

SHD2019 REPORT

Geelong Sustainability (GS) coordinated its eleventh Sustainable House Day (SHD) in 2019 with support from the City of Greater Geelong. SHD aligns closely with our mission: to inform, inspire and connect communities to create a sustainable future and to protect our natural environment. SHD also fits with most of the One Planet Living principles.

Our biggest and most popular community engagement event, SHD has evolved into an authentic and effective learning experience. Through showcasing exemplar homes, it seeks to inspire Geelong residents to implement sustainable practices and energy efficiency technologies in their own homes.

SHD2019 was our largest program with 15 properties opening across the Barwon region. Properties open to the public for four hours on Sunday 13th October. Homes within suburban Geelong and Golden Plains Shire opened from 10am to 2pm and those on the Bellarine and Surf Coast opened from 1pm to 5pm.



GS volunteers: John, Noreen & Annie promoting SHD at Humans in Geelong Expo



Cr Mason & homeowner, Stephen Murphy & Times News Group photographer, Michael Chambers

All homeowners and onsite experts reported having a rewarding day sharing their knowledge and insights. We had another record breaking year with over 2750 house visits being recorded, which is an average of 185 per house. The busiest home in Pt Lonsdale had over 350 visitors that's 15 every 10 minutes!

Partners

Geelong Sustainability would like to acknowledge our generous homeowners, sponsors, community partners and volunteers who helped to make SHD such a wonderful knowledge-sharing community event. In total there were 125 volunteers and 55 subject matter experts (SME) who contributed to making SHD2019 so successful. The onsite experts included: designers, architects, energy raters, builders, solar experts, window/glazing suppliers, retrofitters, landscape architects, permaculture/garden gurus and other product suppliers.

EVENT SUPPORTERS



MAJOR PARTNER



GS receives a strategic partnership grant of \$15,000 from CoGG without which we could not deliver this logistical complex event. This year we also received strong support from local businesses. Visitors were asked to pay an entry fee of \$2/house, which raised around \$2300 less some funds donated to The Farm Next Door. The actual event expenditure was just over \$23,000 although the value of the event is conservatively estimated at over \$66,000.

Planning & publicity

In 2019, GS was again responsible for all aspects of event planning and publicity. Key features were:

- **Adverts** ran in the Times News Group suburban papers in the 4 weeks before SHD. Councillor Jim Mason did a photo shoots for us and stories ran in The Addy and the Times papers.
- **Postcards** - We printed 7,000 A6 postcard with property details, which were widely circulated including through Council service centres, libraries and neighborhood houses.
- **Web & email** - We created informative detailed web pages off our [main SHD page](#), with technical information, photos and onsite experts. We emailed info to our 3500+ subscribers several times in the lead up to the event.
- **Social media** - We posted regularly to our [SHD](#) and [GS](#) Facebook pages. Geelong Media produced a preview slideshow video and homeowner case studies that we boosted with Facebook adverts. The preview video had over 7300 views and specific houses from 4000-5600 views.
- **Online bookings** - We encouraged people to pre-register for SHD and by SHD we had over 1000 registrations!
- **Other publicity** - We held a *SHD Preview: Meet the Homeowners Green Drinks* event on 25 September. We did a special SHD radio show on the Pulse *The Sustainable Hour* and they released as a [podcast](#). We also exhibited and gave a presentation at the Humans in Geelong Expo on 6 October.
- **On SHD** – two professional photographers took photos. Geelong Media did several Live Facebook streams, which were later edited into several videos. In total the 11 videos produced for SHD have had over 25,000 views and remain on the SHD page for people to watch.
- **Post SHD** – The review video using video and photos from every house has had over 2800 views. The traditional debriefing celebration dinner was held in late October. This post-SHD get together enables homeowners, event partners and lead volunteers to share stories and plan for the following year. We also circulated a comprehensive post-event participant survey to visitors and volunteers to assess our event coordination and effectiveness.

SHD2019 videos



SHD2019 Live steaming highlights
74 views · October 31



FB live - Nathan Bishop from GOGREEN GLAZING
28 views · October 31



SHD2019 Review
2.8K views · October 31



Live streaming from House #11 in Ocean Grove: Retrosuburbia...
197 views · October 13



Live streaming from House #10 in Ocean Grove. Sustainable...
248 views · October 13



Live streaming from House #7 in Newcomb Sustainable House...
182 views · October 13



Live streaming from House #5 in Hamlyn Heights: a 'How To'...
111 views · October 13



Sustainable House Day 2019 - House #8 Portarlington
4.8K views · October 9



Sustainable House Day 2019 - House #14 Torquay
5.6K views · October 3



Sustainable House Day 2019 - House #1
4K views · September 28



SHD2019 Preview
7.3K views · September 21



Sustainable House Day at MACS
650 views · October 14, 2018

Key Insights from Participant Survey

The post event visitor survey was sent to 686 recipients including visitors and volunteers who attended SHD2019. A total of 97 responses were received (14%).

