

Sustainable House Day

Council Partnership Opportunities
2022/2023



Straithouse by EME Design

renew.

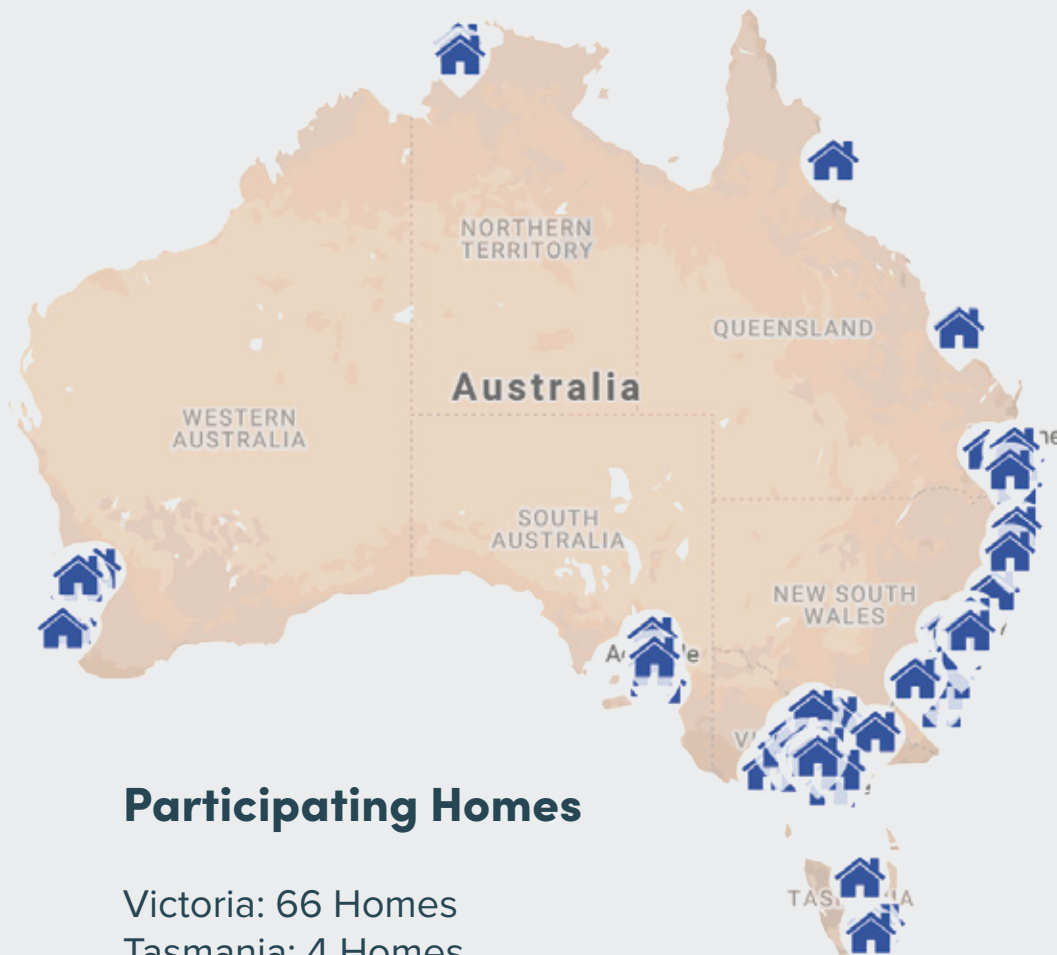
Sustainable House Day provides the opportunity to explore some of Australia's most unique and inspiring homes, and learn from the people who designed them, built them, and live in them.

