



MEDIA RELEASE

For use: 19 July 2011

Australian business will be part of the clean industrial revolution

Australian business can gain from its transition to the green economy, not just by building its future energy security through a carbon price. Development of Australia's high speed communications infrastructure will trigger Australia's entry into the clean industrial revolution. Broadband technology will reduce the greenhouse gas emissions of other sectors in our economy, contributing to productivity as well as employment growth.

Speaking at the Australian Carbon Price Forum, Sustainable Business Australia (SBA) Chief Executive Officer, Andrew, highlighted: *"Recent reports released by the United Nations and the OECD make it plain the case for a green economy is increasingly evident – all we need now is to realize the next revolution, a clean industrial revolution, and this change becomes inevitable."*

"One of the core elements of that clean industrial revolution will be the use of technology such as broadband to stimulate new and sustainable economic growth. Recent analysis highlights that broadband technology will be to the 21st century what the steam engine was to the 18th century, a key enablerⁱ, says Petersen "

"And Australian business will be a beneficiary from this revolution", says Petersen. In addition to building a price on carbon, SBA believes Australian businesses' competitive advantage in the global green economy will be enhanced through the innovation and investment opportunities created by the Australian roll-out of national communication network. Broadband-based applications such as teleconferencing and e-commerce reduce GHG emissions by redirecting travel needs and production of physical products. They can also bring in smart infrastructures, buildings, processes and smart homes to cut carbon immediately, reducing the carbon build up while other tools are developed.

Also, investment in clean energy reached a record \$211bn in 2010, up from \$160bn in 2009ⁱⁱ. Much of the growth is coming from non-OECD countries such as Brazil, China and India who have recognised the threats presented by climate change and are mobilizing investment to tackle emissions. SBA considers the initial costs of the transition are manageable when set against total levels of capital investment each year given the current state of the Australian economy compared to the rest of the global economy.

"Australian business will grow because it will have started to align their business models to the new needs and demands of emerging economies, including China and India." says Petersen.

About the SBA

SBA is Australia's sustainability think tank and business association that advocates and educates on the Australian business role in the green economy. It is also peak body in Australia for the low carbon and environmental goods, technologies and services sector. The organisation is also raises awareness about the scale and relevance of major environmental challenges and the solutions that

Australian business and industry can provide to address them through policy, markets, technology, investment and trade.

The organisation is not-for-profit and membership based with no political ties. SBA's membership is drawn from many sectors and includes energy providers, investors, bankers, technology and infrastructure developers, energy, consultancy and engineering companies involved in all areas of the Australian economy. For more information on SBA please visit our [website](#) .

Contact:

Andrew Petersen, CEO

Office: +61 2 9358 1800

After Hours: +61 412 545 994

andrew.petersen@sba.asn.au

HEADLINE: Australian business will be part of the clean industrial revolution

ⁱ *Building a 21st Century Communications Economy*

ⁱⁱ REN 21, Renewables 2011: Global Status Report