



renew.

Event Summary

Hosted by Renew, Sustainable House Day is a national event providing an opportunity for people to visit sustainable homes and see firsthand how to make their own homes more environmentally friendly, comfortable to live in and cheaper to run.

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On Sunday September 16th, 2018, 33,024 visits were recorded at 226 homes across Australia as part of Sustainable House Day. In addition to homes opening there were various commercial properties, community and privately owned gardens and display homes.

Attendees reported that seeing sustainable features used within homes in person was their preferred method of learning about sustainable home renovations and builds.

Second to this were face-to-face conversations with the renovators and homeowners, followed closely by conversations with design and/or building practitioners.

It is this peer-to-peer sharing of knowledge and skills that makes Sustainable House Day a trusted, vibrant and effective method of sharing sustainable values and practices.

Sustainable House Day successfully garnered a significant level of media interest. This is largely attributed to the dedicated efforts of participating homeowners, Renew's communications team, Climate Media Centre, councils and community groups. Coverage included television, radio, print and online publications.

Sustainable House Day's reach is critical in providing firsthand information to a new audience of homeowners and renters.

Over 50% of participants attended Sustainable House Day for the first time in 2018 with 35% visiting one house and 24% visiting four or more houses on the day.

Swinburne and Monash Universities came on board to assist with pre- and post-event surveys. The results were compelling:

- 79% of people believe that sustainable design/features and appliances will increase the value of their home.
- 59% were planning to include sustainable design and/or features in the near future to their homes.
- 30% have already taken action since Sustainable House Day
- 53% Feel more confident talking to building professionals about including sustainable features in their homes
- 81% of attendees shared their learning at SHD with friends and family face to face

This year houses joined us in the Northern Territory, with coordinating group CoolMob.

Due to cultural and sporting events in Warrnambool, Geelong and Bendigo, Sustainable House Day was hosted on alternative dates in these locations. Including these events, the total numbers of participants is even greater than the "official" attendance. Each of these cities produce independent reports. See page 20 for more information.

Sustainable House Day 2018 was sponsored by:



About Renew

Renew (formally Alternative Technology Association) is a national, not-for-profit organisation that inspires, enables and advocates for people to live sustainably in their homes and communities. Established in 1980, Renew provides expert, independent advice on sustainable solutions for the home to households, government and industry.

We have helped thousands of households save money and reduce their environmental footprint with information on energy efficiency, solar power, rainwater tanks, materials reuse and waste.

Renew engages with more than 250,000 people each year around Australia and beyond. We work with more than 6700 members in a network of 14 active branches throughout the country.

Our community of climate change action includes readers of our two market-leading sustainability magazines Renew and Sanctuary, attendants at our Speed Date a Sustainability Expert, EV Expo and Sustainable House Day events, users of our online information and calculators, people contacting our advice service, and our research and advocacy partners.

Renew advocates in government and industry arenas for easy access to sustainable solutions as well as continual improvement of the technology, information and products needed to change the way we live. Renew also provides consultancy services based on our technical expertise in energy, water and communications.



Renew staff and volunteers

Homes & Attendance

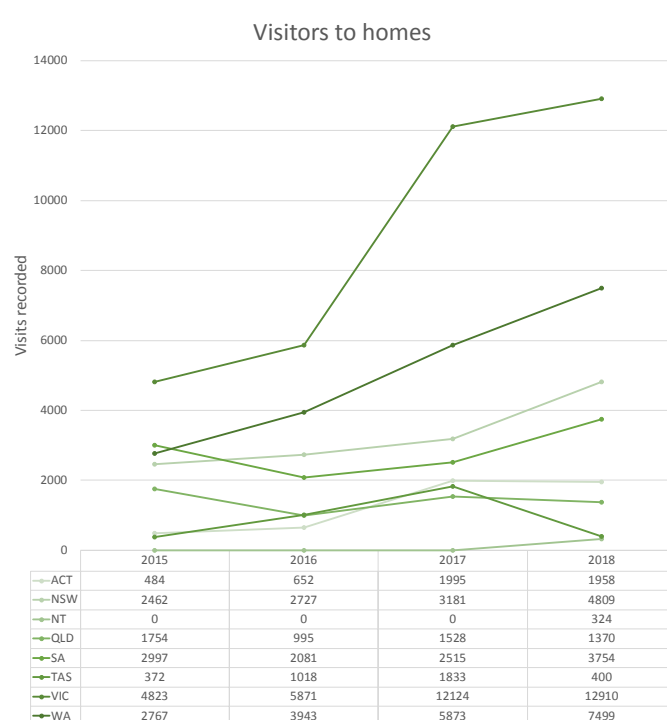
Sustainable House Day 2018 attendance exceeded expectations with over 33,000 visits recorded.

