



3.07



From: Kilham, Emily
Sent: Wednesday, 10 June 2020 11:14 AM
To: Jo Clay
Subject: RE: Carbon Diet vids not workshops

UNCLASSIFIED

Hi Jo,

Thanks for sending this through. The video looks great! Will look forward to seeing the rest of them.

We've been somewhat restricted as to what we can post through our social media channels during the COVID health emergency but I'll definitely investigate if and when we can link to the videos. I'm hoping we'll be able to help get the word out.

Kind regards,
Emily

From: Jo Clay [REDACTED]
Sent: Saturday, 6 June 2020 7:31 AM
To: Kilham, Emily <Emily.Kilham@act.gov.au>
Subject: Carbon Diet vids not workshops

Hi Emily,

As discussed, I'm turning the planned community workshops into a series of 20 videos. It'll cost rather than make money, but so it goes.

Here's a preview of the first in the series. CZE appears in the credits. Please let me know any feedback, I'm still shooting & editing and can make changes. I plan to launch in the week commencing 15 June.

https://www.youtube.com/watch?v=HJc9_Ec1sPo&feature=youtu.be

ABC doesn't accept freelance produced content but RiotAct's interested in running these later in the year. I'm hoping to get them onto HerCanberra immediately. They'll also appear on my channels. Pls let me know if ACT Gov't would like to link to them (feel free to wait to preview the full series before deciding).

I'm keen to acquit my grant by the end of June. I'll give you a call about that in a couple of weeks when I have the vids finished :)

Cheers,
Jo.

From: Nelson, CaitlinM
Sent: Friday, 19 June 2020 3:05 PM
To: Kilham, Emily
Cc: McMillan, Miriam
Subject: RE: Suggested wording for Facebook post on Jo Clay's Carbon Diet

UNCLASSIFIED

Hi Emily,

Thanks for your patience whilst I followed this up with Miriam and Comms, and thanks for drafting the post. Unfortunately Comms have said:

- a. While I agree that the one video is apolitical (I can't speak for the others) the design of the series is to capture the audience's attention now to keep them viewing across a twenty week series. This period includes a significant amount of caretaker period. As this individual is a political candidate we can not post or share their content on any government owned or branded social media pages. We can not even share the initial video.
- b. There is a large element of self-branding that may be a conflict. The website and video mention 'Jo Clay's Carbon Diet' in multiple places.
- c. I love the content but the first video does not appear to be final. From a technical point of view there is colour grading missing from the video (unless I am misinterpreting a visual style Jo Clay is going for).

Given these risks, and the political affiliations of the individual, Actsmart is not permitted to share the content.

It's a real shame, because this is the kind of thing I'd love to be sharing on the Actsmart Facebook page! Please keep me in the loop for future content from the community grants projects.

Have a lovely weekend.

Best wishes,
Caitlin

Caitlin Nelson | Community Leadership Officer

Phone 02 6207 7976

Community Leadership – Climate Change & Sustainability | Environment, Planning and Sustainable Development Directorate | ACT Government

Level 2 Dame Pattie Menzies House, 16 Challis Street, Dickson ACT | GPO Box 158 Canberra ACT 2601 | www.act.gov.au



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The Community Leadership team is responsible for developing and strengthening key partnerships within the ACT community to deliver effective responses to climate change. Find out [more](#).

From: Kilham, Emily <Emily.Kilham@act.gov.au>
Sent: Wednesday, 17 June 2020 1:35 PM
To: Nelson, CaitlinM <CaitlinM.Nelson@act.gov.au>
Subject: Suggested wording for Facebook post on Jo Clay's Carbon Diet

UNCLASSIFIED

Hi Caitlin,

Here are some proposed words for a Facebook post on Jo Clay's The Carbon Diet project:

"Worried about climate change but not sure how you can make a difference? Check out Jo Clay's [Carbon Diet](#) videos to see how you can cut your carbon footprint, one week at a time.

The Carbon Diet project was supported through the [Community Zero Emissions Grants program](#). Applications for Round Four of the program are now open and we're looking for more great ideas to help our community reduce its emissions. But you'll need to hurry. Applications close 29 June."

If you decide to go ahead with the post, I can ask Jo to provide the first video in a format for direct upload in the case that this is preferable to linking to her website.

Kind regards,
Emily

From: Nelson, CaitlinM <CaitlinM.Nelson@act.gov.au>
Sent: Wednesday, 17 June 2020 10:35 AM
To: Kilham, Emily <Emily.Kilham@act.gov.au>
Subject: RE: Promoting community grants via Actsmart social media

UNCLASSIFIED

Hi Emily,

Sorry for my late reply. This all sounds great! 😊 Can you give me a call to discuss when you have the chance? Thanks!

