

Communication and outreach for the SEEA in Australia



Conference on
Global Implementation of SEEA

New York
June 2013

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Outline of presentation

Recognition of problems and acceptance of SEEA

- The issues surrounding sustainability are widely recognised by the public, businesses and governments of Australia
- SEEA gaining in acceptance and adopted by key stakeholders in Australia

Examples of outreach

- Demonstrating the application of SEEA to policy Planning for the future

- Building on the current momentum with on-going engagement with key stakeholders nationally and internationally

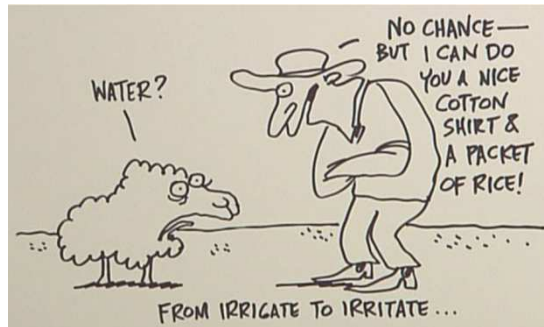
- Developing and maintaining partnerships
- Securing resources



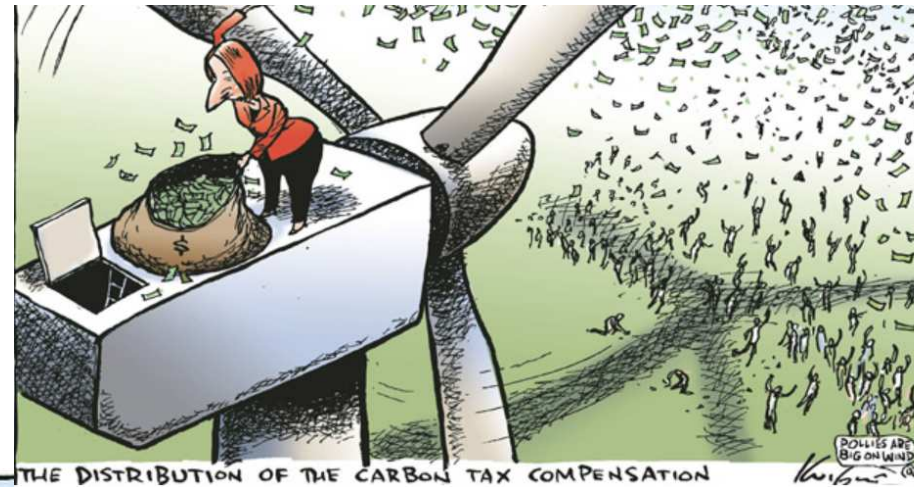


Broad recognition of need for improving decisions about sustainability in media

Many articles and cartoons:



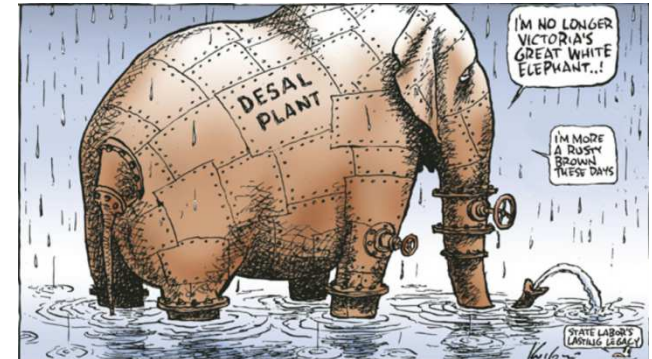
http://www.abc.net.au/tv/differenceofopinion/episodes/episode_02.htm



<http://www.adelaidenow.com.au/up-to-30000-south-australians-to-get-210-relief-under-carbon-tax/story-e6frea6u-1226091070297>



http://media2.aphonline.com.au/mj9/media/images/2013/02/20/RW2002cartoon_1480.jpg



<http://resources0.news.com.au/images/2012/06/11/1226391/682632-knight-desal.jpg>





Broad recognition of need for sustainability by government

Sustainable Australia Report (Environment 2013)

"We have benefited from a strong economy, with low unemployment and increasing incomes. However, inequality has increased and the health of our natural environment has continued to decline in some key areas."

