



SUSTAINABLE HOUSE DAY 2015

NATIONAL EVALUATION & REPORT



SUNDAY 13 SEPTEMBER 2015
WWW.SUSTAINABLEHOUSEDAY.COM

Summary

For 2015 Sustainable House Day was delivered by new event partners the Alternative Technology Association (ATA) and EnviroShop. This year 17,000 people visited 150 properties nationwide on Sunday 13 September 2015. While participating homeowners had decreased from 2014, attendee numbers have actually risen.

This event would not be possible without the generous support of our event sponsors – Bank Australia, ecostore Australia, Sustainability House, Solar Dwellings and EnviroFlex – and local councils, environmental community and industry groups from all corners of the nation.

With the additional internal resources and networks of the ATA, management of the event was vastly improved and indicates a strong future for the Sustainable House Day in the long term. The new involvement of the ATA provided quite beneficial with media coverage and volunteer numbers in particular

SHD received media coverage in all national mainstream page from each state and vast coverage on ABC radio as well as from online publications and accounts. A number of participating homeowners also worked hard at achieving local coverage in local newspaper and radio. The national coverage for Sustainable House Day 2015 is estimated to have an audience that exceeds 43,000,000 (based on publication readership/circulation figures).

In 2015 a number of new initiatives were put in place to make it easier to manage for organisers community groups and homeowners including:

- Online registrations for visitors
- Online registrations of houses
- Monthly emails to past and new registered visitors to keep them up-to-date with general sustainable homes information and other events. Currently 7500 subscribers to the Sustainable House Day ebuletin.

About the National Organisers

Alternative Technology Association

The Alternative Technology Association (ATA) is a not-for-profit organisation that exists to enable, represent and inspire people to live sustainably in their homes and communities. Established in 1980, the ATA provides expert, independent advice on home sustainability to households, government and industry. The ATA has 6000 grassroots members and also publishes [*Sanctuary: modern green homes*](#) and [*ReNew: technology for a sustainable future*](#), magazines to inspire people in practical environmentally friendly living.

EnviroShop

The EnviroShop's mission is to facilitate and promote environmental sustainability by providing cost-effective, eco-friendly products and services. Our online presence, stores and renewable energy installation arm, EnviroGroup, provide services and expertise to assist people in their journey to sustainability. We are passionate about Sustainable House Day and its goal to inspire the growth of environmentally friendly homes nationwide.

Statistics

It proved to be a relatively sunny day across the nation for Sustainable House Day 2015 which ensured a good turnout.

Following is a breakdown of participating homeowners and attendees by state/territory:

| State | No of Homes | No of Attendees | Notes |
|-------|-------------|-----------------|---|
| ACT | 3 | 484 ↓ | |
| NSW | 39 ↑ | 2462 ↑ | Numbers from 1 home not received |
| NT | 0 ↓ | 0 ↓ | Participating in 2016 |
| QLD | 17 ↓ | 1754 ↑ | Numbers from 1 open home not received |
| SA | 22 ↑ | 2997 ↑ | Numbers from 2 open homes not received |
| TAS | 9 ↓ | 372 ↑ | Numbers from 2 open homes not received |
| VIC | 43 ↓ | 4823 ↑ | Numbers from 3 open homes not received (numbers would show as an increase from 2014 if all numbers received) |
| WA | 16 ↓ | 2767 ↑ | Numbers from 1 open home not received |
| NZ | 1 ↑ | 10 ↑ | |
| Total | 150 ↓ | 15,669 ↑ | |

- Arrows indicate whether numbers were ↑ or ↓ in comparison to 2014 numbers

Each state and territory were represented with the exception of the Northern Territory (unfortunately the main coordinating group, CoolMob, were unable to get sufficient funding for 2015).



SHD Attendees

Official attendance has been recorded at 15,669 however, as not all data was received from participants for various reasons (loss of sheets, information not recorded) and not all attendees signed in it is estimated numbers were in excess of 17,000.

Online registration

This year a new process was adopted with attendees required to register online prior to the event to gain access to SHD home addresses and as a result, more than 5900 registered online pre and post event.

