

Sustainable House Day

Council Partnership
Opportunities
2022



Straithouse by EME Design

renew.

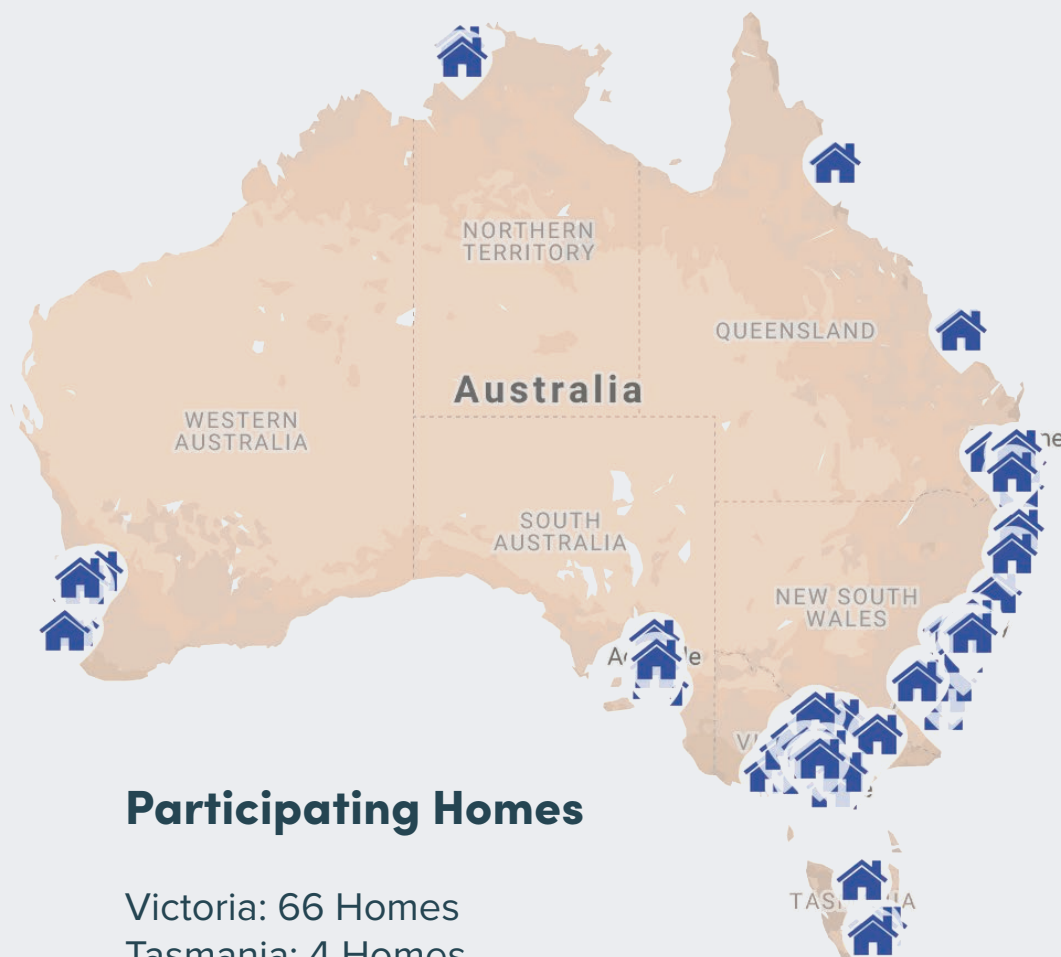
Sustainable House Day provides the opportunity to explore some of Australia's most unique and inspiring homes, and learn from the people who designed them, built them, and live in them.

With a community of over 52,000 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.