- For the second year, the majority of respondents (59%) said that they were attending SHD for the first time. This suggests there's an increasing public interest in learning about sustainable living.
- The properties of most interest were productive edible gardens (69%) followed by new passive solar designed 7+ star homes (61%) and DIY retrofitted homes and works-in-progress (57%). There was also a strong interest in tiny or compact homes (47%) and renovated older homes (41%).
- Most people only visited 2-3 homes. Possibly due to the wide geographic spread and also people stayed longer talking to homeowners and onsite experts and taking tours.
- Seeing for themselves is fundamental to understanding - 98% of people found it useful to see sustainability features firsthand. While 93% found it useful to talk to homeowners and 87% liked talking to onsite experts and 91% found it useful to be able to read information around the site.
- The features of most interest were the ones that will ensure thermal comfort and lower energy bills ie. Glazing & window treatments; Passive solar design & site orientation; Insulation & draught proofing.
- SHD2019 fully met the expectations of people (53%) and exceeded those of another 28% ie. 81%.
- It was fantastic to see that 57% of people were more confident to seek advice after SHD.
- SHD encouraged 56% of visitors to include more sustainability features and that 36% are already taken action to make their homes more sustainable.
- Unsurprisingly, cost was the key reason 58% people gave for holding them back from improving their home, another 28% weren't sure where to start and 18% couldn't find reputable local businesses.
- 96% of people prefer to learn by visiting sustainable homes – strong confirmation of SHD's key purpose!
- There was strong support for our Micro Village project with 77% fully supportive.
- People of all ages attended SHD: 29% were in 55-64 age range and 26% in the 45-54 range.
- As expected, homeowners (88%) was the largest category of people attending SHD.
- People want to learn more about: * Edible gardening & permaculture, * Windows & glazing options, * Passive solar design, * Solar power & energy monitoring, * Battery technologies & energy monitoring, * Water harvesting & reuse and * Composting & soil improvement.

Visitor feedback

- *Really friendly, motivated homeowners, volunteers and business representatives.*
- *Very inspiring, inclusive and informative! Very well planned and resourced. Will come again.*
- *Great day - keep up the good work. Fantastic initiative - thank you.*
- *It would be great for some of the properties to be open in subsequent years so we can see the progress they've made.*
- *Can it be held over 2 days as there were so many houses and not enough time?*

SHD 5-year statistics

| Year | # Houses | # Visits | Av Visits | # Vollies | # Experts | % Experts |
|------|----------|----------|-----------|-----------|-----------|-----------|
| 2019 | 15 | 2750 | 183 | 125 | 55 | 44 |
| 2018 | 13 | 2306 | 177 | 117 | 58 | 50 |
| 2017 | 10 | 1890 | 189 | 106 | 43 | 41 |
| 2016 | 14 | 1900 | 136 | 87 | 35 | 40 |
| 2015 | 11 | 1160 | 141 | 62 | 21 | 34 |

Comparative analysis

- The national event organised by Renew (previously called ATA) was held on Sunday 15 September. Renew had another record year with 50,000 visits to 253 open houses. Their patronage averaged 198 visits/house with 6-hr opening time ie. 33 visits/hr.
- SHD Geelong had 2750 visits to the 15 open houses, averaged 183/house ie. 46 visits/hr. Our Geelong event had an extra 13 visits/hour or 40% higher visitor rate.

Like Renew, GS had a record year which clearly demonstrates the growing interest in this annual event and the value of the information it provides to the community.

Photos from SHD



*#1 - Strawbale house @ Inverleigh
(SO'R Construction)*



*#12 - Passive house display @ Pt
Lonsdale (Aphi Projects)*



*#13 - Builder, Stu at Pt Lonsdale
(Homes with Integrity)*



#3 - The Farm Next Door @ Norlane



*#11 - 7.9 star home @ Ocean
Grove*



#4 - Tiny home @ Norlane

Acknowledgements

SHD is Geelong Sustainability's signature event and we receive wonderful support from our committee, members and supporters plus local businesses and other groups.

- **Homeowners:** First and foremost we salute our wonderful homeowners who presented their homes so well on SHD, without them there is no event.
- **Experts:** We sincerely thank the many technical experts who provided in-kind support and were kept busy all day giving tours, sharing info and answering questions. Phil Hines and Nicole Litjens again provided pro bono photography services.
- **Volunteers:** GS appreciates the continuing support of our amazing volunteers who assist the homeowners and help to make SHD our most popular annual event!
- **Sponsors:** GS acknowledges our strategic partnership with the City of Greater Geelong and our event sponsors: BSWWRRG, Barwon Water, Mondo, Go Green Glazing, Aphi Projects, SO'R Construction, Homes with Integrity, Deakin HOME, A&A Worm Farm Waste Systems, and Thermosmart Windows. Renew who again provided copies of Sanctuary and ReNew magazines to give away; Lyn Beinart from ecoMaster and the DELWP Scorecard team.
- **Community:** This year we received support from several community groups including: Bellarine Landcare, Geelong Field Naturalists and Friends of Geelong Botanic Gardens.
- **Subcontractors:** GS values the professional services provided by Salty Solutions P/L (Event Coordination); Geelong Media (website, social media and video production); Kathryn Junor (graphic design), PFC Services (signs), Times News Group (media) and Fleetwood (printing).

SHD2020

We are constantly on the lookout for exemplar houses. We're already compiling a list of potential homes to showcase in 2020. For more information contact our SHD Coordinator by email, shdgeelong@gmail.com.

The date for SHD2020 in Geelong is set for Sunday 11 October