Best wishes,
Caitlin

Caitlin Nelson | Community Leadership Officer

Phone 02 6207 7976

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From: Kilham, Emily <Emily.Kilham@act.gov.au>
Sent: Monday, 15 June 2020 4:02 PM
To: Nelson, CaitlinM <CaitlinM.Nelson@act.gov.au>
Subject: Promoting community grants via Actsmart social media

UNCLASSIFIED

Hi Caitlin,

I just wanted to touch base with you about organising some social media posts on a few of our community grants projects.

Some of the projects are nearing completion and have some products that we could potentially help to promote. One of these is a Community Zero Emissions project called The Carbon Diet which was run by a woman called Jo

Clay. She conducted an experiment over a few months on how to cut individual GHG emissions through lifestyle changes. As part of the project, she was initially going to run face-to-face workshops to share her learnings but wasn't able to go ahead with these due to COVID. As an alternative, she's produced a set of short videos (see here for an example: https://www.youtube.com/watch?v=HJc9_Ec1sPo&feature=youtu.be). There are going to be 20 in total.

Could you please let me know your thoughts on whether we might be able to link to these videos (perhaps one each week over a period of 20 weeks?) on the Actsmart Facebook page and, more generally, if we're now able to get back to regular social media posts or if these are still restricted due to COVID? There are lots of good news stories coming out of the grants and I could help organise a few different social media posts on these if there's scope to put them out there at this stage.

And just one more question...Do you happen to know if there's someone in your team managing the use of ACT gov logos for acknowledgement of funding support? Another Community Zero Emissions grant recipient has also produced some videos (this time on wrapping and sealing houses for greater energy efficiency). They have asked me to provide an ACT gov logo to include with the acknowledgement of ACT gov funding at the end of each video. I sent them the one attached here but this is apparently not of a high enough resolution for their purposes. Do you happen to know if we have others available?

Grateful for your assistance.

Kind regards,
Emily

Emily Kilham | Program Officer

Phone: 02 6205 9725 | Email: Emily.Kilham@act.gov.au

Actsmart | Climate Change and Sustainability | Environment, Planning and Sustainable Development Directorate | ACT Government

Level 2 Dame Pattie Menzies House Dickson ACT | GPO Box 158 Canberra City ACT 2601 | www.actsmart.gov.au

I pay my respects to the Traditional Custodians of the ACT past, present and future, the Ngunnawal people, and I acknowledge their continuing connection to Country and their unique cultural practices.

From: Kilham, Emily
Sent: Wednesday, 22 July 2020 4:49 PM
To: Jo Clay
Subject: RE: Acquittal via SmartyGrants

UNCLASSIFIED

Thanks Jo. I've had a look at the acquittal report and all the information and documentation that we need is there.

Was great to see how you were able to adapt the project in response to all the challenges that 2020 has thrown up!

Wishing you all the very best for the Carbon Diet project moving forward.

Kind regards,
Emily

From: Jo Clay [REDACTED]
Sent: Wednesday, 22 July 2020 2:12 PM
To: Kilham, Emily <Emily.Kilham@act.gov.au>
Subject: Re: Acquittal via SmartyGrants

Quite right, we'd completed but neither of us hit 'submit'. Now submitted, 00010, pls let me know any questions.

Cheers,
Jo.

On Tue, 21 Jul 2020 at 12:19, Jo Clay <jt.clay1@gmail.com> wrote:

Hi Emily,

[REDACTED] of the ACT Writers Centre and I have acquitted the grant. Pls let me know if you have any questions and hope your iso goes well!

Cheers,
Jo.

On Tue, 23 Jun 2020 at 16:46, Kilham, Emily <Emily.Kilham@act.gov.au> wrote:

UNCLASSIFIED

Hi Jo,

Yep. We may be able to re-evaluate after the election.

In the meantime, I don't know if you have any contacts at SEE-Change but they send out a fortnightly newsletter and include a lot of links to sustainability-focussed news/events/resources, etc. It might be worth contacting them to see if they can help promote the vids: seechangecommunications@gmail.com

Kind regards,

Emily

From: Jo Clay [REDACTED]
Sent: Tuesday, 23 June 2020 4:23 PM
To: Kilham, Emily <Emily.Kilham@act.gov.au>
Subject: Re: Acquittal via SmartyGrants

No worries at all Emily, I figured that would be the decision. After the election, perhaps you can share them if you like them?

Cheers,

Jo.

