

**VICTORIANS' PERCEPTIONS  
OF CLIMATE CHANGE**  
REGIONAL REPORT – CENTRAL HIGHLANDS

KEY FINDINGS – SOCIAL RESEARCH ON CLIMATE CHANGE ATTITUDES AND BEHAVIOURS

## Contents

Introduction	3
Key findings at a glance	4
Detailed findings	6
Priority of climate change	6
Causation of climate change	7
Level of concern	8
Willingness to act	10
Impacts of climate change	14
Leadership and responsibility	16
Government climate change targets	18
Support for renewable energy	19
Everyday behaviours	20
Advanced actions	22
How the Victorian Government can support individuals	23



Wallis Market and Social Research achieved accreditation to the International Standard ISO20252 in September 2007. The Company is committed to maintaining administrative and operational procedures which comply with these accreditation requirements and to improving its performance in all aspects of the service it delivers to its customers. Wallis is an active participant in the market research industry, with senior staff making significant contributions to the Australian Market and Social Research Society (AMSRS) and the Association of Market and Social Research Organisations (AMSRO). As such we actively pursue the ethical objectives of the industry.



**AMSRO**



In addition to having attained the highest Industry accreditation, Wallis also participates in the Australian Achiever Awards, which recognises the customer service excellence of Australian companies. The Company has been awarded a high commendation every year since the inception of these awards in 1999.



## Introduction

Sustainability Victoria (SV) engaged an external research provider, Wallis Market and Social Research, to conduct a state wide survey to collect baseline quantitative data on Victorian residents' attitudes, beliefs and behaviours in relation to climate change. The results will be used by SV and other relevant Departments to inform program development and policy.

This report is one of a series of reports prepared for each of nine regional groupings, which were taken from the Regional Development Victoria classification<sup>1</sup>. Each regional report provides a descriptive analysis of results for that specific region, and compares the regional results to overall state results for Victoria.

## Methodology

The main survey was administered using a telephone interview methodology, with an online follow-up survey emailed to those respondents who agreed to take part in further research.

A total of 3,333 Victorians aged 15 years and over took part in the telephone survey; of these, 451 also completed the follow-up online survey.

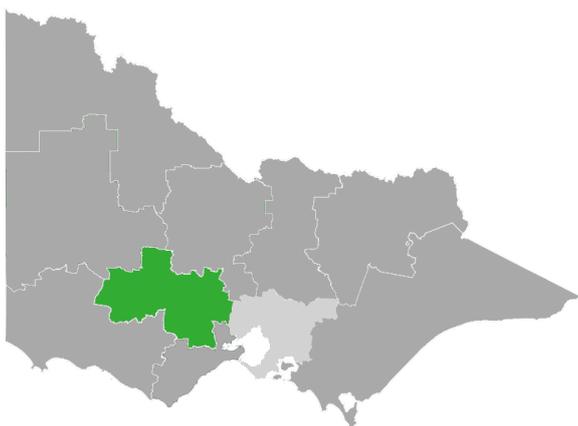
Telephone interviews were conducted from 17 November to 14 December 2016, following a pilot test among a small sample of Victorians. The online survey was conducted from 19 December 2016 to 20 January 2017, during which two reminders were emailed to nonresponders.

## Sample Design

The sampling frames used for the telephone survey – randomly generated telephone numbers (probability sample) plus a list of existing phone numbers (regional booster sample) – ensured the widest possible coverage of the Victorian population.

The survey sample was carefully designed and controlled to enable regional analysis while providing results that can be projected to the broader population with confidence.

The sample was designed to deliver a minimum of 200 interviews in each of nine regional groupings. Weighting was applied to correct for the over-sampling of regional areas, as well as demographic differences between the probability sample and the regional booster sample, to ensure that the total sample is representative of the Victorian population.



## Central Highlands Region

LGAs in the region:

- > Ararat Rural City
- > Ballarat City
- > Golden Plains Shire
- > Hepburn Shire
- > Moorabool Shire
- > Pyrenees Shire

The table below shows the broad demographic characteristics of the survey respondents for the Central Highlands region, showing the unweighted and weighted distributions.

FIGURE 1: SAMPLE DISTRIBUTION

	Unweighted n=210 %	Weighted n=210 %
<b>GENDER</b>		
Male	50	50
Female	50	50
<b>AGE</b>		
Under 40	20	39
40-64	46	42
65 and over	34	19
<b>EDUCATION</b>		
University Degree or higher	34	14
TAFE/Technical/Vocational	31	41
Completed high school	18	27
Did not complete high school	17	18
Still at school	0	0
<b>COUNTRY OF BIRTH</b>		
Australia	91	92
Elsewhere	9	8

<sup>1</sup>Source: <http://www.rdv.vic.gov.au/regional-partnerships>

# Key findings in Central Highlands at a glance

## Climate change is happening and requires action

**89%**

say climate change exists and humans are contributing to it;

**79%**

agree that climate change is an issue that requires urgent action now

**80%**

believe their actions can help reduce the impact of climate change

### The community want action on climate change from:



**94%**

State Government



**93%**

Local Government



**91%**

Business & industry



**96%**

All individuals

## Residents are willing to take action

**83%**

are willing to take action on climate change

**71%**

prefer to buy from businesses that show they are acting on climate change

## Central Highlands residents have observed the impacts of climate change and are concerned about future impacts



**85%** concerned  
Water shortages & drought



**85%** concerned  
Crop failures or declines in agriculture



**86%** concerned  
Severe bushfires



**74%** concerned  
Severe storms & floods



**40%** concerned  
Coastal erosion & changes to sea level



**70%** concerned  
Heatwaves



**61%** concerned  
Air pollution

Around two-thirds believe that more bushfires, storms/flooding, drought and coastal erosion have occurred in Victoria during the past 10 years. The majority know that climate change is influencing the occurrence of these events.

Central Highlands shows strong support for net zero emission and renewable energy targets

**70%**

support the net zero emissions target by 2050

**84%**

support the renewable energy targets (25% by 2020 and 40% by 2025)