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

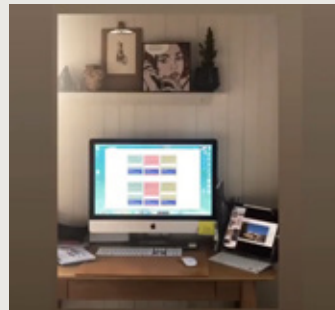
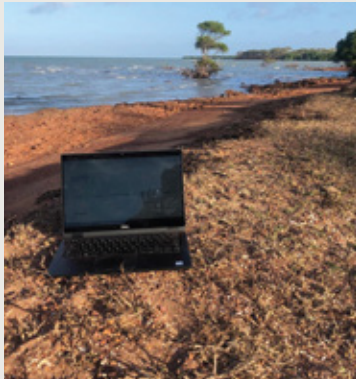
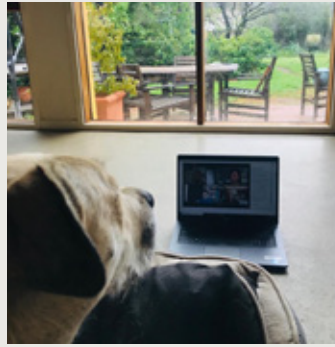
Victoria: 66 Homes
Tasmania: 4 Homes
South Australia: 11 Homes
Queensland: 17 Homes
Northern Territory: 5 Homes
New South Wales: 34 Homes
Western Australia: 28 Homes

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.

Looking ahead to Sustainable House Day 2022/2023

SHD is evolving. As you know, the desire to live in a sustainable home is becoming more mainstream — as energy prices rise and climate events intensify, more Australians want to build and retrofit their homes to be more resilient to external pressures. With this in mind, we've expanded the Sustainable House Day program to be bigger and better than ever before, with an annual calendar of events offering more opportunities for peer-to-peer education sharing and access to expert advice, to a broader range of people.

The SHD that we are familiar with will now take place on 19th March 2023.

By shifting the main Sustainable House Day program to the end of Australia's warmer months, ideally we can mitigate the risk of COVID-19 impacts.

SHD will be complemented by a month of online in-depth webinars 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.

Expanded SHD Program

October 2022: Sustainable Design 101

We're getting back to basics. This event series provides a starting point for people just learning about sustainable design. Panelists vary from homeowners, designers, building scientists, architects and energy analysts from across the country, and will be hosted by Sanctuary magazine editor Anna Cumming.

November 2022: Retrofitting for Resilience

The devastating fires throughout the Summer of 2019/2020 made it clear that Australian homes need to be ready for future climate disasters. As part of our Green Rebuild Toolkit project, this year we're focusing on retrofitting existing homes to be more resilient in the face of bushfire. You'll hear from fire experts, architects, builders, designers, and homeowners who have first hand experience. Each session will feature a panel discussion and a Q&A hosted by Renew CEO Fiona Gray.

December 2022: Sustainable Renters' Week

In this special series of online events, we'll explore ways to live more sustainably in rental properties. Learn how to make easy improvements to your home that will improve comfort and energy efficiency, as well as encourage your landlord to access rebates for more permanent improvements. We'll also shining a light on the reality of Australia's rental properties that are often freezing in winter and sweltering in summer, and advocating for an uplift in energy standards.

March 19th 2023: Sustainable House Day

This day is all about peer-to-peer information sharing, with over 100 homes open online, and a day of free sessions featuring homeowners offering insight into a range of topics:

Do it yourself: Owner building
Creating sustainable housing: Eco communities and co-housing
Quick and easy? Exploring prefab and modular homes
Running on sun: Using solar energy at home
Design for life: Accessibility and ageing in place
Maximum efficiency: Lowering your energy bills
On the cheap: Sustainable design on a budget
EVs and the grid: Understanding sustainable transport

March and April 2023: Extension Sessions

These sessions feature experts and homeowners coming together to offer a deep-dive into a range of topics:

March 21st, 2023: First Steps: Planning, permits and practical solutions
March 23rd, 2023: Finding your team: Sustainable builders, architects and designers
March 28th, 2023: Embedded carbon considerations: Choosing the right building materials
March 30th, 2023: Glazing: How to select the right windows
April 4th, 2023: Warm enough, cool enough: The principles of passive solar design
April 6th, 2023: Comfortable And Affordable: Making the most of insulation and energy efficiency
April 11th, 2023: Going all electric: A how-to guide
April 13th, 2023: Getting solar right: Choosing the right system for your home



Get Involved

We are currently reaching out to prospective 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 February and March 2023. 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.


2022/2023 Council Partnership Opportunities

The following is a summary of our council partnership package available for Sustainable House Day.
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.

A photograph of a modern two-story house with vertical wood cladding. The house features large windows on both floors, including a prominent corner window on the upper level 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:

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renew.org.au



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.