On Mon, 22 Jun 2020 at 11:07, Kilham, Emily <Emily.Kilham@act.gov.au> wrote:

Great, thanks Jo.

Just wanted to let you know that our comms team has decided against posting the Carbon Diet videos due to concerns about the possibility of a perceived conflict of interest (in light of your being a candidate). Apologies that we won't be able to help you get the word out.

I hope you can get some really good coverage via Her Canberra, the Riot Act and your own website.

Kind regards,

Emily

From: Jo Clay <[REDACTED]>
Sent: Friday, 19 June 2020 11:24 AM
To: Kilham, Emily <Emily.Kilham@act.gov.au>
Subject: Re: Acquittal via SmartyGrants

Thanks you! I'll give it a go next week and let you know any probs :)

On Fri, 19 Jun 2020 at 11:17, Kilham, Emily <Emily.Kilham@act.gov.au> wrote:

UNCLASSIFIED

Hi Jo,

I've now assigned an acquittal form to you in SmartyGrants. Hopefully you would have received a separate email indicating this.

This is the first time we've done an online acquittal (thanks for being my guinea pig!) so please let me know if there are any functionality issues with the form. You should be able to see each of your milestones listed at question 2 but please let me know if this is not the case.

And of course, please feel free to ring me if you need any help.

As your grant has been auspiced by the ACT Writers Centre, it will need to be a representative from this organisation who completes the Statement of Certification at the end.

Kind regards,

Emily

From: Jo Clay [redacted]
Sent: Thursday, 18 June 2020 1:39 PM
To: Kilham, Emily <Emily.Kilham@act.gov.au>
Subject: Re: FW: Carbon Diet vids not workshops

Next week in SmartyGrants would be ace - thank you!

On Wed, 17 Jun 2020 at 18:30, Kilham, Emily <Emily.Kilham@act.gov.au> wrote:

UNCLASSIFIED

Hi Jo,

Great to see the first of the videos online! Thanks for passing on the feedback from the Deputy Electoral Commissioner for the ACT re the video content. We have a dedicated comms team managing all social media who will make a decision about whether we can link to the videos but I'm following up on this and will let you know if we can proceed.

You're very welcome to acquit your grant. I'll probably ask you if you can complete the acquittal via SmartyGrants but we haven't done this before so if I can ask you to bear with me for a couple of days while I get it set up that would be great. In the meantime, I've attached a template of the acquittal form from last year so you can see what's required. In addition to completing the form, you'll need to submit some documentation (e.g. receipts) to substantiate your reported expenditure of the funds.

Kind regards,

Emily

From: Jo Clay [REDACTED]
Sent: Tuesday, 16 June 2020 2:19 PM
To: Kilham, Emily <Emily.Kilham@act.gov.au>
Subject: Re: Carbon Diet vids not workshops

I've kicked off the series of Carbon Diet video tips. I'll release one a week for the next five months. The first one is here:

<https://www.carbondiet.com.au/>

<https://youtu.be/D7uj4bXXPEA>

Both RiotAct and HerCanberra are keen to run this later in the year so it should get a good audience outside my blog :)

If you'd like to link to these, please do! I'll release one each Tuesday but CZE can run as and when you like. Let me know if you'd like advance copies or different formats for direct upload.

As I'm a candidate and cautious by nature, I checked content with Ro Spence, the Deputy Electoral Commissioner for the ACT. He has read over the whole series and assures me that this Carbon Diet series does not contain any electoral material. Interestingly, the bit that tripped him up the most was the 'with assistance from the ACT Government under the ACT Community Zero Emissions Grants Program' badge that plays at the end. He concluded this was not promoting or supporting the ACT Government and found the rest of the content apolitical.

With my 'workshop' component out of the way, I'd love to acquit my Carbon Diet grant next week. Is that possible and what documents should I lodge?

Thank you!

Cheers,

Jo Clay.

On Sat, 6 Jun 2020 at 07:31, Jo Clay [REDACTED] wrote:

Hi Emily,

As discussed, I'm turning the planned community workshops into a series of 20 videos. It'll cost rather than make money, but so it goes.

Here's a preview of the first in the series. CZE appears in the credits. Please let me know any feedback, I'm still shooting & editing and can make changes. I plan to launch in the week commencing 15 June.

https://www.youtube.com/watch?v=HJc9_Ec1sPo&feature=youtu.be

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I'm keen to acquit my grant by the end of June. I'll give you a call about that in a couple of weeks when I have the vids finished :)

Cheers,

Jo.