Central Highlands is supportive of renewable energy

**81%**

would support wind turbines in their local area

**90%**

would support solar panels in their local area

**51%**

interested in taking part in community renewable energy projects

## Detailed findings

### Priority of climate change

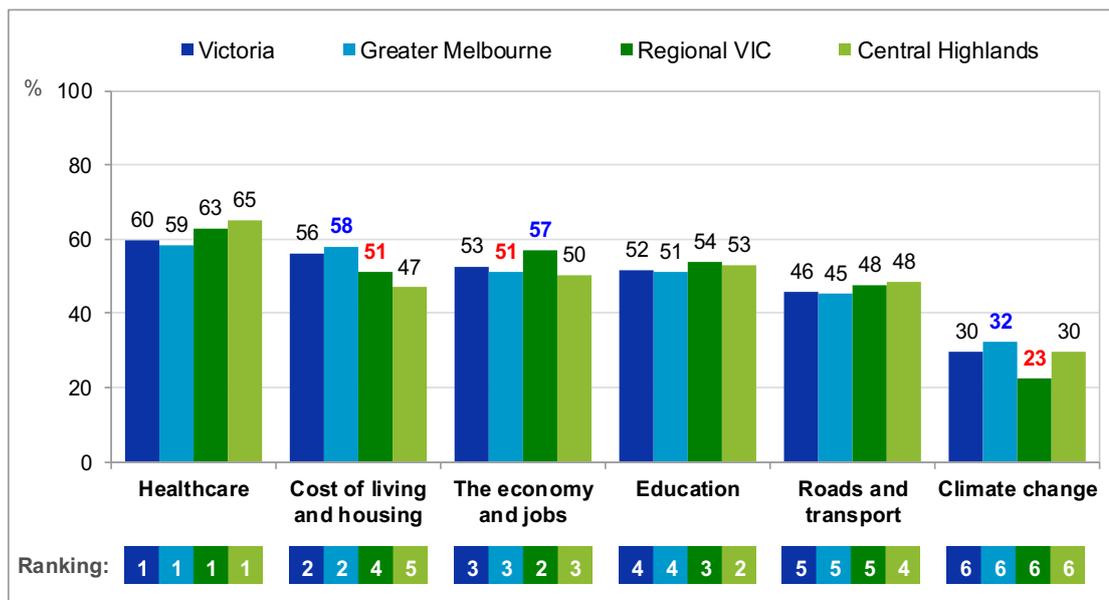
When prompted, climate change ranked sixth on a list of issues of importance in Victoria; with three in ten Victorians (30%) nominating climate change as one of the top three most important issues facing the state today. Overall, younger people ranked climate change higher; the issue ranks fifth among Victorians aged 18-24 (41% mentioned climate change as a top three priority), and climbs to second spot behind education among Victorians aged 15-17, (56% mentioned climate change as a top three priority).

Figure 2 below shows the proportions who mentioned each issue as one of the top three issues facing the state. Results are shown for Victoria overall, Greater Melbourne, Regional Victoria and the Central Highlands.

When looking at the issue of climate change, results for the Central Highlands are the same as the overall Victorian average (30%) but higher than the Regional average, (23%).

Healthcare was the issue of highest concern for the Central Highlands (65%) followed by education (53%), and the economy and jobs (50%).

FIGURE 2: TOP 3 PRIORITY MENTIONS BY LOCATION



Source: A1a/b/c.  
 Base: Total sample (VIC: n=3,333 | GM: n=1,424 | Reg VIC n=1,909 | Central Highlands n=211)

To avoid influencing responses to this question the survey topic was introduced as “an important issue facing Victorians” and did not mention that climate change was the focus of the survey until after this question.

In other national and international surveys on this topic, climate change consistently ranks below the more day to day and ‘hip pocket’ issues such as healthcare and the cost of living. However, despite low relative ranking of priority, results throughout this report show that climate change is recognised by the majority of Victorians as a serious issue that requires action from all sectors including government, business and individuals.

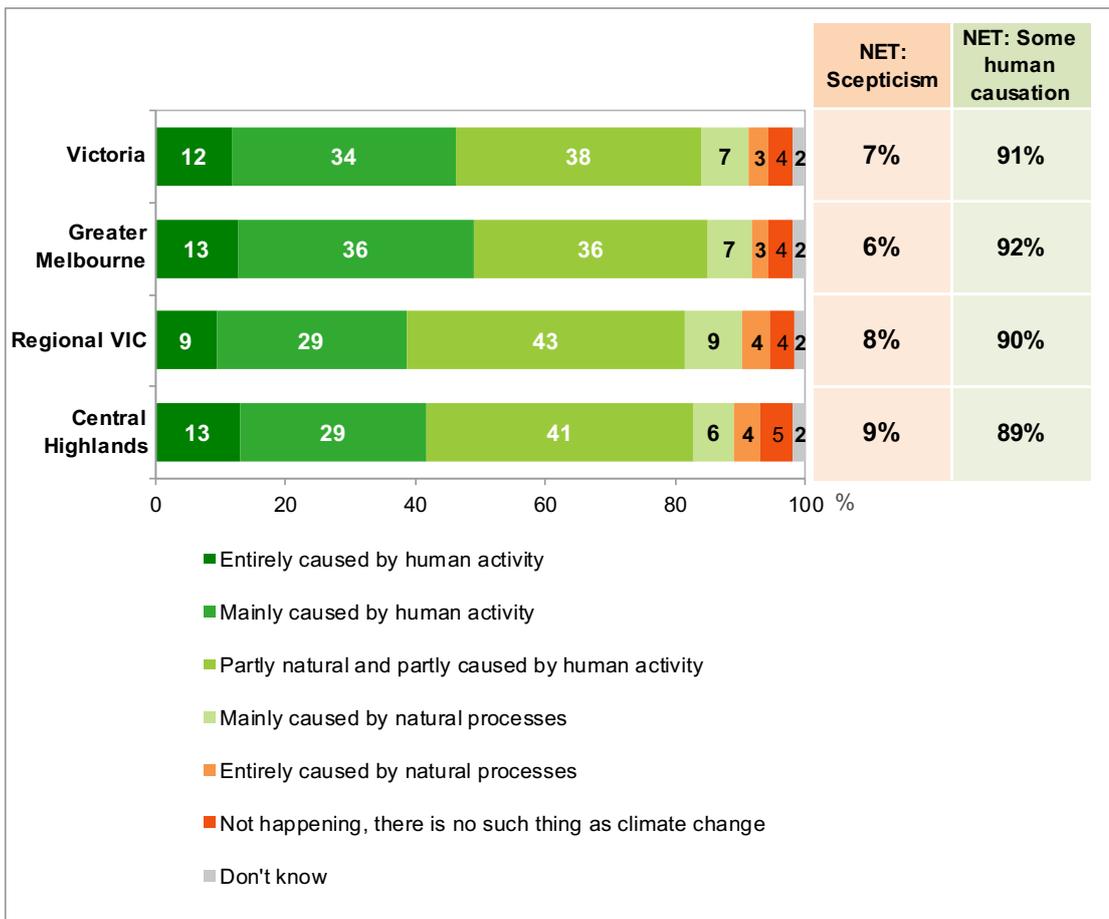
## Causation of climate change

The clear majority of Victorians (91%) **accept some level of human causality** for climate change:

- > 3% think climate change is 'entirely caused by natural processes', and
- > 4% of Victorians hold the opinion that 'there is no such thing as climate change'.

Figure 3 below compares the results for Central Highlands with Victoria overall, Greater Melbourne, and Regional Victoria. There were no statistically significant differences in acceptance of human causation or scepticism, by location..

