

Sustainable House Day .

15 September 2019

POST EVENT REPORT.

Evaluation & Impact

Media & Marketing

Sponsors & Supporters



2019

www.sustainablehouseday.com

renew.
Leading in sustainability

Event Summary

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

renew.

On Sunday September 15th, 2019, 44,560 visits were recorded at 252 properties across Australia as part of Sustainable House Day.

Open on the day were:

- 165 new homes designed and built to be sustainable homes
- 62 houses that have been retrofitted, renovated or extended to be more sustainable
- 13 display homes
- 4 holiday accommodation
- 2 apartment buildings
- 8 community gardens & garden-only properties
- 1 hotel
- 1 winery
- 1 commercial office

Very excitingly, six eco villages held open days this year where visitors could visit multiple dwellings and attend talks.

Houses with electric vehicles on-site increased this year with the support of the Australian Electric Vehicle Association. EV owners shared their knowledge about getting homes ready and the realities of charging EV's.

Interest in natural building products also increased. Straw, hemp and earth were the most searched for building materials on the website and a record number of homes featured natural materials.

Attendees reported that seeing how sustainable features are used within homes in person was the most useful method of learning about sustainability.

Second to this were face-to-face conversations with 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 the trusted, vibrant and most effective method of sharing sustainable values and practices.

Once again 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 extensive coverage was critical in reaching a new audience and introducing them to sustainable solutions. Over 52% of participants attended Sustainable House Day for the first time and 29% of attendees visited four or more houses on the day.

Swinburne and Monash Universities once again assisted with pre- and post-event survey analysis. The results were compelling:

- 27% of attendees have already taken action since Sustainable House Day
- 89% were more likely to include sustainable design and/or features in the near future to their homes
- 53% feel more confident talking to building professionals about including sustainable features in their homes
- 80% had already shared their learning from SHD with friends and family face to face

The communities of Geelong and Bendigo opted to hold their own Sustainable House Day events on alternative dates. This report does not include the results of these events.

2019 PARTNERS



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 11,200 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.



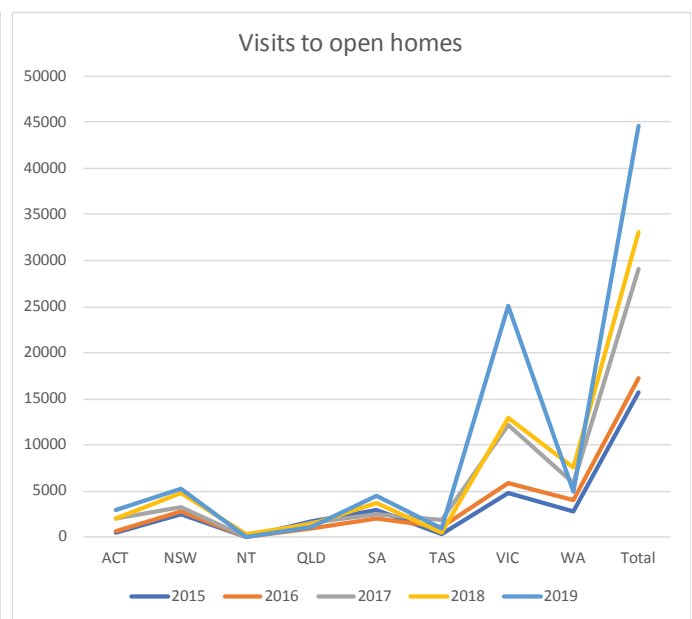
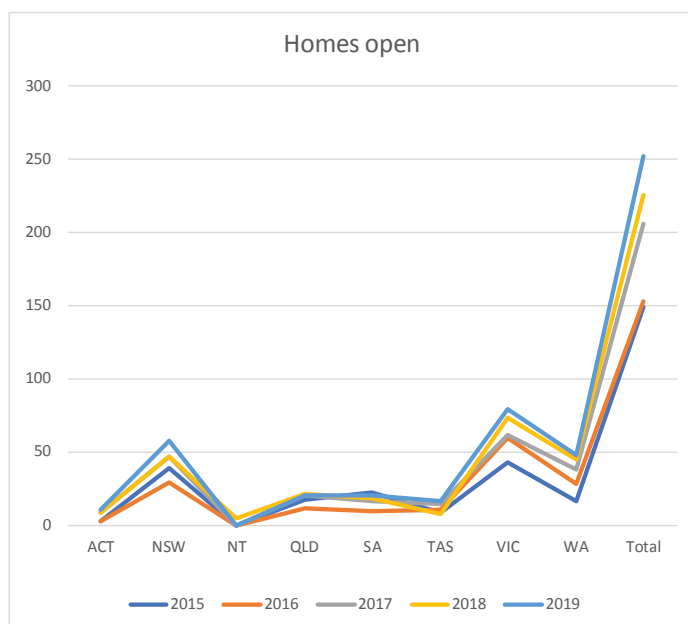
Homes & Attendance

Sustainable House Day 2019 attendance exceeded expectations with over 44,500 visits recorded.