This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

Item	Basis of costing & any variations from Budget to Actual	CZE Grant funding (\$)	Other sources (\$)	Total per BUDGET (\$)	Total ACTUAL (\$)	Receipt / invoice attached?
Strikingly website annual fees	Strikingly offered a discount so this was slightly cheaper than budgeted		\$ 275.00	\$ 275.00	\$ 254.30	y
Canva design software	Canva offered a discount rate so this was cheaper than usual		\$ 171.00	\$ 171.00	\$ 167.88	y
Manuscript appraisal	Two manuscript appraisals for my submissin package from professional writers and editors [redacted] and [redacted], provided at no charge. This is the ACT Writers Centre rate on MS appraisals. I received these appraisals earlier than the official start date of this grant as the grant took longer than expected to commence.		\$ 1,040.00	\$ 1,040.00	\$ 1,040.00	n
Expert input	I got input from 5 experts in-kind at no charge (Ian Ross Pedal Power ACT, [redacted] RFS volunteer & manager of 2020 Broulee evacuation centre, [redacted] sales executive Lennox Nissan, [redacted] bus user & YWCA commentator on public transport, urban transport analyst [redacted])		\$ 900.00	\$ 900.00	\$ 750.00	n
	I paid Passivhaus consultant [redacted] for input				\$ 560.00	y
My work (in-kind volunteer contribution)	In-kind work contribution of research, organising, writing articles, preparing & delivering talks, web development etc @ \$28.50 x 60 hours		\$ 1,710.00	\$ 1,710.00	\$ 1,710.00	n
Three months business insurance	Allianze insurance April, May & June. Insurance was slightly less than budgeted.		\$ 215.00	\$ 215.00	\$ 177.12	y
Professional work	Grant funds for 140 hours of my professional work at a rate of \$75 per hour for running carbon accounting on transport for four weeks, professional writing, editing and speaking.	\$ 10,500.00		\$ 10,500.00	\$ 10,500.00	y
ACT Writers Centre auspice fee (admin)	ACT Writers Centre auspiced my grant and charged a 10% fee of the grant funds sought to do so incl GST	\$ 1,265.00		\$ 1,265.00	\$ 1,265.00	y
Total incl GST				\$ 16,076.00	\$ 16,424.30	
Additional items not budgeted						
Wondershare Filmora	Editing software to edit videos as a replacement for workshops				\$ 68.17	y
Filming	Cameraman for Day 1 of filming				\$ 640.00	y
Filming	Cameraman for Day 1 of filming				\$ 550.00	y
Bigstock footage	Stock footage for videos				\$ 79.00	y
My professional work (additional labour)	Additional 57 hours professional work				\$ 4,275.00	n
My admin work (in-kind)	Additional 93 hours volunter work				\$ 2,650.50	n
Total additional spend					\$ 8,262.67	

Strikingly

1355 Market Street Suite 488
San Francisco, CA 94103
United States
Email: info@strikingly.com

Invoice

Invoice # 665707
Billed On Aug 23, 2019
Terms On-Receipt
Due On Aug 23, 2019
Refunded Invoice # 539248

Bill To
Joanne Clay
2614

PAID	on Aug 23, 2019
\$172.14 USD	

Date	Description	Qty	Price	Discount	Subtotal
Aug 23, 2019 - Aug 23, 2021	Pro Two-year	1	\$336.00	(\$100.80)	\$235.20
Aug 23 - Dec 21, 2019	Credit for remaining Pro Yearly (14-day Trial)	1	(\$63.06)		(\$63.06)

Subtotal	\$172.14
Total	\$172.14
Paid	(\$172.14)
Amount Due	\$0.00

Payments

Aug 23, 2019 \$172.14 Payment from MasterCard ... 2024

Notes

All amounts in United States Dollars (USD)

Discounts Applied: "birthday7"
7th Anniversary Sale - Thank you!

Tax Invoice for September 5, 2019

Charged to: Card (MasterCard - 2024)
Charge date: September 5, 2019

Total charged
A\$167.88

Subscription				
Item	Start date	End date	Members	Price
Canva Pro	September 5, 2019	September 5, 2020	x1	A\$167.88

Subscription total: A\$167.88

Total: A\$167.88

Please retain for your records.
Canva Pty Ltd. ABN 80 158 929 938.
PO Box 1330 Strawberry Hills NSW 2012 Australia.
Copyright © 2016 Canva Pty Ltd. All rights reserved.