FIGURE 3: OPINIONS ABOUT CLIMATE CHANGE CAUSALITY



Source: A2  
 Base: Total sample (VIC: n=3,333 | GM: n=1,424 | Reg VIC n=1,909 | Central Highlands n=211)

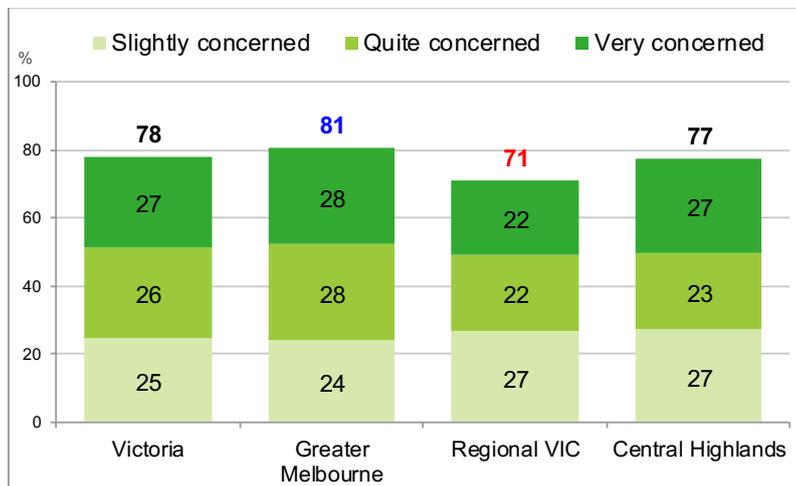
## Level of concern

Almost four in five Victorians (78%) stated some level of concern about climate change. There were several variations among the demographic subgroups, with levels of concern being higher among:

- › younger age groups (82% among those aged under 40)
- › females (81%)
- › residents of Greater Melbourne (81%)
- › those with a university degree (39% are 'very concerned' compared to 27% average).

Figure 4 below compares the results for Central Highlands with Victoria, Greater Melbourne and Regional Victoria overall. Concern about climate change in Central Highlands (77%) is higher than the Regional average (71%) but on par with the Victorian average (78%).

FIGURE 4: CONCERN ABOUT CLIMATE CHANGE



Source: B2  
Base: Total sample

## Reasons for concern

When asked to explain what they were concerned about in relation to climate change, the most commonly stated responses included:

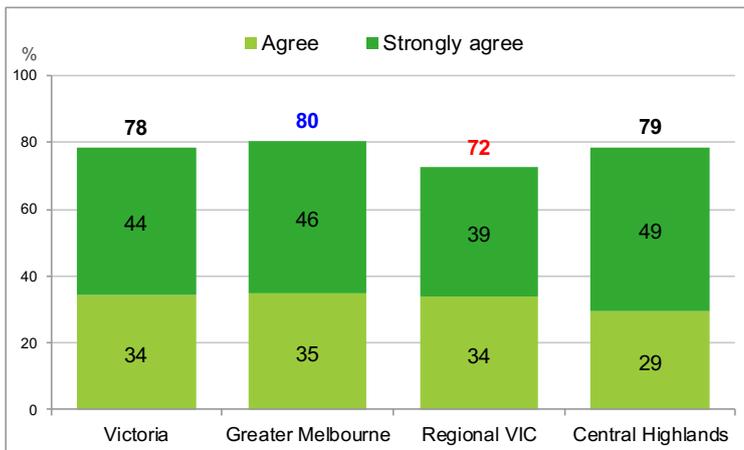
- › **The impact on future generations**  
Victoria, 76%; Central Highlands, 63%,
- › **The state of the planet**  
Victoria, 48%; Central Highlands, 37%,
- › **The impact on health / quality of life**  
Victoria, 38%; Central Highlands, 40%.

**Need for action now**

Four out of five Victorians (78%) agree that 'climate change is an issue that requires urgent action now'. As might be expected, the level of agreement with this statement was higher among those who stated a high level of concern about climate change (96% agreement among those 'very' or 'quite' concerned).

As seen in Figure 5 agreement with this statement was higher in Greater Melbourne (80%) than in Regional Victoria (72% average). The level of agreement in the Central Highlands (79%) was higher than the regional average (72%).

**FIGURE 5: AGREEMENT THAT CLIMATE CHANGE IS AN ISSUE THAT REQUIRES URGENT ACTION NOW**



Source: D4e | Base: All who believe in some human causation of climate change

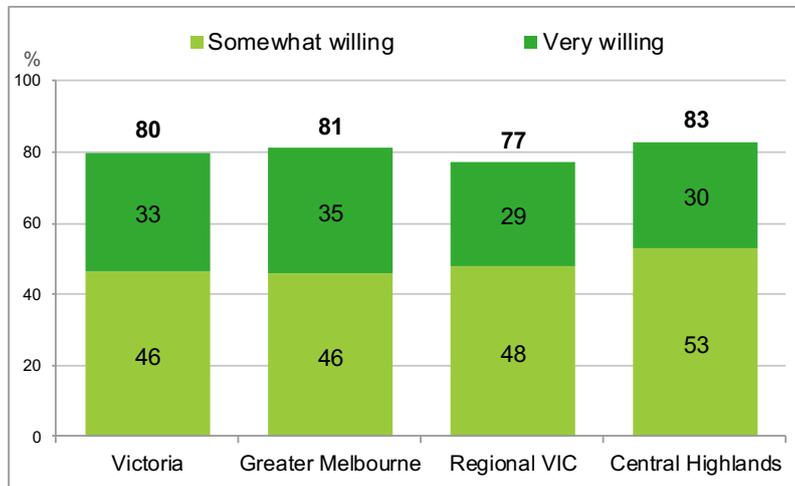
## Willingness to act

The majority of Victorians (80%) are at least somewhat **willing to take action to tackle climate change** with a third (33%) stating they are **“very willing”**.

Willingness to act on climate change showed a very similar pattern to concern about climate change in terms of demographic variations; it is higher among the younger age groups (88% among those aged under 25, and 83% among those aged 25-49), and slightly higher among females (83% compared to 77% of males).

Figure 6 below compares the results for Central Highlands with Victoria overall, Greater Melbourne and Regional Victoria. Willingness to act on climate change in the Central Highlands (83%) is slightly higher than the state average, although the difference is not statistically significant.

FIGURE 6: WILLINGNESS TO ACT ON CLIMATE CHANGE



Source: A3 | Base: All who believe in some human causation of climate change

### Motivators for action

Reasons for willingness to act included the desire to protect the environment for future generations, and /or to do their part to ensure the health of the planet.

### Barriers to action

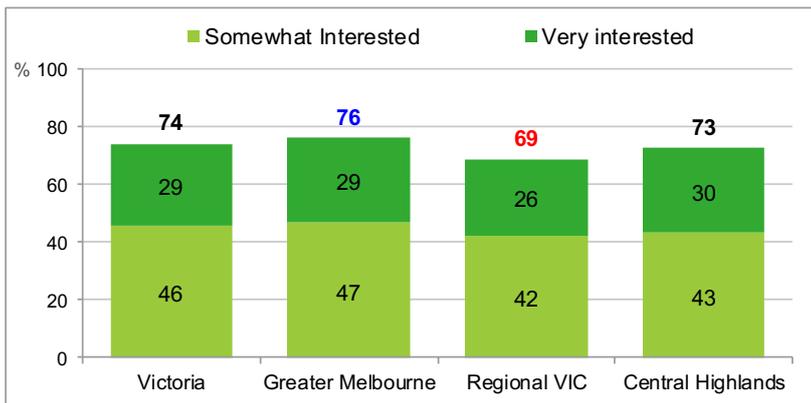
Reasons for not being willing to act were mostly related to denial that humans are causing climate change, or the attitude that there is nothing they can do about it personally, or lack of knowledge about what they can do.

## Engagement

Engagement with the topic of climate change is reasonably high across Victoria, with three-quarters of respondents (74%) stating some level of interest in news items, documentaries or other types of information about climate change.

