

PRACTICALLY GREEN FESTIVAL

KEY FACTS AND OPTIONS



PRACTICALLY GREEN REVIEW

SCOPE

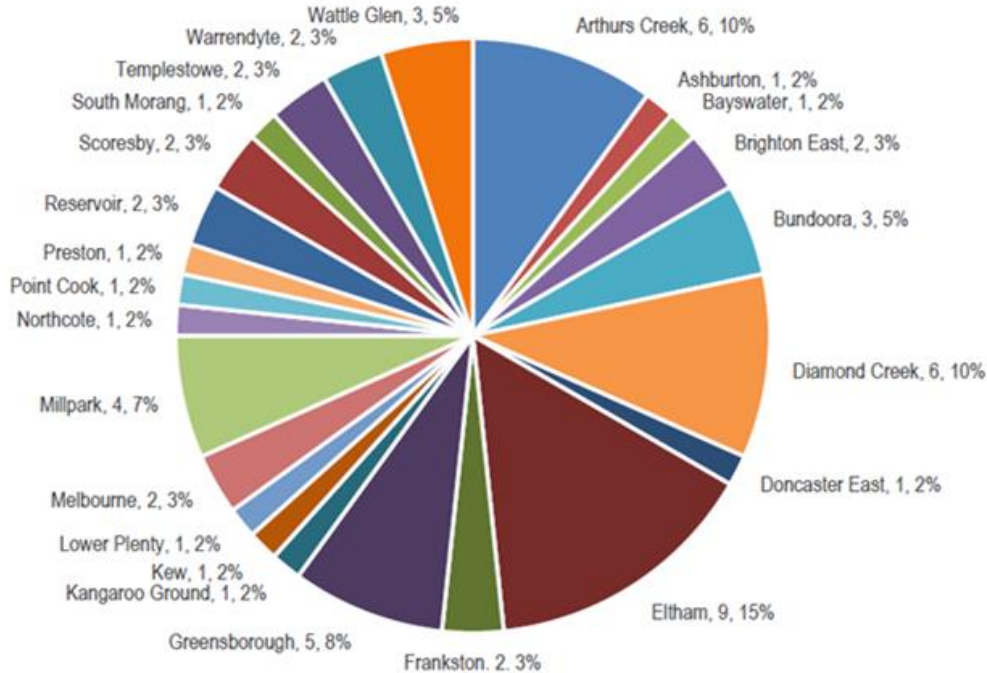
- Benchmark against Council's events portfolio including reach and cost.
- Clarify the role of the Practically Green Festival Committee
- How well does the Festival meet its stated objectives
- Detail options to reposition and deliver the festival into the future
- How could Council reallocate funding to deliver environment and sustainability outcomes
- Options to be presented to Council to gain further direction

HISTORY

- Council supported local community groups to set up an environmental event but have managed it since 2008
- Organising Committee has consisted of three former Mayors and another councillor along with community reps from Green Wedge Protection Group Inc.
- No formal governance structure is in place
 - Target audience is local residents
- Total investment by Council up to \$75k in early years

IMPACT ON NILLUMBIK HOUSEHOLDS

2018 Visitors by Suburb



47% of event visitors from Nillumbik Shire

2018 Attendance Estimate	% from Nillumbik	Number of Residents Attending
3,000	47%	1,410
Households Attended	% claimed behaviour change	Total Households Impacted by Festival
500	85%	425
Nillumbik Population	Number of Households	% of Shire Residences Impacted by Festival
61,273	21,741	2%

