

**VICTORIANS' PERCEPTIONS  
OF CLIMATE CHANGE**  
REGIONAL REPORT – LODDON CAMPASPE

KEY FINDINGS – SOCIAL RESEARCH ON CLIMATE CHANGE ATTITUDES AND BEHAVIOURS

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## 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.

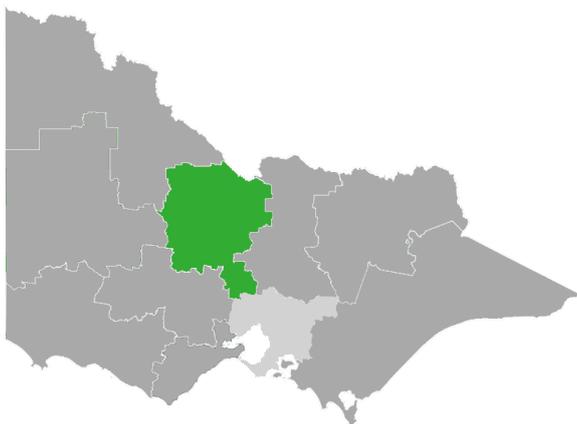
Telephone interviews were conducted from 17 November to 14 December 2016, following a pilot test among a small sample of Victorians. The online survey was conducted from 19 December 2016 to 20 January 2017, during which two reminders were emailed to nonresponders.

## 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.



## Loddon Campaspe Region

LGAs in the region:

- > Campaspe Shire
- > Central Goldfields Shire
- > Greater Bendigo City
- > Loddon Shire
- > Macedon Ranges Shire
- > Mount Alexander Shire

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

FIGURE 1: SAMPLE DISTRIBUTION

	Unweighted n=213 %	Weighted n=213 %
<b>GENDER</b>		
Male	45	48
Female	55	52
<b>AGE</b>		
Under 40	19	37
40-64	43	42
65 and over	38	21
<b>EDUCATION</b>		
University Degree or higher	38	13
TAFE/Technical/Vocational	24	32
Completed high school	17	28
Did not complete high school	19	22
Still at school	1	4
<b>COUNTRY OF BIRTH</b>		
Australia	86	89
Elsewhere	14	11

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

# Key findings in Loddon Campaspe at a glance

## Climate change is happening and requires action

**89%**

say climate change exists and humans are contributing to it;

**78%**

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

**82%**

believe their actions can help reduce the impact of climate change

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



**97%**

State Government



**91%**

Local Government



**95%**

Business & industry



**88%**

All individuals

## Residents are willing to take action

**79%**

are willing to take action on climate change

**72%**

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

## Loddon Campaspe residents have observed the impacts of climate change and are concerned about future impacts



**85%** concerned  
Water shortages  
& drought



**81%** concerned  
Crop failures  
or declines  
in agriculture



**90%** concerned  
Severe bushfires



**70%** concerned  
Severe storms  
& floods



**34%** concerned  
Coastal erosion  
& changes to  
sea level



**66%** concerned  
Heatwaves



**57%** 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.

Loddon Campaspe shows strong support for net zero emission and renewable energy targets

**76%**

support the net zero emissions target by 2050

**79%**

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

Loddon Campaspe is supportive of renewable energy

**72%**

would support wind turbines in their local area

**96%**

would support solar panels in their local area

**63%**

interested in taking part in community renewable energy projects

## Detailed findings

### Priority of climate change

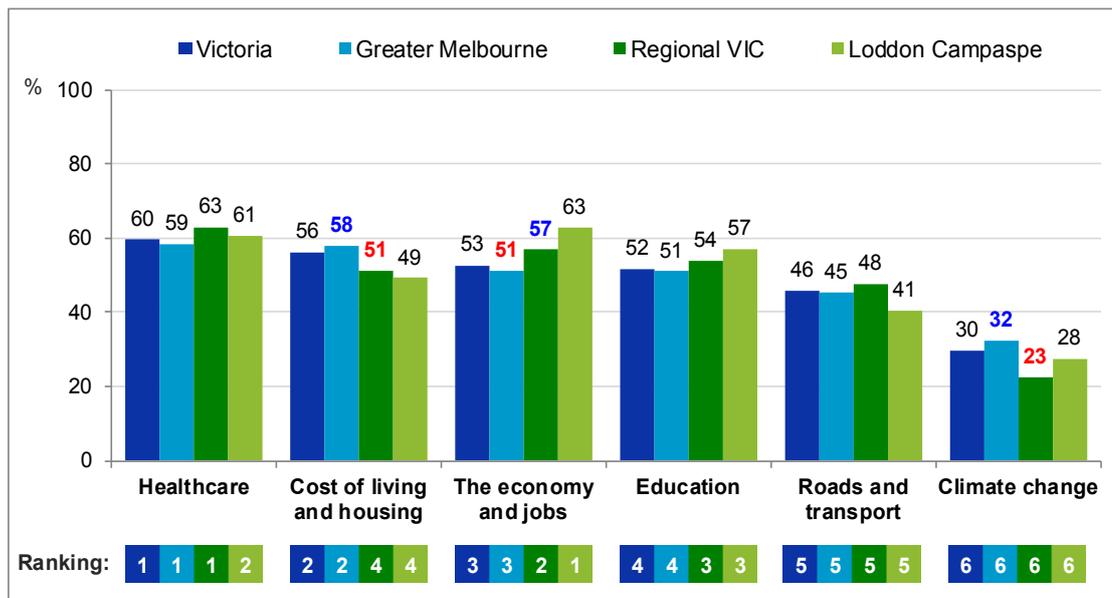
When prompted, climate change ranked sixth on a list of issues of importance in Victoria; with three in ten Victorians (30%) nominating climate change as one of the top three most important issues facing the state today. Overall, younger people ranked climate change higher; the issue ranks fifth among 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 Loddon Campaspe region.