The Figure below compares the results for Central Highlands with Victoria overall, Greater Melbourne, and Regional Victoria. Engagement is similar compared to the state average, but higher than the regional average.

FIGURE 7: INTEREST IN INFORMATION ABOUT CLIMATE CHANGE



Source: B1 | Base: Total sample

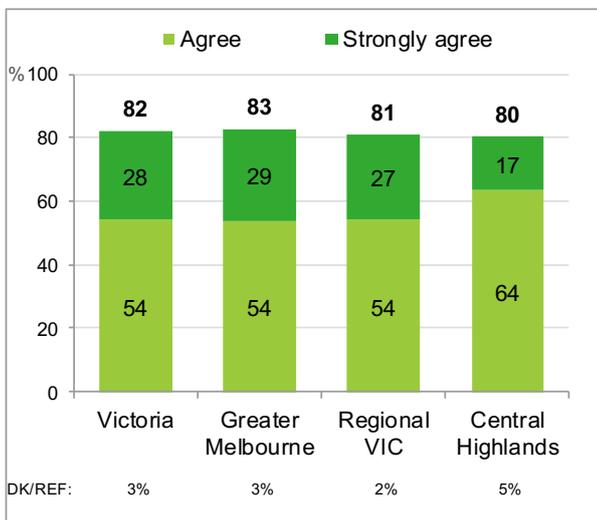
**Willingness to act - other measures**

Willingness to act is strongly related to self-efficacy, that is, the belief that there are meaningful things one can do to reduce the impact of climate change. Analysis revealed that the *more concerned* someone is about climate change, and the more they believe they can make an impact, the *more likely they are to state a willingness to take action on climate change*.

The Figures below show the results from two measures; self-efficacy and feeling positive about being part of a community-wide movement to help tackle climate change. The results are shown for the Central Highlands along with Victoria overall, Greater Melbourne, and the average for Regional Victoria.

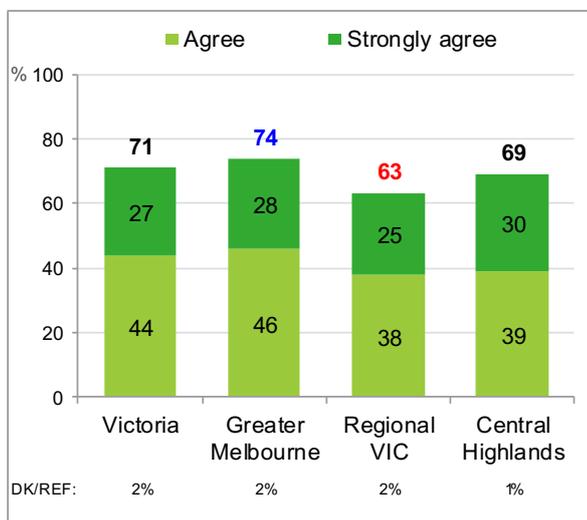
Self-efficacy is consistently high across Victoria, whereas feeling positive about being part of community-wide action on climate change varies in a similar pattern to concern about climate change; higher in Greater Melbourne (74%) and lower in Regional Victoria (63%).

FIGURE 8: SELF-EFFICACY



Source: D4g | Base: Module 2

FIGURE 9: FEELING POSITIVE ABOUT BEING PART OF COMMUNITY ACTION



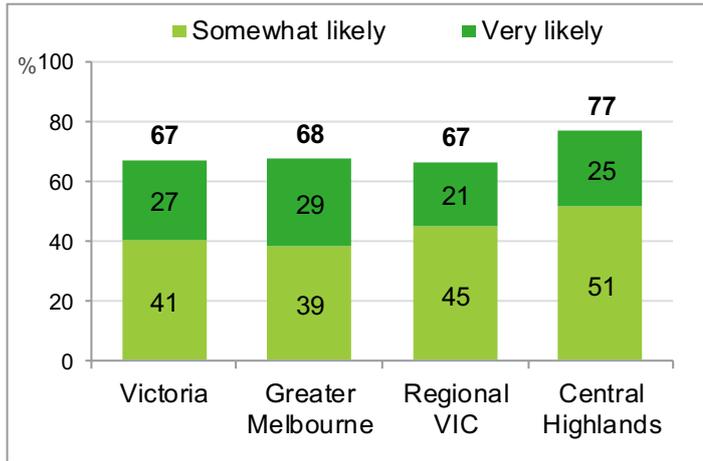
Source: D4b | Base: All who believe in some human causation

### Pledge to TAKE2

Although awareness of the TAKE2 program was relatively low, the results regarding likelihood of making a pledge indicate potential for a good level of support for the program, with 67% of Victorians saying they are very or somewhat likely to pledge to TAKE2.

This proportion appears higher for the Central Highlands region, but the difference is not statistically significant.

FIGURE 10: LIKELIHOOD OF MAKING A PLEDGE TO TAKE2



Source: C10a | Base: Module 3



Victoria is joining other leading states and regions around the world in committing to do our part to reduce emissions in line with international community's 2015 agreement in Paris. TAKE2 is Victoria's collective climate change pledge initiative to reach net zero emissions by 2050, and keep the global temperature rise to under 2 degrees. Businesses, community groups, local governments, schools and individuals can participate. Sustainability Victoria is the lead agency for voluntary pledges to take action on climate change. For more information on the TAKE2 program and how to get involved, please visit the [website](#).

## Impacts of climate change

All survey respondents were asked to state if they have noticed any change in the occurrence of extreme weather and/or environmental events in Victoria over the past 10 years, and if so, whether or not they think that climate change is influencing these changes.

For the most part, the majority perceive that there has been an increase in each event. Among those who have noticed an increase in these extreme weather and/or environmental events, the vast majority linked these events to climate change.

Figure 11 below compares the results for the Central Highlands region to the state average; those in Central Highlands were more likely to say they have observed an increase in water shortage and drought compared to the state average.

Figure 12 shows that Victorians clearly understand that climate change is influencing the increasing occurrence of extreme weather and environmental events. The linking of extreme weather and climate change is highest for heatwaves, with nine out of ten people (92% in the Central Highlands) stating that climate change is influencing the frequency of these.

FIGURE 11: OBSERVATIONS OF THE IMPACTS OF CLIMATE CHANGE

Noticed any changes in the occurrence of...	MORE		LESS		NO CHANGE		DON'T KNOW	
	VIC %	CtrHigh %	VIC %	CtrHigh %	VIC %	CtrHigh %	VIC %	CtrHigh %
Severe bushfires	61	65	4	3	29	25	6	7
Severe storms and floods	58	65	4	4	30	25	8	6
Air pollution	55	50	6	10	31	34	9	6
Coastal erosion and changes to sea levels	52	55	4	2	21	19	22	24
Crop failures or declining agriculture	50	56	8	13	20	17	22	14
Heatwaves	49	53	11	8	32	34	7	6
Water shortage and drought	47	<b>59</b>	15	9	29	25	9	7

FIGURE 12: IS CLIMATE CHANGE INFLUENCING?

