



Research Directions

Office of Research Services

Environmentally Aware Retailers

Mr Bruce Simmons from the CRC Irrigation Futures and Associate Professor Robyn Bushell from the Centre for Cultural Research are collaborating with Strathfield Council to improve environmentally sustainable management practices in small retail businesses in the Strathfield local government area.



'The large local government area of Strathfield Council is intersected by several rivers and creeks. Water quality, catchment management and natural heritage stewardship are therefore significant issues for the area' says Mr Simmons. 'The municipality is also home to some of Sydney's major commercial areas with Homebush Bay, Parramatta Road, Flemington and Strathfield town centre having significant employment, industry, recreation and retail services. However, the main land use is still residential, so this mix of commercial, environmental and residential imperatives can cause friction requiring careful management by Strathfield Council on behalf of the community.'

The research team will design, implement and evaluate an education strategy for small businesses which will be managed at the local level by local government as part of a long term sustainability strategy. Focussing on one shopping complex site in the Strathfield council area, the researchers will carry out a sustainability assessment and work with retail businesses to assist them to audit their environmental management practices and then develop an environmental management plan. These businesses will also be provided with a framework, tools and workshops to facilitate their adoption of a strategic approach to sustainability management. This model will be able to be applied across the local government area as Council staff will be trained to run the process and to develop collaborative networks with local retailers.

Through this research, Strathfield Council retail businesses will gain valuable skills and knowledge that will demonstrate the financial, risk management and social benefits of strategic sustainability and environmental management to their core business. The Strathfield Council and community will enjoy significant improvements in health and safety and amenities due to more responsible environmental management by local businesses.

Project Title: Environmental Management of Business in Strathfield

Funding has been set at: \$21,919

July 2007

Contact Details:

b.simmons@uws.edu.au

<http://www.uws.edu.au/ccr>

<http://www.irrigationfutures.org.au/>