

Sustainable House Day

Presented by **renew.**

TURNING INSPIRATION INTO ACTION

Sustainable House Day 2026 Impact Report



Every Sustainable House Day begins with curiosity.

A family wondering whether insulation is worth it. Someone planning a renovation. A couple ready to replace their gas appliances. Neighbours looking for ideas after a summer of extreme heat.

They arrive with questions. They leave with possibilities.

What they discover isn't a display home or a sales pitch. They discover real people sharing real experience. Homeowners who generously open their doors and talk honestly about what worked, what didn't, what they'd do differently and what they learned along the way. Visitors are invited into kitchens, living rooms and gardens where conversations unfold naturally and practical knowledge is shared, neighbour to neighbour.

These conversations do something that brochures and websites never can. They make sustainable homes feel achievable.

That is the power of Sustainable House Day. It doesn't simply inspire people. It gives them the confidence to take the next step.

A Message from the CEO & Program Director

Sustainable House Day is one of those rare programs where you can see the impact unfolding in real time. Every conversation between a homeowner and a visitor has the potential to build confidence, spark action and inspire change.

This year, we continued to evolve the program - from a refreshed brand and website to an expanded workshop series and stronger partnerships, all with one goal: making it easier for more Australians to access trusted, practical advice about creating healthier, more comfortable and climate-ready homes.

What makes Sustainable House Day so powerful is its simplicity. Neighbours sharing what they've learned creates trust. Trust builds confidence. Confidence leads to action.

Thank you to our home tour hosts, Renew members & volunteers, council and community partners, sponsors and the incredible Renew team. Your generosity, expertise and enthusiasm are what make this program possible, and together we're building a stronger, year-round movement for sustainable homes.

**Helen Oakey, CEO Renew &
Kate Walsh - Program Director SHD**



The program

The 2026 program was designed to support every stage of the Sustainable House Day journey, from recruiting and preparing hosts, to engaging visitors on the day, and continuing learning well beyond the event. Alongside a national media campaign, the program included dedicated briefings, promotional resources, practical learning opportunities to maximise impact across Australia.

Key Program Milestones

February 2026: Website launch and applications open

February–May: Three-phase national media campaign

March–May: Host training workshops

March–April: Community Partner information sessions

March–April: Council Partner information sessions

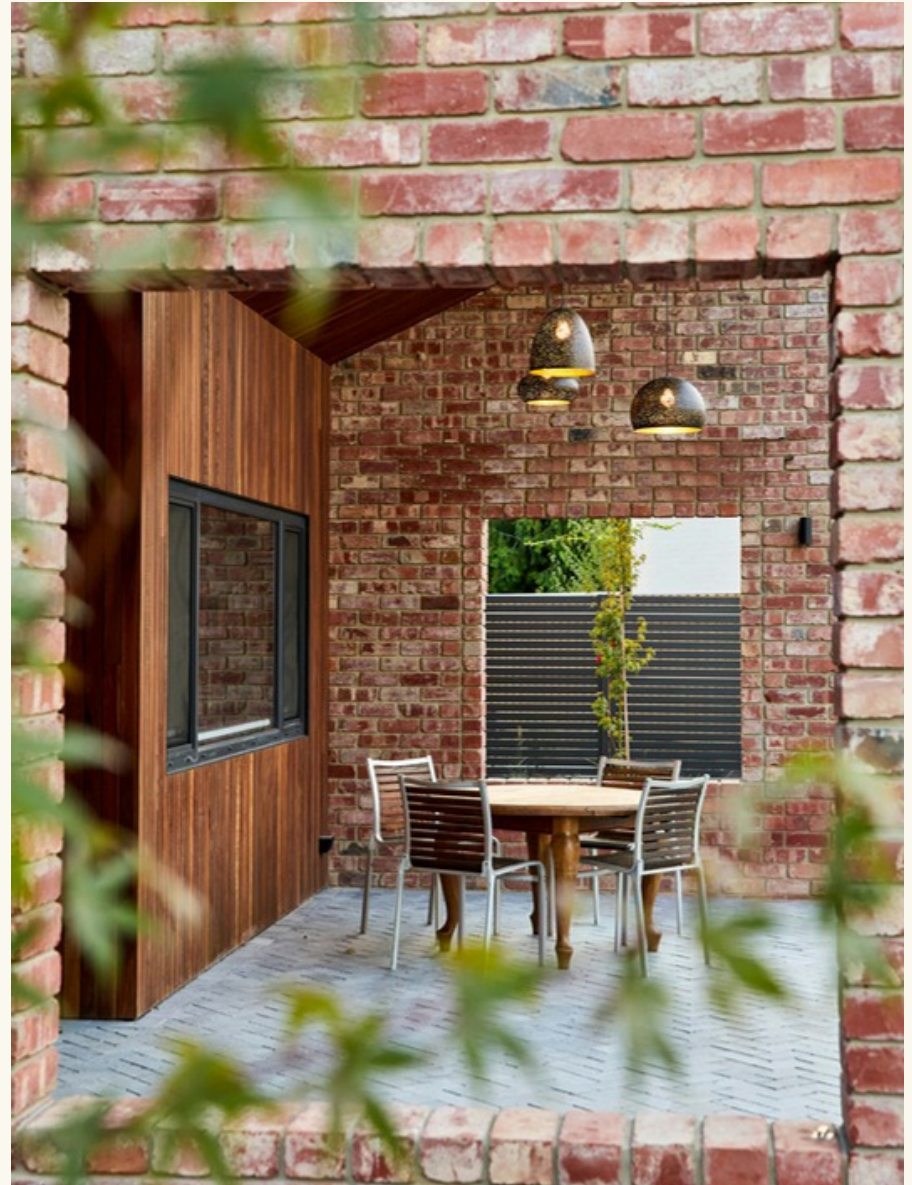
March–April: Distribution of Host, Community Partner and Council Partner information packs via our website, including social media assets, media resources and promotional toolkits