State	No of Homes	# Attendees	Average visits per house
ACT	9	1,958	218
NSW	47	4,809	102
NT	5	324	65
QLD	21	1,370	65
SA	18	3,754	209
TAS	8	400	50
VIC	73	12,910	177
WA	45	7,499	167
Total	226	33,024	146



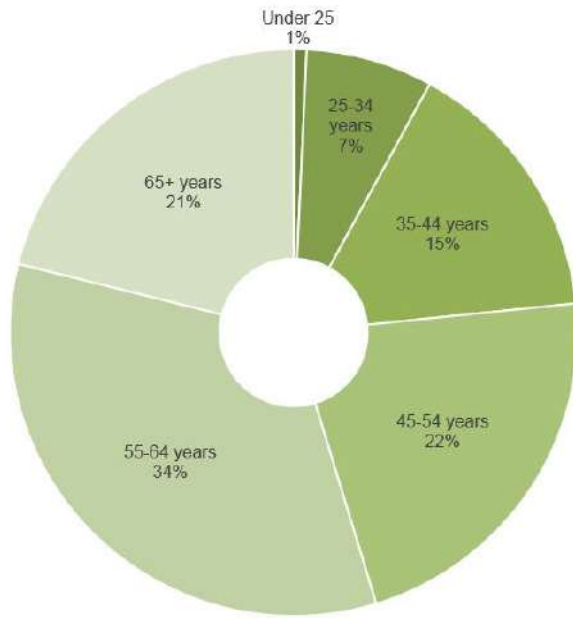
The Upcycle Bungalow - photo by Jess Pan

Since 2015 (when Renew took over SHD), the number of homes and attendees has grown significantly. Homes open increased from 149 to 226 and the number of visits have more than doubled from 15,669 to 33,024.



Evaluation and Impact

Online pre- and post-event surveys were conducted with 1770 participants. Results have been summarised below.



54% Female and 46% Male

80% existing homeowners, 6% strata homeowner, 14% own other residential property, 10% tenant, 2% living in parent's home.

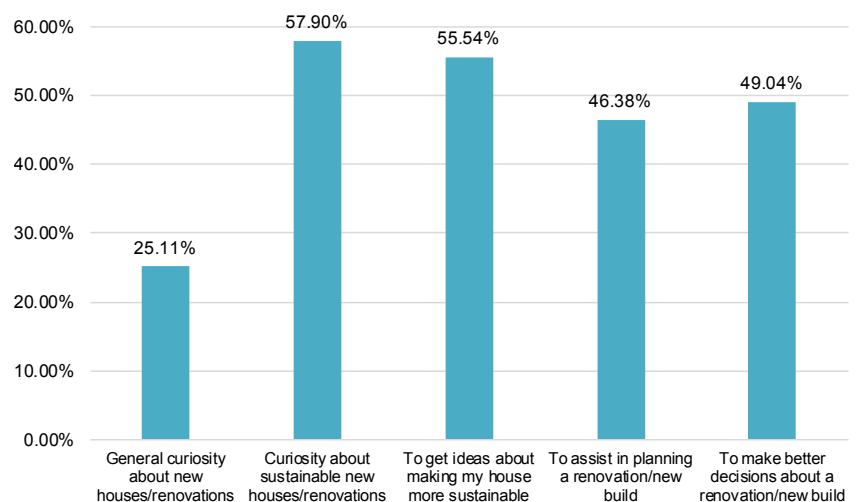
24% visitors are members of sustainability networks, whilst 65% are not.

