



The Place To Be

Media release

From the Minister for Environment and Climate Change

Wednesday, 4 June, 2008

ALPINE VISITORS SAVE ENERGY AND FIGHT CLIMATE CHANGE

A Brumby Government public education campaign will encourage visitors to Victoria's alpine regions to save energy and help tackle climate change this season.

Environment and Climate Change Minister Gavin Jennings launched the 'Keep Winter Cool' campaign at Mt Baw Baw today and urged snow enthusiasts to do their bit to reduce greenhouse gases this winter.

"The Brumby Government is taking action on climate change because it threatens natural snowfall and our alpine environment for future generations," Mr Jennings said.

"Alpine resorts boost regional employment and make a significant contribution to local economies generating 7100 jobs and over \$550 million into the Victorian economy so it is important that we protect the alpine environment and the industry by reducing energy use."

This year 'Keep Winter Cool' will join the Brumby Government's energy saving campaign - better known as 'Black Balloons' - to distribute 5000 action packs to overnight alpine region visitors.

Alpine region visitors will be encouraged to do to three simple, everyday energy saving actions:

- Set your heater between 18 and 20 degrees;
- Take a maximum four-minute shower; and
- Turn appliances off at the switch.

"Each take-home action pack includes a thermometer, a four-minute shower timer and turn-off-the-power reminder stickers to help visitors save energy," Mr Jennings said.

The average Victorian household produces around 240,000 balloons of greenhouse gases a year. Each balloon represents 50 grams of greenhouse gases.

Hotels, lodges and commercial apartment managers will also be encouraged to place energy saving reminders, like four-minute shower timers in their accommodation rooms. The 'Keep Winter Cool' campaign was introduced in 2006 by the Alpine Resorts Coordinating Council, the Australian Alps Liaison Committee and the Australian Ski Areas Association.

"We are working closely with Alpine Resort land managers and lift companies to encourage businesses and visitors to get involved," Chairman of the Alpine Resorts Co-ordinating Council, Andrew Fairley said.

"More than 30 alpine businesses and organisations have signed the Keep Winter Cool charter, agreeing to tackle climate change and cut greenhouse gas emissions," Mr Fairley said.

The 2008 Keep Winter Cool program also includes:

- An interactive online game to teach young people about reducing their energy use;
- Community Service Announcements featuring world champion skier Jacqui Cooper; and
- Sponsorship of the Australian Hoppet - Australia's premier long distance cross country ski race.

For more information visit www.keepwintercool.com.au and www.SaveEnergy.vic.gov.au

Media contact: Nick Talbot 03 9651 5799/0408 473 278 www.vic.gov.au