Climate change is influencing the observed increase in this?	YES	
	VIC %	CtrHigh %
Heatwaves	90	92
Coastal erosion and changes to sea levels	89	86
Water shortage and drought	84	77
Severe storms and floods	83	83
Crop failures or declining agriculture	82	77
Severe bushfires	71	67

Source: B5/B6 | Base: Total sample

### Concern about the impacts

For each of the extreme weather and/or environmental events, all respondents were asked to state how concerned they are about each one *directly affecting their local area* in the foreseeable future. As shown in the Table below, levels of concern are quite high across the board, with water shortage and declining agriculture topping the list.

The Chart below compares the results for Central Highlands with Victoria overall, Greater Melbourne and Regional Victoria.

Results indicate that people in Regional Victoria are more likely than those in Greater Melbourne to be concerned about the impacts of:

- > severe bushfires, 84% compared to 62%;
- > crop failures/declining agriculture, 79% compared to 68%; and,
- > water shortage /drought, 79% compared to 70%.

Greater Melbourne is more concerned than regional areas about coastal erosion and rising sea levels, 53% compared to 45%.

With the exception of coastal erosion the Central Highlands region has higher proportions of people concerned about the impacts of climate change than the Regional average, however these differences were not statistically significant.

FIGURE 13: PROPORTION WHO ARE CONCERNED ABOUT EACH ENVIRONMENTAL EVENT

		Victoria %	Greater Melbourne %	Regional VIC %	Central Highlands %
	Water shortage and drought	72	70	79	85
	Crop failures or declining agriculture	71	68	79	85
	Severe bushfires	68	62	84	86
	Air pollution	68	72	57	61
	Heatwaves	67	67	66	70
	Severe storms and floods	65	64	68	74
	Coastal erosion and changes to sea levels	51	53	45	40

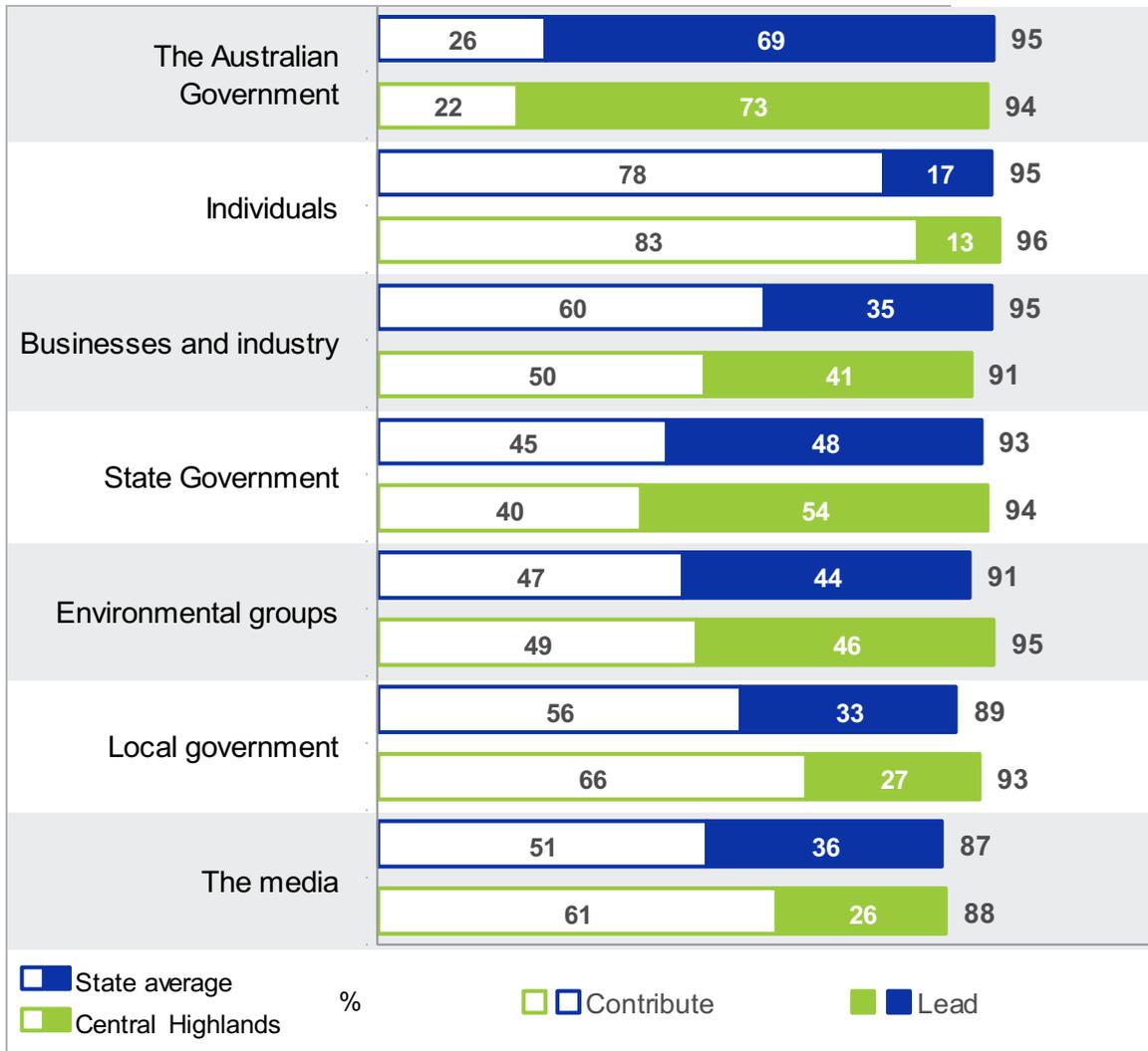
Source: B5/B6 | Base: Total sample

## Leadership and responsibility

The Victorian community believes that government, individuals, and business and industry should all be taking action on climate change. Figure 14 shows, for each entity, the proportion of people who believe it should “lead action” or “contribute to action” on climate change, and compares results for Central Highlands to the state average. In the Central Highlands region, **96% said that individuals should act on climate change action** – either leading or contributing.

- Figure 14 shows that 93% of Victorians believe the State Government should be acting on climate change – either in a leadership role or as a contributor.
- Figure 15 (opposite) shows that 22% think the State Government is doing ‘the right amount’ but the majority (61%) think it should be doing more; the results for Central Highlands did not differ significantly to the state average.

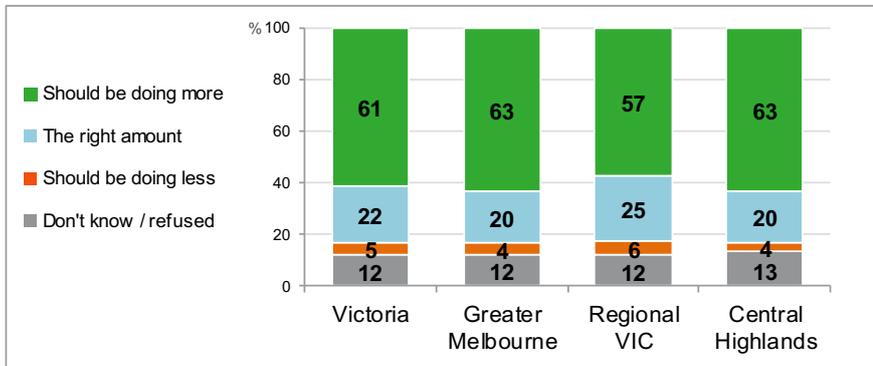
FIGURE 14: LEADERSHIP ON CLIMATE CHANGE



Source: C1 | Base: Module 3 (VIC: n=1,000 | Central Highlands n=58) | results exclude DK/REF

### State Government action

FIGURE 15: SHOULD THE STATE GOVERNMENT BE DOING MORE?