BEHAVIOUR CHANGE IMPACTS AND ALIGNMENT 2016-2018

Behaviour Change	Impact	State of Environment Theme
Won't use plastic straws, will use bamboo straws or metal	Low	Waste
Put bread in reusable bag	Low	Waste
Make trash puppets	Low	Waste
Do proper recycling	Medium	Waste
Composting toilets for school	High	Waste
Plant more veggies	Medium	Energy and Greenhouse Emissions
Installing solar panels	High	Energy and Greenhouse Emissions
Install solar batteries	High	Energy and Greenhouse Emissions
Incorporate a little of everything- home, products, garden	Medium	Biodiversity, Water, Waste, Energy and Greenhouse Emissions
Plastic reduction	Medium	Waste
Solar panels, plant propagation	High	Energy and Greenhouse Emissions
Build an off the grid home	High	Water, Energy and Greenhouse Emissions and Waste
Plant more native plants	Medium	Biodiversity
Grow herbs	Medium	Energy and Greenhouse Emissions
Metal drinking straws and other sustainable products for the home.	Low	Waste
carbon footprint	High	Energy and Greenhouse Emissions
Planting an indigenous garden	Medium	Biodiversity
Reducing plastic consumption	Medium	Waste
Starting a worm farm for food waste	Medium	Waste
Using a reusable coffee cup!	Low	Waste
Installing insulation	High	Energy and Greenhouse Emissions

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State of Environment Report Areas

1. Biodiversity
2. Water
3. Energy and Greenhouse Emissions
4. Waste
5. Community
6. Council operations



Note:

Behaviours are claimed and not quantified. These are the comments that have been summarised in evaluation reports.

EVENT BENCHMARKING

Events	Date	Attendance	Cost to Council Total (Direct Funding only)	Cost to Council Per Head
Diamond Creek Town Fair	Saturday, 8 September 2018	20,000	\$ 35,572.00	\$ 1.78
Rotary Eltham Festival & Fireworks Display	10 and 11 November 2018	20,000	\$ 59,420.00	\$ 2.97
Warrandyte Festival	17 and 18 March 2018	15,000	\$ 16,752.00	\$ 1.12
Hurstbridge Wattle Festival	Sunday, 26 August 2018	10,000	\$ 28,457.00	\$ 2.85
Eltham Jazz, Food & Wine Festival	24 and 25 March 2018	9,000	\$ 36,126.00	\$ 4.01
Open Farm Day	Sunday, 1 April 2018	5,000	\$ 10,000.00	\$ 2.00
Practically Green Festival	Sunday, 14 October 2018	3,000	\$ 61,000.00	\$ 20.33
TAH Artists Open Studios	5-6 May and 17, 18 and 24, 25 Nov 2018	3,000	\$ 26,000.00	\$ 8.67
On The Hill Festival, Pantom Hill	Sunday, 21 October 2018	3,000	\$ 15,994.00	\$ 5.33
TAH Open Cellars	20 and 21 October	2,500	\$ 12,600.00	\$ 5.04
Nillumbik Pet Expo	Sunday, 28 October 2018	2,000	\$ 20,000.00	\$ 10.00
Home Harvest FEASTival	Saturday, 24 February 2018	400	\$ 10,000.00	\$ 25.00

Note:

Data is based on estimates provided by event organisers. Practically Green Festival attendance is based on counters at gates .

FINANCIAL ANALYSIS

Year	Council Budget Allocation	Income	In Kind Value	Festival Operating Costs	Other Staff Cost Estimate	Total Investment by Council
2018*	\$61,000	\$5,636	\$2,250	\$60,644	\$11,725	-\$66,733
2017	\$59,000	\$5,939	\$2,000	\$32,488	\$16,374	-\$42,923
2016^	\$59,000	\$10,579	\$2,951	\$48,700	\$17,582	-\$55,703
2015	\$60,000	\$15,728		\$50,182	\$19,650	-\$54,104
2014^*	\$60,000	\$22,465		\$57,894	\$28,340	-\$63,769
2013^	\$60,000	\$24,122		\$58,380	\$25,300	-\$59,558
2012^*	\$61,472	\$23,297		\$59,423	\$25,655	-\$61,781
2011^	\$60,000	\$19,504	\$8,000	\$57,734	\$21,500	-\$59,730
2010	\$60,000	\$15,209	\$3,000	\$60,027	\$27,480	-\$72,298
2009	\$65,000	\$24,807	\$9,000	\$63,648	\$36,500	-\$75,341
2008	\$34,412	\$21,130		\$53,690	\$36,217	-\$68,777

2018 Includes fees for Festival Coordinator. This costs has previously been absorbed into staff wages as part of a role provided by Council to support the festival activities. Estimate of Other Staff Costs based on 2017 and 2016 analysis. This analysis was not included in the 2018 report. ^ 2014 and 2012 Post Evaluation Reports not found. Data is relied upon from finance report. 2012 Unfunded expenses are estimates based on a four year average.