Whilst those in Greater Melbourne are more likely to mention climate change in the top three (32%), those in regional locations less likely to do so (23% average). However, in Loddon Campaspe the proportion who mentioned climate change (28%) was higher than the regional average and on par with the overall Victorian score (30%).

For Loddon Campaspe, the economy and jobs is ranked as the most important issue, (63%) followed by healthcare, (61%) and education (57%).

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 | Loddon Campaspe n=213)

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.

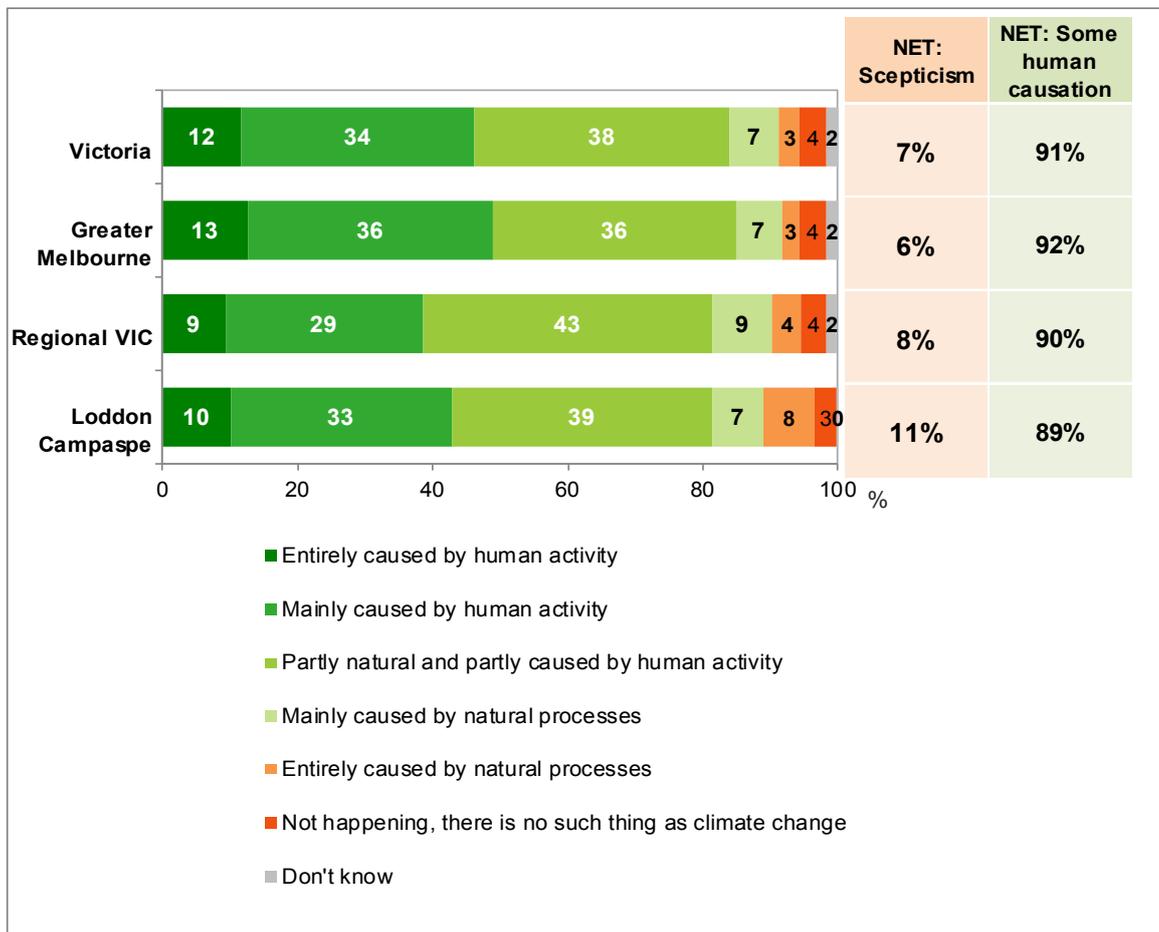
## Causation of climate change

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 Loddon Campaspe with Victoria overall, Greater Melbourne and Regional Victoria. While Loddon Campaspe had higher percentages of respondents saying that climate change was entirely due to natural processes (8% compared to 3% across Victoria), and boosted the proportion of sceptics in the region to 11%, this difference was not statistically significant.

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 | Loddon Campaspe n=213)

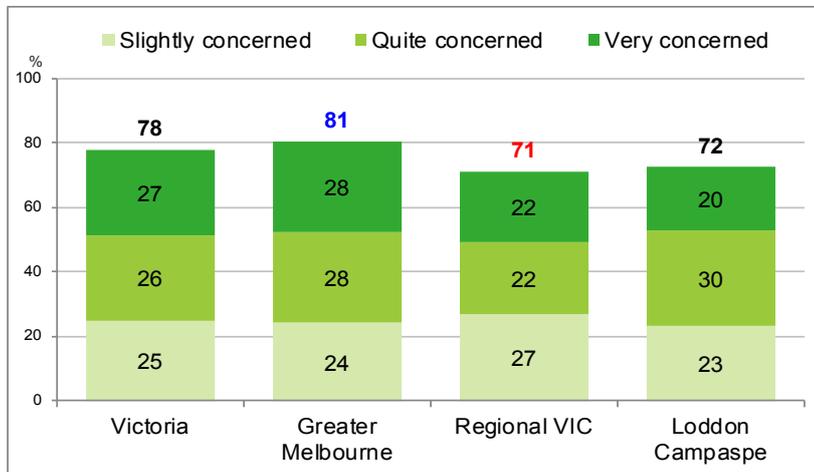
## Level of concern

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 Loddon Campaspe with Victoria overall, Greater Melbourne and Regional Victoria. In Loddon Campaspe, the level of concern about climate change (72%) is on par with other regions (71% average).