State	No of Properties	# Attendees	Average visits per house
ACT	11	2,878	262
NSW	58	5,267	91
QLD	20	1,054	53
SA	20	4,442	222
TAS	16	953	60
VIC	79	25,101	318
WA	48	4,865	101
Total	252	44,560	177

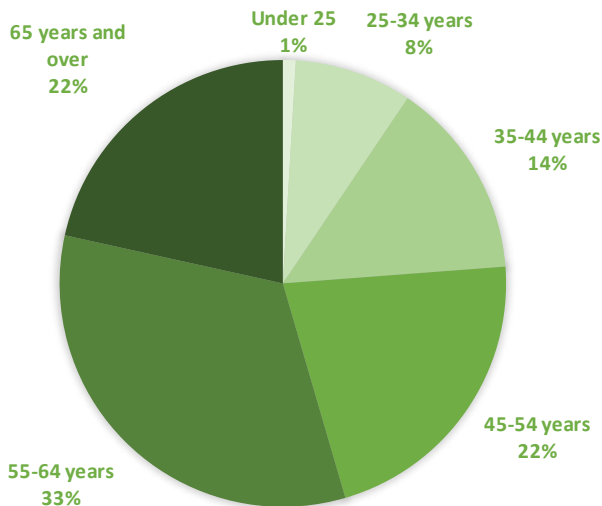


The number of homes and attendees has grown significantly since 2015 when Renew began organising Sustainable House Day. Homes opening increased from 149 to 252 and the number of visits have nearly tripled from 15,669 to 44,560.



Evaluation and Impact

Online pre- and post-event surveys were conducted with 1531 participants. Results have been summarised below.



64% Female and 35% Male

82% existing homeowners, 5% strata homeowner, 14% own other residential property, 11% tenant, 3% living in parent's home.

21% visitors are members of sustainability networks, whilst 70% are not.