April–May: Distribution of the Sustainable House Day tabloid newspaper

Friday 15 May: Sustainable House Day Launch Party

Sunday 17 May: National Sustainable House Day

June - July: Ten-part Sustainable House Day Workshop Series



The event in numbers

Across Australia, homeowners, architects, designers, councils, community organisations and volunteers came together to share practical solutions for creating healthier, more comfortable and climate-resilient homes.

Together, they welcomed 1,533 visitors, facilitated 3,447 guided home tour bookings, and sparked thousands of conversations that helped turn lived experience into practical action.

Behind every number is a conversation. A homeowner sharing their story. A visitor discovering a new idea. A neighbourhood becoming a little more connected.

The conversations sparked

60%

of visitors to plan upgrades within six months

The day created

7k +

peer-peer conversations

Nearly 70% of home tours were

80%

full or sold out

2026 saw a

31.7%

increase in home tour bookings

We showcased

232

homes across Australia

Home tour hosts welcomed

1,533

people into their homes

We generated

217+

media stories

We opened homes in

113

different local government areas



Visitors
rated their
experience

4.7/5



Our hosts are the heart of Sustainable House Day

Sustainable House Day is powered by an extraordinary community of homeowners who generously share their lived experience so others can create healthier, more sustainable homes.

In 2026, **232 households participated nationally, including 143 homes that opened their doors to visitors and 89 homes that shared their stories online.** More than half of the in-person hosts (54%) returned to participate again, while 46% opened their homes for the first time – demonstrating both the strength of the existing host community and its continued growth.

The host survey revealed that people volunteer for one simple reason: they want to help others make better decisions about their homes.

Hosts consistently described the most rewarding part of the day as answering questions, sharing practical lessons and helping visitors begin their own sustainability journey.

The impact is clear. **77% of hosts believed their participation had some or a lot of impact on visitors,** reinforcing that Sustainable House Day succeeds because people trust people.

We showcased
232
homes across
Australia

We opened homes in
113
different local
government areas

Out of 232 hosts
98%
would recommend
hosting to their friends





“If someone takes away only one good idea from visiting our house, we have made an impact and it was worth the effort. We learned from other people when we attended Sustainable House Day in the past, and now we are helping others.”

- SHD Host

More visitors. Deeper engagement.

Building on the strong foundations established over many years, Sustainable House Day continued to evolve in 2026.

A refreshed ticketing model, new website and increased investment in communications and media made it easier for visitors to discover homes, plan their day and engage more deeply with the program.

Home tour bookings increased by 31.7%, from 2,618 in 2025 to 3,447 in 2026.