^ Includes income and expenses for the delivery of the Sustainability Awards

Sources - Main source was finance reporting and also used individual PGF Post Evaluation Reports to understand detailed areas and identify in kinds support, although these did not always reconcile. Finance reports have taken primacy where required.

Key Points to Note:

1. Council budget has remained at similar levels after year 1
2. Average of just under \$62k total investment by Council
3. Total of \$680k invested by Council
4. Income significantly reduced in recent years. Sponsorship and exhibitor support declining
5. Council budget allocation represents around 30% of total budget for environmental programs

OBJECTIVES AND PERFORMANCE 2015 TO 2018

OBJECTIVE	FESTIVAL OBJECTIVES AND PERFORMANCE								Comments
	2018 Target	2018 Result	2017 Target	2017 Result	2016 Target	2016 Result	2015 Target	2015 Result	
Attendance	3,500	3,000	4,000	3,500	4,000	3,500	5,000	4,000	Targets for attendance has been revised downwards since 2015 and the targets have not been achieved in any of the past four years
Total Revenue	\$10,000	\$6,190	\$10,000	\$6,706	\$10,000	\$11,567	\$10,000	\$16,603	\$10,000 has been the total revenue target for the festival since it began in 2008 from all sources. This analysis shows all revenue (cash only) versus the target.
Revenue	n/a	\$500	n/a	\$2,000	n/a	\$2,409	n/a	\$6,000	This analysis isolates sponsorship of the festival (cash only) to highlight the level of corporate support in the Festival.
Exhibitors	20	11	20	15	20	20	20	20	In the past two years the number of exhibitors attending the festival has deteriorated.

ENVIRONMENTAL EDUCATION STRATEGY 2012

Empowering our communities through environmental education to take action for a sustainable future.

Key Objectives	Practically Green Festival Impact Scorecard	Comments
<ul style="list-style-type: none"> Develop, promote and deliver innovative and targeted environmental education programs. 	<p>Limited contribution</p>	<p>Some may argue that a stand alone festival was innovative in 2008, but it would not be seen as targeted. The static approach has seen a reduction in attendance and corporate support.</p>
<ul style="list-style-type: none"> Achieve community awareness of ecological sustainability and increase skills and knowledge to enable the community to live sustainably. 	<p>Limited contribution</p>	<p>Only 2% of households in the region are impacted by the Practically Green Festival</p>
<ul style="list-style-type: none"> Implement a coordinated and integrated approach to environmental education program development and delivery across Council. 	<p>Limited contribution</p>	<p>Comments from staff delivering the festival have shown that there is a distinct lack of integration across the organisation.</p>
<ul style="list-style-type: none"> Foster strong relationships that encourage wide community participation and dialogue. 	<p>Partial contribution</p>	<p>The Practically Green Festival has been used as a vehicle to engage with community groups</p>

KEY FACTS SUMMARY

- Target audience identified as local residents
- Total investment by Council up to \$66,733 in 2018 and estimated between 45 to 50 days of Officer support plus support of other departments
- Practically Green absorbs 30% of the Environment Department budget for environmental programs
- Currently influencing behaviour change in 2% of households 1 day a year
- Income significantly reduced in recent years. Sponsorship and exhibitor support declining
- Limited impact to Environmental Education Strategy key objectives
- Constitutes 3% of the actions identified in the Environmental Education Strategy

OTHER OPTIONS?