Evaluation

An online pre and post survey was conducted with over 500 attendees completing the post event survey. We have teamed up with research associates at Swinburne University (part of the Collaborative Research Centre for Low Carbon Living) to help with the analysis of the aggregated data from the survey. The Swinburne research explores the role of media in home renovation projects to promote low carbon living in Australia. Results have been summarised below with more detailed responses provided on request.

Attendee demographics

- 51% of attendees had not attended Sustainable House Day before
- 89% of attendees are 35 years old and over
- 85% of attendees are existing homeowners
- 63% of attendees are female
- 24% of attendees were planning to build a new house, 22% were renovating own home, 17% planning a renovation and 15% of attendees building a new home

Impact

- Within a month of the event 31% of SHD attendees had already taken action in including sustainable design, features and appliances in renovations or builds since attending SHD
- 59% of attendees plan to include sustainability in future
- 92% of attendees shared their learning at SHD with friends and family

Aims & objectives of attendees

- 59% of attendees visited SHD to get ideas about making their house more sustainable
- 52% of attendees visited SHD out of curiosity about sustainable new houses and renovations
- 46% of attendees attended to assist in planning a renovation/new build
- Attendees were most interested in learning about sustainable products - windows & window treatments (82%), building materials (82%), insulation (74%), heating (73%), solar (70%), cooling (67%), orientation (61%), water saving measures/devices (61%), gardens (55%), lighting (45%) and energy efficient appliances (43%)

Results of attendance

- 96% of attendees found it very useful to quite useful to see how sustainable features were used
- 89% of attendees found it very useful to quite useful to talk to SHD homeowners
- 68% of attendees found it very useful to quite useful to talk to industry experts (architects, designers, builders)
- 76% of attendees believe that Sustainable House Day is the only avenue they could see sustainable design, items and appliances
- 73% of attendees feel that SHD is the only avenue you can ask questions of homeowners
- 66% of attendees believe they learnt practical experience of home renovators from SHD
- 52% of attendees feel more confident about asking building professionals and practitioners for advice and information after Sustainable House Day
- 81% of attendees understand and assess information about sustainability better if it is presented in a mixture of visual and written form

- 91% prefer to learn about sustainable homes/builds through seeing sustainable homes followed by 68% having conversations with design and building practitioners and 67% conversations with renovators and home builders
- 78% believe that sustainable design, features and appliances add to the market value of a property



Homeowners

Participating open homes for 2015 were a wide representation of sustainable properties including architecturally built, retrofit, owner-builder, renovated, rented as well as gardens within the rural, metropolitan and regional landscapes of Australia.

Homeowner Feedback

Participating homeowners were given the opportunity to provide feedback on their participation through a post event survey. A summary of the results are listed below, more in-depth answers available on request.

- The predominate reason for homeowners opening their homes for SHD was to promote Sustainability and the Green Cause (98.6%)
- 75% of homeowners received assistance in opening their homes from either local groups, family, friends and local suppliers
- 68% of homeowners ran their individual SHD event with regular house tours/presentations
- 96% of homeowners promoted their involvement in SHD in some form or other including via social media, email, through local networks, eco groups and media
- 86% of homeowners did not organise additional sponsors or suppliers for their individual SHD event
- 91% of homeowners were satisfied with the number of attendees to their home opening
- 92% of homeowners indicated that the large majority of attendees had a strong interest in learning about sustainability and were satisfied with their SHD experience
- 88% of homeowners were happy to put out ecostore products

Event packs and open house posters

Based on feedback from homeowners in 2014 of feeling overwhelmed at the amount of sponsor materials received, only A3 posters were sent to all participating homeowners by the national organisers. This also cut down on the amount of waste. Promotions for sponsors were conducted online and ebulletins. This year homeowners also received a 'thank you' pack of goodies from ecostore Australia which was generally well received.

"They were proudly on display at the registration table as the sponsor, so everyone saw them there." Homeowner

"Can't wait to try them! Very grateful and a lovely surprise- I will send feedback directly." Homeowner

Homeowner national phone conference

To provide further support to homeowners and volunteers, two national phone hook-ups were conducted. The session included the SHD organisers and a few experienced homeowners who gave homeowners ideas, tips and best practices for conducting a successful Sustainable House Day open house. There was also an opportunity for questions.

Gold Coin Donation

The option for homeowners to charge a gold coin donation was made available again in 2015. Many homeowners collected funds as a 'fundraising' initiative for a nominated charity.