With almost the same number of participating homes, each home welcomed an average of **30% more visitors**, creating thousands more opportunities for learning and conversation.

And importantly for hosts, **nearly 70% of home tours were 80% full or sold out**. This was a great achievement and reflects the effort of not just the team but also the tour hosts in generating publicity for their tours.

How Attendees Heard About Sustainable House Day

Renew's communication channels remain the primary driver of attendance, with **49% of visitors hearing about Sustainable House Day through the Renew email newsletter**.

The event also benefits from a highly engaged community, with **43% of attendees having participated previously**.

Beyond Renew's own network, **17% of attendees discovered the event through social media**, while councils, community partners, sponsors, online search, media coverage and word of mouth all played an important role in extending the program's reach and attracting new audiences.

On average

2.3

homes were visited by every visitor

2026 saw a

31.7%

increase in home tour bookings

Nearly 70% of home tours were

80%

full or sold out

We welcomed

173

children on the day

The day created

7k +

peer-peer conversations



“Seeing real-world examples of people tackling the same problems we're facing helped me feel like an effective, incremental retrofit is possible.”
– SHD Visitor



Reaching Australians who are ready to act

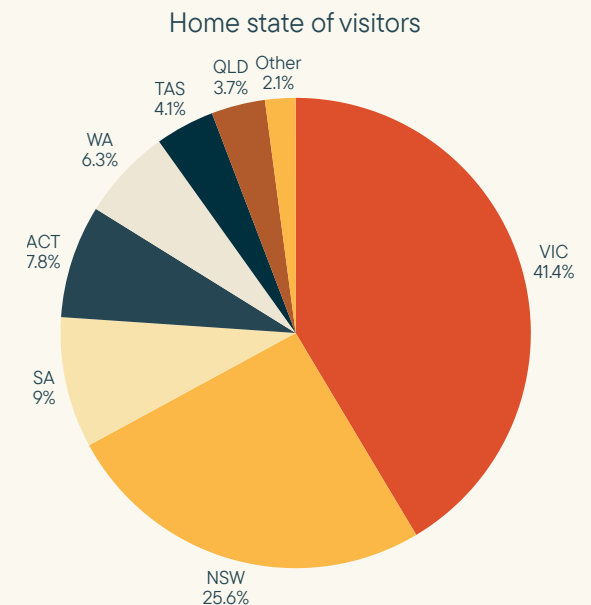
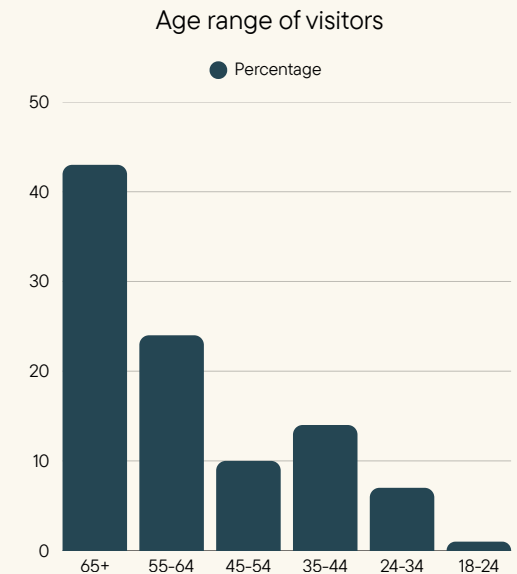
The 2026 visitor survey shows the program is reaching a **mature audience of homeowners** who are planning renovations, retrofits and major home upgrades. This is an audience with both the **motivation and the capacity to take practical action**, making Sustainable House Day a powerful catalyst for household climate action.

At the same time, the program continues to **welcome new visitors while retaining a loyal community** who return year after year as their own sustainability journeys evolve.

Sustainable House Day attracted a **national audience, with visitors from every Australian state and territory**. While Victoria (41%) and New South Wales (26%) accounted for the largest share of attendees, more than one-third of ticket purchasers travelled from elsewhere across Australia, demonstrating the event's broad national reach.

What this tells us

Sustainable House Day is **reaching people at a pivotal moment** - when they are actively considering how to improve the comfort, affordability and resilience of their homes. Many return over several years as their projects evolve, using the program as a trusted source of practical advice and inspiration.