EVENT COMPARISONS

Event	Council Budget	Attendance	Estimated Nillumbik Households	Cost Per Household	Total Staff Time	Comments
War on Waste Talk	\$2,500	150	53	\$47.00	30 hrs over 6 month period	Simple event that required minimal support to deliver
Practically Green Festival	\$61,000	3,000	425	\$143.53	Estimated between 45 and 50 days over a 6-8 month period (337.5hrs to 375hrs)	Costs for the delivery of the Festival do not include the additional costs across the organisation which in has been estimated at between \$13,873 and \$17,582 in 2017 and 2016. The event requires support from a range of business units across Council including; Corporate Affairs, Marketing, Traffic Management, Waste Management, Environment and Open Space Management and Community Development and Inclusion



- 8 smaller events at a cost of around \$20k could impact a similar number of residents
- Topics could be aligned to evolving strategic imperatives

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PRACTICALLY GREEN EVENT COMPARISONS

Off Grid Living Festival

Run by Creative Collectives and held in the Wangaratta region, the Off Grid Living Festival receives support of under \$5k from Council to delivery a two day festival event that includes workshops and a main festival day to help to educate the community on a range of sustainability topics with around 4,000 people attending.

Key Points

- Generates revenue through ticket sales for the event to help ensure ongoing financial sustainability
- Commercially focused to run independently
- A number of events run in a similar way

National Sustainability Month

Month long series of workshops, talks, demonstrations, artworks, films, performances and events that take place around the country and culminate in an event called the Big Weekend at Federation Square. Has been running for over 20 years and helps to centralise the support for the concept of sustainability.

Key Points

- Centralised platform to leverage sustainability events
 - Event run by Sustainable Living Foundation
 - 100,000 visits per year
- Opportunities for collaboration on small or large events



MAINSTREAMING SUSTAINABILITY AND THE POTENTIAL SPHERE OF INFLUENCE

AREAS OF INFLUENCE:

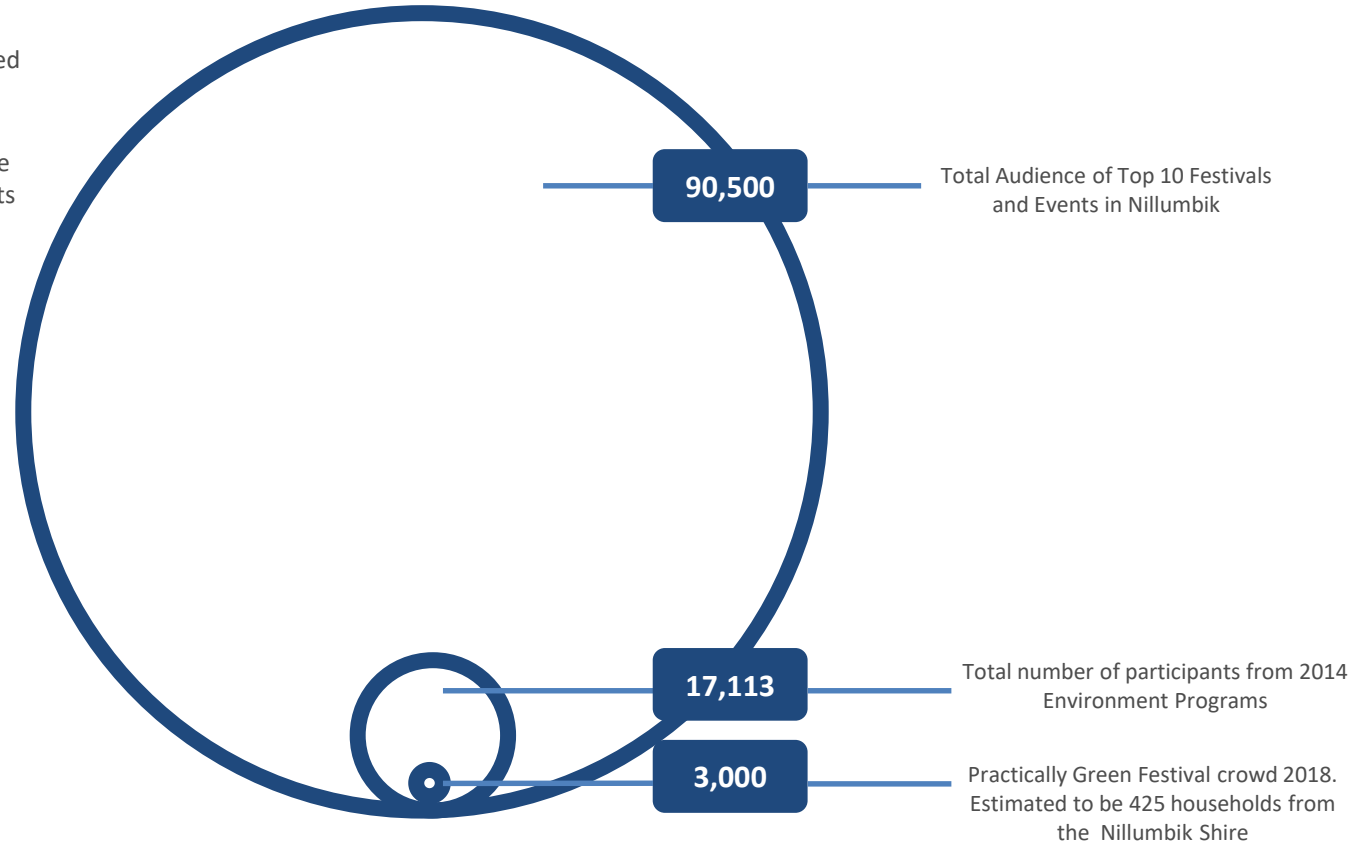
- Two streams of influence can be achieved with Event Owners and Event Patrons
- Event Owners - Event Sustainability Guides (COM example), approach can be from enforcement into grant agreements to education
- Event Patrons – Council messages and campaigns, signage, speaking opportunities, collateral and marquee locations