Brand ID: BACoyIGS6ww
Invoice: #02438-5329091

[View Transaction](#)

Passivenous Consulti	\$560.00
<hr/>	
Osko Payment Sent	
Paid on	13 Mar 2020 at 11:14am
BSB	
Account No.	
Description	22 J Clay
Acknowledgement	27413639
<hr/>	
FROM	Statement Account
<hr/>	
Paid to	Passivenous Consulting Pty Ltd
<hr/>	

[View Transaction](#)

Allianz	\$59.04	
Direct Debit		
Paid on		30 Apr 2020 at 12:19pm
Reference		109102581018120121
Description		ALLIANZ INSURE 0969696858
FROM		Statement Account

[View Transaction](#)

Allianz	\$59.04
Direct Debit	
Paid on	1 Jun 2020 at 12:53pm
Reference	109102581011720153
Description	ALLIANZ INSURE 0975899589
FROM	Statement Account

[View Transaction](#)

Allianz	\$59.04	
Direct Debit		
Paid on		30 Jun 2020 at 12:16pm
Reference		109102581015220182
Description		ALLIANZ INSURE 0981860738
FROM		Statement Account

JO CLAY
T e c h n i c a l W r i t e r

Tax Invoice #2003

Date: 31 October 2019

To:

ACT Writers Centre
Gorman Arts Centre, 55 Ainslie Avenue
Braddon ACT 2612

ABN: 31 707 029 530

From:

JT Clay

ABN: 71 375 193 898

DESCRIPTION	AMOUNT
Auspiced CZE Grant Payment for the author for Funded Activity as set out in the Deed of Grant for the project titled 'The Carbon Diet'.	\$10,500
TOTAL*	\$10,500

* GST-exclusive. No GST has been charged. Jo Clay is not currently registered for GST.

Payment terms

ACT Writers Centre will receive an ACT Government CZE payment of \$11,765. This comprises:

- \$10,500 for JT Clay;
- \$1,150 auspice fee for ACT Writers Centre; and
- \$115 GST on the auspice fee.

Payment on this invoice is due within 14 days of ACT Writers Centre receiving that money.

Payment accepted by transfer to:



Thank you for your business!

The ACT Writers Centre Inc

Gorman House Arts Centre
Ainslie Ave
Braddon ACT 2612

Tax Invoice

A.B.N. 31 707 029 530

Invoice No.: 20170863

Date: 24/10/2019


Bill To:

Environment, Planning and Sustainable Development
ACT Government
GPO Box 158
Canberra ACT 2601

DESCRIPTION	AMOUNT	CODE
Attn: Emily Kilham		
Community Zero Emissions Round 3 Ref.: CZER300010		
Professional Work	\$10,500.00	UNR
ACT Writers Centre auspice fee	\$1,265.00	GST

Terms: C.O.D.				GST:	\$115.00	
Comment:	Code	Rate	GST	Sale Amount	Total Inc GST:	\$11,765.00
	GST	10%	\$115.00	\$1,150.00	Amount Applied:	\$0.00
	UNR	0%	\$0.00	\$10,500.00		
					Balance Due:	\$11,765.00

[View Transaction](#)

Wondershare	\$68.17
<hr/>	
Retail Purchase-International	
Paid on	5 Jun 2020
Processed on	7 Jun 2020
Reference	0506 USD000000004724
Description	WONDERSHARE, HONG KONG
<hr/>	
FROM	Credit Card Account
	
<hr/>	

[View Transaction](#)

Callum Flinn	\$640.00
<hr/>	
Osko Payment Sent	
Paid on	2 Jun 2020 at 7:27am
BSB	
Account No.	
Description	INV0052 filming 30 May Carbon Diet
Acknowledgement	37985421
<hr/>	
FROM	Statement Account
<hr/>	
Paid to	
<hr/>	

[View Transaction](#)

Callum Flinn	\$550.00
<hr/>	
Osko Payment Sent	
Paid on	25 Jun 2020 at 12:16pm
BSB	
Account No.	
Description	INV0054
Acknowledgement	41700946
<hr/>	
FROM	Statement Account
<hr/>	
Paid to	
<hr/>	

[View Transaction](#)

Retail Purchase-International	\$79.00
<hr/>	
Retail Purchase-International	
Paid on	9 Jul 2020
Processed on	11 Jul 2020
Reference	0907 AUD000000007900
Description	STK*BIGSTOCKPHOTO,855-272-5125
<hr/>	
FROM	Credit Card Account
<hr/>	

