

Take your business to the next level

Groundbreaking strategies to achieve significant business improvements

Everything you need to know in order to gain a clear commercial advantage whilst developing your sustainability credentials.

Guaranteed to find multiple ways to reduce material inputs, associated waste streams, carbon emissions and build more sustainable supply chains **or your money back!**

About the Green Light Project

The Green Light Project has been made possible through the Beyond Waste Fund, a \$1.35m State Government initiative which helps businesses tackle waste before it is created, greatly reducing the amount of waste generated from daily operations. This will encourage businesses to adopt more efficient practices that ultimately will increase their competitiveness in their respective market environments. The Geelong Manufacturing Council has been funded by Sustainability Victoria to offer this groundbreaking program to regional industry.

Who Should Attend

Industry leaders who value innovation and are genuinely concerned with achieving gains through sustainable practices around the delivery of their products and services should participate, specifically:

- Business owners, operators, senior managers across all sectors
- Senior executives
- Engineers
- Business professionals
- Production managers
- Environmental managers
- Industry leaders
- Lean/CI managers

This program is especially focused on helping resource conscious businesses and their supply chains, in the Barwon Region, who are significant consumers of materials, energy and water with associated waste streams and greenhouse gas emissions.

What you will learn

This intensive 12 month program is filled with interactive workshops, tutorials from industry experts, world leading case study examples and multiple site tours.

Topics covered include:

- The Sustainability Advantage (the business case for sustainability)
- Business Sustainability Assessment, Vision & Policy
- Benchmarking and Step-change Improvement
- Behavioural and Cultural Change for Sustainability
- Greener Products/Supply Chain
- Developing your "green" Brand and Marketing Strategy

Outcomes specific to your business will include:

- A Facilitated Sustainability Assessment profile (how sustainable is your business?)
- Benchmarking your businesses performance within the group and with best practice
- Analysis of current resource and waste efficiency
- Integrated Sustainability vision, policies, strategies and action plans
- Insights into supporting behavioural change
- Reduce costs, significantly increase profitability and identify new revenue streams.



Let's be very clear. There is a twin agenda for this program:

1. Increase profit. Typically companies can increase net profits by more than 40%. (Source: Dr. Bob Willard)

AND

2. Reduce the amount of resources required to make your products and services and hence reduce or avoid waste.

You will learn strategies to develop new and innovative ways to develop products. The result will be reduced costs, reduced materials and the creation of new markets. All this leads to significant additional revenue streams and greater profit margins.

Deane Belfield, Principal Program Facilitator

Introducing

Deane Belfield FIEAust.
Principal Program Facilitator



Deane is one of Australia's most respected sustainability experts. He has worked in over twenty countries, for some of the world's largest bluechip industrial companies and their suppliers.

Before establishing ECO2Sys, he held senior roles at PriceWaterhouseCoopers, specialising in business innovation, strategy, operational and process efficiency and sustainability measurement and rating systems.

Deane sits on several Boards including Society for Sustainability & Environmental Engineering (SSEE), is a judge on UNAA's World Environment Day Awards and the Engineering Excellence Awards and has been a postgraduate lecturer at many universities, including Monash and RMIT.

Deane is passionate about his work and the potential it offers for helping build a future that works for people, business and the earth's eco-systems.

Deane's academic credentials include:

- Bachelor of Engineering, University of Melbourne
- Masters of Environmental Science/Business, Monash University

7 Components for Integrating Sustainable Business

Management & Leadership

Governance, Behavioral Change, Risk, OHS, Financial Return, Skills Training, Ethics

Resource Efficiency

Energy, Water, Materials, Waste Measurement, Reduction, Monitoring, Cost, Resource Intensity, Carbon Accounting, Ecological Footprint, Industrial Symbiosis

Products & Services

Design, Development, Innovation, Value Engineering

Supply Chain

Purchasing, Product Life Cycle, Customer & Supplier Relationships, Product Stewardship, Process Redesign & Optimisation