Volunteers

The ATA recruited over 70 members to volunteer at various SHD homes across the nation. Volunteers were assigned to houses that needed extra support and within their local area. Many households were also provided volunteers from their local council or local sustainability group.

Marketing

While once again dealing with a limited budget the additional support and resources created by the new partnership with the ATA was invaluable.

Website

A revamp of the event website (www.sustainablehouseday.com) with improvements including:

- An online registration process for homeowners and groups with the capacity for individuals to create their own house profile. This was designed to reduce the amount of inhouse resources required in previous years to create online house profiles.
- An online registration process for attendees to gain access to house addresses. This was implemented to provide a heightened level of security for participating houses and allowed more direct messaging to our interested audience.
- A favourite system that allowed attendees to review and save the properties of interest for event day. This was also a valuable component in providing homeowners with an indication of interest in attendee numbers

While the website was remarkably improved, issues were experienced with regards to server capacity and confusion on how to 'use' the new website. Further improvements have been identified for 2016.

Between July and October 2015 there was 72,502 sessions on the SHD website, with over 49,000 users and 301,887 pageviews. There was an understandable peak during the month of September.

Social Media

A six month social media campaign commenced in May and was conducted via both Facebook and Twitter on already existing SHD accounts.

Facebook provided a great level of exposure with a total post reach in excess of 89,283 people and during the six month campaign we obtained 1062 additional followers. Facebook demographics show we are predominantly followed by women (69%) aged between 24-54 years of age (54%). Reach and engagement statistics also reflect this pattern.

With Twitter, we saw a 15% growth in followers. There was some 180 tweets from the SHD account which culminated in a total of 405 retweets and favourites from other followers, plus 149 independent event mentions from others.

Emails

In 2015 a new Sustainable House Day enewsletter was created and within six months had over 7500 people signed up to the ebuletin. The average email open rate is 45% which is more than double the industry average of 21%.

Regular email communications promoting various aspects of the SHD 2015 were distributed to the SHD ebuletin, ATA and EnviroShop lists. Collectively the total email database exceeded more than 50,000 contacts nationwide.

Business and Community Groups

Sustainable House Day was further promoted via the membership networks of various associated businesses, associations and community groups (not including the participating local groups) within relevant fields including:

- The Centre for Liveability Real Estate
- Sustainable Living Foundation
- Adelaide Sustainable Building Network
- The Forever Project
- Green Building Institute
- Green Moves
- Beyond Zero Emissions
- Sydney Sustainable Living
- Australian Living
- The Diggers Club
- The Green Directory

Local marketing

A variety of suitable tools were provided to all SHD homeowners and community groups to assist them in marketing their SHD event on a local level. This included a marketing and media guidelines document, media releases, posters and other collateral. Following is a list of methods used by homeowners in 2015, with the arrows indicating an increase/decrease from 2014 marketing methods.

| Marketing Method | Homeowners |
|-----------------------------------|------------|
| Didn't promote it | 4.3% ↓ |
| Facebook | 62.3% ↑ |
| Twitter | 5.8% ↑ |
| Email | 49.3% ↑ |
| Posters (Downloaded from Website) | 30.4% |
| Website | 24.6% ↓ |
| Local Community Group | 29% ↓ |
| Local Newspaper | 46.4% ↑ |
| Local Radio | 15.9% ↑ |
| Local TV | 0% ↓ |
| Used provided media guidelines | 8.7% ↓ |

Survey feedback

Feedback from the attendee visitor survey should how they learnt about the event:

| | |
|---|-----|
| Family/friends/neighbour/colleague | 17% |
| Sustainable House Day e-newsletter | 27% |
| Sanctuary and/or ReNew magazine or e-newsletter | 23% |
| ATA e-newsletter | 21% |
| EnviroShop e-newsletter | 6% |
| Notification from other sustainability group | 9% |
| Newspaper or other print media | 17% |
| Radio | 7% |
| Social media | 10% |
| Internet browsing | 12% |

Media Campaign

The ATA was able to tap into their vast network of media contacts. SHD received media coverage in all national mainstream page from each state and vast coverage on ABC radio as well as from online publications and accounts. A number of participating homeowners also worked hard at achieving local coverage in local newspaper and radio. The national coverage for Sustainable House Day 2015 is estimated to have an audience that exceeds 43,000,000 (based on publication readership/circulation figures). While we have not been able to track all media mentions below is some of the coverage.