52% of visitors had not attended Sustainable House Day before

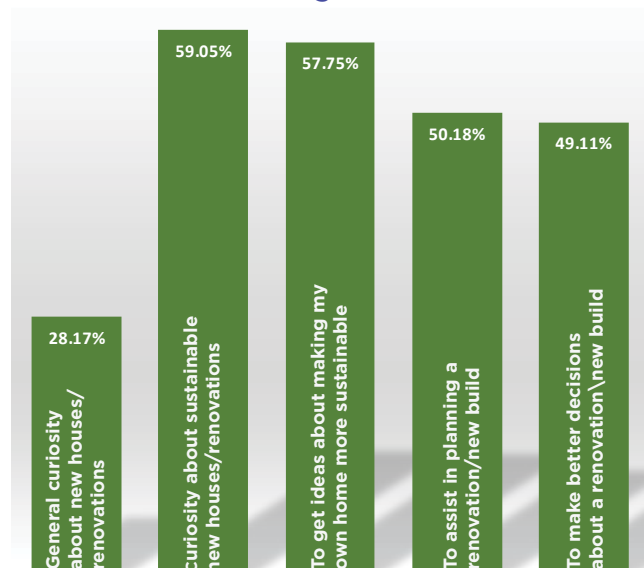
Impact

Results from post event survey

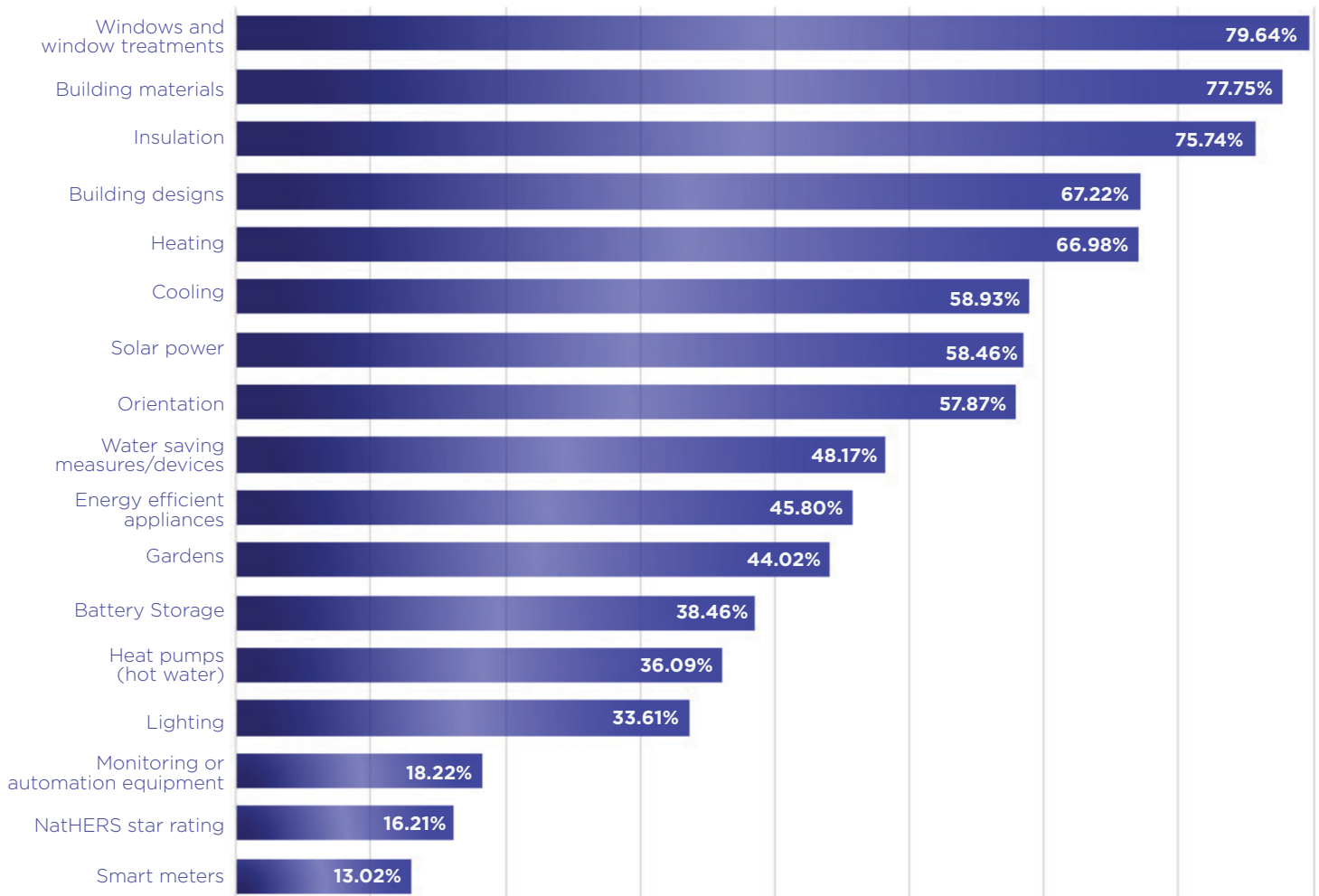
- 27% of SHD attendees had already taken action in including sustainable design, features and appliances in renovations or builds since attending SHD (within one month)
- 62% of attendees indicated they are now planning to include sustainability in their renovation/build since attending SHD
- 81% of attendees shared their learning at SHD with friends and family face to face
- 73% of attendees rated seeing how sustainable features were used as 'very useful'



Reasons for attending

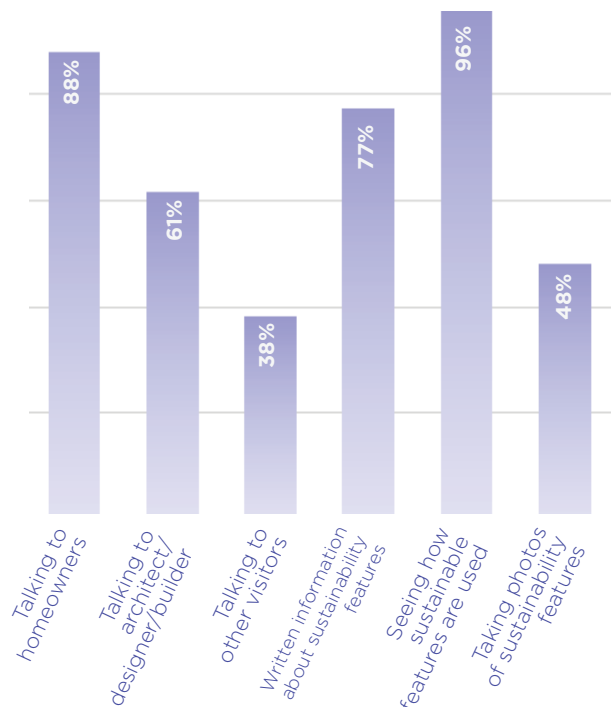


Attendee specific interests



The Cape - Photo by Grace Dephoff

What visitors found most useful





What surprised you most about sustainable homes when you attended?

