



➔ WHY CAMP EARTH HOUR?

Earth Hour 2014 comes at a critical time. But let's be honest – no matter how many of us participate, one hour just isn't enough to help save our Great Barrier Reef and tackle climate change. Earth Hour has a vision of building a community of people taking action year-round to help Australia make significant progress on climate change. We'll focus on helping Australia transition to renewable energy and raise the ambition on our national target to cut carbon pollution. That's where Camp Earth Hour comes in: three days of training on the Great Barrier Reef to launch Earth Hour Action. So if you love Earth Hour and what it stands for, apply for Camp Earth Hour. It'll give you the skills, confidence and support you need to turbo-charge your impact – well beyond Saturday 29th March 2014.

➔ WHAT IS CAMP EARTH HOUR?

Camp Earth Hour will be held from Friday 30th May to Sunday 1st June. It's a once-in-a-lifetime experience: a three-day training retreat with like-minded Earth Hour supporters held at the stunning Heron Island Research Station on the Great Barrier Reef. Only accessible by boat or air, Heron Island is one of the Reef's most beautiful places. Imagine snorkeling right off the island with turtles, marveling at pristine coral, and following brightly coloured fish along the reef's edge.

In between exploring this underwater wonderland, you'll meet with leading experts working to protect our planet from climate change and be trained by Australia's best experts in community organising and making change in your community, company or organization.



➔ YOUR TRAINING TEAM INCLUDES:

ANNA ROSE, Earth Hour's National Manager. Anna cut her teeth as an environmental advocate whilst still in high school before working with the National Union of Students, setting up the Australian Youth Climate Coalition, writing a best-selling climate change book and convening a course in Leadership & Influence at ANU. She has been named one of "30 Game Changers Under 30" by Cosmopolitan and one of NSW's five most successful community organisers by the Sydney Morning Herald.

PROFESSOR OVE HOEGH-GULDBERG, one of the world's leading experts in climate change impacts on the Great Barrier Reef and the inaugural director of the Global Change Institute at the University of Queensland. He is a lead author of the oceans chapter in the UN Intergovernmental Panel on Climate Change (IPCC) report.

JAMES WHELAN, a director of The Change Agency and an experienced social change trainer. James has worked extensively in the community sector and

in research and adult education, facilitated campaign planning, decision-making and evaluation workshops and meetings with hundreds of social movement organisations in the Australia-Pacific region, working with groups of between 3 and 1000. He is a research fellow with the Centre for Policy Development.

MICHAEL HANN brings international experience in helping people and organisations tackle change and innovation. Struggling to get effective conversations happening about climate change with people in your life, especially with those opposed to taking action? Michael can help. He's an expert in fostering dialogue across divides, unlocking stuck patterns, and helping groups proceed forward together.

REECE PROUDFOOT is a Climate Change Campaigner at WWF Australia and has delivered three Earth Hour campaigns. With experience in international community development in the Pacific and a background in marketing and advertising, he is a specialist in values and frames in climate communications.

AT CAMP EARTH HOUR YOU'LL BE GIVEN THE SKILLS AND NETWORKS THAT YOU NEED TO INSPIRE OTHERS IN OUR COMMUNITY TO JOIN THE EARTH HOUR MOVEMENT AND ACT ON CLIMATE CHANGE.



WHO CAN APPLY?

Earth Hour will select **50 participants from around Australia.**

To be eligible to apply, you must have registered and hosted an Earth Hour event on Saturday 29th March 2014 (register your event at www.earthhour.org.au).

We are looking for the organisers of the most original, creative or inspiring Earth Hour events. We're seeking out people who have the potential to make a significant difference to helping their community, organisation or company make progress to tackle climate change.

You must be available between the evening of Thursday 29th May and the evening of Sunday 1st June to attend Camp Earth Hour and be committed to working with Earth Hour to make a difference on climate change over the next 12-months and beyond.



WHAT DOES IT COST?

While the cost of flights, accommodation, ferry transfers, meals and trainers adds up to over \$2500 per participant, **the good news is that WWF-Australia and Earth Hour's major sponsor Bendigo Bank will be heavily subsidising Camp Earth Hour. We ask each participant to pay a registration of \$250.**

ONCE YOU ARE ACCEPTED TO CAMP EARTH HOUR YOU WILL BE PROVIDED WITH:

- ➔ Return airfares from your nearest major airport to Gladstone Airport
- ➔ Return ferry from Gladstone to Heron Island
- ➔ Accommodation at Heron Island Research Station
- ➔ All meals daily
- ➔ Training and take-home materials
- ➔ The use of snorkelling equipment and guided snorkel tours on the Reef

HOW TO APPLY:

Simply host a gathering for your friends and family or for your local community on Earth Hour, Saturday 29th March 2014. Register your event before-hand at www.earthhour.org.au.

After Earth Hour we'll ask you fill out an application form to apply for Camp Earth Hour. We'll ask you to tell us about your gathering: how many people attended, who were they, what did you do to engage them and how you plan to keep the conversation going.

DO YOU HAVE A QUESTION?

Email the team at earthhour@wwf.org.au with 'Camp Earth Hour' in the subject line.

PROUDLY SUPPORTED BY

