

## **Corporate climate changes**

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For the first time climate change is being seen as a business as well as political and local issue, with the public demanding corporate and national leaders make sacrifices, pollster Mark Textor says.

He said that following the global sub-prime financial crisis, the public mood had changed sharply to one of greater anger, cynicism and distrust of political and business leaders.

The mood change had affected views on a range of issues including climate change and had implications for governments and business leaders, said Mr Textor, a principal of Crosby Textor, which does market research for business, the Liberal Party and the Conservative Party in Britain.

In political terms, he summed up the shift in attitudes as "not a good time to be an incumbent government".

This is a dramatic turnaround from earlier in the decade when a desire for certainty and stability favoured incumbent governments – often cited as a factor in the Howard government's longevity.

Political and business leaders who are can-do operators with practical, active and innovative solutions are now favoured over those who offer stability – the so-called "conviction" leaders (such as former prime minister John Howard).

As a result of the mood shift, people believe their personal sacrifices to meet additional financial burdens in the post-sub-prime economic environment and to address climate change – such as restrictions on water use and travel – should be reciprocated by those in power in business and politics.

Polling also revealed a view that people felt their quality of life was not worth the sacrifices they had made for it, Mr Textor said.

The message for business and political leaders was to get back to "bread and butter issues" and achieve practical outcomes rather than offer promises of "10-point plans".

The issues of importance were seen to be the economy – especially the costs of living, interest rates and jobs – regional security, the environment and climate change, skills, child care, federal-state relations and finding a meaningful way to improve the lives of indigenous Australians, Mr Textor said.