55% of visitors had not attended Sustainable House Day

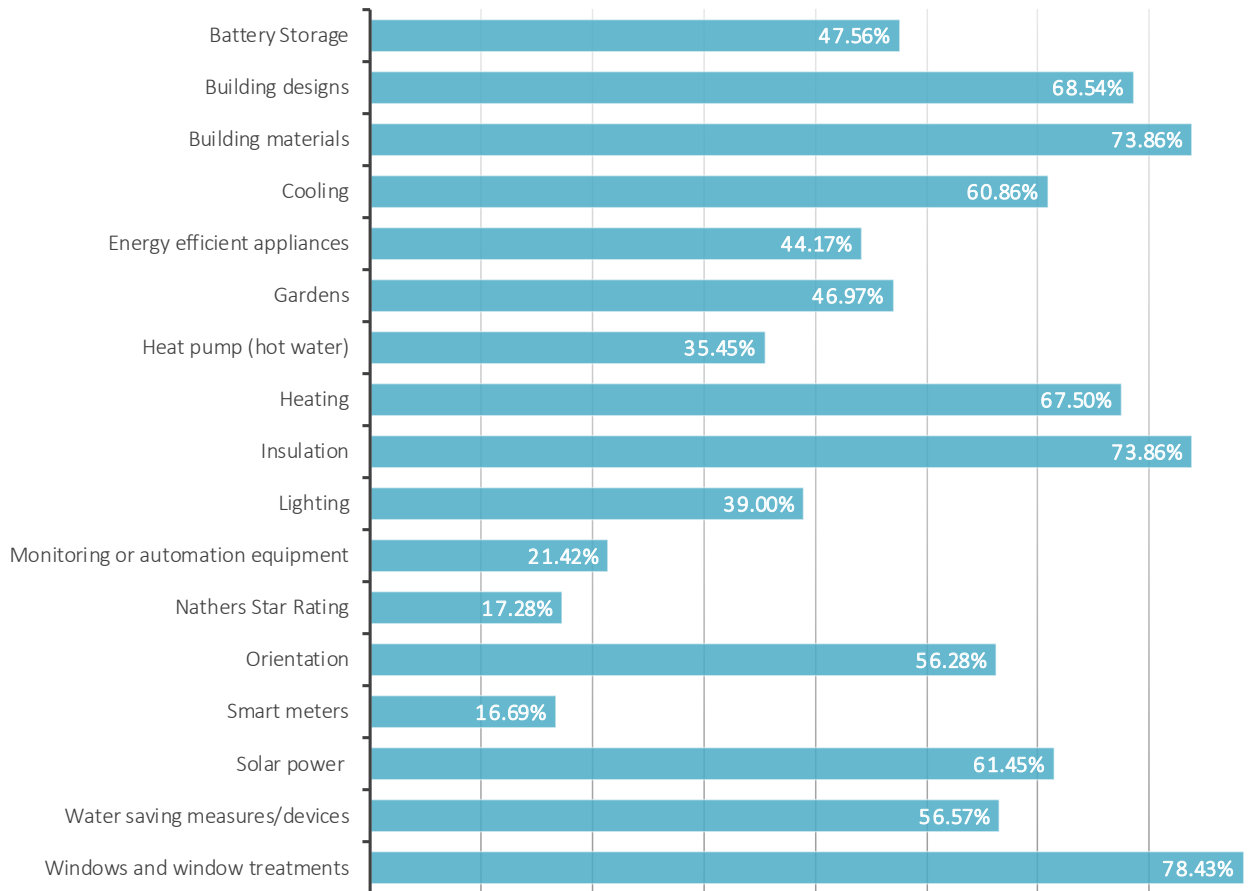
Impact

Results from post event survey

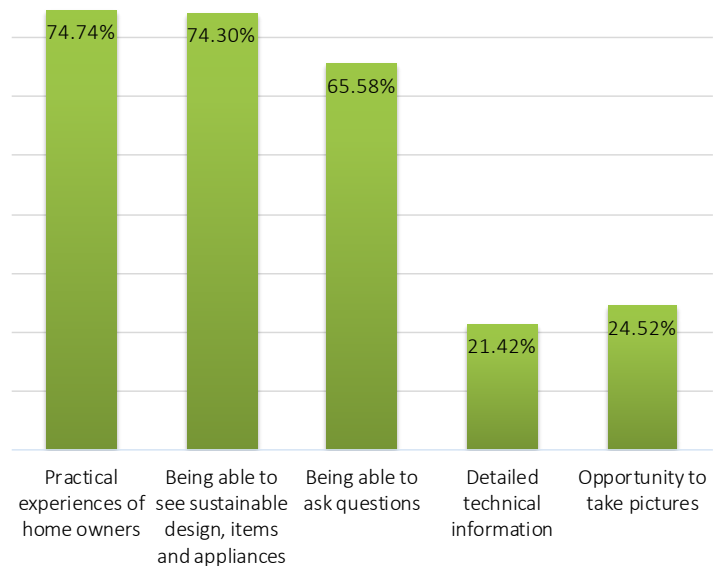
- 30% of SHD attendees had already taken action in including sustainable design, features and appliances in renovations or builds since attending SHD (within one month)
- 60% of attendees indicated they are now planning to include sustainability in their renovation/build since attending SHD
- 81% of attendees shared their learning at SHD with friends and family face to face
- 67% of attendees rated seeing how sustainable features were used as 'very useful'
- 58.2% of attendees rated speaking to home owners as 'very useful'



Attendee specific interests



Why visitors attended SHD?





What surprised you most about sustainable homes when you attended?

"How creative people were and how they stuck to a budget."

"The generosity of the homeowners' time."

"All the things that can be done to help make your home more efficient."

"I was surprised and delighted by the variety of homes especially those that did not look 'green' at all on first viewing, homes built decades ago yet retrofitted for greater sustainability."

"Sustainable housing can be achieved without breaking the bank."

"Willingness of owners to share how things that they included in their home design didn't perform as planned and how they would fix it if they were to do it again."

"How many there were, how easy it is to incorporate ideas, looked achievable for standard house build cost."

What was the best idea that you had after attending Sustainable House Day?

"How modest homes can be enhanced by good efficient design."

"I grow my own produce - I usually give excess to neighbours. I was able to chat to a lady who encouraged me to bring this produce to a swap / buy event - they want more organic produce."

"Finding a local designer. Realising we maybe only need one bathroom. Multi use rooms (we are downsizing)."

"Use of second-hand materials."

"Seal the house."

"Sealing up an existing weatherboard home can create an efficient temperature management."

