

# Sustainable House Day

Sponsorship Opportunities  
2022



Straithouse by EME Design

**renew.**

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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.

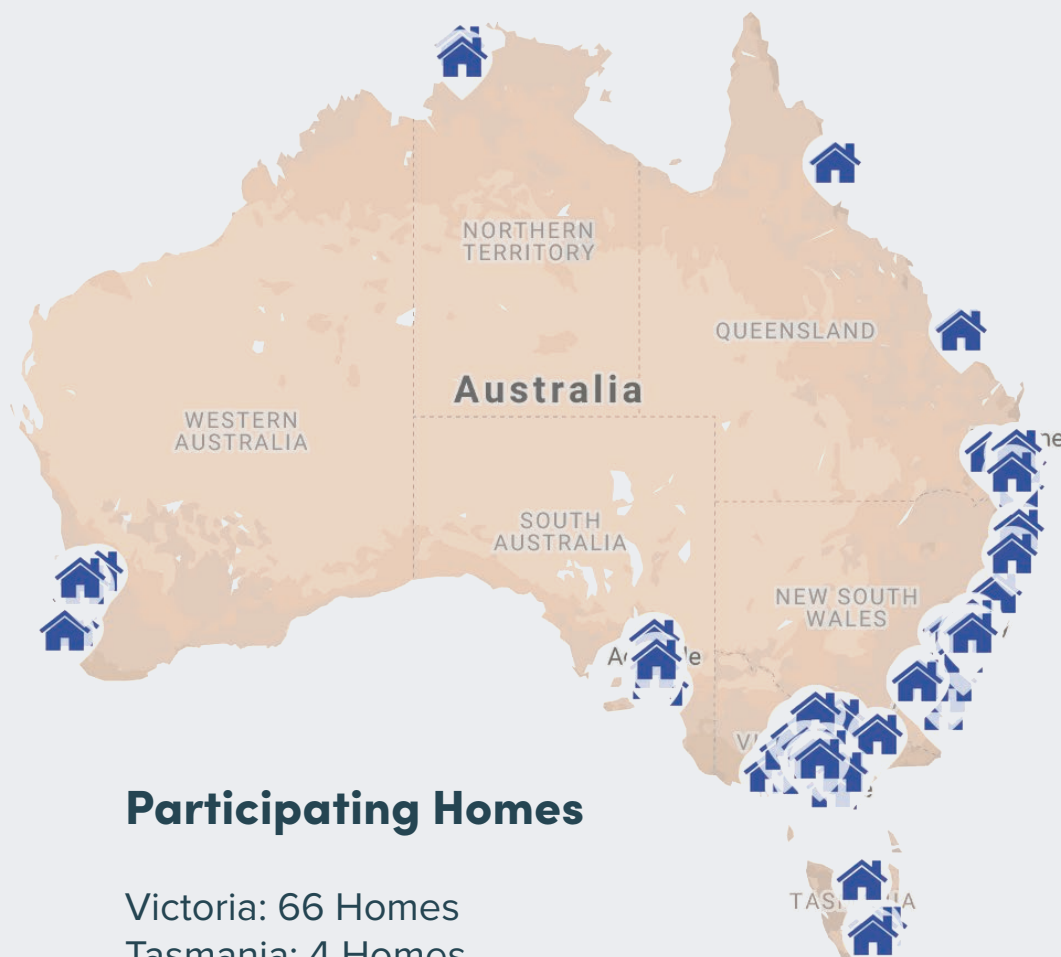
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Households generate at least one fifth of Australia's total greenhouse gas emissions. The products, technologies and knowledge to make our homes and personal transport greener already exist, so reducing the carbon emissions from Australian households 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

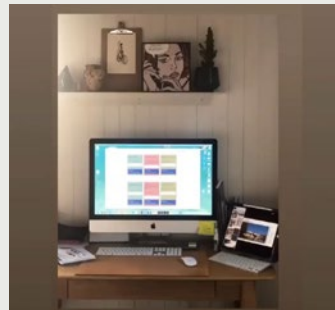
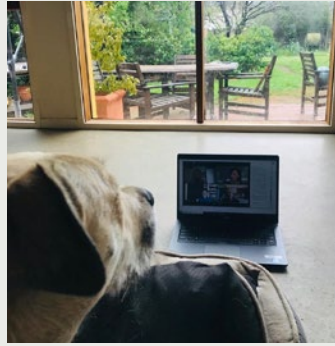
Victoria: 66 Homes  
Tasmania: 4 Homes  
South Australia: 11 Homes  
Queensland: 17 Homes  
Northern Territory: 5 Homes  
New South Wales: 34 Homes  
Western Australia: 28 Homes

## 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



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## 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

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## 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.





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## 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.

## 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.


## 2022 Sponsorship Opportunities

The following are 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 you needs, 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	5	2	1
Featured sponsor for SHD session	1 session	1 session	
Banner ad featured in eDM	4 times	Twice	Once
Short video clip played on SHD in between sessions	Twice	Once	
Sponsored article on your commitment to SHD featured on website	✓	✓	✓



A photograph of a modern, two-story house with vertical wood cladding. The house features large windows and a glass door on the ground floor. The background shows a clear blue sky and some greenery.

CLT Passivehouse, Betti & Knut Architecture

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## 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:

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[sustainablehouseday.org.au](http://sustainablehouseday.org.au)  
[renew.org.au](http://renew.org.au)





Thinking Paddock House, Open Creative Studio

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## 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.