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ISLAND  
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ASSOCIATION**



**OUR WORLD HERITAGE ISLAND: MAGNETIC ISLAND (YUNBENUN)**

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## **Business Advisors assist Magnetic Island Climate Action Project towards Net Zero**

**16 May 2024**

The Magnetic Island Community Development Association (MICDA) is pleased to announce the appointment of two Businesses Advisors as part of our community climate action projects.

The Business Advisors will work with businesses on Magnetic Island (Yunbenun) to help them reduce waste, be more energy efficient and reduce overall costs. Where appropriate, transition to renewables such as solar generation will also be supported. With Townsville recently becoming a certified Eco-Destination, it is more important than ever to bring more Magnetic Island businesses into sustainable and eco-accredited businesses practices.

Our Energy Business Advisor, Stephen Rodan is an MIT graduate in mechanical engineering and nuclear physics, a former NASA JPL engineer and US Department of Energy fellow. Stephen also operates a robotic coral farm, CHARM in Nelly Bay. Stephen will work closely with Totally Renewable Magnetic (TRM) during this project.

Stephen said, "I'm excited to bring cutting-edge solutions to the businesses on Magnetic Island, helping them not only to thrive but to lead in sustainability. Together, we can transform our local economy into a model for energy efficiency and renewable practices. Let's embrace these changes not just as necessities, but as opportunities to innovate and preserve the paradise we call home."

Our Zero Waste Business Advisor, Adriana Labate is a biologist who has developed and implemented Environmental Education programs and worked with communities in decarbonisation actions, including waste reduction and recycling, and in environmental



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impact assessments. Adriana will work closely with Zero Waste Magnetic Island and Plastic Free NQ during this project.

Adriana said, “I think it’s actually a very exciting moment for our generation to have a massive contribution towards preserving our Reef. This is the time. We have technology to help us. We have learnt from past mistakes. We are lucky to live in a place that is still a paradise, but we need to be the ones working to preserve it. Magnetic Island (Yunbenun) can lead by example, and I am thrilled to be able to contribute as a business advisor.”

The President of Tourism Magnetic Island, Deb Barber remarked, “Businesses on Magnetic Island are often family run and lack time to research and implement new practices. If they have access to experienced advisors on topics including reducing waste, energy efficiency and transitions to renewable energy this will help to ensure business sustainability and resilience, whilst saving money.”

Townsville City Council’s Chief Sustainability Officer said, “This project is a key step forward on the Island. The project is resourced to help each other, help us, and reduce costs to financial accounts, as much as the environment. Our local Island community is to be congratulated for their initiative and action on these matters to protect our local island reefs and habitats – this project is a great community led initiative”.

The Community Climate Action Grant for Magnetic Island (Yunbenun) is funded by the partnership between the Australian Government’s Reef Trust and the Great Barrier Reef Foundation. Townsville City Council, Plastic Free NQ/Boomerang Alliance, Ergon, Tourism Magnetic Island and APC Waste Consultants (APC) are all working with us to help achieve progress on community climate action projects.



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Townsville City Council's Resource Recovery Section will contribute both financial and in-kind support to the Magnetic Island waste audit activity and further supports MICDA in their community engagement activities for this project.

### **About MICDA:**

MICDA is a not-for-profit association which has operated (under various names) on Magnetic Island for over 50 years. MICDA has conducted many groundbreaking projects and events on Magnetic Island (Yunbenun), including previous community climate action projects. For more information visit: <https://www.micda.com.au>

### **About Zero Waste Magnetic Island:**

The Zero Waste Magnetic Island is a MICDA community group that has been operating for over 5 years with many active and passionate community members. It works with Townsville Council, Boomerang Alliance, and other stakeholders. For more information visit: <https://www.zerowastemi.org.au/>

### **About Totally Renewable Magnetic:**

Totally Renewable Magnetic is a MICDA community group which has been operating for a couple of years with many active members. TRM works with key stakeholders such as Townsville Council and Ergon. For more information visit: <https://www.micda.com.au/energy>

### **For more information contact:**

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