign (18%)

"Yes - why isn't divestment listed in your question about the top three areas of greatest importance to sustainability at UoM? After three years of the students' campaigning, it is disappointing to see this deliberate omission - why not include this in your survey and get some real data about whether it is important to students and staff? Had it been on the list, it would have been in my top three." (Staff Member)

"Divestment! I'm involved in the Fossil Free Melbourne Uni campaign calling on the UoM to take leadership on climate change by ruling out investing in the top 200 coal, gas and oil companies. ...If the University thought it so important to divest from tobacco recently, and South African Apartheid in the past, why isn't it taking the steps necessary to divest from the companies that own so much coal, oil and gas that if it was burnt we could kiss every ice cap on this planet goodbye?..." A Student

Environment organisation member (14%)

"I'm involved in a lot of student run environmental initiatives such as the Bike Co-op, the Food Co-op that provides fair food, fair wages and sustainably sourced alternatives to the Food court in Union House." A Student

"The UMSU Environment Committee. We meet fortnightly, fund and plan sustainability themed events, and hand out Enviro Department grants." A Student

Fossil Free MU (13%)

"I support FFMU and their campaign to ensure UniMelb divests from the top 200 carbon emitters." A Student

"Melbourne University Fossil Free. An organisation actively advocating a sensible sustainability measure well within the grasp, but outside the flexible thinking capacity of UoM's chancellor." A Student

Bokashi bin / recycling of organic waste (12%)

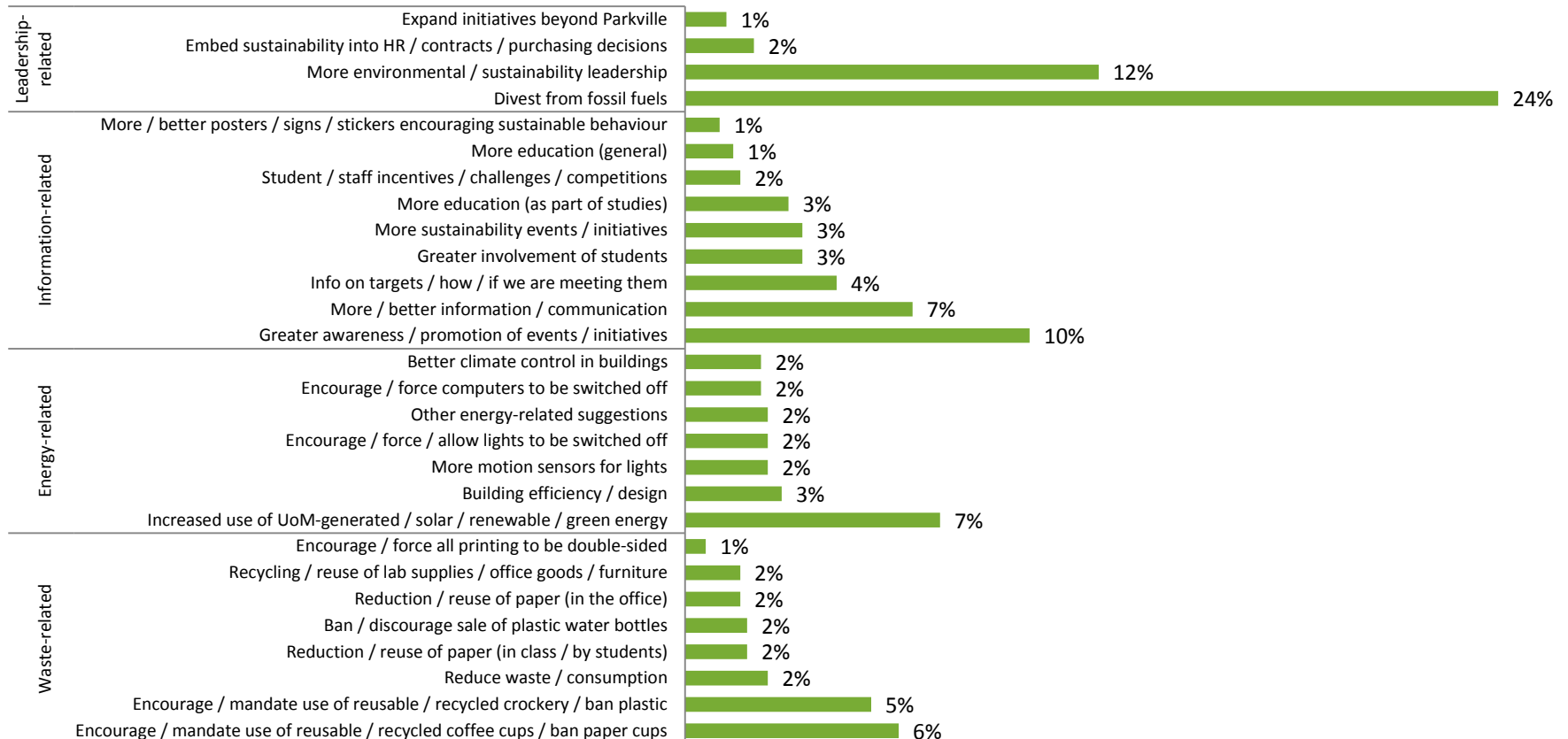
"Yes, at Medley Hall we try to serve meat at dinner twice a week only and vegetarian only meals for the rest of the meals (breakfast, lunch and dinner). We grow our own herbs in our garden. We have bees on our roof top. We have a worm farm where we use waste from our kitchen to get fertilizer for our garden." A Staff Member