- “How passionate the home owners are about what they have created, and what more they can do to enhance their sustainability.”
- “The generosity of the homeowners’ time.”
- “The efficient use of small spaces.”
- “Reduced need for heating/cooling due to design and materials.”
- “The access to the builder and architect.”
- “The depth of knowledge of other attendees by the types and nature of questions being asked.”
- “The amount of people visiting them all. It was great.”
- “How well organised the event was and how informed and helpful the homeowner was. Exceptional event, I would highly recommend to others and will be back next year. Thank you for the opportunity to connect with like-minded people and share ideas.”
- “That it exists!”

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

- “Aim to use natural materials. Keep house small.”
- “Learning the full end-to-end process of renovating with passive design including obstacles and how they were overcome was particularly enlightening.”
- “Considering having an evaluation of our home done to identify priorities to improve our home.”
- “Putting in uPVC windows & using heat pumps.” “Internal mass and heat recovery ventilators.”
- “Can readily improve current house insulation when we renovate and make more pleasant in summer and winter instead of extremes of hot/cold in uninsulated house at present”
- “The importance of orientation and double glazing.”
- “The idea of using natural, renewable resources for a healthier lifestyle.”
- “Not a new idea per se, but decided to give a SIP roof a second chance having seen an alternative product to the one that we’d been recommended (and have had major design problems with).”



Bangally Small Home - Photo by Jacqui Kirk

Homeowners

There were 252 properties 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.

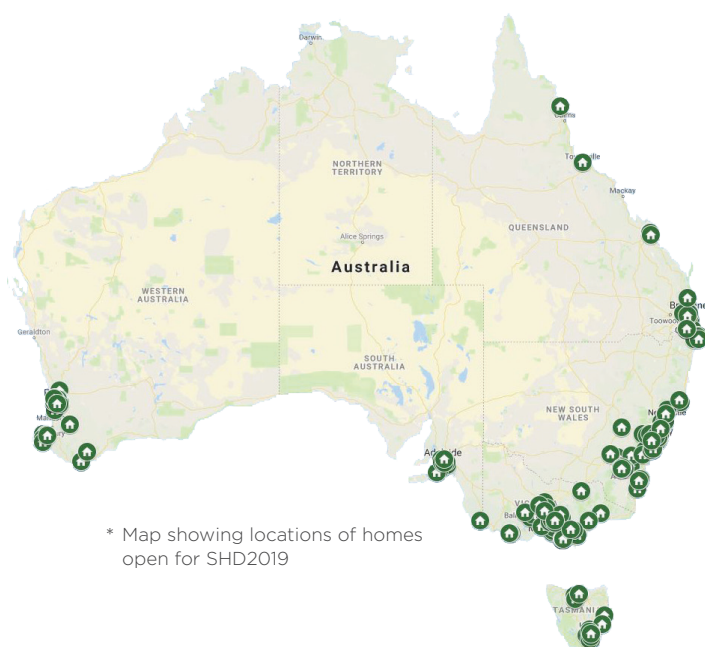
To assist the homeowners in preparing for Sustainable House Day, Renew provided a number of tools to support them throughout the process. Participating homeowners were given the opportunity to provide feedback on their participation through a post-event survey and 108 homeowners participated to share experience with others and help us improve the experience of homeowners in 2020.

Summary of results from homeowner's survey:

- 90% opened their homes 'to share my knowledge and experience of sustainability with others'
- 53% had opened for the first time and 34% of all surveyed said they had opened as they had previously attended as a visitor.
- 97% said that they would recommend other homeowners to open.
- 50% described the experience as excellent and 37% as very good.
- 95% found the online submission process 'Good' to 'Excellent'.
- 75% found the online resources 'Very Good' to 'Excellent'.
- 78% rated the event management team as 'Very Good' to 'Excellent'.

SHD homeowners continue to show a strong preference to opening their homes without any bookings or tours.