Participating Homes

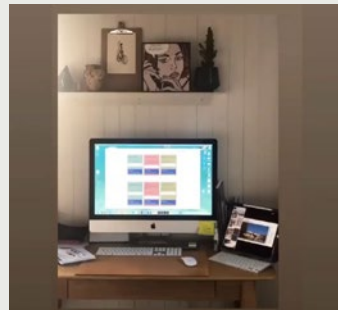
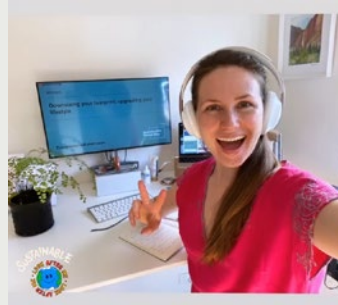
Victoria: 66 Homes
Tasmania: 4 Homes
South Australia: 11 Homes
Queensland: 17 Homes
Northern Territory: 5 Homes
New South Wales: 34 Homes
Western Australia: 28 Homes

Looking back at Sustainable House Day 2021

In 2021, Sustainable House Day expanded into a month-long event, featuring four themed weeks of webinars with experts and homeowners as well as an all-day program of free online events on October 17 2021.

In addition, our community partners around the country hosted their own in person and online events during this period. On our website, 180 house profiles were available, with video house tours providing peer-to-peer information sharing and an insight into our homeowners' journeys.

- 52,124 people engaged
- 4,705 attendees to online events
- 35,638 subscribed to email updates
- 500+ peer-to-peer conversations facilitated
- 15,000+ house tour video views
- 15% of online attendees tuned in for 7hours+
- 5 event sponsors
- 5 Council Partners
- 24 Community Partners



2021 Audience

Demographics

63% of survey respondents identify as female, 33% identify as male, and 2% self-define or preferred not to answer.

64% of respondents are 55 or older, while 35% are 54 or younger. Young people are a potential and necessary demographic for audience expansion in the future.

35% of respondents are already members of Renew, while 17% say they intend to join after attending the event.

39% have never attended Sustainable House Day before.

Insights

82% of respondents rate their Sustainable House Day experience as either “excellent” or “very good”.

Most Sustainable House Day attendees are existing homeowners. 78% of respondents are existing homeowners and 41% are looking to build a new home. Only 3.6% are apartment owners and 7% are renters.

Sustainable House Day makes people more confident in making sustainable changes and sharing knowledge with their friends and family. Of our survey takers, 85% said they felt more confident about making choices around sustainability after the event, and 82% said they’d share what they learned with their friends and family.



Treehouse Extension by Emma Scragg

Looking ahead to Sustainable House Day 2022

Sustainable House Day 2022 will expand on the success of the hybrid format of the event in 2021, with a combination of online and in-person events around the country.

A month of online in-depth webinars will culminate in a day of free online sessions on October 2nd 2022, offering a deep-dive into a range of sustainability topics led by experts, architects, and homeowners. We'll also be teaming up with community groups around the country on a busy calendar of events throughout this month; including expert panels, in-person house tours, and peer-to-peer information sharing sessions. In addition, 150 of Australia's most sustainable homes will be open for interactive tours on our website, where participants can learn directly from homeowners, architects and designers.



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.

In addition, we encourage our Council Partners to host events as part of the Sustainable House Day program throughout September 2022. These events will be promoted Australia-wide, and are a great way to showcase a council's commitment to sustainability. These events could be in-person house tours, panel events, or webinars.


2022 Council Partnership Opportunities

The following is a summary of our council partnership package available for Sustainable House Day 2022.
This package costs \$2,500 (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.

A photograph of a modern, two-story house with vertical wood cladding. The house features large windows on both levels, including a prominent corner window on the upper floor and a large glass door on the ground floor. The house is surrounded by greenery, including trees and plants in the foreground. The sky is blue with some light clouds.

CLT Passivehouse, Betti & Knut Architecture

Get in touch

We are always keen to hear other ideas for partnerships and events as part of the Sustainable House Day calendar. Please contact our Advertising and Sponsorship Manager to start the conversation:

Mohit Gulati
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sustainablehouseday.org.au
renew.org.au

A photograph of a modern interior space, likely a living area, featuring large wooden-framed windows and a vaulted ceiling. The windows offer a view of a blue lake and distant hills. In the foreground, there is a wooden floor and a wooden chair. The text "Thinking Paddock House, Open Creative Studio" is overlaid on the top right of the image.

Thinking Paddock House, Open Creative Studio

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 12 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. Our Green Rebuilt Toolkit program launched in 2021 provides resources and advice to homeowners who are rebuilding after being impacted by bushfire. Renew also provides consultancy services based on our technical expertise in energy, water and communications.