

CREATING CHANGE

THE BASIC RULES

The Importance of HAVING FUN

The Importance of BEING PERSISTENT

The Importance of LOCAL NETWORKS

The Importance of GETTING FACTS RIGHT

The Importance of GOOD PARTNERS

The Importance of GETTING RESULTS

The Importance of



A photograph of two men sitting on a dark brown leather couch. The man on the left is wearing a dark pinstriped blazer over a light blue button-down shirt. The man on the right is wearing a black t-shirt with a red speech bubble graphic that says "DO SOMETHING!". Behind them, on a red wall, are several posters, including one for "newtown WED 24th" and another for "Aronas".

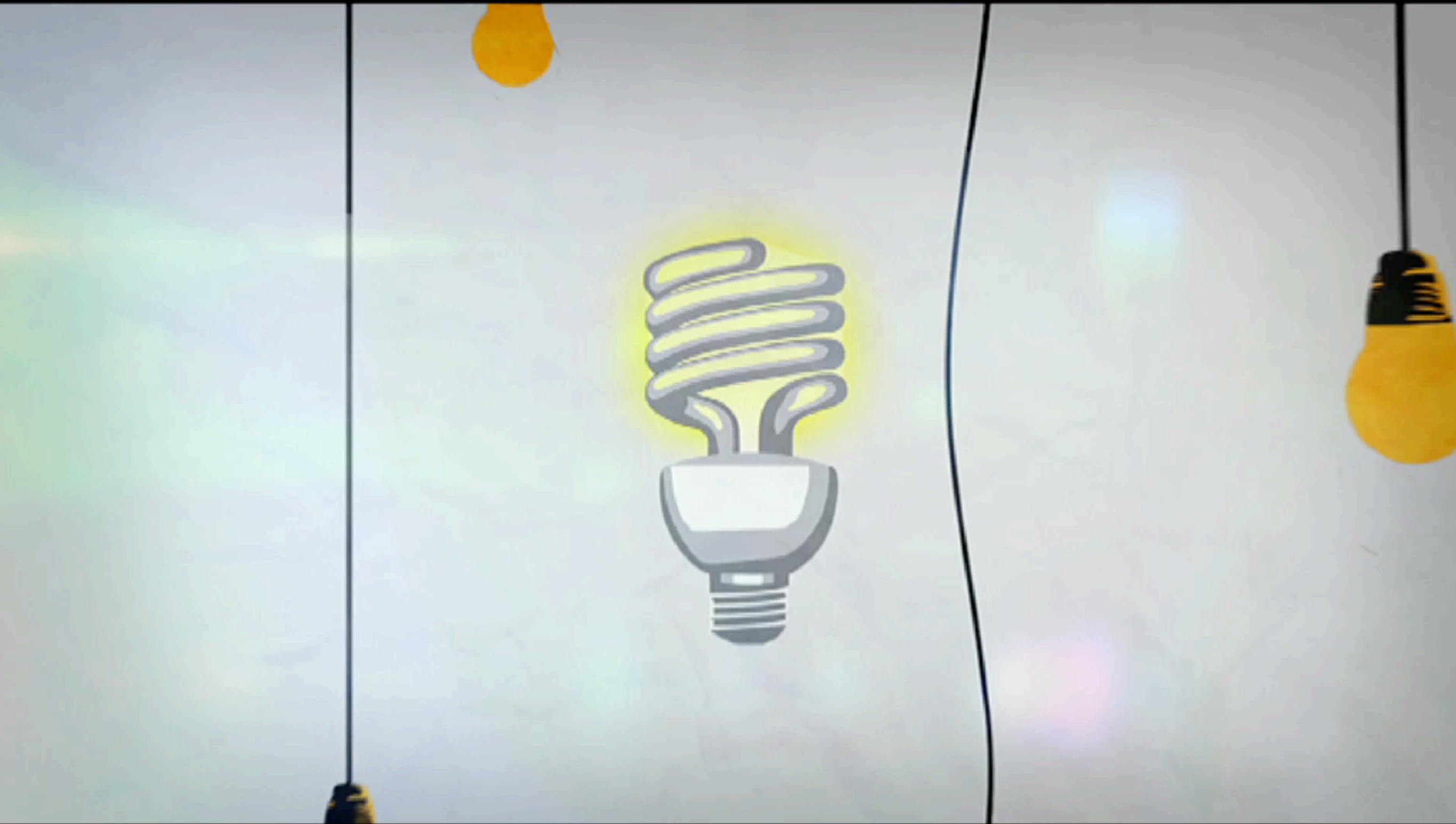
ROCK AID ARMENIA

FOUNDED PLANET ARK

DO SOMETHING!