Project reference	Grant Recipient	Adjusted milestones returned	Comments	Changes approved (Paul)	Deed of Grant sent	Deed of Grant signed (Grant recipient)	Deed of Grant signed (Gene)	Signed Deed returned to grant recipient	New Supplier Form completed (n/a, yes, no)	Invoice submitted	Invoice processed	Grant funds paid
CZER300010	JT Clay (Jo Clay)	26-Sep-19	Some minor changes have been made to the delivery dates for milestones. These are reasonable given that the project will be starting later than expected.	yes (8/10/2019)	11-Oct-19	24-Oct-19	28-Oct-19	30-Oct-19	y	25-Oct-19	31-Oct-19	

Item	Details	Reach
Website October 19	Unique visitors to the website for the month of October.	362
TGS Facebook post	The Green Shed posted Carbon Diet blog on 8.10.19. TGS FB page has 40,000 followers. This post was liked / shared / reacted to by 331 but likely seen by all regular readers. Assumes one day's readership if everyone checks in twice per week.	16,000
BITE article	ACT Writers Centre magazine circulation. Based on writer's centre membership d	4,000
Website Nov-Jan 2020	My website views	419
Conal & Megan's email	ABC journalist Conal linked to Carbon Diet in his 7.02.2020 newsletter https://www.abc.net.au/news/2019-12-31/conan-and-meg-1/11834854	1,000
2XX	1 hour interview / community talk with Annie and Scotty on Behind The Lines 21.02.20. Estimate only.	1,000
School newsletters	Weekly tips for Macquarie Primary School newsletter from 14.03.2020 (300 kids, assumes read by parents too).	600
Radford newsletter profile	Profile in Radford Collegians newsletter published 18.03.2020.	200
RiotAct article	RA article published 17.03.2020. RA gets around 480,000 hits per month according to online traffic tracker SEO Review Tools so this assumes one day's readership.	16,000
Website Feb - Apr	My website views	293
Website May - July	My website views	199
Video	Carbon Diet vid 1 - Welcome on FB 16.06.2020 (118 reach, 92 engagements)	119
Video	Carbon Diet vid 2 - EV on FB 25.06.2020 (915 reach, 154 engagement)	917
Video	Carbon Diet vid 3 - Bike on FB 2.07.2020 (77 reach, 21 engagement)	81
Video	Carbon Diet vid 4 - get off gas on FB 9.07.2020	504
Video	Carbon Diet vid 5 - drive less on FB 16.07.2020	245
Radio interview 1RPH	Print assisted audience of 5000 who listen to radio a lot, assumes 1/10 heard inte	500
YouTube channel	Vid views on my YouTube channel (193 views, 3.2 watchtime hours)	222
Total		42,661

Aim to reach 5% of Canberra / 20,000 people.

Actual reach to date over 40,000 people.

My files are too large to attach but can be found online at the links below. I'd be happy to send these across on a USB if you'd like the originals.

Chart, vid and slideshow about overall carbon cuts.

<https://www.carbondiet.com.au/big-cuts>

Blogs

<https://www.carbondiet.com.au/posts>

Notes and carbon accounting data

<https://www.carbondiet.com.au/notes>

Homepage with links to articles and videos

<https://www.carbondiet.com.au/>

YouTube channel with videos

<https://www.youtube.com/channel/UCI01HrqngJZvCsH493BiNUQ/>

Community Zero Emissions (Round 3) - Milestones and Acquittals

Project Ref.	Project name	Grant recipient	Deed of Grant signed on	Extensions (if applicable)	Due for completion on	1st Quarterly report - Due	2nd Quarterly report - Due	3rd Quarterly report - Due	4th Quarterly report - Due	Acquittal received (y/n)	Comments	Good news stories
CZER300010	The Carbon Diet	2020	28-Oct-19		28-Oct-20	Submitted 31-Jan-20	Submitted 11-May-20	Project acquitted		Submitted 22-Jul-2020		<p>Jan 2020 -</p> <ul style="list-style-type: none"> - The Green Shed linked my Carbon Diet posts, reaching a potential new audience of 40,000. - ACT Writer's Centre published my Carbon Diet article in Bite Issue 5. - I created video and digital content summarising results from the project. <p>May 2020 -</p> <p>Despite saturated media due to ongoing crises, I managed to secure some mainstream media during this reporting period.</p> <ul style="list-style-type: none"> - 2XX radio interview on Behind The Lines 21.02.20 (photo attached) - RiotAct article on 17.03.20 (photo attached, CZE funding acknowledged).