Inspiration becomes action

The most powerful outcome of Sustainable House Day isn't what visitors learn on the day. **It's what they do next.**

The 2026 visitor survey shows the event is helping people move from curiosity to confidence, and from confidence to action.

Over 60% of visitors said they are likely to undertake sustainability upgrades within the next six months.

The most commonly identified **next steps** included:

- Insulation
- Draught-proofing
- Electrification and induction cooking
- Solar and battery systems
- Secondary glazing
- Water-saving measures
- Climate resilience upgrades
- Biodiversity and productive gardens

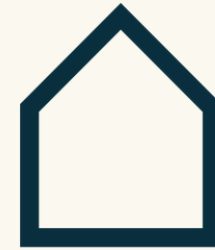
Again and again, visitors told us that seeing real homes – and hearing honest stories from the people who live in them, helped them believe change was possible.

Rather than searching for perfect homes or expensive technology, they came looking for practical advice, real costs, honest lessons and trusted guidance from people who had already walked the path before them.

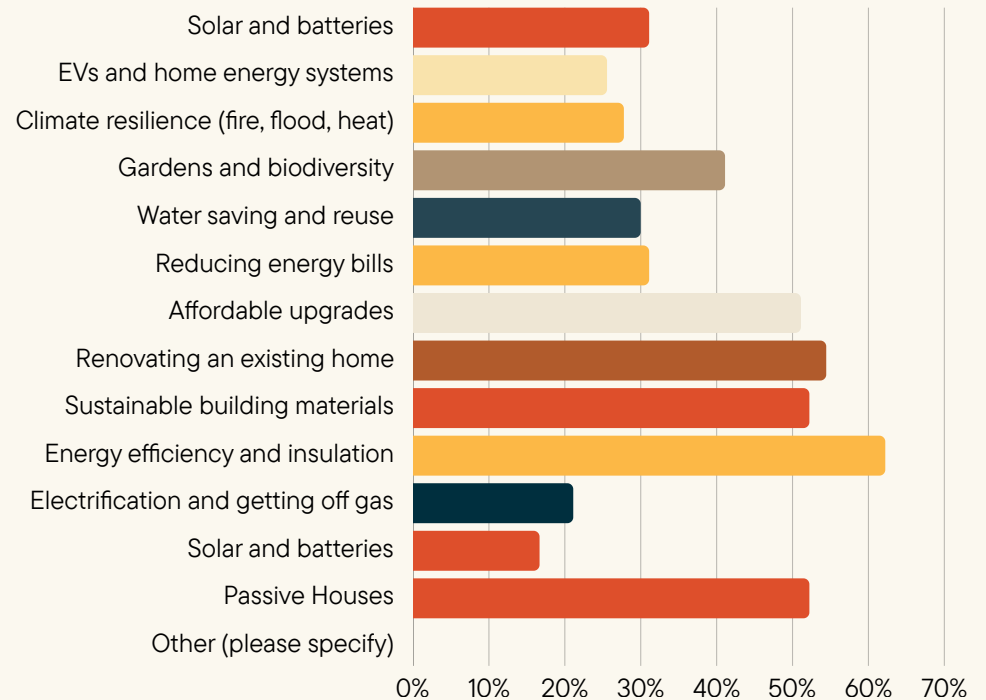
The conversations sparked

60%

of visitors to plan upgrades within six months



What visitors want to know more about



"SHD is so valuable. This is how we found our architect. We attended SHD for over ten years, visiting many homes and attending talks, which gave us the confidence to choose to build with Goodhouse Architecture."