"Hurry up and start doing something"



The Upcycle Bunglow - photo by Jess Pan

Homeowners

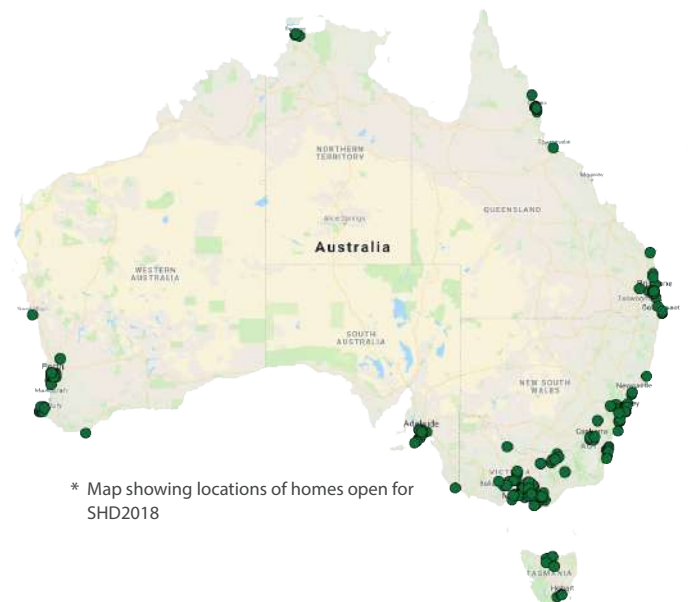
There were 226 homes open representing a wide variety of properties including architecturally-designed, retrofit, owner-builder, renovated and rented houses as well as community/private gardens across rural, metropolitan and regional areas.

To assist the homeowners in preparing for Sustainable House Day, Renew provided a number of tools to support them throughout the process. Participating homeowners were given the opportunity to provide feedback on their participation through a post-event survey and 80 homeowners participated to share experience about Sustainable House Day with others.

SHD homeowners continue to show a strong preference to meeting in person with other SHD owners and attendees, and 87% of homeowners stated that they would consider hosting a meet-and-greet at their house before SHD for other home owners and volunteers.

Summary of results from homeowner's survey:

- 94% opened their homes 'to share my knowledge and experience of sustainability with others'
- 47% had opened for SHD previously and 29% said they had heard about SHD as they had previously attended as a visitor.
- 96% said that they would recommend other homeowners to open.
- 49% described the experience as excellent and 42% as very good.
- 86% found the online submission process 'Good' to 'Excellent'.
- 75% found the online resources 'Very Good' to 'Excellent'.
- 86% rated the event management team as 'Very Good' to 'Excellent'.



Feedback from SHD Homeowners

"We had no idea what to expect being our first year and were pleasantly surprised. We thought that there would be a lot of people just coming for a sticky beak but most were really interested and seeking information and ideas. We would like to see more people in this area opening their homes."

"We had a great day with 156 people visiting. Every single person was interesting and interested. Great to be able to show what is possible and to meet like minded people."

"It is really important to open houses because visitors want to know what they are going to invest in works."

"Very interested and engaged attendees. People are becoming more interested in saving money through self-sufficiency."



Would you recommend other homeowners to open their home for Sustainable House Day?



"Make a huge impact on society by sharing knowledge and showing others how to build smarter homes, lets make silly houses a thing of the past!"

"Sustainable House Day was a great way to showcase how easy it can be to have a sustainable home, to share what we've learnt, and to get some lovely feedback on our home :)"

"Many people who visited our home were at the start of their home improvement journey. It's a great feeling knowing that we might have influenced them in adding a sustainable feature or two."

"Opening our house is a very rewarding experience. Visitors are always incredibly grateful and interested. It's also our motivation to do a really good spring clean!"

"Opening our home for SHD 2018 was an extremely rewarding experience. Being able to inform and help others to live more sustainably is a privilege and a joy and over the years we have found people becoming more informed and complimentary."

Home statistics

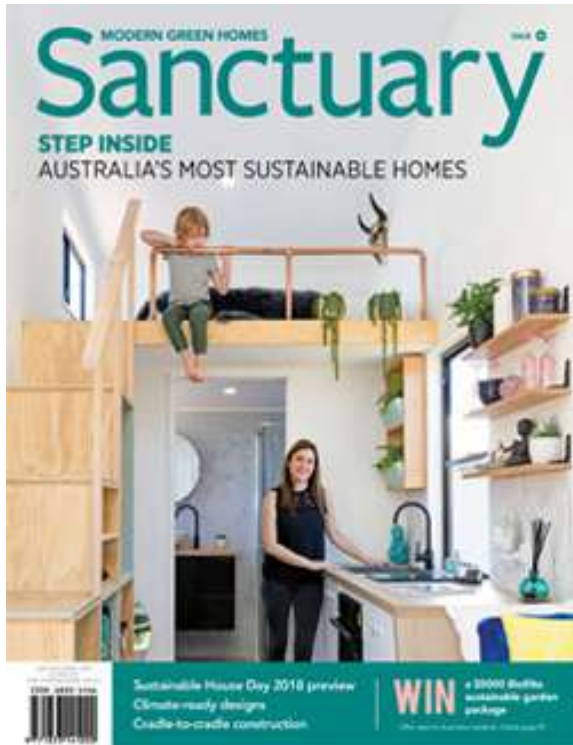
No two homes are alike and the way homeowners open their homes varies to make sure that visitors get the most out of their visit and the hosts feel comfortable on the day.