Ranking (based averaged individual panel member rankings)	Applicant ID	Applicant Name	Funding Outcome and clarification	Panel Decision		Primary contact person Title	Primary contact person First Name	Primary contact person Last Name	Position held	Primary phone	Secondary phone	Contact email
5	00010	JT Clay	Funding Approved Clarification: N/A	Yes		Ms	Jo	Clay	Writer			

CZEGP Round 3 Assessment Form

All responses to this form as at 5:19 pm, 15 Jul 2019 AEST

App ID	Applicant	Project	Person Created Form	Person Last Modified Form	Person Submitted Form	Date Created	Date Submitted	Latest Status	Version	Conflict of Interest
00010	JT Clay	The Carbon Diet	David Alexander	David Alexander	David Alexander	12/07/2019 8:39 AM	12/07/2019 9:01 AM	Submitted	1 of 1	I DO NOT have a conflict of interest
00010	JT Clay	The Carbon Diet	Emma Humphreys	Emma Humphreys	Emma Humphreys	14/07/2019 7:46 PM	14/07/2019 7:47 PM	Submitted	1 of 1	I DO NOT have a conflict of interest
00010	JT Clay	The Carbon Diet	Penny Sackett	Penny Sackett	Penny Sackett	14/07/2019 12:42 PM	15/07/2019 3:55 PM	Submitted	1 of 1	I DO NOT have a conflict of interest

Confidentiality	Merit Criterion 1_1	Merit Criterion 2_1	Merit Criterion 3_1	Merit Criterion 4_1	Merit Criterion 5_1	Do grant expenses include any following non-elig_1
I agree	8	8	8	8	6	No
I agree	7	7	7	7	7	No
I agree	8	5	9	5	8	

Please list any non-eligible grant expenses here	Please note any comments for panel discussion here	Total score
	<p>Innovative approach - making the community aware of specific ways they can reduce their emissions. Need champions in the community.</p> <p>Potential to reach a wide range of the community through media and potential to reduce emissions if people follow through on some of the actions.</p> <p>Potential to engage with community and approaches outlined about how to achieve this.</p> <p>Experience in delivering media / social media / presentations etc.</p> <p>Some in-kind contributions provided on top of requested funds.</p>	83
		73.5
<p>It is unclear as to whether this could be considered salary. Is the individual a registered sole trader? What services is the auspicing organisation really providing?</p>	<p>Innovative idea, from someone walking the walk. The question is whether this will get good reach. I couldn't find any stats about hits to the current web page. What is liability (real or reputational) to ACT if carbon accounting methodology is unsound or incorrectly communicated? How does this interact with ACT Arts grant? Is there any double funding?</p> <p>Note that the focus is on individual TOTAL carbon footprint, including Scope 3. The two largest components she has identified so far are Food type consumption and airline travel. Neither of these are "accounted" in the ACT "zero emissions" policy at the moment. There is both huge potential for confusion on this point, and potential to use this to launch further discussions/programs related to ACT's Scope 3 emissions.</p>	71.5

		David		Emma		Penny	
Applicant ID	Applicant Name	Non-eligible expenses	Comments	Non-eligible expenses	Comments	Non-eligible expenses	Comments
00010	JT Clay		<p>Innovative approach - making the community aware of specific ways they can reduce their emissions. Need champions in the community.</p> <p>Potential to reach a wide range of the community through media and potential to reduce emissions if people follow through on some of the actions.</p> <p>Potential to engage with community and approaches outlined about how to achieve this.</p> <p>Experience in delivering media / social media / presentations etc.</p> <p>Some in-kind contributions provided on top of requested funds.</p>				<p>Innovative idea, from someone walking the walk. The question is whether this will get good reach. I couldn't find any stats about hits to the current web page. What is liability (real or reputational) to ACT if carbon accounting methodology is unsound or incorrectly communicated? How does this interact with ACT Arts grant? Is there any double funding?</p> <p>It is unclear as to whether this could be considered salary. Is the individual a registered sole trader? What services is the auspicing organisation really providing?</p> <p>Note that the focus is on individual TOTAL carbon footprint, including Scope 3. The two largest components she has identified so far are Food type consumption and airline travel. Neither of these are "accounted" in the ACT "zero emissions" policy at the moment. There is both huge potential for confusion on this point, and potential to use this to launch further discussions/programs related to ACT's Scope 3 emissions.</p>

CZEGP Round 3 Eligibility Form

All responses to this form as at 5:19 pm, 15 Jul 2019 AEST

App ID	Person Created Form	Person Last Modified Fo	Person Submitted Form	Date Created	Date Submitted	Latest Status	Version	Eligibility Checklist
00010	Toby Pearson	Toby Pearson	Toby Pearson	01/07/2019 2:00 PM	01/07/2019 3:48 PM	Submitted	1 of 1	Yes

Does applicant meet all eligibility Criteria liste	Does proposed project meet project eligibility cri	Does grant application include any non-eligible ex	Details non eligible expense
Yes	Yes	Yes	A little blurry but the funded activity could be considered as a salary.