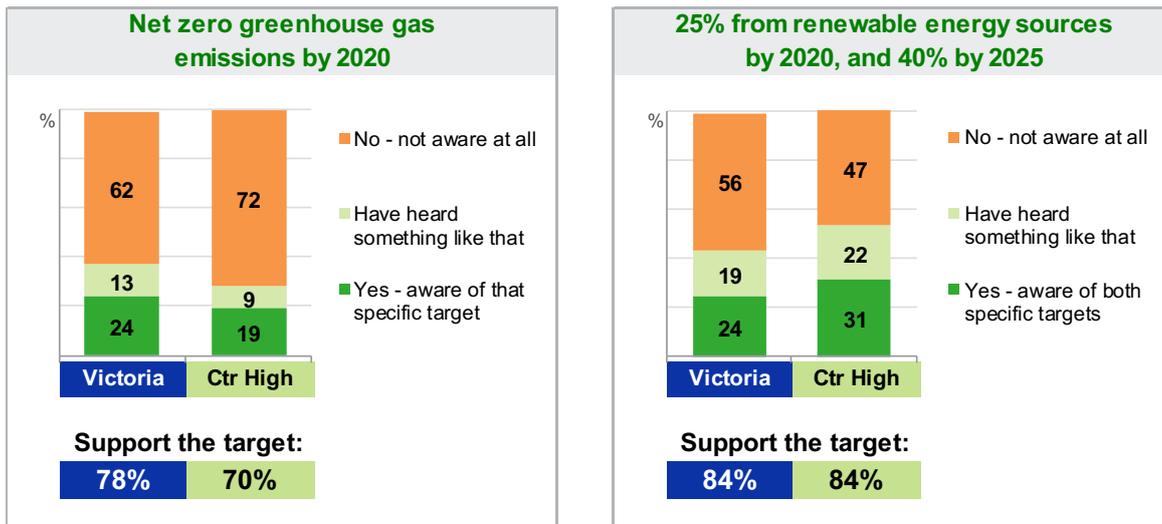


Source: C3 | Base: Module2

## Government climate change targets

Support for the Victoria's emissions and renewable energy targets is high – both targets are strongly supported. The Chart below compares the results for Central Highlands with the state average; awareness and support in Central Highlands is not significantly different to the State average.

FIGURE 16: AWARENESS OF AND SUPPORT FOR VICTORIAN GOVERNMENT TARGETS



- > Approximately one-quarter, 24%, of Victorians were aware of the net zero greenhouse gas emissions by 2050 target, and 13% were vaguely aware that a target has been set.
- > **78% of Victorians support this target.**
- > Support for the target is stronger among younger Victorians; 88% of those aged 25-39 years.
- > Support in the Central Highlands was not statistically significantly different to the state average.
- > Approximately one-quarter, 24% of Victorians were aware of the renewable energy targets, and a further 19% were vaguely aware that targets were set.
- > **84% of Victorians support these targets**
- > Support for the targets was stronger among 25-39 year age group, 93%.
- > Support for the targets in the Central Highlands was the same as the state average.

Source: C4a/C4b/C5a/C6a | Base: Module 2

### Reasons for supporting the targets:

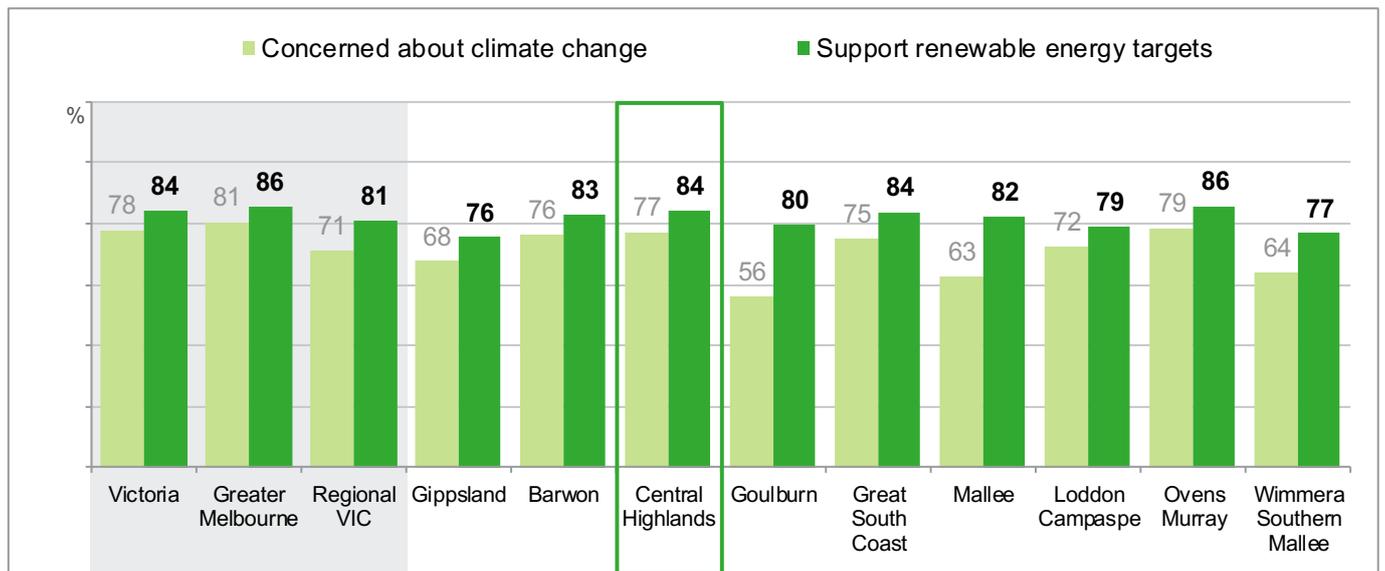
- > "I'm hoping that it will lead to cleaner air and less pollution. Earlier than 2050 would be good; not everyone will be around by 2050."
- > "Because if we keep going the way we are, the ozone will get bigger and have more effect on the environment."
- > "By the time the future comes, there will be a lot more changes. A lot of the cars and trucks cause pollution, with their emissions."
- > "I support it but they should do it sooner because it might be too late. It's a big problem and they need to get onto it sooner."

## Support for renewable energy

As shown in Figure 17 below, levels of support for the renewable energy targets is consistently high across the state. The graph also shows each region's levels of concern about climate and indicates that high levels of support for renewable energy is not necessarily dependent on high levels of concern.

In the Central Highlands, concern about climate change is 77% while support for the renewable energy targets is higher at 84%.