Radio

| Date | State | Media |
|--------------|-------|--|
| September 6 | SA | <i>The Barometer</i> , Radio Adelaide. |
| September 7 | VIC | <i>The Grapevine</i> , 3RRR |
| September 7 | VIC | <i>What a Wonderful World</i> , 3WBC |
| September 7 | SA | Interview with SHD homeowner (Trudy Anne Doyle) Local ABC Radio SA |
| September 7 | NSW | SHD homeowner interview (John Bourne) on local ABC radio with Tim Holtz (103.5) |
| September 9 | SA | Donna Luckman, ATA on Sustainable House Day on the <i>Evening</i> show, 891 ABC Adelaide. |
| September 9 | QLD | SHD homeowner Joe Shlegeris speaks on <i>Mornings</i> , ABC Sunshine Coast |
| September 9 | QLD | SHD homeowner Joe Shlegeris speaks on <i>Breakfast Show</i> , Noosa Community Radio. |
| September 9 | VIC | ATA president Helen Millicer, ATA's Andrew Reddaway and SHD homeowner/sustainable designer Jeremy Spencer speak on the <i>Conversation Hour</i> , 774 ABC Melbourne. |
| September 10 | VIC | <i>Women's World</i> program on 3ZZZ |
| September 11 | NSW | Interview with SHD homeowner (Gayle Russell) Local ABC Radio NSW |
| September 11 | NSW | Interview with SHD Homeowner (Gayle Russell) VOX FM Radio NSW |
| September 11 | SA | Interview with SHD Homeowner (Gilda Mashado) – ABC Radio SA |
| September 11 | VIC | Homeowner interview (Graeme MacLennan) Local ABC Radio Sale |
| September 11 | NSW | Interview with SHD Homeowner (Dick Clarke) FBi Radio |
| September 12 | VIC | <i>Saturday Morning</i> show on 774 ABC Melbourne |
| September 12 | VIC | Homeowner interview (Jodie Pipkorn & One of a Kind Apartments)- Local ABC Radio 666AM, ACT |

Print

| Coverage | Date | Publication | Article | Circulation |
|----------|---------|---|---|-------------|
| National | Aug | Sanctuary Magazine | Special Section | 38,000 |
| National | Aug | Wellbeing Magazine | 2 page spread on homeowners | 203,000 |
| VIC | Sept | Yarram Standard News | SHD homeowner interview (Leon Trembath) page 8 | 2,700 |
| VIC | 2-8Sept | Wangarratta Chronicle - North East Regional Extra | Interview with SHD Homeowner (Megan Hughes) | n/a |
| QLD | 5 Sept | The Courier Mail (Real Estate) | Interview with SHD Homeowner (Trevor Berrill) | 221,572 |
| NSW | 6 Sept | Daily Telegraph - Home Magazine | Feature article on Sydney Homeowners | 286,683 |
| QLD | 8 Sept | Noosa News | Interview with SHD homeowner (Joe Shlegeris) | 32,000 |
| QLD | 8 Sept | bmag | Interview with SHD Homeowner (Rob McVicker - The Vickers Ridge) | 400,000 |
| NSW | 9 Sept | Woollongong Advertiser | Interview with SHD Homeowner (Emma Rooksby) | 100,000 |
| VIC | 9 Sept | Hobsons Bay Leader | Article on Sustainable House Day home | 35,538 |
| NSW | 9 Sept | Yass Tribune | Interview with SHD homeowner (Fanny Thornton) | 2,991 |
| QLD | 10 Sept | Sunshine Coast Daily | Interview with SHD Homeowner (Joe Shlegeris) | 63,000 |
| SA | 11 Sept | The Border Watch | Interview with SHD Homeowner (Gilda Mashado) | n.a |

| | | | | |
|--------------|---------|---------------------------------|---|------------------|
| TAS | 11 Sept | The Hobart Mercury | Profile on various TAS SHD homes | 103,000 |
| National | 12 Sept | Australian Financial Review | Interview with SHD Homeowner (Jeremy Spencer) | 242,158 |
| ACT | 12 Sept | Canberra Times | Interview with SHD Homeowner (Shannon Battison) | 36,829 |
| VIC | 12 Sept | Herald Sun | Article in Home Magazine | 395,105 |
| NSW | 12 Sept | Daily Telegraph - Home Magazine | Article in Home Magazine | 286,683 |
| WA | 13 Sept | The Sunday Times WA (Perth Now) | Interview with SHD Homeowner (Christian Wetjen) | 250,290 |
| NSW | Sept | The Illawarra Mercury | Interview with SHD Homeowner (Gayle Russell) | 74,000 |
| TOTAL | | | | 2,773,549 |