**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:

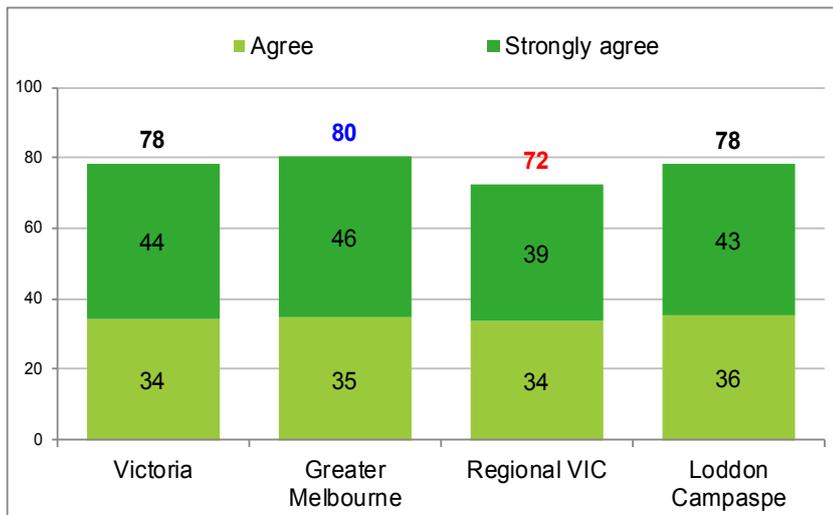
- > **The impact on future generations**  
Victoria, 76%; Loddon Campaspe, 84%,
- > **The state of the planet**  
Victoria, 48%; Loddon Campaspe, 52%,
- > **The impact on health / quality of life**  
Victoria, 38%; Loddon Campaspe, 29%.

### 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 Loddon Campaspe (78%) was the same as the state average and significantly 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

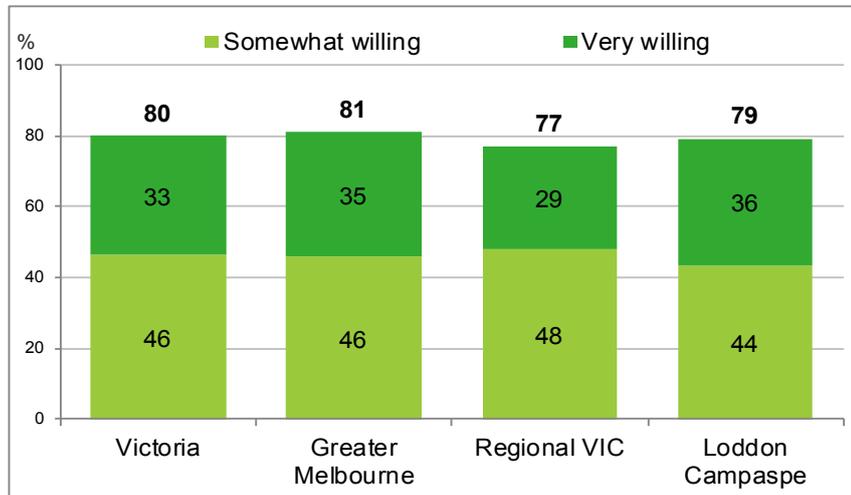
## Willingness to act

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 the Loddon Campaspe region with Victoria overall, Greater Melbourne and Regional Victoria. The willingness to act on climate change in Loddon Campaspe (79%) is similar to both the state and regional average.

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

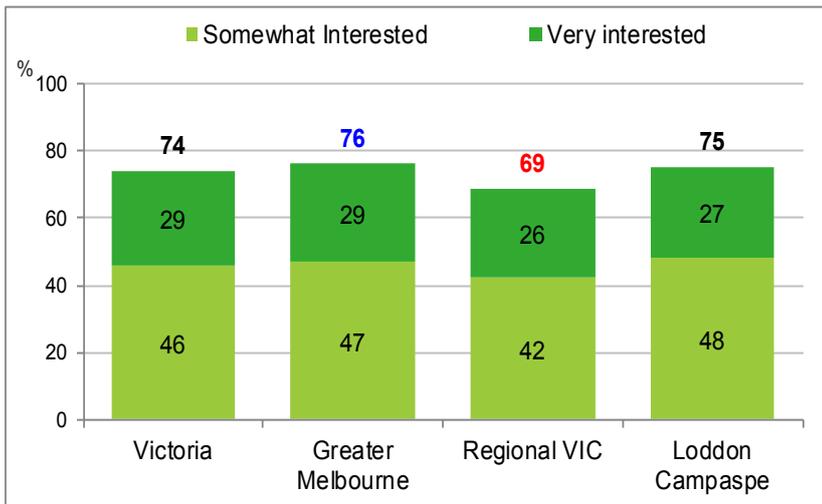
Reasons for not being willing to act were mostly related to denial that humans are causing climate change, or the attitude that there is nothing they can do about it personally, or lack of knowledge about what they can do.

## 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 Chart below shows that engagement on climate change in Loddon Campaspe (75%) is similar to Greater Melbourne (76%) and higher than the regional average (69%).