FIGURE 17: CONCERN ABOUT CLIMATE CHANGE AND SUPPORT FOR RENEWABLE ENERGY TARGETS

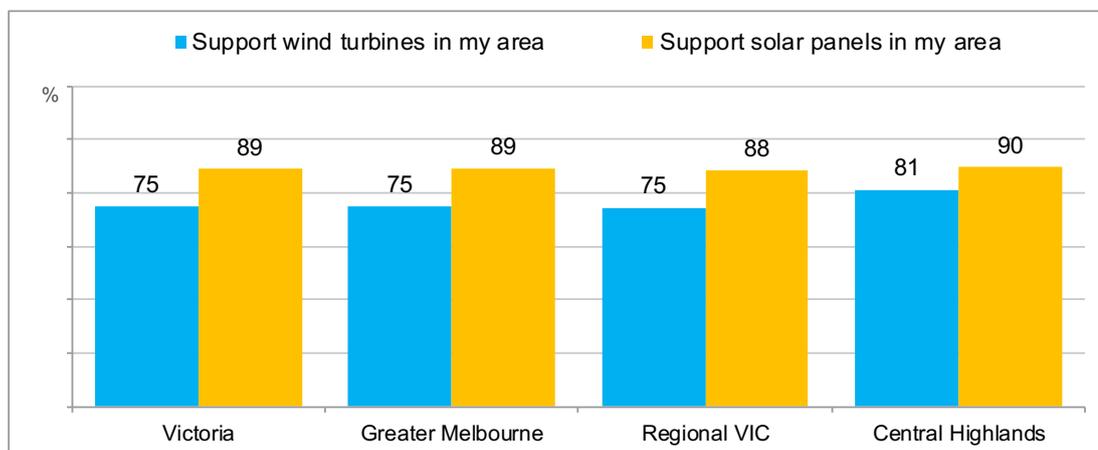


Source: B2/C6a | Base: Total sample (B2) / Module 2 (C6a)

As well as supporting the targets, the majority of Victorians are supportive of renewable energy infrastructure in their local area with 75% saying they would support wind turbines in their local area, and 89% saying they would support solar panels in their local area, providing access to renewable energy.

Figure 18 shows the levels of support for both sources of renewable energy, for Victoria overall, Greater Melbourne, regional Victoria, and the Central Highlands. Support is higher for wind turbines in the Central Highlands (however, this difference was not statistically significant to the state or regional average).

FIGURE 18: SUPPORT FOR WIND TURBINES AND SOLAR PANELS



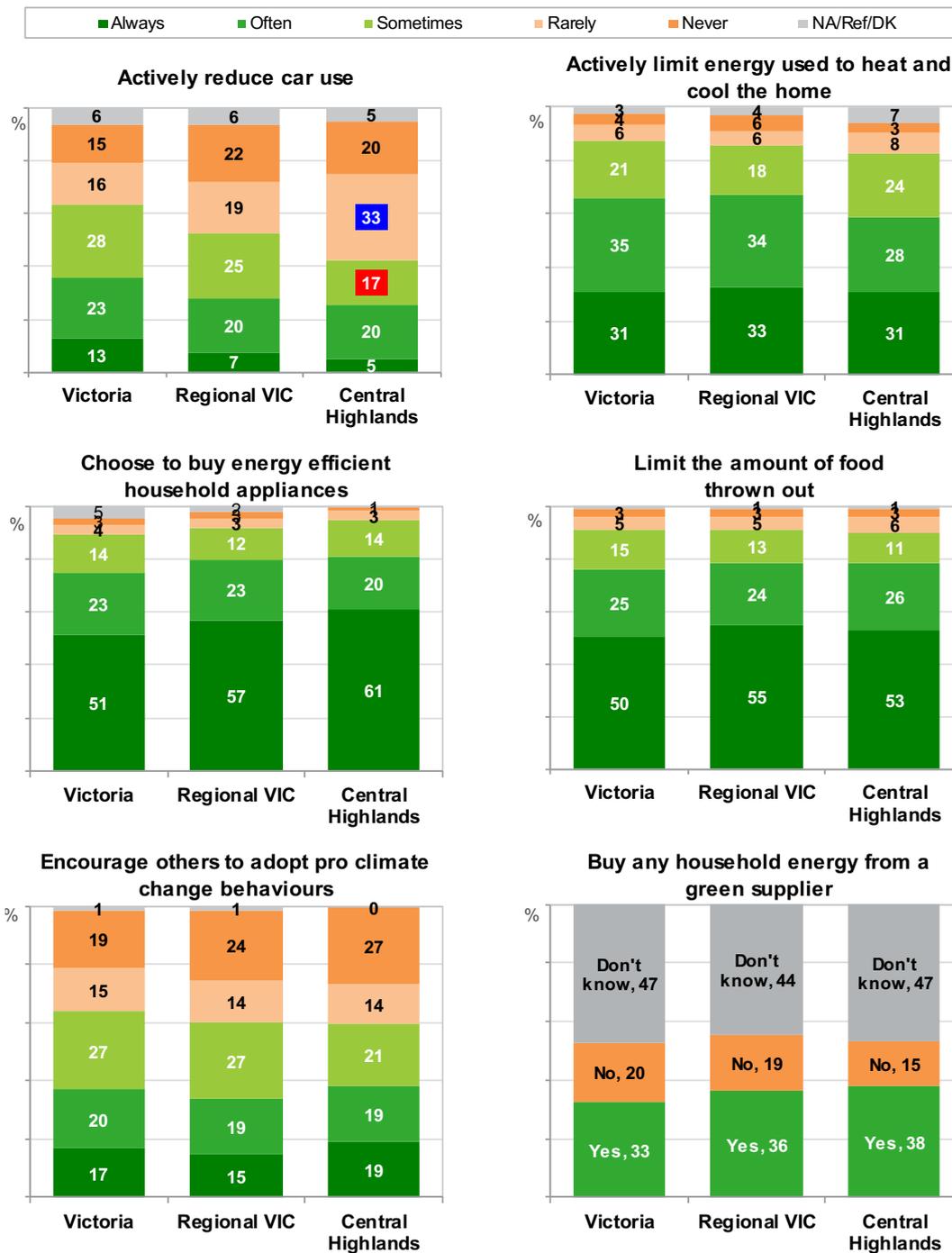
Source: D4d | Base: Module 1 (wind turbines) Module 2 (solar panels)

## Everyday behaviours

The majority of Victorians are already taking some positive actions to reduce energy use. The Charts below compare the results for Central Highlands with the State average and other regions; red squares indicate a significantly lower proportion and blue squares indicate a significantly higher proportion compared to other regions.

Results indicate a larger proportion of people in Central Highlands 'rarely' or 'never' reduce their car usage (55% in total compared to 40% average across other regions). This could reflect fewer public transport options than other regions and/or longer distances to travel.

FIGURE 19: TAKE-UP OF EVERYDAY BEHAVIOURS



Source: D1a/b/c/d/e/f | Base: Total sample

### Motivations and barriers for everyday behaviours

The most commonly stated motivations for undertaking everyday basic included cost, convenience, and comfort. Concern for the environment was a reasonably strong motivator, but not the highest.

A selection of comments regarding motivators and barriers from those in the Central Highlands is shown below.