Community Involvement & Well-Being

Community Engagement, Participation & Contribution, Partnerships

Biodiversity

Land Management & Protection, Flora and Fauna & Ecology

Innovation & Integration

Culture, Knowledge & Capacity Building, Business Innovation and Transformation, System Integration

Pilot program participants say



The thing that gave me the most benefit was the benchmarking and spider charts. I have never been able to evaluate our EMS and business so clearly and identify its strengths and weaknesses. I also enjoyed the case studies on goal setting and now understand that you don't always have to set a goal you think you can achieve easily. It's ok to set high goals even when you have no idea if or how they can be achieved as long as you have the right environment to foster new and different ideas.

Brian Bartlett, Onesteel



As Australia's largest carpet manufacturer and as proud winners of the 2011 Premier's Stainability Award, participation in this program was invaluable. Our next challenge is to continue to use the tools and principles learnt.

Robert Lunardelli, Environmental Engineer
Godfrey Hirst



The program has highlighted the need to review our environmental policy and to focus on internal activities, as well as capturing data to further harness the opportunities open to the business.

John McCoy, General Manager
Bartlett's Environmental

Bartlett's Environmental, the 2011 Business of the Year (Geelong Business Excellence Awards) has introduced Mobile Dewatering technology into Australia. This technology removes water from liquid waste, which can be returned to the source, decreasing transportable waste by up to 95%, significantly reducing carbon emissions.

Program delivery

Participants will attend 10 half day workshops throughout 2013, at a central Geelong venue.

Each workshop will be interactive and engaging and participants will attend site tours to see the program principles in action.

In addition the program will include ongoing one-on-one mentoring support.

The program will commence in early 2013.

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Investment

Secure places for 2 people for \$1,650 + GST \$165 (\$1,815).

Participants will have access to over 80 hours of interactive guided learning, over 18 months, in a variety of settings. The program will include access to industry and global experts, one on one mentoring and multiple site tours at some of our regions leading organisations.

Member Discount

15% discount for all Geelong Manufacturing Council members.
Members pay only \$1,400 + gst \$140 (\$1,540), for 2 people.

Funding by Sustainability Victoria has substantially reduced the program costs.

Businesses who sign up can expect to learn how to produce resource efficient products, become more profitable and resilient, be more attractive to their customers, and be a pillar exemplar under the Geelong Future Proofing Strategy. Also such companies will engage, attract and retain talented staff.

Enzo Bruscella, Executive Officer,
Barwon Regional Waste Management Group

REGISTER
NOW!
Places are limited



Connect. Learn. Profit.

Registration Form

PLEASE NOTE: This form becomes a Tax Invoice upon receipt of payment.
Please retain a copy for your accounts. ABN: 16 089 510 529

Attendee 1

Name _____

Position _____

Company _____

Address _____

P/C _____

Phone _____

Mobile _____

Email _____

GMC Member? ☐ Yes ☐ No

Are you interested in becoming a GMC member?

☐ Yes ☐ No

Attendee 2

Name _____

Position _____

Company _____

Address _____

P/C _____

Phone _____

Mobile _____

Email _____

GMC Member? ☐ Yes ☐ No

Are you interested in becoming a GMC member?

☐ Yes ☐ No

Payment Details

Total cost is per company and includes up to 2 people
Cost excludes GST

☐ GMC member \$1,400 + GST \$140 = \$1,540

☐ Non Members \$1,650 + GST \$165 = \$1,815

Direct Debit

BSB 063 512 Account No 1045 7468

Account Name GMIC No 2

Reference Enter your name

Please FAX this completed form to 03 5221 2914

OR MAIL to PO Box 638 Geelong VIC 3220

OR EMAIL admin@geelongmanufacturing council.com.au

☐ Yes! Please send me information about the Geelong
Manufacturing Council.

How did you hear about the Green Light Project?

☐ Geelong Manufacturing Council ☐ Industry Group

☐ Colleague ☐ Other _____



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