"Vermiculture bins to recycle green waste in kitchens - I have learned about them from FVAS staff and believe they could work campus-wide. Please help us set these up!" A Student



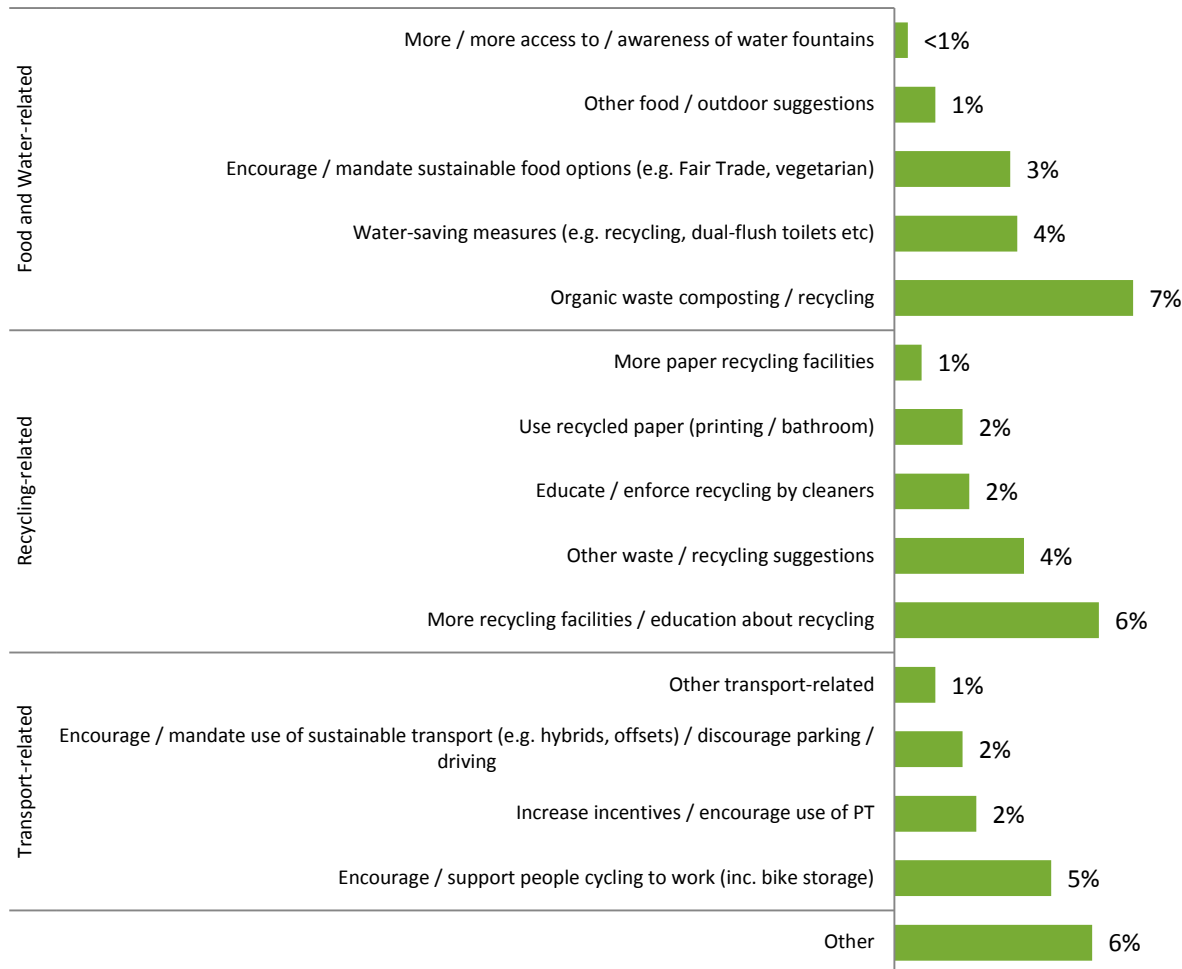
Of the 502 people who gave responses, 24% called for the University to *divest from fossil fuels* (up from 11% in 2014), with a further 12% calling for stronger *environmental / sustainability leadership* at the University