Has applicant agreed to sign Deed Grant if success

New Question

Yes

Standard Field

All standard field responses to this application as at 5:19 pm, 15 Jul 2019 AEST

App ID	Project Essential Details		Project Subject - Anticipated
	Project Title	Brief Project Description	

00010	The Carbon Diet	'The Carbon Diet' is a lifestyle arts experiment like Damon Gameau's 'That Sugar Film'. I slash my carbon footprint by 75%, road-testing a different method each week. I run a carbon analysis to see what works.	
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Australians aren't carbon literate. We focus on the wrong issues and fall prey to greenwashing. I'm running household tests to find what has a big impact, what's not worth doing and what backfires. For instance, I spent 8 weeks looking at food. The average Australian could cut 350kg CO2e per year with intermittent fasting, 450 kg with vegetarianism or 970kg with veganism. Those who don't want a big dietary change could cut 100kg CO2e by reducing food waste and 640kg by making smart swaps at the supermarket. But popular environmental tips of eating local and reducing plastic packaging didn't reduce carbon.

My art, writing and carbon accounting cover the detail in a palatable way. They create new knowledge about behaviour change. They facilitate the direct community action we need to help transition to a zero-emissions economy.

I received an ACT Arts grant in late 2017 of \$7,775. I'll acquit that grant in September 2019.

I have self-funded and found in-kind support for the rest of this major project. I've completed a carbon accounting course, run 30 'one-week' carbon reduction experiments (which take longer than a week to research, run and write up), built the website, written 40 blogs, created 'Art, Not Apart' art, published 8 articles including on ABC News and delivered a sold-out ANU Climate Cafe talk.

Project Beneficiaries - Anticipated	Project Anticipated – Gender Inclusion	Project Anticipated – Gender Inclusion Mea	Project Anticipated – Gender Inequality Outcomes	Project Start Date	Project End Date
Universal – no particularly targeted beneficiaries				01/09/2019	30/05/2020

					Eligibility Assessment
Total Amount Requested	Total Project Cost	Amount Requested Year 1	Amount Requested Year 2	Amount Requested Year 3	Does the application meet the eligibility requirem
\$11,650.00	\$15,961.00				

Project Expanded Details				
Does the application meet the eligibility requirem, other	Details	Project Rationale	Project Activities	Expected Outcomes

- Research carbon implications in household transport options. Use government data, contacts at ANU Climate Institute, Deep Dyve and LCAs obtained via the internet. Interview experts, such as Ian Ross CEO of Pedal Power ACT. Conduct carbon analysis.
- Run four household carbon reduction experiments on transport.
- Write four blog posts on transport carbon reduction experiments.
- Write and pitch two articles on Canberra transport and Canberra household energy and gas use and further articles. Use existing freelance contacts to have these published eg. ABC News, Canberra Weekly, BITE, Canberra Cyclist.
- Deliver community talks on The Carbon Diet. I recently delivered talks to ANU Climate Cafe on this project. I also delivered a TEDX Canberra talk and WIN News National TV on my other environment start-up (that project will soon conclude). I'll use my existing skills and contacts to arrange suitable community outreach.
- Write new chapters in my book-in-progress on my transport experiments.

Measures of Success

1. I will research and run four one-week experiments on transport, use carbon accounting to conduct spreadsheet analyses and write these up on my blog. I will do this during September 2019.
2. I will pitch, write and publish articles, including one on Canberra's energy and the transition away from gas and one on Canberra's transport. I will do this during October - November 2019 and February - May 2020.
3. I will deliver community talks (such as another ANU Climate Cafe, Canberra TEDX, Canberra350, Libraries ACT etc). These will reach a new audience and generate direct engagement and action. I will also receive direct audience feedback that will allow me to tailor my messaging. I will deliver talks during February - May 2020.
4. I will write new chapters in my book on transport during November - February 2020. If the book is published (which my agent thinks highly likely), this means Canberra's transport will be covered.

Applicant Name	David		Emma		Penny		Average by score	Ranking (by Avg score)	Ranking (by Avg individual ranking)	Grant Funding Requested	Cumulative funding	Total Project Funding	Percentage of Grant funding
JT Clay	83	3	73.5	5	71.5	6	76.0	4	4.7	\$11,650.00	\$110,857.00	\$15,961.00	73%

Decision	Panel Meeting (Ranking)	Questions	Engagement
Yes	5		