

MEDIA RELEASE

27 February 2012

NEW REPORT PROVIDES SNAPSHOT OF GREEN INDUSTRIES IN THE NORTHERN RIVERS

Doing green business – a report of the Green Industries Project undertaken by RDA-NR in 2011 and published today (27 February) – provides a glimpse into the successes of and challenges faced by this important new business sector, which provides green goods and services that are leading the way in our transition to a low carbon economy.

The report contains information and research about the global and national context of this emerging business sector and the detailed findings of the nine-month project that has identified and consulted with almost 300 businesses across the region.

“This is the first time this information has been gathered” said RDA-NR CEO Katrina Luckie, “it has provided a great opportunity to learn about the contribution green businesses are making to our economy and for us to better understand what support they need going forward.

“Green businesses have much in common with other businesses in the region. Many are fairly new and most are quite small, but there are some big players too, who are exporting their services across the country and around the world.”

A series of case-studies in the report highlights the diversity of our green industries, from familiar ones such as solar power and sustainable agriculture, to emerging industries and technology such as hemp masonry and Phytoliths (“plantstones”) the full potential for which is yet to be realised.

The report makes a number of recommendations that green business operators feel will help them to scale up for the challenges ahead. These include: tailored training and support in finance, business management and marketing; more opportunities to network and collaborate with others in the sector; and public education about making better choices for the future.

Doing green business is supported by financial assistance from the New South Wales Government.

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Notes to editors:

1. The report is available to download as a PDF from the RDA-NR website at:
www.rdanorthernrivers.org.au
2. The report will be officially launched at a reception at Lismore City Hall (Fountain Room) at 5pm on Monday 27 February, by Thomas George MP, Member for Lismore. Media welcome.

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An Australian Government Initiative



A NSW Government Initiative

3. The report includes case studies from:

- Australian Hemp Masonry Company
- dirtgirlworld
- Ecoteam
- EnviTE (Environmental Training and Employment)
- Landshare Australia
- Natural Innovations
- Nickel Energy
- Permaculture Research Institute
- Plantstone Research and Development
- Si Clean Energy
- Sub-Tropical Farm Forestry Association

4. RDA–NR is a non-profit community-based organisation that connects people and businesses in our region to opportunities through partnerships focusing on community, environment and economy. As a conduit between government and local communities, we are both a source and a provider of information; and we play a pivotal role in the sustainability of the Northern Rivers region through community engagement, regional planning and leadership in regional development.