- 47 Homes had regular guided tours
- 19 Homes required pre-booked tours
- 7 Homes were open to pre-booked bus tours only
- 84 Homes were working with one of our community groups, participating councils or Renew Branches
- 11 Display homes opened
- 21 Small/tiny homes opened (includes granny flats)
- 13 Gardens only opened (includes community gardens)
- 117 Homes have solar systems connected to the grid and 34 Homes are off grid.
- 104 Homes are all electric
- 28 Homes had electric vehicles on display
- 130 Homes had above ground rainwater and 25 have underground rainwater storage
- 17 Homes had blackwater recycling, 38 had greywater and 7 had worm-farm septic tank systems.
- 137 Homes compost, 53 have chickens, 39 have bee hives or hotels.



SD Bus Tour - Joshs House

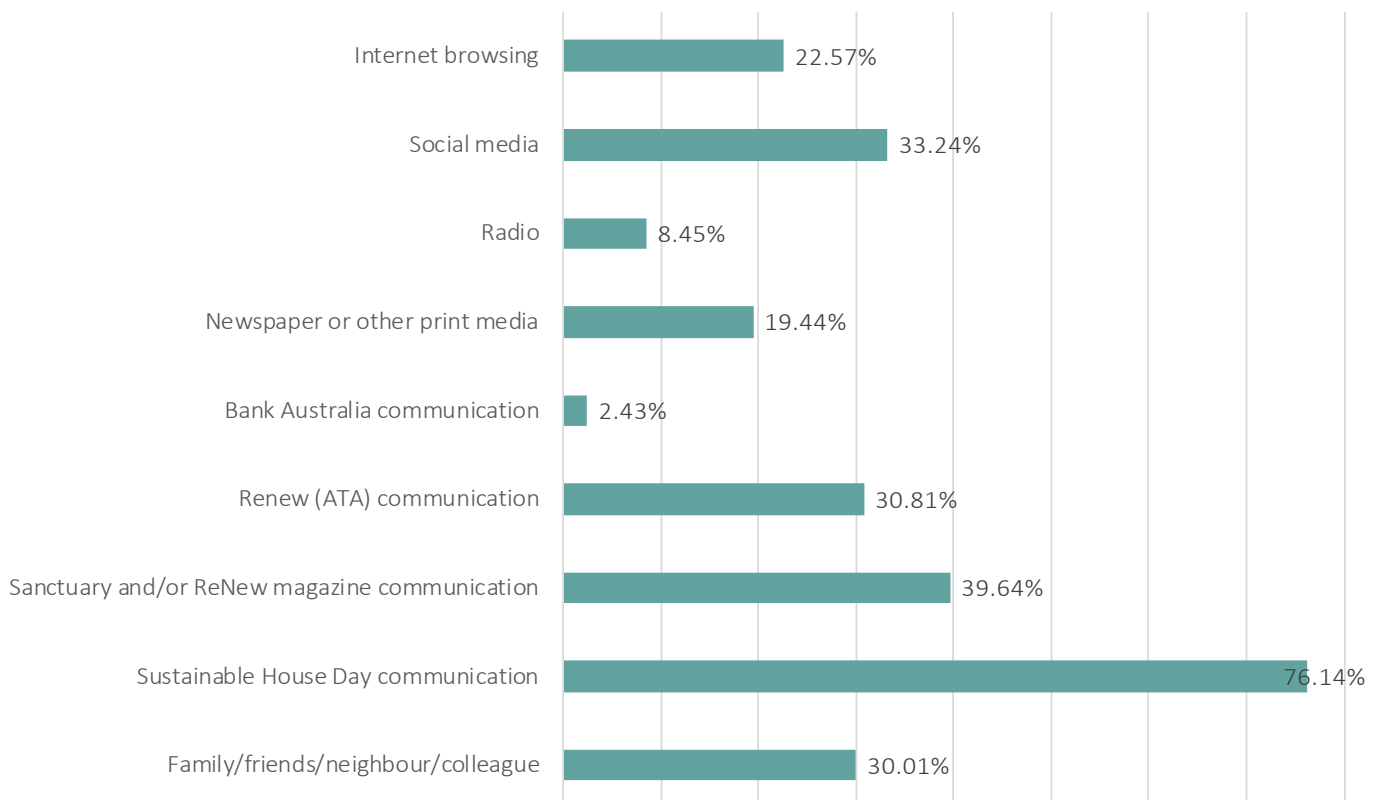
Marketing



A multifaceted marketing campaign which comprised of the event website, email marketing, public relations and social media was conducted during the lead up to the event.

Sanctuary Magazine issue 44 showcased homes that opened around Australia.

How people learnt about SHD 2018



Website

The Sustainable House Day website was the main information portal for the event and included the capacity for homeowners to submit their homes, visitor registration, find houses, favouriting houses, find related events and to receive event updates.