- 136 Open House without tours or bookings
- 60 Regular guided tours - No booking required
- 56 Pre-booked guided tours only



Feedback from SHD Homeowners

"It was an amazing experience to share our knowledge and show our home off."

"This was our first year, and we found the online resources to be most useful, plus really appreciated the prompting emails, and the opportunity to have Vic RES assessment done. Very satisfying to learn that we have taken an older 2 star house to 7 stars in 12 years by spending \$61K, and having fun and learning a lot in the process. And it seemed that people wanted to see this type of story, because they said it was "real", and not everyone can afford trendy new architecturally designed eco-homes and live off-grid in the country."

"Thank you for this opportunity to encourage others to consider sustainable design and living"

"We teamed up with a next door neighbour whose house was a very good counterpoint to ours (and vice-versa). Visitors commented that this was helpful and interesting."



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



“Sustainable House Day is great opportunity to teach and inspire others about better housing solutions.”

“The sustainable house “industry” is growing very fast and everyone has a different idea of what a sustainable house looks like and what it should contain. It’s great to share ideas of what we have done with other like minded people who have their ideas that they are willing to share also. It’s a win - win.”

“SHD is a great way to connect to others with a similar interest. It builds community and the profile of sustainability issue.”

“SHD may sound formidable, but is actually not too hard and is rather enjoyable. It links you with other home-owners and genuinely helps those wanting to become more sustainable themselves.”

“It is a great opportunity to showcase sustainable living, getting feedback about what you have done and helping people who want to build or renovate sustainably to learn from your wins and mistakes so they don’t have to.”

“It’s always nice to meet other people who share your concern for the planet and want to do something positive to reduce their impact. It gives you hope when it’s very easy to despair.”

“The event and backup is so well organised that it benefits both the home owner and visitor.”

“One small step for Housing, one giant leap for the Planet”

Home statistics

- 144 homes are all electric
- 133 Homes have solar systems connected to the grid and 42 homes are off-grid
- 46 Homes had electric vehicles on display, increased from 28 in 2018 with the help of AEVA
- 24 houses were built using straw
- 20 houses were built using rammed earth
- 12 houses were built using hemp/hempcrete
- 8 houses were built using mud bricks
- 16 display homes opened
- 41 houses were wheelchair accessible whilst 61 were designed for universal access
- 171 homes had above ground rainwater and 27 have underground rainwater storage
- 24 homes had blackwater recycling, 57 had greywater and 14 had worm-farm septic tank systems.
- 162 homes compost, 76 have chickens, 35 bee hives, 39 bee hotels.
- 160 gardens grew productive/edible plants, 175 grew native plants and 70 used permaculture principles
- 104 homes used recycled timber, 67 used recycled bricks and 61 used recycled doors. The most unusual recycled item was Sean’s Shed and Den’s Dunny.
- 97 properties were working with one of our community groups, participating councils or Renew branches

