

Sustainable House Day.

15 September 2019

SPONSORSHIP & PARTNERSHIP INVITATION



PRESENTED BY:

Renew, a not-for-profit organisation that inspires, enables and advocates for people to live sustainably in their homes and communities.

renew.
Leading in sustainability





Making an impact

Households generate at least one fifth of Australia's total greenhouse gas emissions. The products, technologies and knowledge to make our homes and personal transport more energy efficient already exist, so reducing the carbon emissions from Australian households is a key opportunity to reaching our goal of achieving a net zero-emissions world.

Reducing the carbon intensity of our houses also has extra benefits of saving residents money, as well as making them healthier and more comfortable to live in. However, many Australians are overwhelmed by the amount of information on what actions they can take in their own home or the benefits those actions may have.

This is why Sustainable House Day is so important. On September 16, 2018 more than 33,000 people visited 226 homes and gardens across Australia, to see real-world examples of sustainable design and products in action.

Results from a 2018 post event survey conducted with Monash and Swinburne Universities show that SHD has significant impact:

- 53% of attendees feel more confident talking to building professionals about including sustainable features in their home
- 79% believe that sustainable features and design will increase the value of their home
- 81% of attendees had already shared their knowledge from SHD with friends and family
- 59% were planning to include sustainable features in their home

SHD is also an opportunity to focus media attention on creating homes that are cheaper to run, more comfortable to live in and that reduce their environmental impact.

The national media coverage for SHD 2018 realised a reach of over 24 million (based on circulation/readership figures) as well as a social media campaign reaching over 363,000 people.

This enables SHD to reach an extremely broad audience of people who want to learn more about incorporating sustainable features into their own homes.

The impact of the event was recognised when Renew was awarded the United Nations Association of Australia's 2017 Climate Education and Engagement Award for Sustainable House Day.



An event snapshot

- EVENT:** Sustainable House Day 2019
- DATE:** Sunday, September 15, 10am – 4pm
- WEBSITE:** www.sustainablehouseday.com
- LOCATION:** Between 200-250 environmentally progressive houses and buildings across Australia which will be open to the general public
- COST:** Free or gold coin donation
- FEATURES:** Established in 2001 and held annually since, Sustainable House Day is the only national event of its kind, offering a unique opportunity for the general public to view homes and access practical information on sustainable living from homeowners. In many places experienced builders, architects, designers, suppliers and sustainability group members will be on hand to offer valuable insight and advice.
- ATTRACTIONS:** Sustainable House Day showcases a variety of lifestyle scenarios, including urban, rural, retrofit, purpose-built and owner-builder. The event promotes peer-to-peer advice on how to integrate passive design, renewable energy, energy efficiency, healthy interiors, green product selection, water-wise

gardens, waste reduction, recycling and other sustainable practices into homes and communities.

PRESENTED BY:

Renew (Alternative Technology Association Inc. trading as Renew) 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.

Renew engages with more than 250,000 people each year around Australia and beyond. We work with more than 11,000 members in a network of 16 active branches throughout the country

In 2016 Renew, a long-term community partner of Sustainable House Day, came on board as the national organiser to run the event. Renew brings considerable experience in running open houses and other sustainability events and programs and has extensive network throughout the community sector, sustainability experts and media.

In recognition of Sustainable House Day, Renew was awarded the United Nations Association of Australia's 2017 Climate Education and Engagement Award.

“Bank Australia’s support of the Sustainable House Day initiative run by Renew is a very successful campaign for our organisation. Of key concern to our organisation are the impacts of climate change and the benefits of environmentally sustainable living.

As this event directly activates consumers to consider environmental upgrades, purchases and sustainable living; it provided Bank Australia an ideal opportunity to promote its offer to this community making both successful environmental and commercially beneficial outcomes.”

Bank Australia 2015 - 2018 national sponsor





Why sponsor Australia's leading sustainable living event?

1 A UNIQUE EVENT WITH LOCAL, STATE AND NATIONAL REACH

Sustainable House Day is the ideal event for an organisation looking to connect with everyday householders on a local, state and national level.

Within the metropolitan, rural and suburban landscape across all states of Australia more than 35,000 visitors will tour up to 250 environmentally progressive homes searching for inspiration, feedback and advice on products and services about how to live more sustainably.

By sponsoring Sustainable House Day organisations can also tap into Renew's network of over 250,000 people across Australia actively seeking sustainable solutions for their homes.

2 CONNECT WITH KEY INFLUENCERS

Sustainable House Day is an ideal event for an organisation looking to connect with key people

Our homeowners, community groups and visitors are leaders and influencers who are driving community engagement and behaviour change. Sustainable House Day is not a gimmick event - learning occurs through active participation, hands-on experience and the sharing of knowledge. Information and education shared has local and national significance.

3 BE A LEADER IN CHANGE

Sustainable House Day is an ideal event for an organisation looking to position itself as a leader in change.

Many Australians are looking for ways to be more sustainable but don't know where to start, who to trust or from whom to seek advice. Sustainable House Day has a proven history in creating cycles where people visit homes, implement their new-found knowledge and later open their own sustainable homes to help guide the next wave of participants. An organisation supporting Sustainable House Day can positively position itself as a leader in change.