Online

| Date | Media outlet /website | Description | Readership/Audience |
|---------|--|---|---------------------|
| 1 Sept | EchoNet Daily: http://www.echo.net.au/2015/09/sustainable-homes-to-go-on-show/ | SHD house profile and event in Mullumbimby | n/a |
| 1 Sept | Redland City Bulletin http://www.redlandcitybulletin.com.au/story/3318983/check-out-this-solar-home/?cs=213 | Interview with SHD Homeowner (Trevor Berrill) | na |
| 7 Sept | bmag http://bmag.com.au/home-living/in-the-home/2015/09/07/sustainable-luxury/ | Interview with SHD Homeowner (Rob McVicker The Vickers Ridge) | 106,943 |
| 7 Sept | Informed Infrastructures: https://informedinfrastructure.com/16906/australia-unveils-design-of-place-online-site-for-sustainable-house-day/ | SHD information | n/a |
| 8 Sept | Noosa News http://www.noosanews.com.au/news/stop-paying-for-electricity/2765506/ | Interview with SHD Homeowner (Joe Shlegeris) | 21000 |
| 8 Sept | City News http://citynews.com.au/2015/sustainable-house-day-heads-to-dickson/ | Profile on SHD Homeowners (One of a Kind apartments) | n/a |
| 8 Sept | Local ABC http://www.abc.net.au/local/photos/2015/09/08/4308523.htm | Interview with SHD Homeowner (Trudy Anne Doyle) | n/a |
| 9 Sept | Blog spot of Kylie Terralunna http://kyliterralluna.com.au/index.php/blog/130-sustainable-houses-day.html | Promotional of Wellbeing Magazine | n/a |
| 9 Sept | Realestate.com.au http://www.realestate.com.au/blog/green-homes-on-show/ | Profile on SHD | n/a |
| 10 Sept | The Illawarra Mercury http://www.illawarramercury.com.au/story/3342063/little-things-add-up-to-sustainability/ | Interview with SHD Homeowner (Gayle Russell) | 431,000 |
| 10 Sept | Sunshine Coast Daily http://www.sunshinecoastdaily.com.au/news/secrets-to-green-energy-shared/2769612/ | Interview with SHD Homeowner (Joe Shlegeris) | 774,000 |
| 10 Sept | The Fifth Estate http://www.thefifthestate.com.au/event-news/australian-homes-open-their-doors-for-sustainable-house-day/77251 | Profile on various SHD homeowners | 40,000 |
| 11 Sept | ABC http://www.abc.net.au/news/2015-09-11/house-with-200- | Profile on various SHD Homeowners | n/a |