- SHD Visitor



A Community-Powered Movement

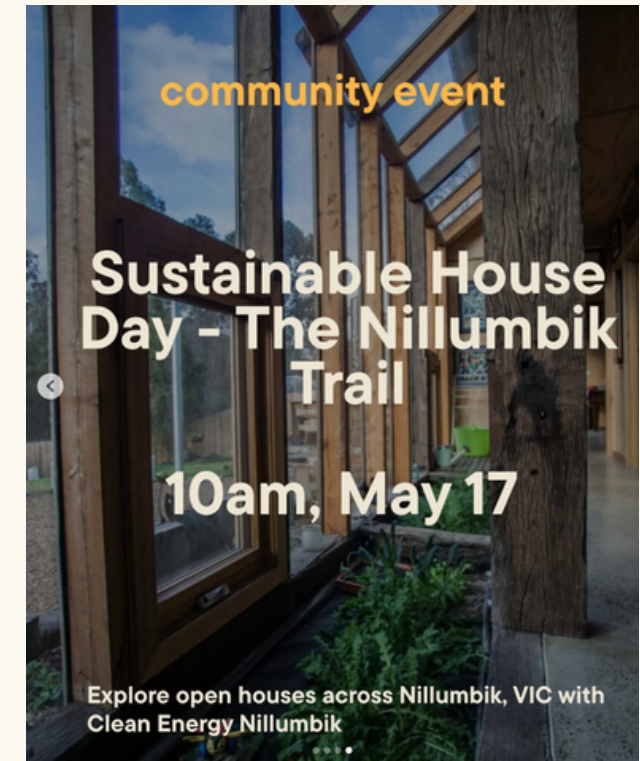
Across Australia, council partners, community organisations, volunteers, homeowners and industry professionals come together to **create a national event that feels deeply local**. Each partner brings trusted relationships, local knowledge and a shared commitment to helping more Australians create healthier, more comfortable and more resilient homes.

Council partners play a vital role in connecting Sustainable House Day with their local communities. They help promote the program, encourage participation, support local homeowners and position sustainable housing as part of broader conversations about climate resilience, liveability and community wellbeing. Their involvement extends the reach and credibility of the program while strengthening local engagement.

Community partners amplify this impact even further. Local environmental groups, neighbourhood organisations, sustainability networks and community groups use Sustainable House Day as a platform to bring people together through talks, tours, workshops and local events. These activities help create connections between neighbours, showcase local expertise and ensure learning continues beyond individual home visits.

We were also pleased to **partner again with the Australian Electric Vehicle Association (AEVA)**, matching EV owners with home tour hosts to showcase electric vehicles in real homes. Through practical demonstrations and honest conversations, visitors gained trusted advice about charging, running costs and integrating EVs into an all-electric lifestyle.

Together, **these partnerships transform Sustainable House Day from a collection of open homes into a national community movement**. They create local entry points for people at every stage of their sustainability journey, strengthen relationships between councils and their communities, and build the social networks that make behaviour change possible.



We welcomed

18

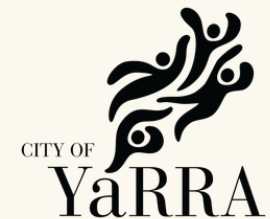
community partner events who extended the program through locally led activities across Australia.

We welcomed

8

local councils who supported local engagement and promotion.

Council partners



A Diverse Showcase of Sustainable Homes

Sustainable House Day 2026 showcased an inspiring cross-section of Australia's most sustainable homes, demonstrating that there is no single pathway to creating a better home.

More than half of participating homes (55%) were new builds, while 45% showcased the transformation of existing homes through renovations, deep retrofits or gradual upgrades over time. Together, they reflected the many ways Australians are improving the performance, comfort and resilience of their homes, regardless of age or budget.

The homes themselves highlighted the technologies and design approaches leading Australia's housing transition. Rooftop solar featured in 85% of homes, 73% were all-electric, and 67% incorporated passive solar design. Almost half included home batteries (49%) and climate resilience features (47%), while 44% showcased electric vehicles.

More advanced approaches were also well represented, with 37% demonstrating energy-efficient retrofits, 33% using natural building materials, and 22% built to PassivHaus standards.

Together, these homes provided visitors with practical, real-world examples of what a sustainable Australian home can look like—from incremental improvements through to world-leading performance.



Growing the conversation

In 2026, we invested additional capacity into storytelling, media and digital communications to ensure the knowledge shared by homeowners reached audiences across Australia.

Through compelling stories, practical advice and authentic voices, we helped more Australians discover Sustainable House Day and imagine what might be possible in their own homes.

