

Sustainable House Day

Council Partner
Opportunities
2021

renew.

Organised by Renew, Sustainable House Day provides the opportunity to explore some of Australia's most unique and inspiring homes.

With a community of over 40,000 people, this major annual event is a trusted source of expert advice, insight, and peer-to-peer education about building, retrofitting or renovating sustainably.

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 greener 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 the extra benefits of saving residents' money and creating homes that are healthier and more comfortable to live in.

Many Australians are overwhelmed by the amount of information on what actions they can take in their home or rental properties, and need guidance sifting through sources and opinions. Sustainable House Day provides important advice and resources that help Australians put their desire to live more sustainably into action.

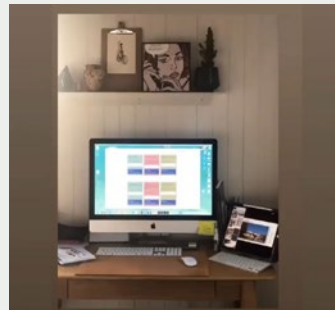
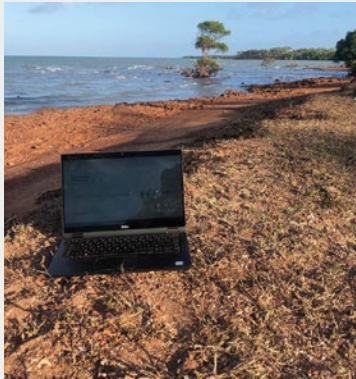
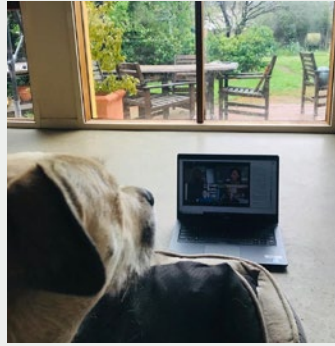


Sustainable House Day 2020

- 4,705 attendees
- 45,429 people engaged on Social Media
- 35,638 subscribed to email updates
- 180 participating homes across Australia
- 15% of attendees tuned in for 7hours+
- 15,000+ house tour video views
- 500+ peer-to-peer conversations facilitated
- 8 event sponsors
- 20 event partners

Most attendees (79%) attended between 2 and 10 sessions across the day, with 15% of attendees tuning in for the whole day. On average, attendees tuned into sessions for the full 40 minutes.

Across the day over 1,500 questions were asked by participants in the panel discussions, and over 500 were asked of homeowners directly via their online SHD profiles — indicating a strong level of engagement with the day and the content.



Attendees

Past participants say that what they learned at the event helped them take concrete action to reduce energy use and incorporate sustainability into their lives.

61% Female, 37% Male and 2% of attendees self-defined or preferred to not answer

72% of attendees were existing homeowners; 40% were looking to build a new home, 10% were design or building professionals, 13% renters, 9% looking to buy a new home and 5% were existing strata homeowners.

53% of visitors had not attended a Sustainable House Day before.

49% of SHD attendees indicated being more likely to include sustainable design, features and appliances in a new build after attending SHD

99% of attendees indicated they are more likely to implement energy efficiency measures or other sustainable changes to their home since attending SHD

86% of attendees found the peer-to-peer element of homeowners sharing their practical experiences a valuable part of the event that they could not find elsewhere

85% of attendees shared their learning at SHD with friends and family face to face

Sustainable House Day is organised by Renew

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

Renew engages with more than 250,000 people each year around Australia and beyond. We work with more than 10,000 members and a network of 14 active members' branches throughout the country. Our community of climate change action includes readers of our two market-leading sustainability magazines Renew and Sanctuary, attendees of our Speed Date a Sustainability Expert event series and Sustainable House Day, users of our online resources and calculators, people contacting our advice service, and our research and advocacy partners.

Renew advocates in government and industry arenas for policies that promote renewable energy and cut emissions, make our homes healthier, more affordable and climate resilient, and protect consumer rights in our rapidly changing energy markets through our Climate Resilient Homes campaign. Renew also provides consultancy services based on our technical expertise in energy, water and communications. Our Green Rebuilt Toolkit program launching in 2021 will provide resources and advice to homeowners who are rebuilding after being impacted by bushfire.

Sustainable House Day 2021

Sustainable House Day 2021 will expand on the success of our virtual 2020 event, with a month of in-depth webinars with experts and homeowners and interactive house tours available on our website, culminating in a day of panels with homeowners streamed live on 17 October.

Get Involved

We are currently reaching out to prospective sponsors to partner with us to deliver a high quality and impactful event.

Our sponsorship options offer a range of opportunities with the potential for your company or organisation to be seen by thousands of virtual attendees. These packages range from your logo appearing across all our media materials to the opportunity to sponsor a full week of our program.



2021 Event Format

The weeks leading up to Sustainable House Day will explore four key themes relating to sustainable house design. Each week will feature two webinars, expert advice from architects, designers and sustainability experts, as well as the sharing of advice from homeowners.

- Building and Design (Week of 20 September)
- Retrofitting (Week of 27 September)
- Building Materials (Week of 4 October)
- Climate Resilient Homes (Week of 11 October)

Sustainable House Day, 17 October, will comprise one day-long virtual event featuring 8 interactive homeowner discussions on a variety of broad topics:

- Finding a sustainable architect or builder
- Owner-building
- Community living
- Designing inclusive and accessible housing
- Lowering your energy bills
- Sustainability on a budget
- Bushfire resilience and the Green Rebuild Toolkit

In addition to these virtual events, 17 October will feature in-person events led by community groups across Australia, including home tours, demonstrations and live panel discussions. A list of these events will be available on the Sustainable House Day website.

2021 Sponsorship Opportunities

The following are commercial sponsorship opportunities available for Sustainable House Day. All prices quoted are exclusive of GST. A unique sponsorship package and timeline will be crafted 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.

	Gold package – 20k	Silver package – 10k	Bronze package – 5k
Featured sponsor for one week of pre-SHD programming	✓		
Advertising package in Renew and Sanctuary magazines	To the value of 5k	To the value of 3k	To the value of 1.5k
Featured sponsor for house tour videos	5 videos	3 videos	
Advertising on SHD website	6 months	4 months	2 months
Logo placed on list of sponsors on website, in house tour videos, in Sanctuary magazine, on all other promotional material	✓	✓	✓
Mentions on SHD social media	3	2	1
Featured sponsor for SHD session	1 session	1 session	
Banner ad featured in eDM	3 times	Twice	Once
Short video clip played on SHD in between sessions	Twice	Once	
Sponsored article on your commitment to SHD featured on website	✓	✓	✓

Our Sponsorship Principles

Sustainable House Day prides itself in its independence and reliance on data and research to guide our advice and policy. Our sponsors should help us uphold these values.

- Our sponsors share our values of sustainability and social justice;
 - Sponsorship relationships are mutually beneficial relationship building exercises;
 - Sponsored content posted on our websites, social media platforms or shared in webinars will be clearly labelled as sponsored and easily delineated from non-sponsored content;
 - Sponsors will not influence Renew's advice or research.
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Get in touch

Please contact our Advertising and Sponsorship Manager to start the conversation:

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