Newcastle
Climate Action Plan
2020-2025

Engagement Snapshot

"City's action to address climate change set to be strengthened"

Media release

Print & radio

Newcastle Weekly & Newcastle Herald

NEWFM & 2NUR

Social media

Facebook
reaching over 8000

Twitter
reaching over 8400

LinkedIn
reaching over 1000

Digital engagement

Have Your Say webpage
500 page views

Newcastle Voice
Community Reference Panel
reaching 2500

Natural Connection eNewsletter
reaching over 1000

Internal engagement

Staff eNewsletter (x2)
reaching over 1500

Intranet News Feature

Staff workshops

“local govt plays a critical role in this, so it’s heartening to see CN taking a leadership role”
Ideas for a Net-Zero City

- People place nature
- Regional connections
- Zero-emission industry
- Driverless (on-demand) electric vehicles
- Electric car shares
- Green precinct
- Renewable hydrogen
- Price on carbon
- Low carbon transport
- Regional supply chains
- Bike highways
- Smaller buses
- Incentives are good, but we need the motive
- Regional bioenergy hub

What role should Council focus on to help you move towards lower emissions?

- Act as a collaborator – support and partner with the community, private and government organisations
- “I think it requires co-operations of multiple levels of government, but council can do a lot”

How could you support a move to a sustainable city?

- Use less energy
- Knowledge sharing
- Solar uses
- Building energy efficiency and zero carbon talks
- Encourage renewable energy infrastructure development

What are the opportunities for CN and businesses to collaborate to drive zero-net outcomes?

- Consider Council incentives to promote reduction strategies
- Start a renewable energy/sustainability start-up
- City-wide active transport green-blue grid
- Ongoing collaboration and support