FIGURE 7: INTEREST IN INFORMATION ABOUT CLIMATE CHANGE



Source: B1 | Base: Total sample

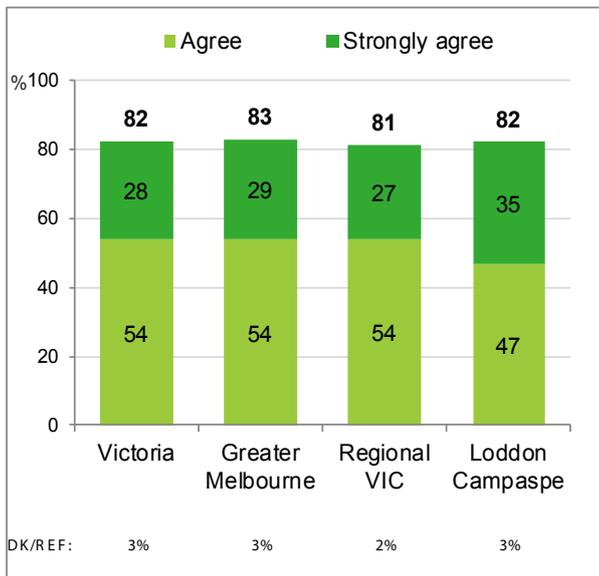
### Willingness to act - other measures

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 Loddon Campaspe along with Victoria overall, Greater Melbourne, and the average for Regional Victoria.

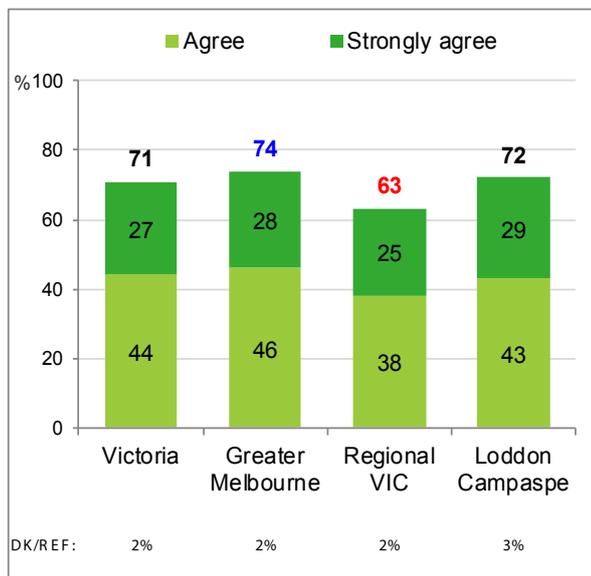
Self-efficacy is consistently high across Victoria, whereas feeling positive about being part of community-wide action on climate change varies in a similar pattern to concern about climate change; higher in Greater Melbourne and lower in Regional Victoria. Results on both these measures in Loddon Campaspe were on par with the state average.

FIGURE 8: SELF-EFFICACY



Source: D4g | Base: Module 2

FIGURE 9: FEELING POSITIVE ABOUT BEING PART OF COMMUNITY ACTION



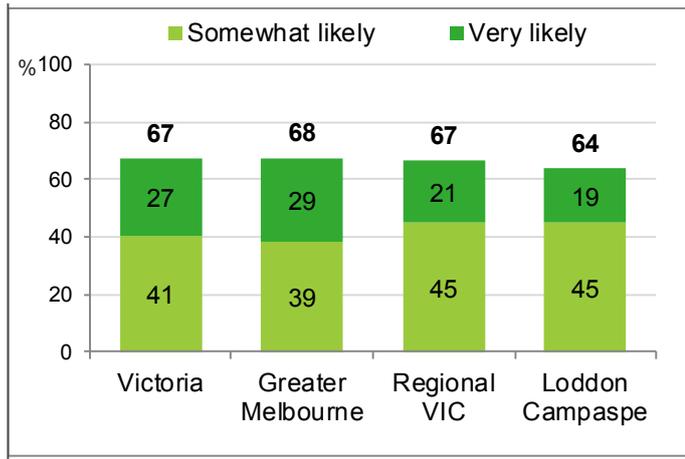
Source: D4b | Base: All who believe in some human causation

## 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.v

The proportion willing to pledge to TAKE2 is similar in Loddon Campaspe to the state and regional averages.

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 Loddon Campaspe region to the state average; those in Loddon Campaspe were most likely to notice an increase in bushfires (69%) and severe storms (62%) more likely than others in the state to have observed an increase in water shortage and drought (59% compared to 47% state average).

Figure 12 shows that Victorians clearly understand the link between climate change and the increasing occurrence of extreme weather and environmental events: – 90% who have noticed an increase in heatwaves say climate change is influencing this.

FIGURE 11: OBSERVATIONS OF THE IMPACTS OF CLIMATE CHANGE

Noticed any changes in the occurrence of...	MORE		LESS		NO CHANGE		DON'T KNOW	
	VIC %	LdCps %	VIC %	LdCps %	VIC %	LdCps %	VIC %	LdCps %
Severe bushfires	61	69	4	0	29	28	6	3
Severe storms and floods	58	62	4	7	30	26	8	5
Air pollution	55	55	6	5	31	29	9	10
Coastal erosion and changes to sea levels	52	53	4	1	21	17	22	30
Crop failures or declining agriculture	50	58	8	8	20	21	22	13
Heatwaves	49	56	11	9	32	32	7	4
Water shortage and drought	47	59	15	13	29	20	9	8

FIGURE 12: IS CLIMATE CHANGE INFLUENCING?

Climate change is influencing the observed increase in this?	YES	
	VIC %	LdCps %
Heatwaves	90	90
Coastal erosion and changes to sea levels	89	95
Water shortage and drought	84	81
Severe storms and floods	83	85
Crop failures or declining agriculture	82	79
Severe bushfires	71	68

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 Loddon Campaspe 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%.

People in Loddon Campaspe are more likely to be concerned about:

- › severe bushfires (90%);
- › water shortage and drought (85%) and
- › crop failure/declining agriculture (81%).

They were least likely to be concerned about air pollution (57%) and coastal erosion and rising sea levels (34%).

