

# The Moreton Bay Colleges Unite Campus Sustainability Initiatives into Community-Driven Strategy

## with The Ecoefficiency Group



The Moreton Bay Colleges aligned existing sustainability activities with community priorities guided by TEG's expertise in sustainability strategy.

### 287 RESPONSES AND HIGH ENGAGEMENT

Positive community engagement with 287 survey responses (11% response rate) and enthusiastic face-to-face consultation feedback across stakeholder groups (students, staff, P&F, alumni and senior leadership).

### COMMUNITY-DRIVEN STRATEGY DEVELOPMENT

Captured and organised community feedback into a strategic framework, creating clear pathways for implementation that reflected the diverse ideas and priorities of the wider school community.



### Project Overview

Moreton Bay College and Moreton Bay Boys' College provide Early Learning to Year 12 education as part of the wider Uniting Church Community. With a large network of students, staff, parents and alumni, the Colleges recognised an opportunity to engage their community and maximise their sustainability impact.

### Challenge

While numerous sustainability activities were already happening, they lacked strategic direction and visibility. The Colleges wanted to align with the Uniting Church's Flourishing Creation Action and Advocacy Plan to 2030, but needed proof that sustainability should be a community priority.

An internal solution wasn't feasible, so the Colleges sought external expertise to facilitate community-wide consultation and develop a strategy that would unify their sustainability efforts.

### Opportunity

With a coordinated approach, The Moreton Bay Colleges could:

- Maximise the efficiency and impact of existing sustainability efforts
- Showcase environmental leadership to their community and stakeholders
- Strengthen alignment with the Uniting Church's strategic direction

### The Survey Says

Stakeholder consultation results showed strong support for sustainability initiatives across the College communities.



# Our Strategic Sustainability Consulting Process



## Term 1:

Baseline assessment using 12 months of energy, water and waste data, plus TEG's Business Sustainability Assessment Tool <https://bsat.ecoefficiencygroup.com.au/>



## Term 2:

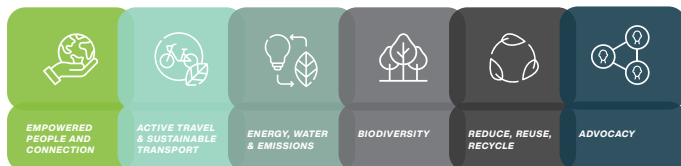
Comprehensive community consultation including:

- ✓ Survey distributed to entire community (students, staff, parents, alumni)
- ✓ Face-to-face consultations with distinct groups: MBC staff, MBBC staff, combined leadership team, College Board, student groups and environmental leaders



## Term 3:

Results analysis and draft strategy development, organising feedback into 6 strategic themes with 5-10 priority actions



## Term 4:

Internal review, Board presentation and strategy finalisation



## 2025 Term 1:

Strategy approval and public release

<https://media.digistormhosting.com.au/mbbc-au-qld-67-website/documents/2025/Environmental-Sustainability-Strategy-2025-2030.pdf>

## THE ECO EFFICIENCY GROUP

Assessment Tools + Community Consultation Methodology Enabled The Moreton Bay Colleges to Build a Comprehensive Sustainability Strategy

Community engagement showed that sustainability resonated strongly across all stakeholder groups. Survey data revealed positive support for integrating sustainability into both school operations and curriculum, validating the College's strategic direction.

## Operational Improvements

- ✓ Unified previously fragmented sustainability initiatives under a strategic framework
- ✓ Enhanced visibility of existing programs across the campus communities
- ✓ Streamlined the decision-making process for future environmental initiatives
- ✓ Established baselines for measuring future resource efficiency (energy, water and waste) and greenhouse gas emissions

## Strategic Advantages

- ✓ Aligned strategy with the Uniting Church's broader sustainability goals
- ✓ Strengthened the Colleges ongoing commitment to environmental stewardship
- ✓ Established a measurable framework for ongoing progress tracking

"The Ecoefficiency Group's approach was what truly set them apart—thorough, consultative, and deeply respectful of our vision. What initially felt daunting became a clear and empowering journey with their expert guidance."

**Katie Farley**

Business Manager, The Moreton Bay Colleges

## Ready to engage your community in sustainability strategy?

TEG's proven method for sustainability strategy development combines technical expertise with community engagement to create strategies that drive action.

Our approach fosters stakeholder buy-in while maintaining focus on achievable, impactful outcomes.

**SCHEDULE A CALL** to learn how our Sustainability Strategy services can help coordinate your organisation's sustainability efforts.