Commercial Sponsorship Opportunities – How to get involved

SPONSORSHIP PACKAGES

The following are commercial sponsorship opportunities available for Sustainable House Day. All prices quoted are exclusive of GST. For every sponsor, Sustainable House Day organisers will craft a unique sponsorship package and timeline to best fit your goals. If the below sponsorship opportunities are not totally suitable for your business, Sustainable House Day organisers can tailor a sponsorship package to better fit your objectives. Opportunities for small businesses are also available.

Please contact Katy Daily, Renew Marketing Manager on 03 9631 5405 or katy@renew.org.au for more information.

Benefits	Gold \$20,000	Silver \$10,000	Bronze \$5,000
Advertising package for Sanctuary/Renew magazines (print and online, designed by you)	\$5,000	\$2,500	\$1,500
Dedicated SHD eDm to SHD eBulletin list	1		
Sustainable House Day eDm ads	4	2	1
Sustainable House Day website ad (months)	4	2	1
Mention on SHD social media with link to website	4	2	1
Recognition of support on press releases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo placed on SHD postcards	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo placed on SHD poster	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placed in Sanctuary SHD edition (August 2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

SUSTAINABLE HOUSE DAY SUPPORTER - \$3,000

If the above sponsorship packages are not totally suitable for your business, Sustainable House Day organisers can tailor a sponsorship package to better fit your objectives. Opportunities for small businesses are also available.

The generosity of sponsors enables Sustainable House Day to broaden its reach and influence a wider audience to inspire them to make their homes and lives more sustainable.

Please contact Katy Daily, Renew Marketing Manager on 03 9631 5405 or katy@renew.org.au for more information on how you can be involved.

FOR FURTHER INFORMATION:

For further information on commercial sponsorship opportunities for Sustainable House Day, please contact:
Katy Daily, Marketing Manager, Renew Telephone: 03 9631 5405 Email: katy@renew.org.au



Council Sponsorship and Supporter Packages

SPONSORSHIP AND SUPPORTER PACKAGES

By partnering with Renew for Sustainable House Day, local councils can show climate leadership, promote climate change, energy efficiency and sustainability programs and support local open houses with the following options:

COUNCIL SUPPORTER - FREE

As a supporting council, you will be officially recognised as a Council Supporter and receive the following entitlements:

- Council Supporter Status
- Promoted as a Council Supporter on SHD website with links through to nominated website
- SHD will follow and support social media accounts (Facebook, Instagram and Twitter)
- Show your leadership by spreading the word about SHD and encouraging nominations from local residents for open houses

COUNCIL SPONSOR - \$2000

As a sponsoring council, you will be officially recognised as a Council Sponsor and receive the following entitlements:

- Council Sponsor Status
- Promoted as a Council Sponsor on SHD website footer with links through to nominated website
- Promoted as a Council Sponsor on SHD website with links through to nominated website
- Inclusion of Council logo on SHD posters (if printed after agreement date)
- One news item on SHD Facebook and/or eBulletin highlighting Council as sponsor
- Placement of logo on monthly SHD eBulletin through December 2019
- License to distribute range of Renew sustainability booklets/eBooks for 1-year on Council website
- Opportunity to host a Speed Date a Sustainability Expert event during FY 2019/20 at \$500 discount (POA)
- Promotion of local events on the SHD website and targeted eBulletin
- One free Renew Advice Service consult (valued at \$225) for use by Council for door prizes, promotions, etc.



FOR FURTHER INFORMATION:

For further information on commercial sponsorship opportunities for Sustainable House Day, please contact:
Katy Daily, Marketing Manager, Renew Telephone: 03 9631 5405 Email: katy@renew.org.au



“Home owners were extremely well organised and articulate in explaining the various features. They were genuinely welcoming and shared their knowledge and experience with enthusiasm. The opportunity to learn was so well structured. I was so impressed with the actual homes.”

Sustainable House Day visitor

2018 Attendee Profile

Demographics:

- 55% of attendees had not previously attended SHD
- 92% of attendees are 35 years old and over
- 80% of attendees are existing homeowners
- 54% of attendees are female
- 14% own other residential property, 6% strata owners, 10% are tenants, 2% living at with parents or other arrangement

Aims & objectives of attendees:

- 57% of attendees attended SHD out of curiosity about sustainable new houses and renovations
- 55% of attendees visited SHD to get ideas about making their house more sustainable
- 47% of attendees visited SHD to assist in planning a renovation/new build and 49% attended to make better decisions about renovation/new builds
- Attendees were most interested in learning about sustainable products - windows & window treatments (78%), building materials (74%), insulation (74%), building design (69%), heating (68%), solar (62%), cooling (61%), water saving measures/devices (57%), orientation (56%), battery storage (48%), gardens (46%), energy efficient appliances (44%), and lighting (39%)

Results of attendance:

- 60% indicated they are now planning to include sustainability in their renovation/build since attending SHD 2018
- 81% already shared their learning at SHD with friends and family
- 67% of attendees found it very useful to see how sustainable features were used
- 58% of attendees found it very useful talk to SHD homeowners
- 60% of attendees found it very useful to quite useful to talk to industry experts (architects, designers, builders)
- 77% of attendees feel that SHD is the only avenue you can ask questions of homeowners
- 79% believe that sustainable features to your home will increase its market value
- 74% of attendees feel that SHD is the only avenue to see sustainable design, items and appliances in practice
- 91% of attendees prefer to learn about sustainable practices/products by visiting homes and seeing them in action
- 30% of attendees had already taken action in including sustainable design, features and appliances in renovations or builds since attending SHD (within one month)