Sativa Sanctuary Hemp house - Photo by Ange Wall

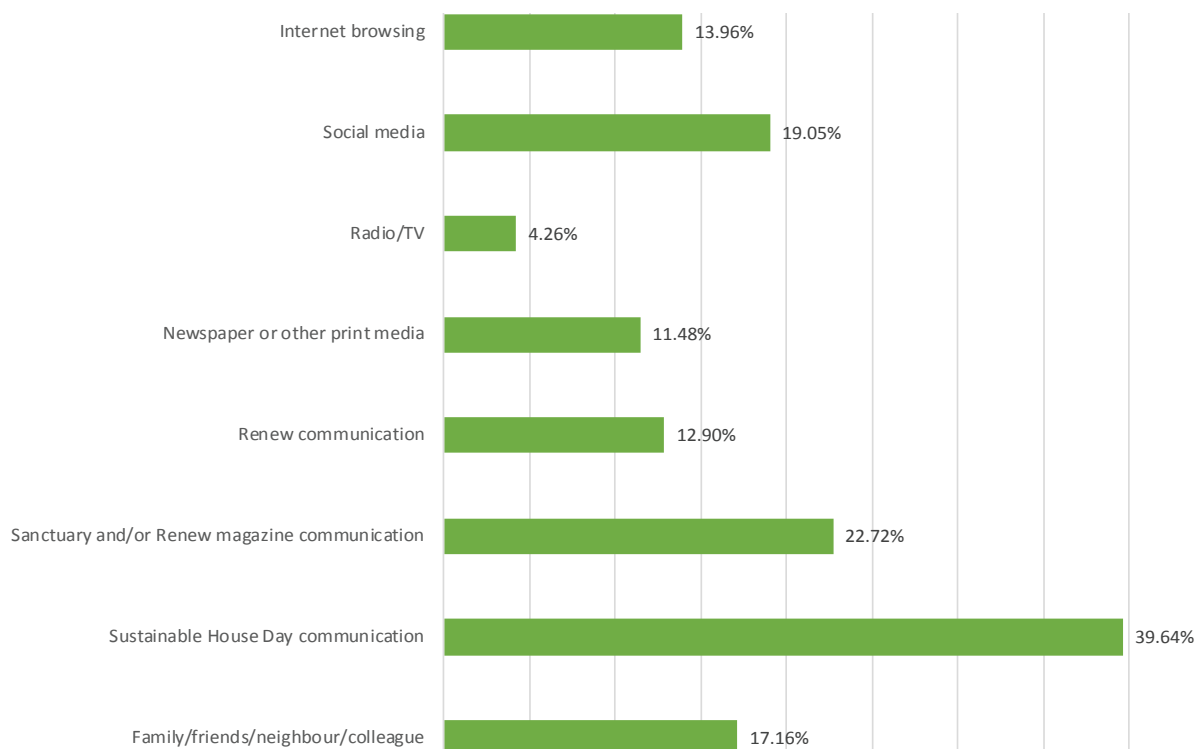


Marketing



Renew conducted a multifaceted marketing campaign for Sustainable House Day 2019 which comprised of the event website, an extensive email and social media marketing campaign as well as a coordinated PR campaign, reaching the largest audience yet.

How people learned about SHD 2019



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 25, 2019 there were 124,680 sessions on the SHD website, with 77,251 users and 551,475 -page views.
- 61% of visitors were new to the website
- Average of 4.32 pages viewed per session with an average session duration of 4:58minutes
- Most users access the site via mobiles 49.7% compared to desktops at 37.7% and 12% via tablets.
- An additional 8,797 users signed up to the SHD Visitor Registration page, bringing the total of registrations to 37,438 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 20,627 (94%) visitors between the dates of July 1 and September 25, 2019 Instagram (3%) and LinkedIn (1.3%) Other social media referrals came from Twitter, Pinterest, Yammer, YouTube and individual blogs.
- The top five referrals to the website from other websites included: Renew, RACV, Broadsheet, allhomes and Domain

Website design and maintenance

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



Peg and George's place

Social Media

Our in-house social media campaign was conducted using SHD's and Renew's existing channels, including Facebook and Instagram and included a national Facebook advertising campaign.

Facebook

- Facebook provided a great level of exposure with a total post reach in excess of 239,706 from May 1st to September 15th 2019
- Facebook followers increased to 6,613 from 5,644.
- Facebook demographics show SHD is predominantly followed by women (70%). Aged between 35-44 (22%) & 45-54 (18%) years of age followed by 25-34 years of age (12%).

Instagram

- In its 3rd year, SHD Instagram now has 3,464 followers up from 2,325 in September 2018.

eMarketing

From May to October, seven eBulletins were produced representing 172,427 emails sent. By September 15, 2019, the SHD eBulletin list was 28,975, up from 24,328 in September 2018.

- SHDs eBulletin open rate is consistently high, from 30-54%.
- One additional email was sent to the 16,680 users registered on the SHD website but who are not on the SHD eBulletin list a week prior to the event.
- We continue to engage this list 1-2 times per month providing information on sustainable houses all year long.

Media

Renew executed a nationwide media campaign, with the help of Diane Falzon, PR and Climate Media Centre, with coverage across Australia. Below is a selection of radio, TV, print and online media achieved nationally in 2019.