2016: Suggested Improvements to Sustainability Practices at the University (n=502)





2016: Suggested Improvements to Sustainability Practices at the University (n=502)





LEADERSHIP-RELATED

Divest from fossil fuels (24%)

"Stop acting like divestment isn't a key sustainability-related issue at the University of Melbourne, and commit to divest! With over 3,500 signatures of staff and students to our petition, 450 university academic and staff signatures on our open letter, a overwhelming majority of support on the Academic Board, and your own previous survey showing that 47% of people who responded to the Sustainability Charter were concerned about divestment, it is ridiculous to suggest that we are a tiny minority in the university community, and to omit us from online surveys and sideline us from the consultation process. Divestment from fossil fuels is what the University community wants, and it's just the kind of leadership on sustainability that this university should be proud to stand up and support. The University needs to provide stronger support for grassroots initiatives that come directly from the university community. Supporting a bike co-op and a food co-op with large, fully-featured dedicated spaces, and working harder on great initiatives from students, like the Zero Organic Waste initiative from #C14Hack. It is disappointing that the university would provide a small prize to a winning group, but not then move forward to make the project happen. However, given the success of some of the winning projects since, I am looking forward to seeing where Hack and the Green Innovation Fund go next." **Student**

"Divest from fossil fuels would be a good start. It seems a little ironic that the university teaches us to live sustainably while continuing to profit from environmental degradation and perpetuating the problem of climate change. Also, run the university renewable energies as much as possible - solar panels seem the most practical. Drop toilets. Composting. Promoting businesses on the campus to go plastic free and do use only fair trade products. Ensuring clothes and supplies sold at the co-op are not produced in sweatshops etc. Maybe an initiative to get all students to buy Fairtrade." **Student**

More environmental / sustainability leadership (12%)

"I feel that upper management in the University hierarchy is completely out of touch with the importance of these issues. It's a battle to get them to really listen to what the student body wants. Perhaps I am just unaware of successes. From my perspective, it seems like a change in University leadership would be the most effective way to make major improvements." **Student**

"Do things! Don't ask - do! Don't do things just to tick boxes. To be a leader try things, change things!" **Staff member**



INFORMATION-RELATED

Greater awareness / promotion of events / initiatives (10%)

"I think there needs to be more advertising of such events, I hadn't even heard of most of the sustainability-related practices, but I would definitely try to get involved if I knew they were on." **Student**