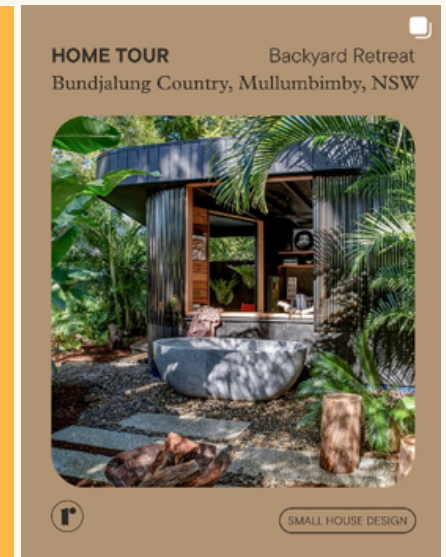
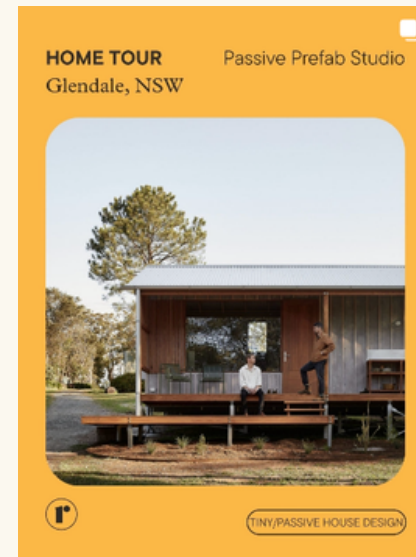
The results reflected that investment.

Our Instagram community generated almost 385,000 views, reached more than 68,000 accounts and grew by 28% to 11,000 followers, while engagement increased by more than 2,000%. Facebook reached 68,589 views (up 55%) and our YouTube house tour videos were viewed more than 36,000 times.

A key part of this success was creating a **sharing eco-system strategy that empowered homeowners, visitors, sponsors, community partners and council partners to become storytellers themselves.** By equipping our network with ready-to-share content and authentic stories, we significantly extended the reach of the campaign through trusted local voices and community networks.

Our storytelling also extended beyond digital channels. A **new 16-page Sustainable House Day tabloid newspaper** was distributed through partner networks, reaching an estimated 27,000 Australians and helping inspire even more households to begin their retrofit journey.

Instagram engagement	Home tour video views	Facebook views up by	Unique users
2000% increase	35.6k via our YouTube channel	55%	+58k on our website



Every home has a story. Every story inspires thousands more.

The impact of Sustainable House Day extends well beyond the people who walk through a front door.

In 2026, we partnered with **The Bravery**, building on the strong foundations established in 2025 to deliver a strategic, three-phase earned media campaign that kept Sustainable House Day in the national conversation from February through to event day. Rather than relying on a single launch, the campaign combined national feature stories, local homeowner case studies and an event-week media push to build momentum over time.

At the heart of the strategy were our homeowners. Across Australia, they generously shared their homes, experiences and expertise through interviews, photography and local media, becoming trusted ambassadors for sustainable living. Their authentic stories helped connect national issues like rising energy costs, climate resilience and housing affordability with practical solutions people could relate to.

The campaign generated **217 media stories - a 17% increase on the previous year**, including 101 regional stories, 67 television and radio interviews, and features across Australia's leading property, lifestyle and news outlets.

Together, these stories helped position Sustainable House Day as Australia's leading source of trusted, practical advice for creating healthier, more comfortable and climate-ready homes.

Compact homes unlocking cheaper, cleaner city living

By Poppy Johnston

Updated February 26 2026 - 6:03am, first published 6:00am

Save

Share



Building developers Michelle and Eve Pickering are the driving force behind the Two Sisters project. Photo: Michael Currie/AAP PHOTOS

In a time of climate change and strained housing affordability, sometimes it pays to think small.

At just 50 square metres, the apartments and townhouses inside the Two Sisters development in North Melbourne are far smaller than the 236 sq m average Australian home - the biggest in the world.

It's a decision that has allowed sisters Eve and Michelle Pickering - building developers, owners and occupants of two of the homes - to minimise costs and environmental footprint.

The future of heritage houses: Today's homes will be judged on sustainability and longevity



Julie Mulhauser's Graeme Gunn-designed net-zero home in Canterbury is set to open on May 17 for Sustainable Houses Day. Photo: Natalie Jeffcott

Property | Perth | WA News

Sustainable House Day: Why West Australians are embracing homes going off the grid



Kim Macdonald | The West Australian
Sat, 14 March 2026 4:30PM | [Comments](#) | [+](#)

Kim Macdonald



Home upgrades saving Australians billions in cost-of-living crisis



Alesha Capone, Property Journalist
Updated 23 Apr 2026, 7:11pm
First published 23 Apr 2026, 10:09am

Herald Sun

Martin Chape is just one of the West Aussies e



West Australians are helping to d
innovative changes, including an
From DIY solar power systems to
State are coming up with inventi
And the energy efficiencies are n
owners to an additional six-figur

Add as a preferred source on Google



Katy Daily, with sons Arlo and Quinn, has retrofitted a circa-1930 house to become a highly energy-efficient home. Picture: Merri-bek City Council, Zero Carbon Merri-bek.