Website statistics

- From July 1 to September 30, 2018 there were 115,918 sessions on the SHD website, with 73,819 users and 462,562-page views.
- 62% of visitors were new to the website and 38% were return visitors
- There were an average 4.62 pages viewed per session with an average session duration of 4.35 minutes
- Most users now access the site via mobiles 44% compared to 28% in 2017. Desktops were used to access the site 42% and 13% via tablets.
- An additional 8,320 users signed up to the registration page since SHD 2017, bringing the total of registrations to 28,641 since the introduction of online registrations in 2015.

Website Referrals

- Facebook was the top generator of social media referral traffic to the SHD website with 17,574 (92%) visitors between the dates of July 1 and September 30, 2018 and Instagram 798 (4%) Other social media referrals came from LinkedIn, Twitter, Pinterest and individual blogs.
- The top five referrals to the website from other websites included: abc.net.au, domain.com.au, allhomes.com.au, tinyfootprint.com.au and environment.gov.au

Website design and maintenance

We would like to thank 2021 for their ongoing work on the website, Gary Cookson and Tim Hayes provided support throughout the year to improve the user experience and refresh the site. Gary and his team at 2021 have been working with SHD since 2016.



Blinco Street - photo by Bernard Shaw

Social Media

A social media campaign was conducted on Facebook and Instagram from existing SHD accounts. The results

Facebook

- Facebook provided a great level of exposure with a total post reach in excess of 363,000 from May 1st to September 30th 2018
- Facebook demographics show SHD is predominantly followed by women (64%). Aged between 25-34 & 35-44 years of age (17% each) and 45-54 years of age (12%).

Instagram

- The SHD Instagram account was set up on 16th August 2017
- SHD Instagram now has 2325 followers, up from 579 this time last year.
- 61 posts received 3324 likes on the SHD Instagram page
- Diary of a Wombat posted twice and received 1737 and 3397 likes



Registrations on the day

In 2017 Renew introduced electronic sign-in forms to reduce paper waste. This year more homes decided to use the online forms, going from 15 homes last year to 44 homes this year. We will continue to find ways to reduce waste and make SHD as sustainable as possible.

E-marketing Campaign

During the period July to October nine dedicated e-bulletins were sent out. By the end of October the mailing list had grown to 24,328 from 19,129 in 2017 and achieved an average open rate of 31%.

Media

In 2018 the Climate Media Centre supported Renew's in-house communications team in its media promotion of Sustainable House Day. Below is a selection of radio, print, online and social media achieved nationally in 2018 and the potential reach achieved via each outlet. The total reach that we are able to record is 24,566,000



Date	Station	State	Topic/ 'Headline'	Interviewer	Potential Reach
04/09/2018	ABC Sunshine Coast	QLD	Maybeoneday house	Annie Gaffney	
08/09/2018	ABC Central Vic	VIC	Recyclable House	Fiona Parker	
09/09/2018	Radio Adelaide	SA	Flintberry Farm	Sue Reece	147,000
11/09/2018	Radio National	National	Chris Wenban - tiny homes	Michael MacKenzie	700,000
13/09/2018	774 ABC Melbourne	VIC	Sustainable House Day	Jon Faine	2,200,000
13/09/2018	ABC South-east NSW	NSW	Pig Pen house	Kate Aubrey	
14/09/2018	ABC Brisbane	QLD	Petrie Terrace	Peter Gooch	
14/09/2018	ABC Illawarra	NSW	Broker's View	Nick Rheinberger	
15/09/2018	774 ABC Melbourne	VIC	Recyclable House	Hilary Harper	2,200,00
15/09/2018	RTR FM	WA	Sustainable House Day	Jeff Bullen	103,000
15/09/2018	ABC Far North	Qld	Cairns SHD homes	Kier Shorey	
15/09/2018	2-Bob FM	NSW	SHD on central coast	Andy Colvin	
16/09/2018	891 ABC Adelaide	SA	Adelaide homes on SHD	Deb Tribe	
16/09/2018	Triple J	National	SHD in Canberra	Max Lavergne	1,800,000
16/09/2018	ABC Canberra	ACT	SHD houses in Canberra	Lish Fejer	
Total Reach					7,150,000



Television

Date	Station	State	Topic/ 'Headline'	Interviewer	Potential Reach
14/09/2018	Channel 7 Albany	WA	Racecourse Rd House	Stephanie Hummerstone	NA
14/09/2018	Channel 9 Perth	WA	Sustainable House Day, Griff Morris	Annalise Bolt	NA
14/09/2018	WIN TV Albury-Wodonga	VIC/NSW	Snail House	Mark Blackman	NA
14/09/2018	Channel 7 Perth (Today Tonight)	WA	The Roost House	Syan Dougherty	NA
14/09/2018	Channel 7 Cairns	QLD	John Grey Student Accommodation		NA
15/09/2018	WIN TV Gippsland	VIC	Sustainable House Day off-grid homes		NA
15/09/2018	WIN TV Mount Gambier	SA	Homes open on Sustainable House Day		NA
15/09/2018	WIN TV Hobart	TAS	Homes open on SHD		
15/09/2018	WIN TV Lismore	NSW	Homes built with environment in mind open on SHD		NA
Total Reach					NA



Possum Magic - photo by Jonathan Miller



Written Articles (online and in print)