FIGURE 13: PROPORTION WHO ARE CONCERNED ABOUT EACH ENVIRONMENTAL EVENT

		Victoria %	Greater Melbourne %	Regional VIC %	Loddon Campaspe %
	Water shortage and drought	72	70	79	85
	Crop failures or declining agriculture	71	68	79	81
	Severe bushfires	68	62	84	90
	Air pollution	68	72	57	57
	Heatwaves	67	67	66	66
	Severe storms and floods	65	64	68	70
	Coastal erosion and changes to sea levels	51	53	45	34

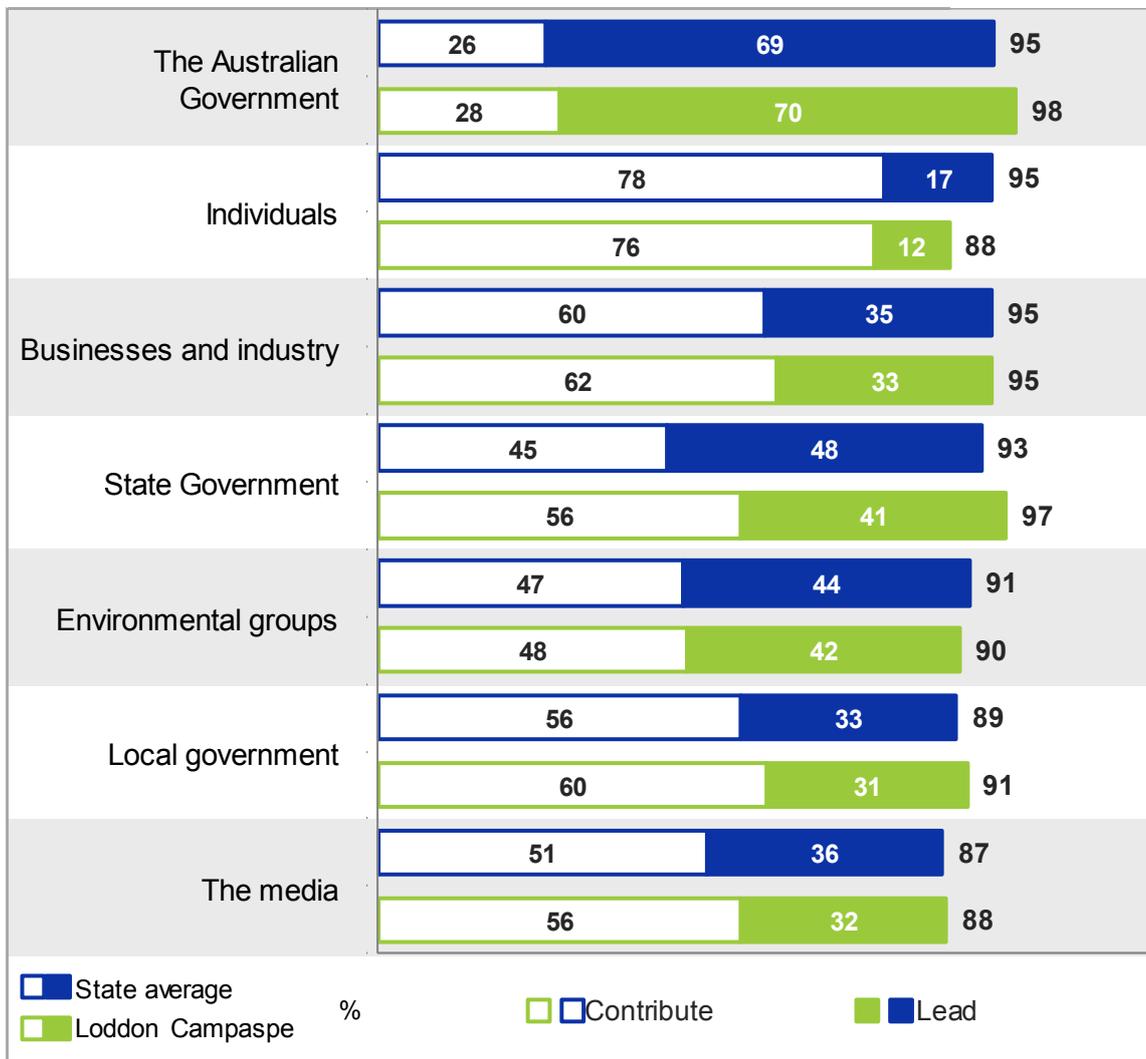
Source: B5/B6 | Base: Total sample

### 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 Loddon Campaspe to the state average.

- 93% of Victorians believe the State Government should be acting on climate change – either in a leadership role or as a contributor. This increased to 97% in the Loddon Campaspe region.
- Figure 15 (opposite) shows that 22% think the Victorian Government is doing “the right amount” but the majority (61%) think the State Government should be doing more. Results in Loddon Campaspe were the same as the state average.

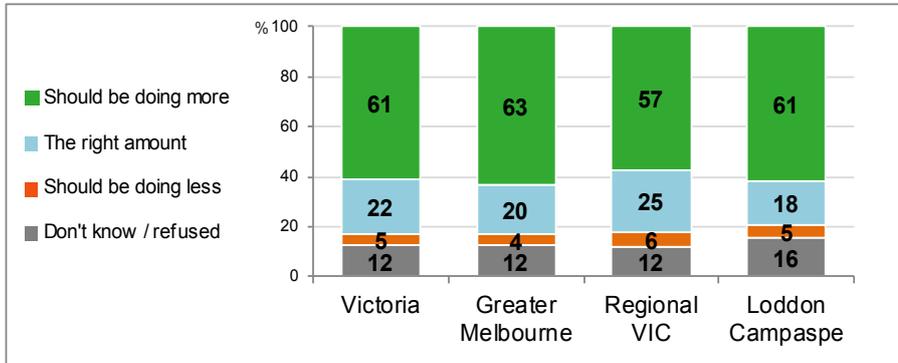
FIGURE 14: LEADERSHIP ON CLIMATE CHANGE



Source: C1 | Base: Module 3 (VIC: n=1,000 | Loddon Campaspe n=63) | results exclude DK/REF

### State Government action

FIGURE 15: SHOULD THE STATE GOVERNMENT BE DOING MORE?

