



**Sustainable
House Day**

**Council Partnership
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.



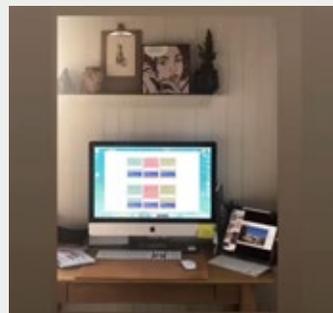
Sustainable House Day 2020

- 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 Councils to partner with us to deliver a high quality and impactful event.

Partnering with Sustainable House Day is an effective for Councils across Australia to support people in their region to live more sustainably. Our partnership options offer the opportunity for your Council's support to be recognised by thousands of virtual attendees.



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 Council Partnership Opportunities

The following is a summary of our council partnership package available for Sustainable House Day 2021. This package costs \$2,000 (ex. GST)

Council logo featured on our council partnerships website page	✓
Council logo featured on a “Thank You” slide at the end of all webinars & in between sessions on Sustainable House Day	✓
Dedicated post on Sustainable House Day Instagram account	1
Use of a ‘Sustainable House Day Partner’ logo for your website	✓
Access to Sustainable House Day promotion pack specific to your region, including copy for your social media and newsletters	✓
A final report on the event’s engagement and impact, and your council listed as a Sustainable House Day supporter in this report	✓

Recent Sustainable House Day Council Partners

ACT Government, Adelaide City Council, Adelaide Hills Council, Armadale City Council, Augusta-Margaret River Council, Banyule City Council, Bass Coast Shire Council, Baw Baw Shire Council, Bayside City Council, Benalla Rural City Council, Brimbank City Council, Byron Shire Council, Casey City Council, Central Coast Council, Eurobodalla Shire Council, Frankston City Council, Glen Eira Council, Inner West Council, Kalamunda City Council, Lake Macquarie City Council, Livingstone Shire Council, Macedon Ranges Shire Council, Maroondah City Council, Melbourne City Council, Mildura Rural City Council, Monash City Council, Mornington Peninsula Shire, Mt Barker District Council, Nillumbik Shire Council, North Sydney City Council, Northern Beaches Council, Parramatta City Council, Penrith City Council, Queanbeyan- Palerang Regional Council, Randwick City Council, Shellharbour City Council, South Gippsland Shire Council, Surf Coast Council, Townsville City Council, Vincent City Council, Wangaratta Rural City Council, Western Australia, Willoughby City Council, Wodonga City Council, Wollongong City Council, Yankalilla District Council, Yarra City Council.

Get in touch

Please contact our Advertising and Sponsorship
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