



CHAPTER 2 - PROJECT BENEFITS

CARBON PLUS COMMUNICATION PLAN 11



PROJECT BENEFITS

This chapter sets out the intended and potential unintended benefits from the implementation of this Communication Plan.

Intended Benefits

It is intended that the following benefits be realised as a result of the implementation of this Communication Plan:

- Positive interest and awareness of the Water Security and Carbon Plus project purpose and outcomes will be generated;
- Increase the understanding of targeted audiences of the potential of the Central NSW region to participate in the carbon economy;
- Raise awareness of the actions that can be undertaken by individuals, businesses and other organisations across the region in relation to water and energy efficiency, renewable energy and carbon offset;
- Provide information to targeted audiences to build understanding of the impacts, issues and solutions to water and energy management to provide context for the Carbon Plus Study recommendations when they are made;
- Strengthen regional networks and community resilience in relation to water and energy management;
- Demonstrate local government sector leadership in water and energy management.

Unintended Benefits

Whilst the benefits stated above are intended, during the course of implementing the Communication Plan, it is expected that other benefits, not yet foreseeable in a specific way, may also be derived. For instance, the implementation of the plan may give rise to opportunities to strengthen networks beyond the region, or to demonstrate leadership beyond the local government sector.

Similarly, the policy and regulatory framework surrounding the transition to a low carbon economy is changing rapidly. Allowance also needs to be made for ongoing adaption of the Plan's messages and activities to ensure that they continue to align closely with the Federal and State Government initiatives and messages to communities to make the transition to a carbon economy.

Whilst specific benefits are not stated here, it is anticipated that some flexibility in the Communication Plan will need to be provided for in order to ensure, where demonstrable cost-benefit exists, items can be added or substituted in the plan to allow for the delivery of unintended benefits.

Positive interest
& awareness.

Understanding.

Leadership.

Strength.

Management.