Date	Outlet	State	Topic/ 'Headline'	Potential Reach
09/2018	House and Garden Magazine	National	Profile of houses open on Sustainable House Day	114,000
01/09/2018	Owner Builder Magazine	National	Sustainable House Day general article	11,900
06/09/2018	The Daily Telegraph	NSW	How a sustainable home rose from the ashes	443,600
07/09/2018	The Fifth Estate	National	Zero-carbon office building	
07/09/2018	Fremantle Herald	WA	Freo's bantam beauty	97,100
07/09/2018	Illawarra Mercury	NSW	Sustainable House Day homes in Illawarra	336,000
12/09/2018	Northcote Leader	Vic	Melbourne's most popular sustainable house	59,900
12/09/2018	ABC online	National	War on waste: recyclable house	
12/09/2018	Domain online	National	Sustainable House Day: inside three homes	2,600,000
12/09/2018	news.com.au	National	The Core 9	5,800,000
12/09/2018	Border Mail	Vic	Sustainable House Day comes to north-east	190,000
14/09/2018	The Cairns Post	Qld	Homes and gardens throw open their doors on Sustainable House Day	138,000
14/09/2018	Townsville Bulletin	Qld	Council kicks off Sustainable House Day	362,000
14/09/2018	Adelaide Advertiser	SA	Green features are red hot	1,300,000
15/09/2018	The West Australian	WA	Green homes open their doors	1,000,000
15/09/2018	The Courier Mail	Qld	Sustainable House Day profile of houses	2,500,000
15/09/2018	Domain Magazine	Vic, NSW	Sustainable House Day 2018	1,800,000



Social Media

Date	Site	Headline	Potential Reach
2018	SHD Facebook posts	Varies	320,000
2018	SHD Instagram posts	Varies (61 posts)	2402
2018	Diary of a Wombat Instagram	2 posts	64,500
03/08/2018	Houzz Australia Twitter	Have you signed up to Sustainable House Day?	5572
18/08/2018	Ecokit - Twitter	Sustainable House Day 2018 is coming up	370
24/08/2018	Adelaide SBN - Twitter	National Event: Sustainable Open House Day 2018	287
05/09/2018	Aus PH Assoc - Twitter	Many examples of sustainable living on Sustainable House Day 2018	580
06/09/2018	Talina Edwards Archi - Twitter	Sustainable House Day 2018: Sunday, Sept 16	1119
06/09/2018	STELR Project - Twitter	Open the doors to sustainable living by touring some of Australia's most environmentally progressive homes on Sustainable House Day	463
11/09/2018	ClimateDems - Twitter	Sustainable House Day is this Sunday, Sept 16	
11/09/2018	Inner West Council - Twitter	Sustainable House Day is back for 2018!	5575
13/09/2018	Domain - Twitter	Sustainable House Day: What an eco-friendly home looks like in 2018	118,000
14/09/2018	Inspiring the ACT - Twitter	Canberra Sustainable House Day 2018 is on this Sunday!	1538
16/09/2018	Domain - Twitter	Sustainable House Day 2018 proves that less is more when it comes to our homes	118,000
Total Reach			17,466,000



Steels Creek Underground House - photo by Ben Wrigley

Community Partners

SHD is supported and promoted through Councils and their sustainability departments.

Participating Councils

NSW

Byron Shire Council
Eurobodalla Shire Council
Inner West Council
Lake Macquarie City Council
Northern Beaches Council
Parramatta City Council
Penrith City Council
Queanbeyan- Palerang Regional Council
Randwick City Council
Shellharbour City Council
Sydney City Council
Tweed Shire Council
Waverley Council
Willoughby City Council
Wollongong City Council

Queensland

Cairns Regional Council

South Australia

Adelaide City Council
Mt Barker District Council
Port Adelaide Enfield Council
Yankalilla District Council

Victoria

Benalla Rural City Council
Bayside City Council
Banyule City Council
Brimbank City Council
Glen Eira Council
Melbourne City Council
Maroondah City Council
Mildura Rural City Council
Mornington Peninsula Shire
Monash City Council
Nillumbik Shire Council
South Gippsland Shire Council - Sponsor
Surf Coast Council
Wangaratta Rural City Council
Wodonga City Council
Yarra City Council

Western Australia

Armada City Council
Augusta-Margaret River Council
Fremantle City Council - Sponsor
Gosnells City Council

This year Renew introduced Council Sponsorship in addition to supporting councils, we are pleased to announce that Fremantle City Council and South Gippsland Shire Council were 2018 Council Sponsors. As sponsors they were given access to our publications for distribution and free expert advice consultations.

Participating councils assist Renew in finding suitable homes/gardens, assisting homeowners on the day, finding volunteers and promoting SHD via various media channels and their website. Over the last few years we have built strong relationships with many of the above councils.

Volunteers from community and supporting groups organised various side events and tours in addition to opening their own homes and volunteering on the day.

