

# How big is your ecological footprint?



40%

## Goods and Services

Biggest components are clothes, furniture & appliances, tobacco & alcohol, books & magazines, toiletries.



7.8 hectares per person  
the average Australian ecological footprint  
equals **12** soccer fields



## Where do we stand?

The average Australian ecological footprint is one of the largest in the world – we require around 7.8 hectares per person to support our lifestyle. This is more than 3 times larger than the average person's ecological footprint in Brazil (2.4) and nearly twice the average in Italy (4.8). Source: WWF's Living Planet Report 2008

3%

## Transport

Biggest component is petrol, but also includes air travel and public transport.



7%

## Energy & Water

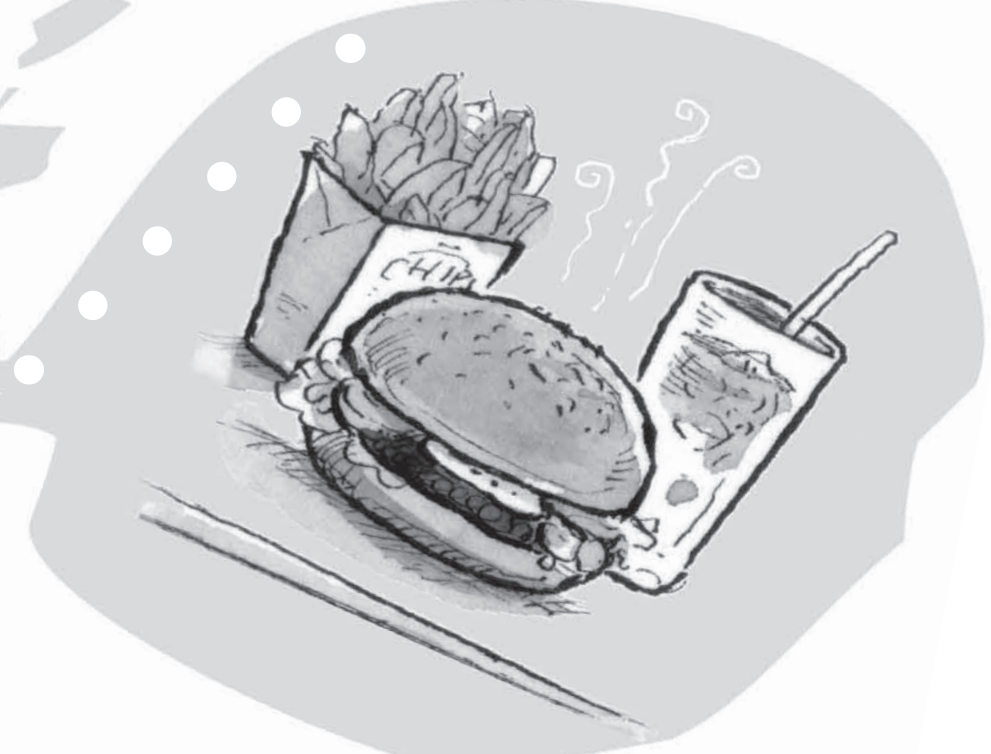
Biggest component is home electricity, but also includes gas, water and firewood.



43%

## Food

Biggest components are beef & dairy and restaurant meals.



You can take steps to reduce your personal ecological footprint in the following areas:

- Energy Saving
- Sustainable Gardening
- Recycling and Reducing Waste
- Growing Food
- Water Saving
- Green Transport
- Water Collection and Reuse

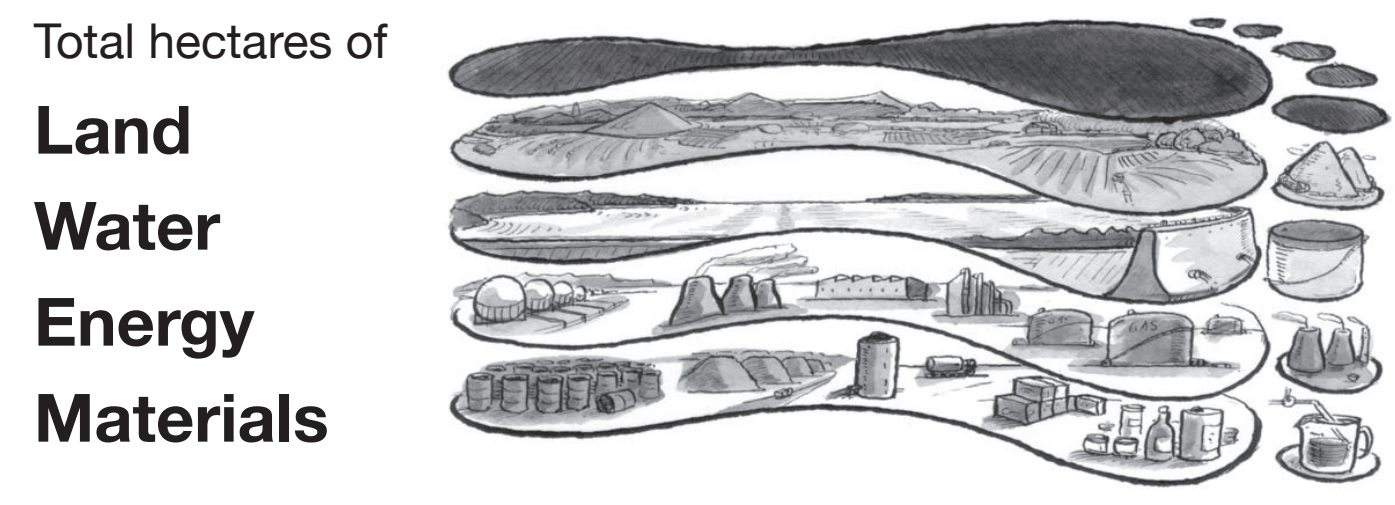
7%

## Construction and Renovations

Building or renovating your home.  
Source: Australian Conservation Foundation Consumption Atlas 2007  
www.acfonline.org.au/consumptionatlas



## How is an ecological footprint calculated?



Our ecological footprint is a scientific measure of the total land required per person to provide all the resources and to absorb all the waste from everything we consume or use in our lifestyle.

For example to make a packet of chips involves growing the potatoes with water, fertilizer and land; transporting them to a factory; frying and salting them; mining and extracting the aluminium and plastic for the packet; transporting it to a factory; converting it to thin sheets; making the packet and putting the chips in it; and finally transporting it to a shop for you to buy. All of the energy, land, water and materials used in these processes forms part of your ecological footprint when you buy the chips.



- 1 Buy less stuff!
- 2 Choose non-material gifts like a massage, theatre tickets or other 'experiences'
- 3 Eat less meat start with 'Meat-free Monday'
- 4 Buy recycled-content products
- 5 Reuse or sell old products and buy second hand
- 6 Buy quality durable products
- 7 Avoid packaging



Barrett House  
Our little house of sustainability



Barrett House is the result of a collaboration between Randwick, Waverley and Woollahra Councils to work together on activities aimed at reducing the community-wide ecological footprint of residents in Sydney's Eastern Suburbs. The program has been assisted by the New South Wales Government through its Environmental Trust.