NOTES :

- Sphere's are to scale to show the audience reached relative to each other.
- Total number of participants from 2014 Environment Programs includes attendees of the Practically Green Festival
- Attendance numbers are estimates and not unique visitors
- The number of Shire residents impacted is not quantified

Sources:

2018 Nillumbik Shire Events Audit
2018 Practically Green Event Review
2015 State of Environment Report



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DIGITAL ADVERTISING TO SUPPORT ENVIRONMENT CAMPAIGNS

Remarketing Campaign

A remarketing campaign could be considered to communicate key behaviour change campaigns at a small cost. Remarketing is a great way to connect with visitors to your website. It allows you to position targeted ads in front of a defined audience that had previously visited your website - as they browse elsewhere around the internet. The marketing team have delivered campaigns for Living and Learning and could set up campaigns for other business units.

Facebook Advertising : Local Awareness Ads

A facebook advertising campaign could be used support remarketing and communicate key campaigns at a small cost. Facebook local awareness ads allow you to advertise from a radius of a defined point eg. Diamond Creek to drive awareness of local issues.



OTHER INITIATIVES

Interpretive Signage and Technology at Edendale

With over 100,000 visits per year the Edendale site offers a great opportunity to engage with visitors every day of the year. As part of the ongoing review of Edendale enhanced signage and technology solutions have been listed as opportunities to impact visitors on sustainable living practices. CERES provide a good example of the integration between a smart phone application and static signage.



Darebin Solar Incentive Programs

- Solar Saver provides incentive for residents who can purchase a solar system and take out a 10 year loan with Darebin and pay back via rates adjustments. Also eligible for State Government incentive of \$2,250
- Solar Bulk Buy provides systems through accredited providers (may be an opportunity to stimulate local business) that are accredited by Council. These come with extended warranties, reliable providers and reduced costs.