Community Groups and SHD Supporters

National Supporters

Australian Electric Vehicle Association (AEVA)

Australian Passive House Association

ESC Consulting

Green Building Institute

Green Fabric

Tiny Footprint

The Tiny Not for Profit

New South Wales

Camden Community Connections

Permaculture Sydney North

Sustainable Chippendale

The Link at Ginninderry

Northern Territory

COOLmob

South Australia

Adelaide Sustainable Building Network

Western Australia

Solar Dwellings

Switch Your Thinking – City of Armadale

Sustainable House Margaret River

The Fremantle Network

The Green Swing

Victoria

Baw Baw Sustainability Network

Benalla Sustainable Futures Group

Bendigo Sustainability Group

Ballarat Renewable Energy and Zero Emissions (BREAZE)

Geelong Sustainability Group

Macedon Ranges Sustainability Group

Moreland Energy Foundation

Permaculture Yarra Valley

Renewable Energy Benalla

The Cape Sustainable Development

Transition Village Wallan Inc.

Warrnambool Environmental Action Group

Tasmania

Sustainable Living Tasmania

Renew Branches

Adelaide

Brisbane

Cairns

Canberra

Melbourne

Perth

Sydney Central

Sydney West

Tasmania North

Tasmania South

Toowoomba

Wollongong

Highlights from 2018 community groups

The Fremantle Network along with Renew Perth Branch organised Freo Sustainable Home Expo in conjunction with City of Fremantle, this event included 'Meet a Tradie', 'Sustainability Show Offs' and 'Grand Designs Freo'. All the events were a huge success promoting SHD in the area.

Australian Electric Vehicle Association members came together with home owners to display cars at various houses around Australia, talking to visitors about driving EV's.

Adelaide Sustainable Building Network coordinated their annual SHD Showcase promoting homes and the designers/builders who made them.

Baw Baw Sustainability Network, Home Base and Solar Dwellings run bus tours of homes reducing the number cars on the road and providing additional information about sustainability on the buses.

Live at the Cape ran their annual Cape Street Party and coordinated homes to open on the day.

Contact us to find out more about all the other events that coincide with SHD.

Sponsors and Partners

We are grateful for the support of our sponsors who enabled Sustainable House Day to achieve the impact it has in creating a sustainable future.

National Sponsors

Bank Australia
Cargocycles
City of Fremantle
Department of the Environment and Energy
Enviroflex
Home Base
Lotterywest
Queensland Government
RACV
Solace Creations
Solar Dwellings
South Gippsland Shire Council
The Centre for Liveability Real Estate
Victoria State Government - Victorian Residential Scorecard

WA State Sponsors

Landcorp
Silverleaf

Volunteers



Roseleigh Project - photo by David Johns

A large number of people donate their time to Sustainable House Day and add to its success and strengths.

Worcester Polytechnic Institute student interns from Boston, USA.

Jack Bauer, Rick Smith, Rocky Santosa and Syed Ayez Naeem who spent time with us developing social media strategies, visiting homes to produce media content and reviewing electronic sign in options for registrations.

Monash University interns.

Yuhan Wang and Jiaxin Pan who worked with us in the office two days a week and produced various promotional clips and worked on social media content.

Volunteers

In addition to the ongoing support from interns we are grateful for the ongoing support of Nina Bishop and Ankita Gurav who volunteered their time to join us in the office during the lead up to SHD.

We would also like to thank the numerous volunteers who help our homeowners on the day. Volunteers are a vital part of SHD providing support to homeowners and also valuable advice and information on the day.



Awards

Renew is proud to be awarded the United Nations Association of Australia's 2017 Climate Education and Engagement Award for Sustainable House Day.

Donations for Charity

SHD is proud to announce that donations from gold coin donations and ticketed tours raised \$13,742 from 64 houses going to 35 different charities chosen by the home owners. Details of charities can be found on each individual home's profile page.

Sustainable House Day (Warrnambool, Geelong and Bendigo)

In addition to the national event Sustainable House Day was held on different days in Warrnambool, Geelong and Bendigo.

Warrnambool SHD was held on Sunday, 23 September and was organised by Warrnambool Environmental Action Group (WEAG). Three homes were open and attracted 470 visits. Visitors to the houses donated \$509 which will go to WEAG and the Local Bay of Islands Conservation Group.

In addition to the open homes, Wannon Water opened to visitors and the Warrnambool City Council offered a free bus service to visit the homes.

Geelong SHD was held on Sunday, 14 October, organised by Geelong Sustainability Group. Thirteen homes opened and they recorded 2306 visits.

Supporters of this event include Greater Geelong City Council, A&A Worm Farms, Alphi Projects, The Gordon, SO'R Construction and Barwon South West Waste and Recovery Centre.

Bendigo SHD was held on Sunday 28th October, organised by the Bendigo Sustainability Group. Ten houses opened on the day and

they recorded 250 visitors. Average 100 visits per home.

In addition to visiting homes talks from experts and a mini expo were organised at The Old Church on the Hill.

Supporters of this event include Greater Bendigo City Council, Bendigo ACF, Boomerang Bags, BRFA, Community Pantry from the Old Church on the Hill, Ecomaster, Ehabitat, Go and Grow Gardens, Passive Builders, Sunergy Solar Power and Off the Grid.

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