<http://www.environment.gov.au/sustainability/measuring/publications/sustainable-australia-report-2013.html>

Measuring wellbeing in theory and practice (Treasury 2011)

"Improving the measures of wellbeing, and sustainability, is a complex task. For policy choices and decisions to have a reasonable prospect of improving wellbeing and sustainability, we need to base them on reason, as well as empirical evidence."

http://www.treasury.gov.au/~media/Treasury/Publications%20and%20Media/Publications/2011/Working%20paper%202011%2002/Downloads/Tsy_WorkingPaper_1_1_2.ashx





Recognition of SEEA

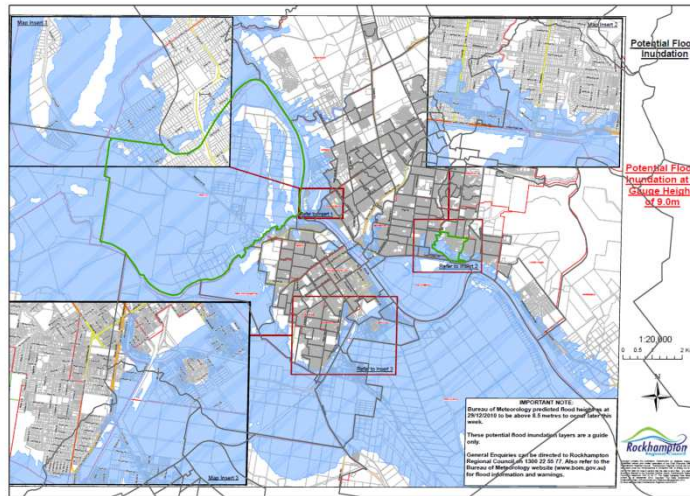
- National Plan for Environmental Information
 - Environmental Accounts Landscape
http://www.bom.gov.au/environment/doc/environmental_accounts_landscape.pdf
 - Guide to Environmental Accounting (in prep.)
- Australian proposal to International Platform for Biodiversity and Ecosystem Service
<http://www.ipbes.net/intersessional-process/comments-received.html>
- Victorian Experimental Ecosystem Accounts
https://ensym.dse.vic.gov.au/cms/index.php?option=com_content&view=article&id=60&Itemid=71
- Media
 - Radio <http://www.3cr.org.au/economists/podcast/reegade-economists-27032013>
 - Print <http://www.theage.com.au/business/a-better-way-of-linking-the-economy-and-environment-20121221-2bry3.html#ixzz2Vism2Jfa>
- Academics
 - Carbon and biodiversity accounts, Link to analysis via I-O, CGE, etc.



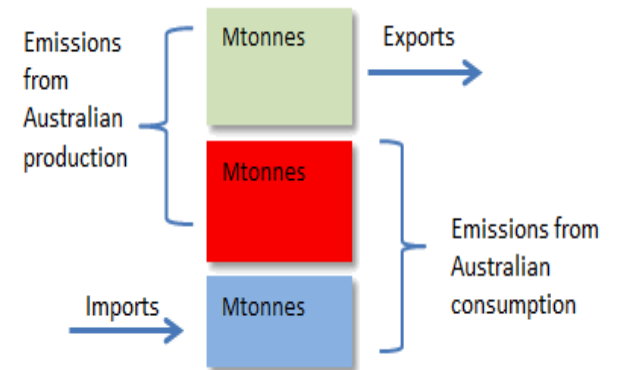


Demonstrating the application of accounts to issues

Land accounts and disaster management

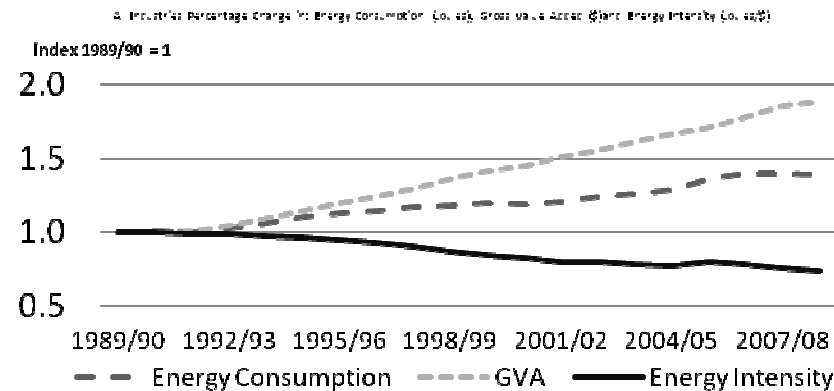


Greenhouse gas accounts and final consumption



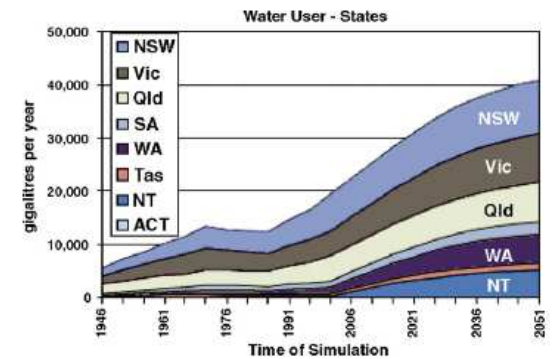
<http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/4655.0.55.002Main%20Features?2013?opendocument&tabname=Summary&prodno=5.0.55.002&issue=2013&num=&view=>