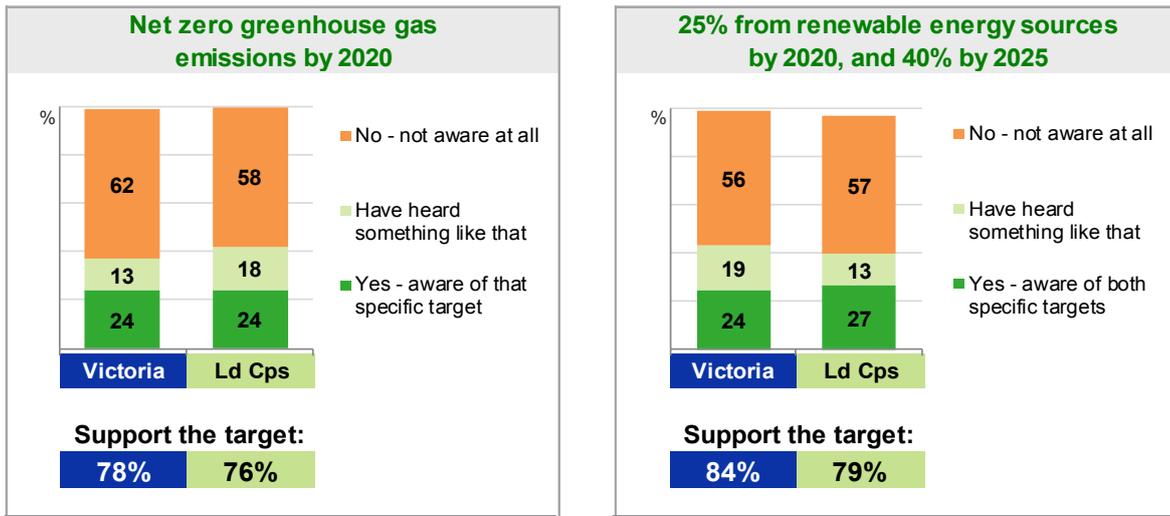


Source: C3 | Base: Module2

## Government climate change targets

Support for the Victoria’s emissions and renewable energy targets is high – both targets are strongly supported. The Charts below compares the results for Loddon Campaspe with the state average; awareness and support in Loddon Campaspe is similar 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.
- › The results for Loddon Campaspe were similar 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%.
- › The results for Loddon Campaspe were slightly lower compared to the state average but the difference was not significant.

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

### Reasons for supporting the targets:

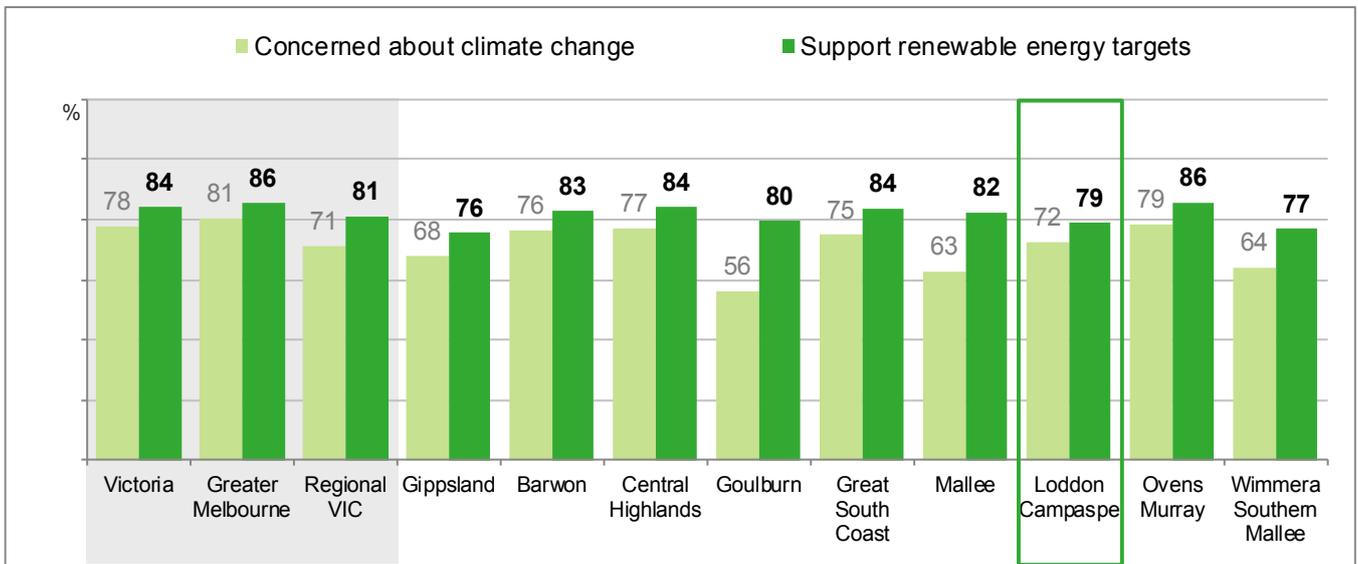
- › “We should be concentrating on using more natural resources such as the sun and the wind. Coal is going to run out considering how quickly we consume it.”
- › “Having zero emissions would be good and they could push it forward to be sooner rather than 30 years down the track.”
- › “I believe that we should depend less on fossil fuels and greenhouse gasses due to its effects on our health and environment.”
- › “I think the government and the people need to be responsible for what we are putting into the environment.”

## 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.

Results in the Loddon Campaspe region show that 72% are concerned about climate change and a slightly higher proportion, 79%, support the renewable energy targets.

