

Climate Conversations: Chats in the Chair



Supporting hairdressers and barbers to talk to clients about climate change

Hairdressers and barbers talking about climate change. Hmmm, tell me more.

Our planet is heating up. Scientists have been saying this for decades and we can see it for ourselves. Bushfires are bigger, more intense and more dangerous, hot days are more extreme and more common, and droughts and flooding, more devastating.

Now it's time for all of us to turn up the heat on how we talk about it!

Research tells us that social change happens through conversation and not through scientific reports, facts and figures. People are more likely to take action and be open to new information when it comes from people they know and trust. So, who better to have a friendly conversation about climate change and the need for action

than our local hairdressers and barbers?

By talking to others about climate change and the need for action, hairdressers and barbers can be part of the growing number of everyday people acting on the climate crisis and urging others to do the same. Imagine if all of us – in every business, school, community group – were having climate conversations with those we know and trust? What a big difference we could make together.

What's involved?

Yarra Council, in partnership with Sustainable Salons is delivering the Climate Conversations program to hairdressing salons in Yarra to support everyday-style conversations about climate change so that we can increase people's understanding of the climate crises and encourage them to take action.

The Climate Conversations program will provide training to hairdressers and barbers so that they can confidently talk about climate change with their clients while they cut, style and colour their clients' hair. We hope that this will allow people who may not otherwise have conversations about climate change to have the opportunity to discuss it in the comfort of their local salon.

**Climate Conversations
provides free training
to assist hairdressers
and barbers to
confidently talk about
climate change**

**See overleaf for details
on dates and venue.**

yarracity.vic.gov.au/chatsinthechair

**Our climate
is changing.
So should we.**



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What is included in the program?

Two Climate Conversations training sessions

These sessions will give participating hairdressers and barbers the confidence, skills and resources they need to talk to clients about climate change and the action they can take. We will make sure that these sessions are relaxed, fun and interactive!

Two Climate Conversations coaching sessions

These sessions will be an opportunity for hairdressers and barbers to come together, share ideas and conversation experiences and learn from each other.

Each training and coaching session will be approximately 1 hour and 15 minutes long, and we will provide a catered, healthy and delicious breakfast.

What will be expected of me?

After the two training sessions, participating hairdressers and barbers will use what they have learned, to have conversations about climate action with around 3 to 5 clients a week over approximately 8 weeks. This means each will have somewhere between 35 and 60 climate conversations over the period of the program. Participating hairdressers and barbers will be asked to take notes on how many conversations they had, what worked and didn't work in the conversation, and what climate action they think the client might take. These notes will help us evaluate the program.

What's in it for me?

For starters, this is a great opportunity for hairdressers and barbers and their salons to do something positive for the planet! By having these conversations you are taking action to address climate change, and all while working – perfect for busy people.

Participating salons can use this opportunity to differentiate their salon from others and promote their business to like-minded potential clients.

All participating hairdressers and barbers will go into the draw to win a \$100 voucher from STREAT Café – a social enterprise aimed at stopping youth disadvantage and homelessness. The prize will be drawn at the end of the program.

When and where are the training and coaching sessions?

Two training sessions

- Tuesday 24 August
7.30am-8.45am
- Tuesday 31 August
7.30am-8.45am

Venue

- TKAY Studio
199 Swan St, Richmond

Two coaching sessions

- Tuesday 21 September
7.30am-8.45am
- Tuesday 5 October
7.30am-8.45am

Venue

- TKAY Studio
199 Swan St, Richmond

Register at: yarracity.vic.gov.au/chatsinthechair

For more information about the program contact us on 9205 5555 or email info@yarracity.vic.gov.au

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So should we.



National Relay Service
TTY 133 677 then (03) 9205 5055

Languages
 العربية 9280 1930
 中文 9280 1937
 Ελληνικά 9280 1934

Italiano 9280 1931
 Español 9280 1935

Tiếng Việt 9280 1939
 Other 9280 1940

REF 18,891