Energy accounts and decoupling



Chapter 7 <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4628.0.55.001>

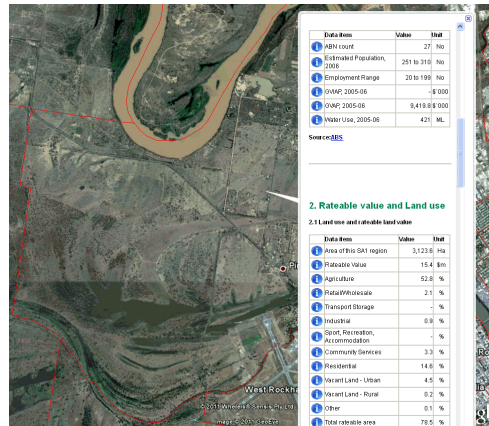
Water accounts and demand forecasting





Demonstrating the application of accounts to areas of interest

Great Barrier Reef catchments

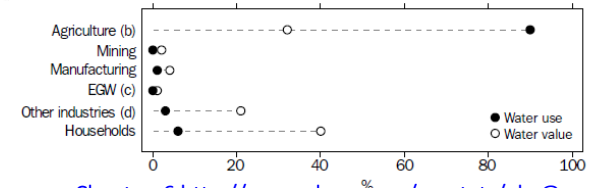


Chapter 5 <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4628.0.55.001>

Murray-Darling Basin

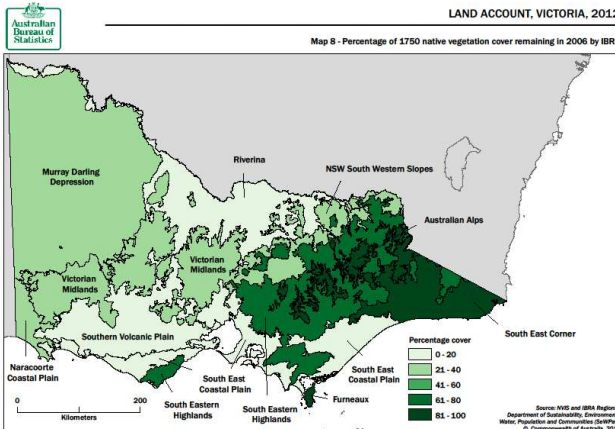


6.5 DISTRIBUTED WATER USE AND VALUE (a), by industry—MDB—2009–10



Chapter 6 <http://www.abs.gov.au/ausstats/abs@.nsf/mf/4628.0.55.001>

Victoria



<http://www.abs.gov.au/ausstats/abs@.nsf/mf/4609.0.55.001>





Planning for the future

To develop environmental accounting the general plan is to:

- Build on national and international momentum Work with key stakeholders to develop and promote clear and consistent messages regarding environmental accounting
- Recognise that resources are limited and that we need to develop the accounts progressively. This requires prioritisation of account development
- Work collaboratively to produce the prioritised accounts and demonstrate their use
- Work nationally and internationally to builds the capacity to produce accounts (tools, training, etc)
- Address the challenge of finding resources





The challenge of finding resources

The financial environment means that securing resources for environmental accounting is challenging

- Real levels of resources are diminishing and the ABS will have to produce current environmental accounts more efficiently to sustain the program
- Other beginning accounts have little on-going resourcing to go beyond demonstration to regular production

Securing additional resources via budget processes for producing a broader range of accounts requires agencies working together to explain why an investment in environmental accounts will be more profitable than alternative investments





Acknowledgements

A large number of people and agencies are contributing to the development and use of environmental accounting in Australia:

- Bureau of Meteorology
- Department of Sustainability, Environment, Water, Population and Communities
- Department of Climate Change (shortened name)
- Department of Agriculture, Forestry and Fisheries
- Victorian Government
- Queensland Government
- Catchment Management Authorities
- Wentworth Group of Concerned Scientists
- Australian National University
- Queensland University
- University of Sydney
- International colleagues in countries and international organisations