Date	Station	State	Topic/ 'Headline'	Interviewer
7/09/2019	ABC Digital Radio	National	Interview with Donna Luckman	Dr Graham Phillips
8/09/2019	Radio Adelaide	SA	Sustainable House Day Showcase	Sue Reece
10/09/2019	ABC Melbourne	VIC	Sustainable House day and talk-back	Richelle Hunt
10/09/2019	Hope 103.2	NSW	Interview with Donna Luckman	Duncan Robinson
11/09/2019	95.3 Coast FM	VIC	Sustainable Houses Open to the Public this weekend	-
11/09/2019	Ultra 106.5 FM	TAS	Sustainable House Day 2019 Donna Luckman	Jason Evans (Big J)
12/09/2019	89.7 Eastside FM	NSW	Interview with Andy Marlowe	Gemma Purves
13/09/2019	RN Breakfast	National	Sustainable House Day: meet the trend setters and zero-heroes	Hamish Macdonald
13/09/2019	Star 106.3 FM	QLD	Tiny Healthy Home for the Tropics	Deb Tribe
13/09/2019	ABC Ballarat	VIC	How do you make a house recyclable?	Steve Martin
14/09/2019	ABC Adelaide	SA	Interview with Donna Luckman	Deb Tribe
14/09/2019	Mix 106.3	ACT	Interview with Donna Luckman	Cam Sullings
14/09/2019	3WBC FM	VIC	Interview with Donna Luckman	Sue Pascoe-Johnson
14/09/2019	4BC 1116	QLD	What is Sustainable House Day?	Kevin Turner
15/09/2019	ABC	National	Future of Sustainable Housing	Suzanne Hill



Date	Station	State	Topic/ 'Headline'	Interviewer
15/09/2019	ABC News Channel	VIC	Sustainable House Day	



Written Articles (online and print)

Date	Outlet	State	Topic/ 'Headline'
27/08/2019	Central Coast Newspapers	NSW	Sustainable House Day at Narara Ecovillage
31/08/2019	Blue Mountains Gazette	NSW	Blue Eco Homes build a certified passive house in Faulconbridge
02/09/2019	Hepburn Advocate	VIC	Greener home doesn't have to cost the earth
03/09/2019	Star Weekly	VIC	Green homes on display
06/09/2019	pv magazine Australia	National	Blue Mountains home to one of NSW's first passive houses
06/09/2019	The Ararat Advertiser	VIC	The house that hemp built
06/09/2019	Mirage News	VIC	Inspiring 'green' home to open doors for Sustainable House Day
06/09/2019	The West Australian	WA	Sustainable House Day a harvest
08/09/2019	Domain	National	Sustainable House Day 2019: The most exciting homes to check out
08/09/2019	Adelaide Advertiser	SA	Step inside South Australia's most sustainable houses
09/09/2019	RiotACT!	ACT	Clean, green and thrifty: Canberra's inspirational homes to open up for Sustainable House Day
09/09/2019	The West Australian	WA	Behind the lines of environmental design
09/09/2019	Eastern Reporter	WA	Two initiatives help home owners with sustainable housing choices
10/09/2019	Better Homes and Gardens	National	How you can snoop through Australia's most sustainable homes this weekend
10/09/2019	Moruya Examiner	NSW	Sustainable House Day opens doors on September 15
10/09/2019	Architecture&Design	National	Blue Mountains' first BAL-FZ Certified Passive House a
10/09/2019	Midland Express	VIC	Northern exposure - Take a tour of dream eco home at Woodend
10/09/2019	Margaret River Mail	WA	Eco-homes open doors
10/09/2019	Manning River Times	NSW	Diamond Beach home open for Sustainable House Day September 15



Written Articles (online and print)

Date	Outlet	State	Topic/ 'Headline'
10/09/2019	The Fifth Estate	National	Sustainable House Day: meet the trend setters and zero-heroes
11/09/2019	realestate.com.au	National	Sustainable House Day: Heathmont House's Passivhaus challenge
11/09/2019	The Greenlist	National	Five amazing abodes to check out for Sustainable House Day
11/09/2019	Broadsheet	SA	Editor's Picks: The Best Things to Do in Adelaide in September
12/09/2019	allhomes.com.au	ACT	Waramanga house made of rammed earth open as part of Sustainable House Day
12/09/2019	About Regional	NSW	Sustainable Eurobodalla houses open this Sunday
13/09/2019	The Standard	VIC	Sustainable Housing Day View exceptional, energy efficient home designs in Warrnambool
13/09/2019	Financial Review	National	How to speed up your home renovation, and save on energy bills
14/09/2019	Sunday Tasmanian/ realestate.com.au	TAS	Open houses are eye-openers for Tasmania's Sustainable House Day
14/09/2019	realestate.com.au	National	Homebuyers search for much greener pastures as Australia celebrates Sustainable House Day
15/09/2019	Albany Advertiser	WA	Kendenup sustainable home on show
15/09/2019		SA	Mount Gambier property open to public as part of national sustainable house day
15/09/2019	The Standard	VIC	Warrnambool home opens up for Sustainable House Day
29/09/2019	The Guardian	National	Sustainability expert Michael Mobbs: I'm leaving the city to prep for the apocalypse
10/10/2019	Macro Business	National	How to crash your energy bill 80%