The Importance of HAVING FUN



The Importance of BEING PERSISTENT



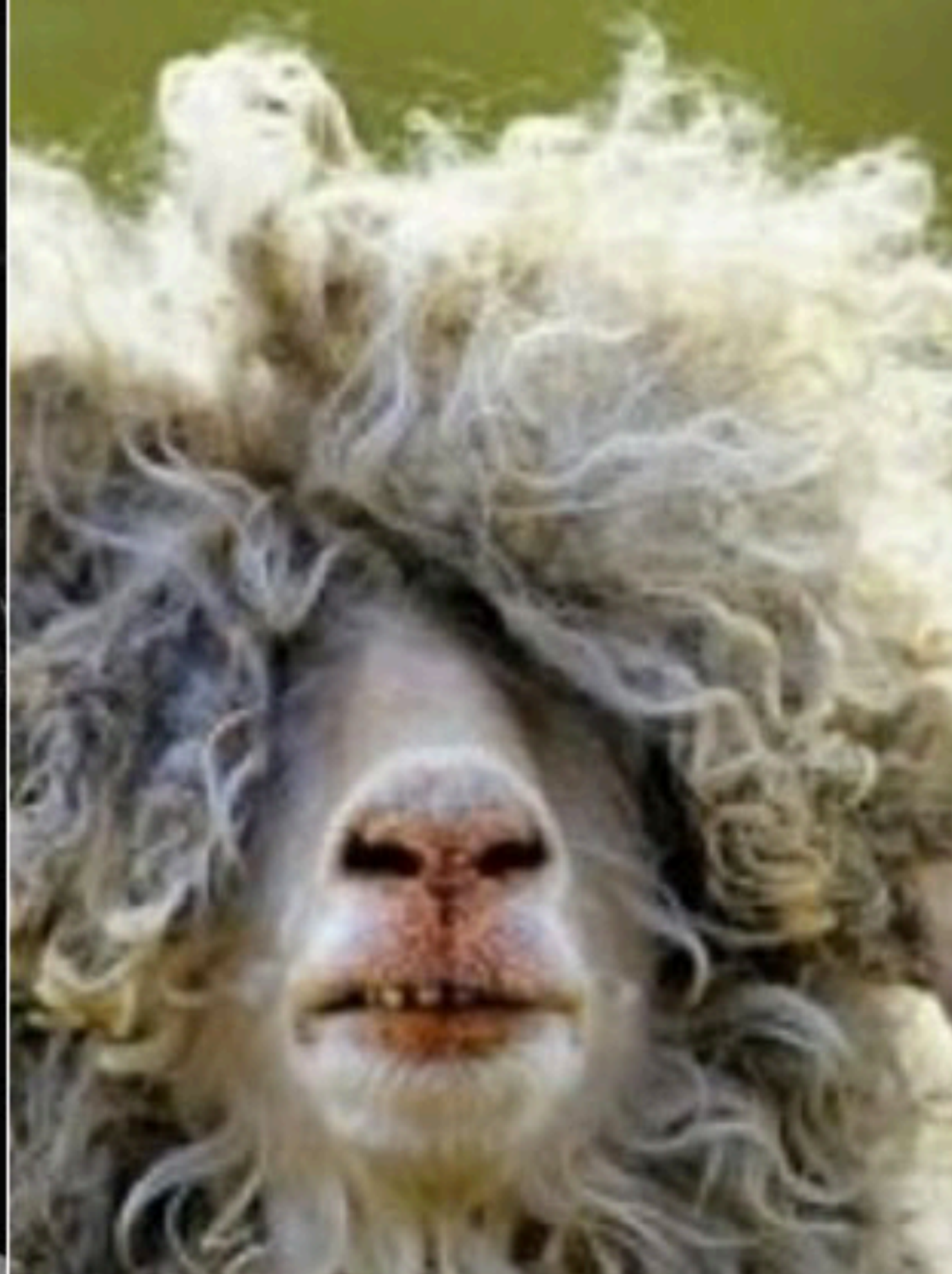
JON DEE.COM

TWITTER: JONDEE OZ











**SCHOOL HAD NOT BEEN
PROPERLY REBUILT**





The Importance of GETTING FACTS RIGHT

SMART MONEY





SMART MONEY



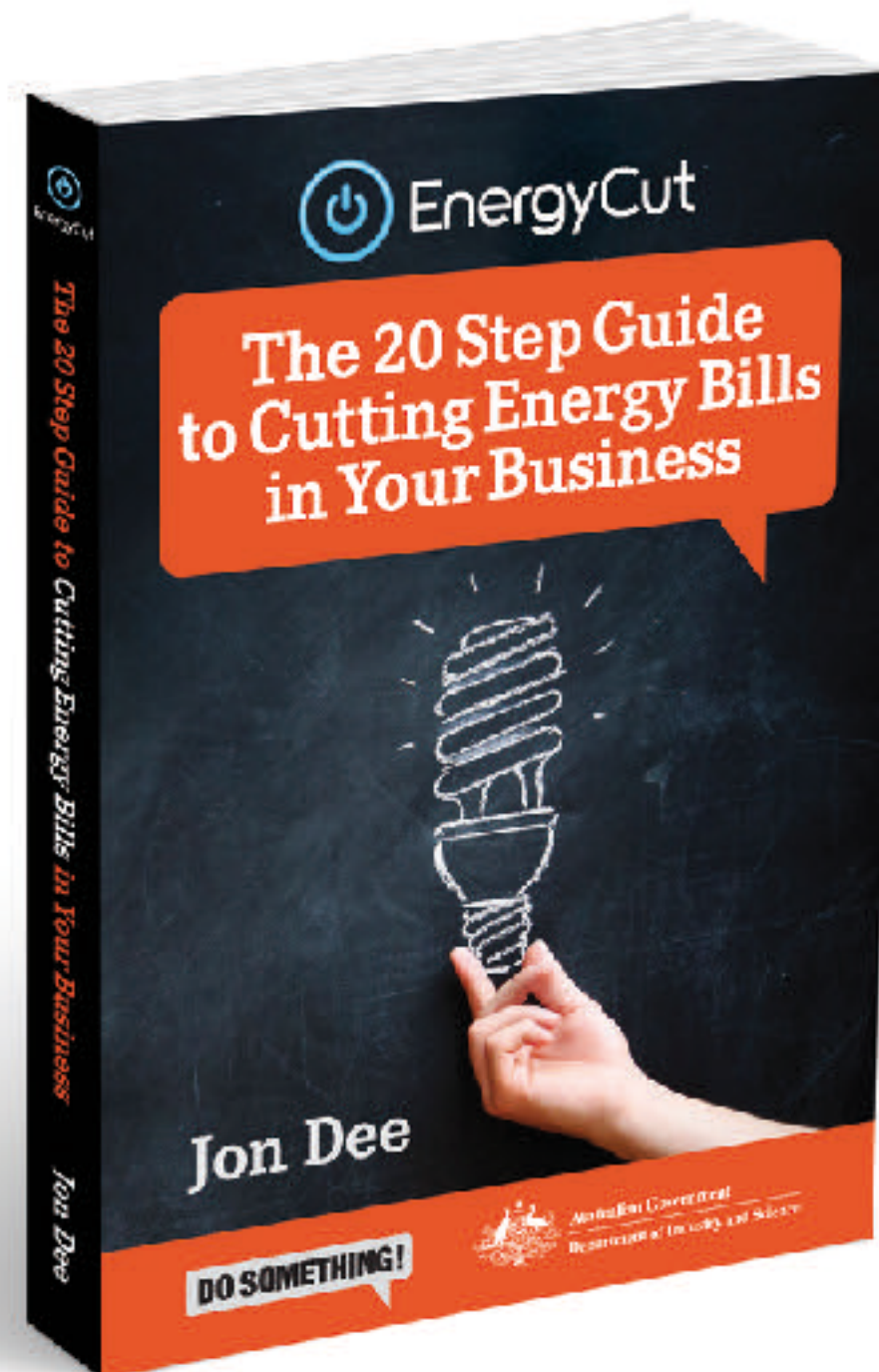
SMALL BUSINESS, Big Opportunity

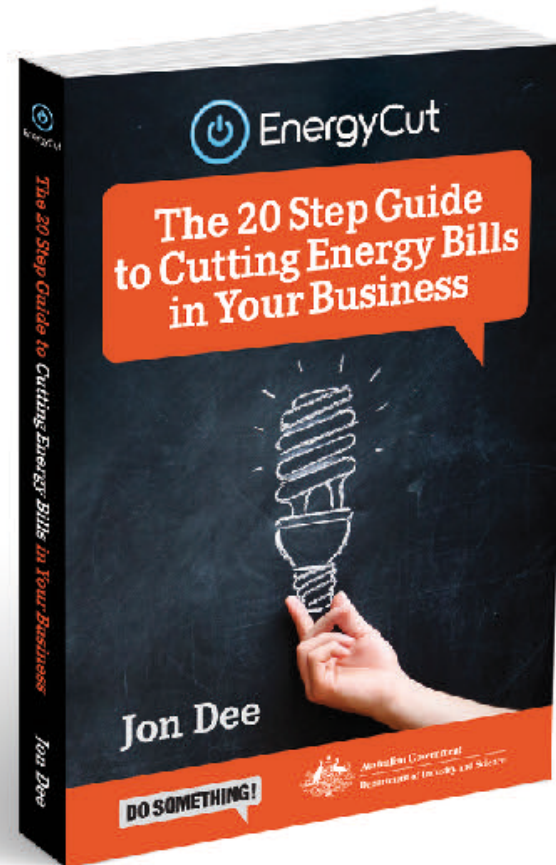
SUSTAINABLE GROWTH



Jon Dee







JonDee.com/books