| | | | |
|---------|--|--|-------------------|
| | dollar-per-year-power-bill-open-to-public/6768118 | | |
| 11 Sept | HOUZZ http://www.houzz.com.au/ideabooks/53762908/list/eco-conscious-australian-homeowners-open-their-doors | Profile on different SHD homes | 35,000,000 |
| 11 Sept | The Hobart Mercury http://www.themercury.com.au/lifestyle/sustainable-house-day-opens-homes-to-the-public/story-fnj64ocs-1227521286571 | Profile on various TAS SHD homes | 101,000 |
| 12 Sept | Australian Financial Review http://www.afr.com/real-estate/the-sustainable-house-is-it-worth-more-20150910-qjngn | Interview with SHD Homeowner (Jeremy Spencer) | n/a |
| 12 Sept | Domain http://www.domain.com.au/news/sustainable-living-in-a-house-made-of-straw-20150912-qjky8x/ | Interview with SHD Homeowner (Christian Wetjen) | 3,400,000 |
| 12 Sept | Canberra Times: http://m.canberratimes.com.au/act-news/sustainable-house-day-set-to-inspire-20150912-qj8es.html | Interview with SHD Homeowner (Shannon Battison)) | n/a |
| 12 Sept | Daily Telegraph - Home Magazine http://www.dailytelegraph.com.au/news/sustainable-house-day-2015-practical-ways-to-live-in-a-more-eco-friendly-home/story-fnwryi8u-1227522546911 | Profile on Sydney Homeowners | 1,499,000 |
| Sept | ArchitectureAU http://architectureau.com/calendar/festival/sustainable-house-day-2014-2 | SHD information - Calendar | 119,000 |
| Sept | Liveablecities http://liveablecities.org.au/2015-sustainable-house-day-opens-homes-to-the-public-this-weekend/ | SHD information - Calendar | n/a |
| Sept | Gardening Australia Facebook Page https://www.facebook.com/gardeningaustralia/?fref=ts | Event Mention | 136,003 |
| Sept | Maroondah City Council http://www.maroondah.vic.gov.au/SustainableHouseDay%20.aspx | SHD information - Calendar | n/a |
| Sept | City of Vincent: http://www.vincent.wa.gov.au/Services/Environment_Sustainability/Green_Initiatives/Sustainable_Building_Design/Sustainable_House_Day_2015 | SHD information - Calendar | n/a |
| Sept | Around You: http://www.aroundyou.com.au/whats-on/events/sustainable-house-day-2015-mount-hawthorn | SHD information - Calendar | n/a |
| Sept | Byron Shire Council http://www.byron.nsw.gov.au/sustainable-house-day-2015 | SHD information - Calendar | n/a |
| Sept | MOZO - http://mozo.com.au/home-loans/articles/sustainable-house-day-welcomes-you-to-sustainability-focused-properties/2591586318 | SHD information - Calendar | n/a |
| Sept | GIO Insurance Facebook page https://www.facebook.com/GIOInsurance?fref=ts | Post on SHD | 6,382 |
| Sept | VAV News http://vavnews.com/sustainable-house-day-opens-homes-to-the-public-110652.vav | Profile on various SHD Homeowners | n/a |
| | | TOTAL | 41,634,328 |

SPONSORSHIP

National Sponsors

We are pleased to confirm the support of the following organisations for supporting Sustainable House Day 2015 as national, state and supporting sponsors.

| Organisation | Sponsorship Level |
|----------------------|--------------------|
| ATA | National Partner |
| EnviroShop | National Partner |
| Bank Australia | National Sponsor |
| Solar Dwellings | State Sponsor (WA) |
| EnviroFlex | Supporting Sponsor |
| Sustainability House | Supporting Sponsor |
| EcoStore | Supporting Sponsor |

Competition Sponsors

The competition sponsor was continued for 2015 to allow smaller businesses to support SHD at smaller level. We found that the smaller businesses with limited budgets received this opportunity enthusiastically. We used competitions in the following three strategies:

- 1. Win with SHD:** In the lead up to SHD, we held competitions and offers as follows:
 - *Healthy Home Pack* - EcoStore
 - *4 x Sanctuary Magazine Subscriptions* - ATA
 - *Online discount offers ranging from 5% to 20% to all SHD supporters* - EnviroShop
- 2. Snap, Post, Win and Attend to Win:** To encourage social media participation on the day the following prizes were offered as incentive to post pictures on Twitter/Facebook:
 - *Power meter* – EnviroShop
 - *Recycled timber frame mirror* - Mulbury
 - *4 X Sanctuary Magazine Subscriptions* – ATA
 - *2 x The Owner Builder Magazine Subscription* – The Owner Builder
 - *25sqm of EnviroWall* - EnviroFlex
 - *Sustainable House by Michael Mobbs* – EnviroShop
 - *\$500 landscaping voucher* - Humus Sustainable Gardens
 - *5 x Valvecosy* – Valvecosy
 - *1 x Owner Builder Strawbale Building workshop* - www.straw-bale-houses.com
 - *1 hour energy efficiency consultation* - ATA
 - *Plan assessment* – Solar Dwellings
 - *1 hour energy efficient / sustainable design consultation* – Sustainability House
 - *2 hour consultation* – TS4 Living
 - *\$1500 environmental upgrade* – Bank Australia

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