Community Partners

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

Participating Councils

NSW

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

South Australia

Adelaide City Council
Adelaide Hills Council
Mt Barker District Council
Yankalilla District Council

Western Australia

Armadale City Council
Augusta-Margaret River Council
Kalamunda City Council
Vincent City Council

ACT

ACT Government

Victoria

Benalla Rural City Council
Bayside City Council
Banyule City Council
Bass Coast Shire Council
Baw Baw Shire Council
Brimbank City Council
Casey City Council
Frankston City Council
Glen Eira Council
Macedon Ranges Shire Council
Melbourne City Council
Maroondah City Council
Mildura Rural City Council
Mornington Peninsula Shire
Monash City Council
Nillumbik Shire Council
South Gippsland Shire Council
Surf Coast Council
Wangaratta Rural City Council
Wodonga City Council
Yarra City Council

Queensland

Townsville City Council
Livingstone Shire Council

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
Green Building Institute
Green Fabric

New South Wales

Camden Community Connections
Enviroitecture
Hawkesbury EarthCare Centre
Narara Eco Living Network
Permaculture Sydney North
Permaculture Wollongong Institute
Southcoast Health and Sustainability Alliance
Sustainable Chippendale

Queensland

Australian Tropical Research Foundation
BrisLETS Community Exchange Inc.
Capricorn Coast Land Care
Emma Scragg Architect
Wild Mountains Trust, Nature Play

South Australia

Adelaide Sustainable Building Network
Climate Ready Communities (Australian Red Cross and Resilient South)
Earthship Eco Homes
Goodhouse Architecture
TS4 Living

ACT

SEE-Change Inc
Light House Architecture and Science

Victoria

Baw Baw Sustainability Network
Benalla Sustainable Futures Group
Bendigo Sustainability Group
Ballarat Renewable Energy and Zero Emissions (BREAZE)
Clean Energy Nillumbik
EME Design
Geelong Sustainability Group
Macedon Ranges Sustainability Group
Renewable Energy Benalla
Sustainable Monash
The Cape Sustainable Development
Victorian Residential Efficiency Scorecard
Warrnambool Environmental Action Group

Tasmania

East Coast Alliance
Sustainable Living Tasmania

Western Australia

Breast Cancer Research Centre WA
Home Base Perth
Mindarie Regional Council
Solar Dwellings
Sustainable Energy Now
Sustainable House Margaret River
Terra Design Lab

Renew Branches

Adelaide	Melbourne	Tasmania North
Brisbane	Perth	Tasmania South
Cairns	Sydney Central	Toowoomba
Canberra	Sydney West	Wollongong

Highlights from 2019 community groups

Live at the Cape ran their annual Sustainable House Day Festival with over 2000 visitors. The Cape had 11 houses open along with EV test drives/rides, speakers and stalls.

Australian Electric Vehicle Association members came together with home owners to display cars at various houses around Australia, talking to visitors about owning EV's. They were able to match up over 30 EV's to houses around Australia.

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

Bus tours on the day have gained momentum around Australia reducing the number cars on the road and providing additional information about sustainability on the buses. This year there were 8 bus tours in various States.

Donations to Charity

SHD is proud to announce that donations from gold coin donations and ticketed tours raised \$14,488.28 from 74 properties going to 48 different charities chosen by the home owners. Details of charities can be found on each individual home's profile page.

Awards

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



Apple Crate Shack - photo by Jordan Davis

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.

- AusBale
- Bank Australia
- Cargocycles
- Humanitix
- Island Energy
- Metricon
- Mirvac
- Shine Hub
- Solar Dwellings
- Stiebel Eltron
- Victoria State Government - Sustainability Victoria
- Victoria State Government - Victorian Residential Scorecard





Kew Multigenerational Home- Photo by James Stapledon

Volunteers

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

Homeowners

Sustainable House Day wouldn't be possible without the dedication and passion of our homeowners who open their lives up to sometimes hundreds of visitors, all in the name of sharing their sustainability journey. Thank you for all you do.

Monash University interns

We had outstanding help from Ngoc Nguyen (Thanh) and Nora Muenzel who worked in the office two days a week to produce various promotional videos, social media content and administration duties.

Volunteers

We are also grateful for the ongoing support of Ruchita Panchal and Eshveen Kaur who volunteered their time to join us in the office during the lead up to SHD.

We want to thank the volunteers who came in to the office to pack envelopes and get marketing material out to homeowners.

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.

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