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

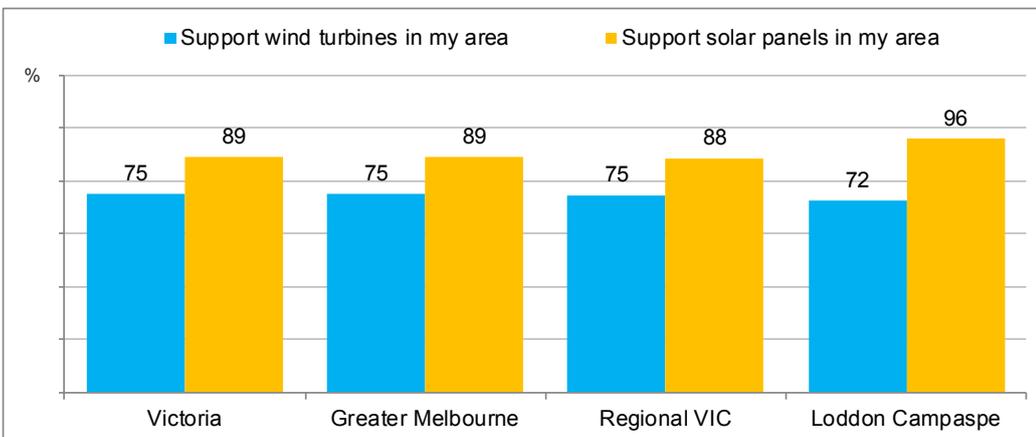


Source: B2/C6a | Base: Total sample (B2) / Module 2 (C6a)

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. Results in Loddon Campaspe show very high support for solar panels (96%) and lower, but still high, support for wind turbines (72%).

FIGURE 18: SUPPORT FOR WIND TURBINES AND SOLAR PANELS



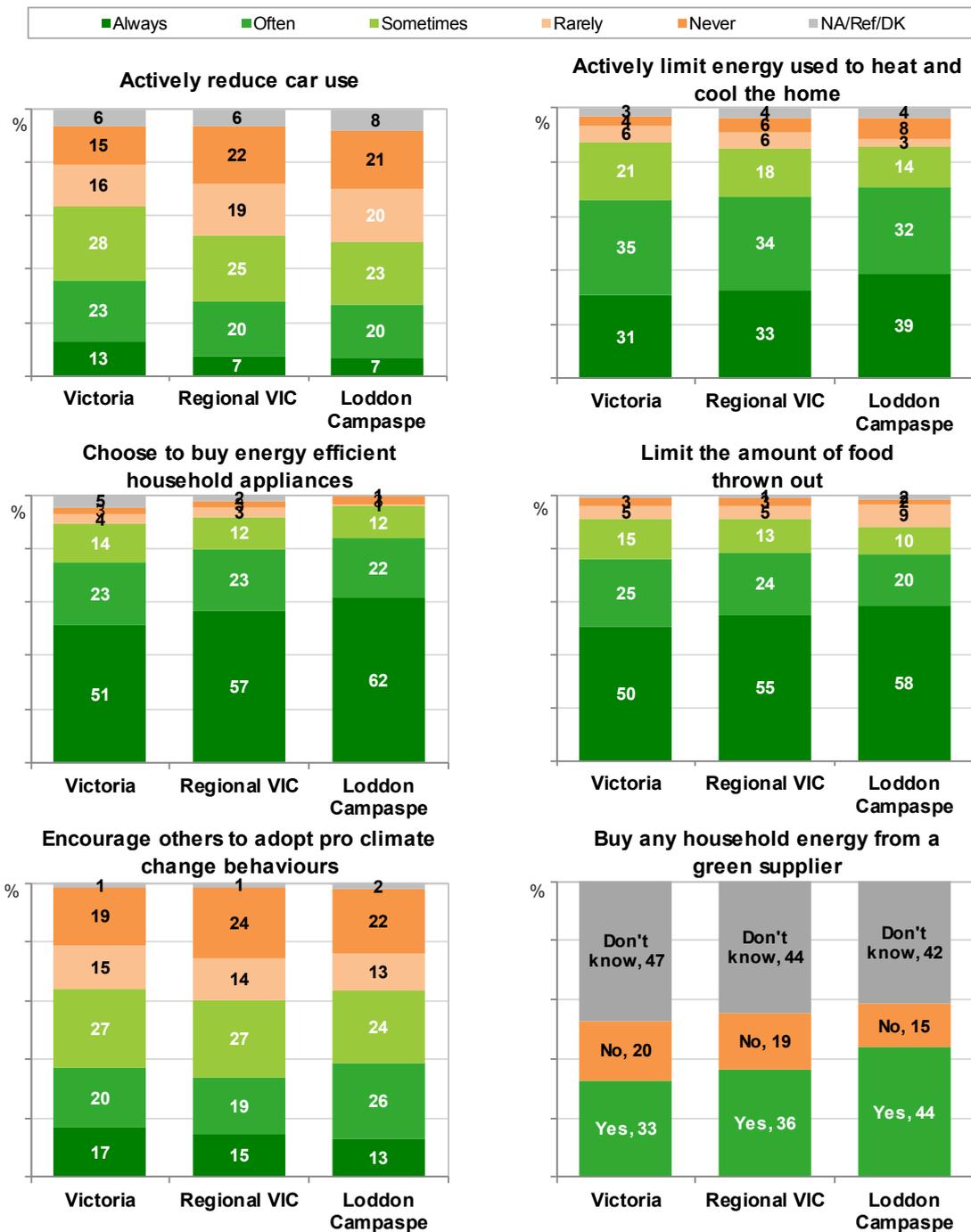
Source: D4d | Base: Module 1 (wind turbines) Module 2 (solar panels)

## Everyday behaviours

The majority of Victorians are **already taking positive action to reduce energy use**. The Charts below show the everyday actions that people can do now but may need some encouragement to do. Actions that most people said they always do included **buying energy efficient appliances**, 51%, and **limit the amount of food thrown out**, 50%.