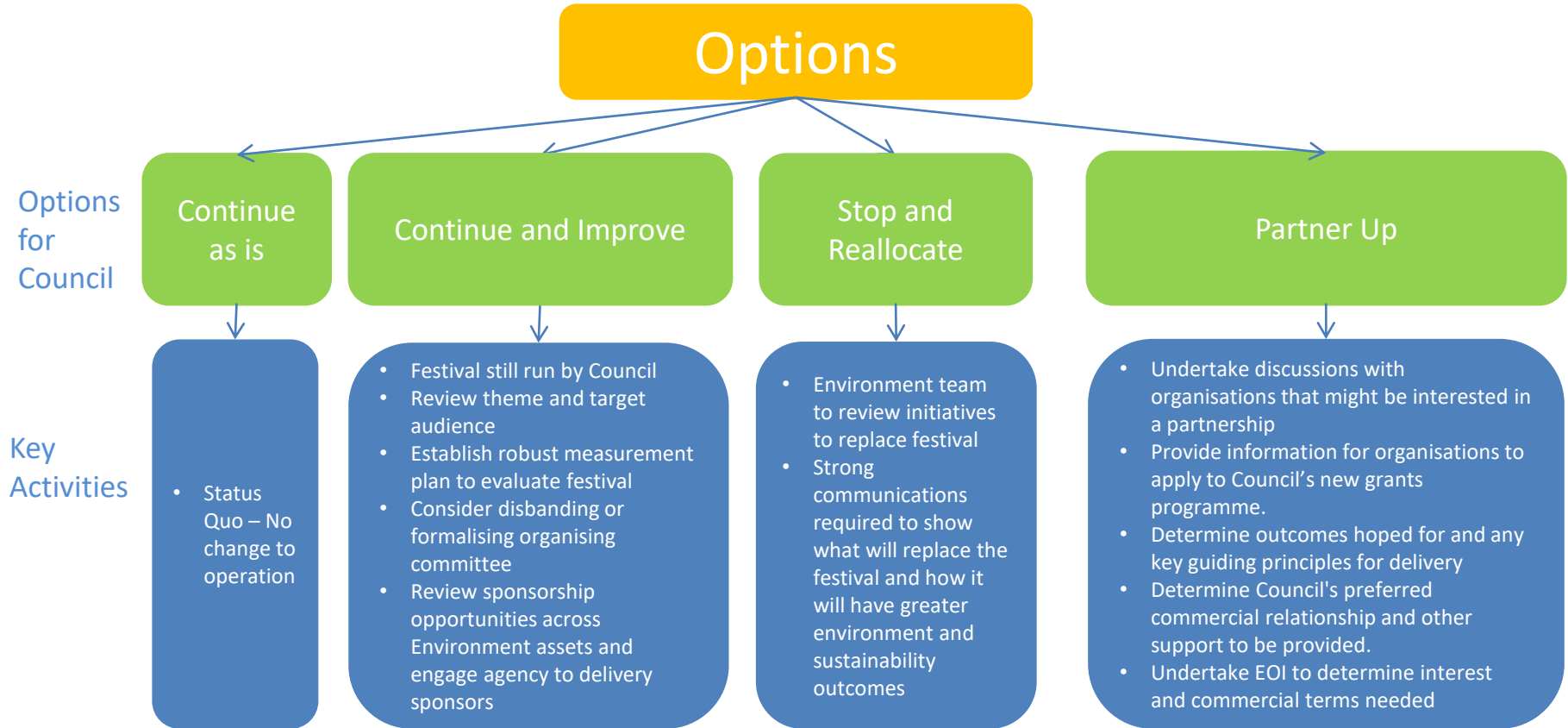


Environment Project Officer

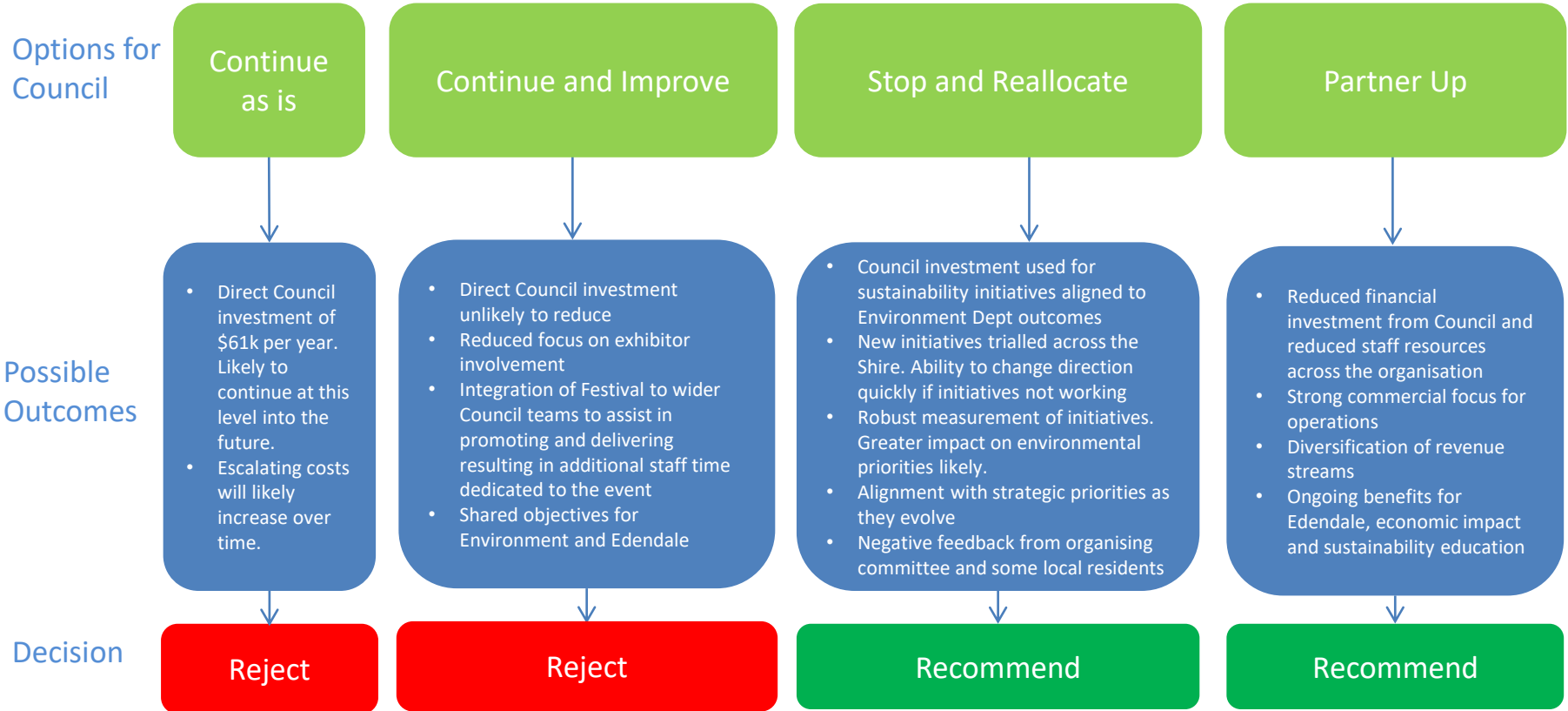
A project officer could be engaged to deliver a range of environment and sustainability initiatives across the Shire



PRACTICALLY GREEN DECISION TREE



PRACTICALLY GREEN DECISION TREE



PHASE 1 – RECOMMENDATIONS

1. That Council stop running the Practically Green Festival with internal resources and use the Practically Green Festival budget to support new initiatives to support environment and sustainability education to residents.
2. If Council see value in continuing the Practically Green Festival an Expression of Interest is taken to market to find a suitable event management company to partner with for the delivery of the event for the next five years.

APPENDIX

KEY QUESTIONS

- What is the best way to utilise the \$61,000 budget that is committed to the Practically Green Festival to achieve the objectives of the Environment team? Is it to continue running a festival event or to undertake other activities?
- From the surveys conducted it appears that in 2018 approximately 1,198 Nillumbik residents (equating to 425 households) have said they will change their behaviour and live more sustainably as a result of attending the Practically Green Festival. This represents 2% of households. Are there other ways to create behaviour change for households that will have greater impact against the stated behaviours that have been identified at the Practically Green Festival?
- Is there merit in continuing the Practically Green Festival due to the current impacts, that are being seen?
- Does the investment made by Council to deliver this festival affect this decision? How does it compare to other events in the region?
- Is Council open to investigating different modes of delivery that reduces Council's investment or removes it?
- Does Council have any "mandatory activities or objectives" that they want to see as an outcome from the festival?
- Is the delivery of a one day festival the best use of resources across the organisation to deliver environmental and sustainability education?
- How can we improve the measurement of the objectives we set out to achieve so that we can provide accountability to the initiatives we undertake for the community?

PRACTICALLY GREEN REVIEW STRATEGIC INFLUENCES