The Importance of
GOOD
PARTNERS
AND LOCAL NETWORKS



NATIONAL TREE DAY



PLANET ARK

NATIONAL TREE DAY

The Importance of

**LOCAL
NETWORKS**

PLUS LOBBYING & RETAIL RELATIONSHIPS



ONE TREE PER CHILD



**Coles Bay
Tasmania**
Australia's First
Plastic Bag Free Town

COLES BAY

**PLASTIC BAG BAN NOW IN
SA, ACT, NT AND TASMANIA**

BAN NOW IN COLES AND WOOLLES



The Importance of GETTING RESULTS

LIGHT BULB BAN



LAST 8-10 TIMES LONGER

USE A FIFTH OF THE ENERGY

\$5.5 BILLION IN SAVINGS



**WILL REDUCE IMPACT
OF 2.3 BILLION WASHES
A YEAR**

**PHOSPHATE
BAN**

**REDUCED
EMISSIONS BY
30%**

**NO CHANGE IN
PRICE OR
QUALITY**



THE CASE FOR GOOD COMMUNICATION

ENHANCES ORGANISATIONAL REPUTATION

IT ENGAGES THE COMMUNITY

IT IMPROVES MEDIA RELATIONSHIPS

IT HELPS TO GET YOU BETTER RESULTS

DO SOMETHING!

DoSomething.net.au



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