"More advertising around the university, whether it be posters on campus, emails, notifications on the student portal, more posts about it on the Facebook page. Get more students involved by advertising and holding more events like the farmer's market." **Student**

More / better information / communication (7%)

"Better communication and leadership around the issue of sustainability so that all staff are made aware of the requirement to engage and participate in sustainable practices. We could encourage staff to have a zero waste day - to bring lunch in a way that creates zero waste..." **Staff**

"More information about is required to be provided to students. As a student I feel I have received few information about how important is sustainability for the university." **Student**

ENERGY-RELATED: Increased use of UoM-generated / solar / renewable / green energy (7%)

"I would like to see all throw-away crockery and cutlery used at the Melbourne campuses biodegradable/compostable. In the US, (commercially) biodegradable/compostable cutlery and crockery is making its mark. E.g. UCAR, Boulder, Colorado: <https://www2.car.edu/for-staff/update/talking-trash-some-good-news>. I'd like to see how much electricity the University is using, and where that electricity is coming from. Clients of utility company Powershop have such a panel, giving the usage on a half-hourly basis. If the University is not yet a client, I'd like to see the University sign up, and manage its electricity usage in a sustainable way, i.e. buy green electricity only (I'm happy to be the reference; it would give me and the University a \$75 credit). It would save money in winter and summer by managing cooling and heating and save money in spring and autumn because Powershop's price is lower in those periods. Given the ample roof space (and electricity use), solar panels should be far more present at campuses, given the University wants to be seen as an example." **Student**

FOOD AND WATER-RELATED: Organic waste composting / recycling

"Reduce consumption especially with regards to office equipment - there seems to be a lot of 'stuff' that gets thrown out / dumped. Encourage / force food outlets to minimise packaging / use enviro-friendly packaging (esp. the sushi shop - all that plastic!) Provide bins for compostable material i.e. food waste, paper, etc. that staff and students can access." **Staff**

"Compost bins would be amazing. I understand that there is a compost bin that some clubs access. If there was a way to expand that and make composting more accessible we could reduce a large amount of unnecessary waste." **Student**



"Yes. Divest from fossil fuels and take an active stance on climate change. The rest is window dressing. Hottest year on record. Reef dying. India running out of water. Prosecutions of big oil beginning. Time to act is well past. I know the gesture is symbolic, but it's important." **Student**

"Although we segregate our recyclable and non-recyclable waste for pick up by the cleaners, how do we know that the recycling doesn't just get thrown in with the normal waste? I've always been concerned that this might be happening." **Staff**

"With the new stationary supplier COS, I am disappointed that I can no longer buy A4 100% recycled Australian brand of printing paper for our office. Only 80% recycled in this brand is available. I think it is important to be both environmental friendly as well as supporting Australian companies/products as much as possible." **Staff**

"There is A LOT of food-waste coming from restaurants in the university. I know these are private establishments but the University should have certain control on the way they do things." **Student**

"Please note, some of my answers reflect that lack of availability at our local rural campus (i.e. where dissatisfied, there is nothing available here - i.e. free trade items etc.) This does NOT reflect the universities efforts as a whole. It would have helped to speak in terms of overall or our campus, as I felt I answered between both, so the data might not be accurate." **Staff**

"Include all campuses in sustainability activities, not just Parkville. At the Burnley campus we are forgotten about. It's ridiculous given what we teach and research." **Staff**

"Importance of urban design and how it affects sustainability, in the context of the numbers of people it touches, the capacity for good design to reduce the effects of climate, and improve the quality of the environment, and the huge appetite for resource urbanisation generates." **Staff**

"Animal agriculture's contribution to climate change and environmental degradation." **Student**

"Co-benefits of health due to decarbonising the university system is not currently taken into account. The amount of fossil fuel consumed, and air pollutants emitted could be accounted for in terms of lives and work hours lost - the university is such a large entity that it would be significant (and embarrassing)." **Staff**



THE UNIVERSITY OF

MELBOURNE

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