Australian households are using innovative environmentally-friendly practices to save an estimated \$3bn a year on energy bills.





Extending the learning beyond event day

Sustainable House Day has always been about more than a single weekend. In 2026, Renew expanded the program with a ten-part national online workshop series, giving participants the opportunity to learn directly from some of Australia's leading architects, designers, builders and sustainability experts.

2026 Sustainable House Day Workshop Series

- **Biophilic Design: Bring Nature Home** — Talina Edwards
- **Inviting the Wild In: How Gardens Can Reconnect Landscapes** — Hannah Jones
- **The \$5K Retrofit: Small Budget, Big Impact** — Jenny Edwards x 2
- **The Electric Home: How It All Works Together** — Tim Forcey and Brendan Lang
- **The Retrofit Playbook: How to Transform Your Existing Home** — Sarah Lebner and Simon Clark
- **Sustainable homes: design and build without the battle** - Amelia Lee
- **EVs Made Simple: What You Actually Need to Know** — Sarah Aubrey and Tim Eden
- **Future-Ready Strata: Getting Your Building's Masterplan Off the Ground** — Tonja Gibson and Nicki Hodgson
- **PassivHaus: Comfort Without Compromise** — Andy Marlow and Simon Anderson

We created

10

amazing practical and inspiring workshops

We welcomed

13

expert speakers for our workshop series

Over

1000

Renew members and supporters attended our workshop series

Sponsors

2026 Principal Partner

Partnerships that amplify impact

Creating behaviour change doesn't begin on event day - it starts long before a visitor walks through the front door and continues long afterwards.

That's why values-aligned partnerships are so important. As Principal Partner, Bank Australia helped us tell the stories that inspired people to attend, learn and take action.

Together, we created a year-round storytelling campaign spanning Renew and Sanctuary magazines, digital channels, webinars, events, media, a new Sustainable House Day tabloid and the launch of a 90-second documentary series featuring homeowners and practical sustainability solutions. These short films became a powerful new storytelling tool, bringing authentic voices and real homes to audiences well beyond those able to attend in person.

By placing homeowners and practical solutions at the centre of every story, the partnership helped build trust, grow community and inspire more Australians to create healthier, more comfortable and climate-ready homes.



Supporting partners

Sustainable House Day is strengthened by partners who do more than sponsor the program - they actively contribute to the learning experience.

Our supporting partners played an active role in bringing Sustainable House Day to life. They contributed stories, featured in our new 90-second documentary series, shared knowledge through workshops, appeared in Renew and Sanctuary magazines and amplified the campaign through their own communities and channels. Together, we created a richer, more authentic storytelling campaign that reached well beyond event day.

This collaborative approach ensures every partnership adds genuine value to the visitor experience. It also reinforces one of Sustainable House Day's greatest strengths: bringing together homeowners, industry experts and purpose-led organisations to share practical knowledge that empowers Australians to make informed decisions about their homes.



Looking ahead

Every year, Sustainable House Day reminds us that one conversation can change a home, and one home can inspire a neighbourhood.

As Australia's need for healthier, more comfortable and climate-ready homes continues to grow, so too does the opportunity for Sustainable House Day. In the years ahead, we will continue to evolve the program—expanding year-round learning opportunities, growing our community of homeowners, strengthening partnerships and finding new ways to share trusted stories that turn inspiration into action.

None of this would be possible without the extraordinary generosity of our community. To our homeowners and hosts who opened your doors. To our visitors who came ready to learn. To our workshop presenters who so generously shared your expertise. To our council and community partners, sponsors and supporters. And to the dedicated Renew team and volunteers who brought the program to life—thank you.

Together, we're creating more than better homes. We're building a more resilient, informed and connected Australia.

One conversation. One home. One neighbourhood at a time.

Presented by...

renew.

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