Motivations	Barriers
Actively reduce car use	
"I enjoy walking if it is nice weather. It is good exercise."	"We live in regional area so we end up driving everywhere because it is a process."
Actively limit energy to heat and cool the home	
"Watching the cost of power, and trying to keep that down, as well as being sensible."	"Cost doesn't really affect us. We don't really watch the cost of it."
Choose to buy energy efficient household appliances	
"It's cheaper to run, although more expensive to buy. Cheaper to run and better for the environment."	"As long as the appliance does what I want it to do I don't care."
Limit the amount of food thrown out	
"I don't like waste, we grow a lot of our own food so I pick what I require for most meals and freeze the rest."	"Waste is a part of life. I don't try to do anything with scraps except maybe give them to the dog or cat."
Encourage others to adopt pro climate change behaviours	
"To sustain a healthy environment so that it lasts for millions or billions of years. I want to increase the life span of the planet."	"I don't force any others about adopting behaviours for climate change because I don't believe there is any climate change."
Buy any household energy from green supplier	
"It was one of the best value for money at the time, and as part of that they use some renewable energy."	"I'm a person that if it's not broken, don't repair. So I'm happy with the old fashioned way, the old power company."

## Advanced actions

To better understand the actions that Sustainability Victoria might support in the future, it is important to gauge the level of interest (framed within a five year period) in a selection of 'advanced' behaviours. They are considered 'advanced' because they have high upfront costs and require a level of planning by those who wish to adopt them.

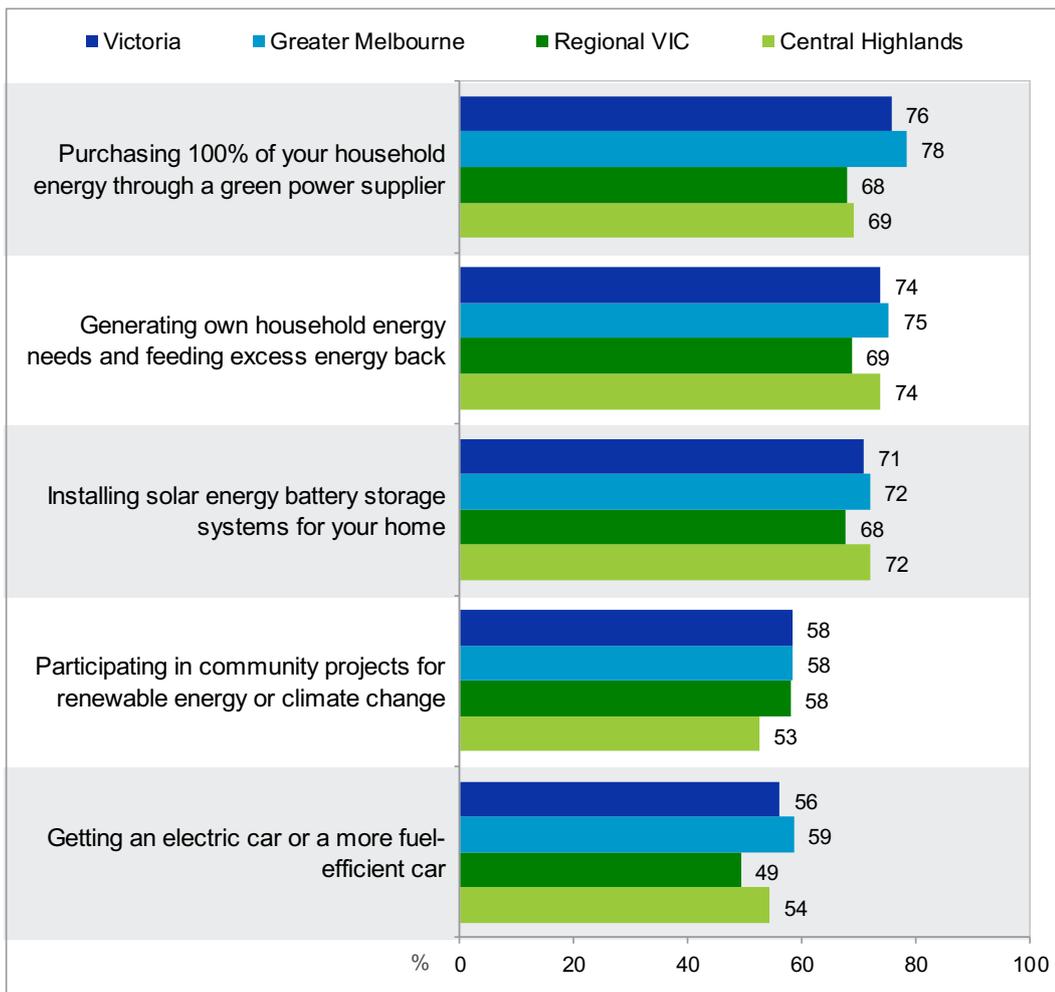
Respondents were presented with the five advanced behaviours shown below, and asked to state their level of interest in each one; the level of interest in taking up these actions within the next 5 years was high.

The Figure below shows the proportion who are 'very' or 'somewhat' interested in each action, for Victoria overall, Greater Melbourne, regional average and the Central Highlands Region.

While there were no statistically significant differences in the level of interest by location, it is important to note the following:

- Central Highlands respondents appear less interested in community-based renewable energy projects (53%) and more interested in generating their own energy (74%);
- Central Highlands respondents had a slightly higher level of interest in electric cars (54%) compared to other regions (49%), which is consistent with the finding that they are a little more car dependent than other areas.

FIGURE 20: INTEREST IN ADVANCED BEHAVIOURS



Source: D3a/b/c/d/e.Base: Module 1 and accept some human causation | Results exclude "already doing this"

## How the Victorian Government can support individuals

Survey respondents were asked to comment on what they think the State Government could do to support individual action on climate change, with 62% being able to think of suggestions. The comments were coded into themes as shown in the Table below. Across Victoria, the majority of comments related to education (providing information on what people can do to tackle climate change), providing incentives and/or subsidising solar and other renewable energy sources, and providing funding for community programs.

FIGURE 21: SUGGESTIONS FOR HOW THE VICTORIAN GOVERNMENT CAN SUPPORT INDIVIDUAL ACTION

Suggestions for how to support individual action	ALL VIC (n=523) %
Education / promotion of climate change issues	30
Support / promote / subsidise solar power	23
Support / promote renewable energy	18
Reduce waste and pollution	16
Provide funding / financial incentives	13
Improved public transport / cycle tracks	9
Increase legislation / regulation of business and industry	4
Better recycling / waste reduction	3
More schemes such as the Green Energy Lighting scheme	3
Support / promote green cars	3
Reduce / ban plastic bags	2
Plant more trees / re-vegetation	1
Other	10

Source: F4 | Base: Module 3

## Further information

For more information contact  
Sustainability Victoria  
[info@sustainability.vic.gov.au](mailto:info@sustainability.vic.gov.au)

Sustainability Victoria  
Level 28, Urban Workshop,  
50 Lonsdale Street, Melbourne VIC 3000  
Phone (03) 8626 8700  
[sustainability.vic.gov.au](http://sustainability.vic.gov.au)

Published by Sustainability Victoria.  
Summary of key findings – Climate Change Social Research  
© Sustainability Victoria, November 2017 ENG075

Victorian Perceptions of Climate Change (excluding all trade marks and logos) is licensed under a Creative Commons Attribution 4.0 Australia licence. In essence, you are free to copy, distribute and adapt the work, as long as you attribute the work and abide by the other licence terms. Go to <http://creativecommons.org/licenses/by/4.0/> to view a copy of this licence.