As shown in the Charts below, Loddon Campaspe has higher proportions who buy their energy from a green energy provider, 44% compared to 33% average, yet the difference was not *statistically significant*.

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 from those in the Loddon Campaspe region is shown below.

Motivations	Barriers
Actively reduce car use	
"I'm older now, I've got more time on my hands, plus it can help lower emissions, and it's good exercise for me, we're not in such a rush anymore."	"Because I live out in the bush and there's no public transport and it's too far to walk, I'm about 100 kilometres from pretty much anywhere."
Actively limit energy to heat and cool the home	
"There's no need to overcook your home, we bought a heater that shuts itself off. We put skylights in places, filled cracks in the house to stop air getting out."	"I have some serious medical conditions and I choose to be comfortable."
Choose to buy energy efficient household appliances	
"It saves me money in the first place as far as my expenses are concerned and it's good for the environment."	"I don't go out and buy them that often."
Limit the amount of food thrown out	
"We don't like to waste food, we have compost, a worm farm and hungry pets so we rarely waste food."	"It does not go into rubbish as such. It goes into compost which is secondary use."
Encourage others to adopt pro climate change behaviours	
"I think what you do influences and makes people follow in the same way. It helps make them aware of what they are doing."	"Because I believe here in Australia we are a small part of the problem."
Buy any household energy from green supplier	
"Because they are environmentally friendly. Red Energy does hydropower."	"No power companies around me use renewable energy."

## Advanced actions

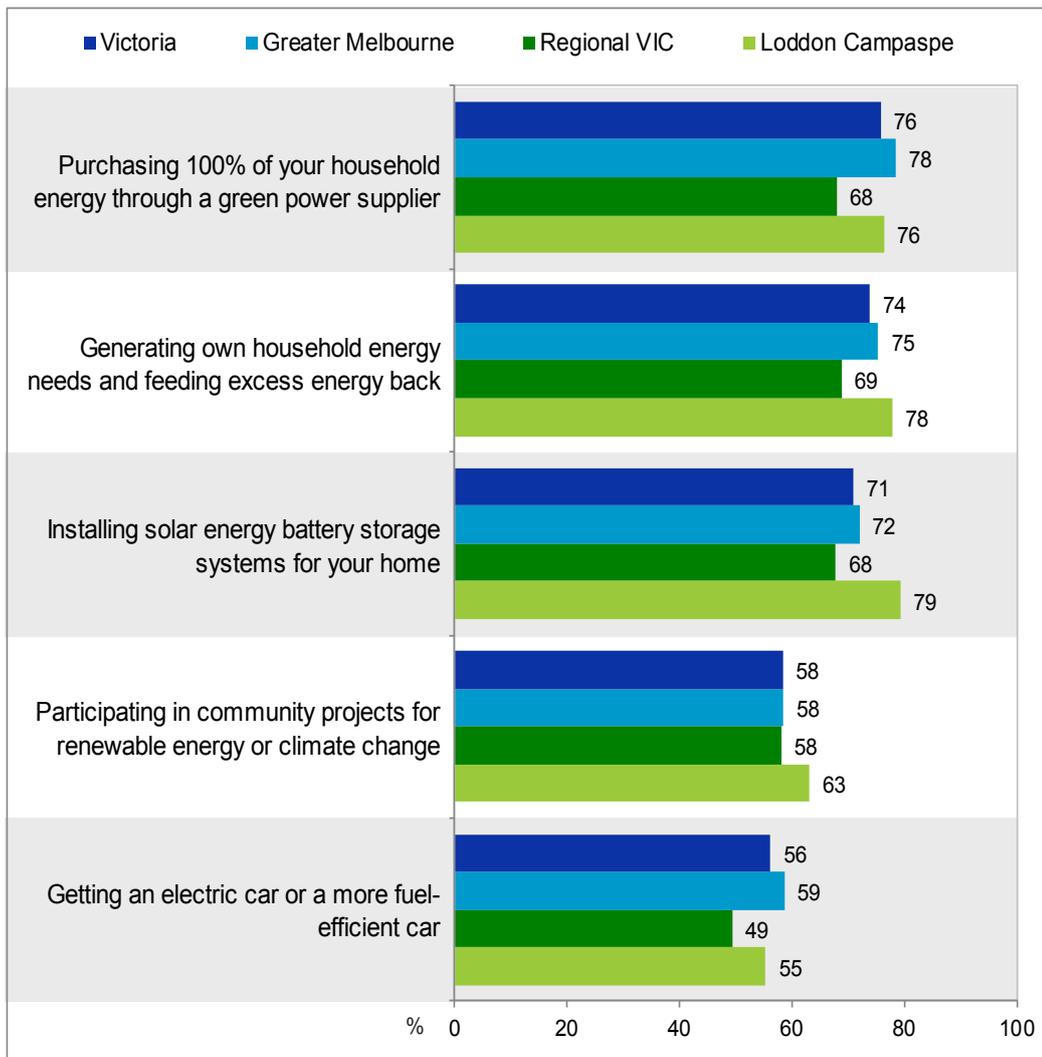
To better understand the actions that Sustainability Victoria might support in the future, it is important to gauge the level of interest (framed within a five year period) in a selection of 'advanced' behaviours. They are considered 'advanced' because they have high upfront costs and require a level 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; as seen in Figure 20, 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 Loddon Campaspe Region.

The level of interest in each of the advanced actions was consistently higher in Loddon Campaspe than the regional average. The level of interest solar battery storage (79%) and community renewable energy projects (63%) was particularly high in Loddon Campaspe.

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

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