

Perth Sun Fair 2011

Report on the fourth Perth Sun Fair held at the University of Western Australia on the Oak Lawn on Sunday 10th April 2011.



The environmental challenges that we all face can only be addressed by a change in individual behaviour. There is compelling evidence that true change will happen only when government, business and individuals act together to achieve the goal of sustainable living. Remember the fair is yours and it is your participation that makes it a success.

Contents

<u>Section</u>	<u>Page</u>
Executive Summary - Perth Sun Fair 2011	3
Details	4
Aim	4
Event Description	5
Philosophy	5
Benefits	6
Audience	6
Participants – Stalls	8
Seminars	8
Children’s Activities	13
Music, Arts, Entertainment and Food	13
Volunteers	13
Perth Sun Fair Budget	14
Acknowledgement	14
Summary	15
Particular achievements for the 2011 Perth Sun Fair	15
Goals for 2012	15

Executive Summary - Perth Sun Fair 2011

The Fair achieved its objectives and was a success. About 7,000 visitors came to the Fair over the day, about of 60% of the number that attended in the previous year. There were 50 exhibitors with stalls and displays and this year we ran 3 seminar marquees with half hour seminars slots all day. The Fair is the premiere sustainability event in Western Australia and has demonstrated strong growth from both participants and the public in the past. Its growth is based on its reputation as being a fun and lively event with relevant presentations, information being easily accessible and of being non-partisan by giving all groups fair and equal representation. This year we were forced to change the date of the event about 18 days before the event and ran it a week earlier. This short notice meant a number of would be participants who could not accommodate the change due to other commitments. The drop in attendance was largely due to this late change of date. The Fair demonstrated there is great interest in the area of sustainability. The Fair's strengths are its accessibility and its strong community approach.

We are committed to the philosophy of inclusivity - that non-profit or groups with very limited financial resources are included in the Fair by ensuring no financial barriers such as expensive stall fees, are imposed upon their participation. A significant amount of the sustainability activity 'out there' is from the non-financial groups and volunteers, and we are determined to include them, unlike commercially run sustainability events, in the Fair. This Fair gives these hard working people reward for good work they are doing.

Importantly the community spirit that we sought to nurture and instil in the event has been very successful achieved. People at the Fair felt that, rather than having the Fair staged for them, they participated in the process of making the Fair a success, and in doing so made the Fair theirs.

It is noteworthy that the Fair was run on a budget of only \$39,000, similar events would be run on budgets of as much as \$250,000. The Fair is the major sustainability event for Western Australia and the budget is very small for such a significant event.

We have endeavoured to establish alliances with similar projects run by various local governments and other organisations with a very localised catchment or very specific aims to make the Perth Sun Fair an "umbrella" event for the whole of WA where these other events can improve their profile in the larger population of WA and share and pick up new ideas to improve their own events.

The Lotterywest grant was \$20,000 this year, and is gratefully acknowledged. The late change of date of the Fair meant there was a drop in attendance, however the turnout was significant and encouraging despite this setback.

Particular achievements for the 2011 Perth Sun Fair

- Consolidation of the Fair's reputation in industry and organizations and the general public.
- Continued major commercial sponsorship.
- There was a very strong presence from the electric vehicle associations and retailers.
- The UWA REV project made a significant presence at the Fair and are to be commended for this.

Accounts in brief

Income \$		Expenditure \$	
UWA VCDA grant	5,000	Officer	6,600
UWA OFM	-	Marketing	14,816
SEDO grant	-	Printing	320
Lotterywest grant	20,000	Entertainment	3,252
ATA grant *	-	Logistics	14,065
Stall fees	9,665		-
Door donations	205		-
TOTAL	34,870		39,053

Perth Sun Fair 2011

Details

Report on the Perth Sun Fair held at the University of Western Australia on the Oak Lawn on Sunday April 10th 2011.

Fair Convenor: Jonathon Thwaites
Convenor of the WA Branch of the Alternative Technology Association
Radiation and Safety Officer, University of Western Australia (UWA)

Project Officer: Leonie Wight
Proprietor - Tin Shed Art and Design

Project Assistant: Rob Wollaston Web developer, Proprietor – Technomad

Major sponsors: Alternative Technology Association – West Australian Branch
Lotterywest
The University of Western Australia, Vice Chancellor’s Discretionary Fund
Solar Shop WA

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Aims

The Perth Sun Fair aims:

- To be the premiere event of its kind in Western Australia.
- To bring renewable technology and sustainable living concepts to the general public.
- To provide a fun setting for learning about what we can do, for sharing information and meeting people with similar concerns about the future of this planet. In this sharing we find the essence of culture. Communication between people provides encouragement and inspiration and moves the sustainability debate further toward the centre of mainstream.
- To enlighten the public, business and government through the seminar series, displays, working models, activities and by providing a relaxed non-threatening environment to communicate sustainable concepts.
- To promote the concepts of sustainability – “reduce, reuse and recycle” with regard to resource and energy consumption and so move to a more sustainable lifestyle.
- To bring together all of the diverse parts of our culture to celebrate our achievements towards attaining a more sustainable future.
- To be inclusive of non-financial sustainability groups.

Event description

The Perth Sun Fair is aimed at the general public, and its intent is to include people from all streams of Australian culture. It was held on the Oak Lawn at the University of Western Australia next to the Guild building and the beautiful Matilda Bay on the Swan River.

Businesses, non profit groups, individuals and government organizations participated by preparing display stalls, running activities and by making short (15 to 30 min) presentations in adjoining venues. Entertainment at the Fair included musicians, clowns, theatre, acts and a variety of children's activities. The project was a collaborative effort between the University of Western Australia, the Alternative Technology Association and the community.

The University Guild opened the student refectory and served food and drinks all day.

Philosophy

The Perth Sun Fair is designed to be inclusive to ensure non-profit groups, business and government have equal opportunity for representation at the Fair. The Fair is a non-profit adventure and the many volunteers, who worked very hard, are thanked for their considerable efforts. Using volunteers helped to strengthen the ties between the community and the Fair heightening the feeling of community ownership and encouraging community participation. By being a non-profit project, with strong ties to The University of Western Australia and the non-profit community group the Alternative Technology Association, the Fair attains its independence from any particular interest group, maintains its credibility as non-partisan and provides an unbiased representation of a great range of groups.

The Fair is not a trade show, does not intend to promote any commercial organisation or political agenda, it is about people, community, fun and learning about sustainability in a broader sense. We recognise that business is an integral part of our culture and feel that it is consistent with the aim of the Fair that business be allowed to promote products at the Fair that help people find a more sustainable way of living. In the same way the Fair supports political, government or other interest groups that may want to promote their own ways of moving toward a more sustainable way of life.

The major sponsors for the Perth Sun Fair in 2011 were Lotterywest, The University of Western Australia, The Alternative Technology Association and Solar Shop WA and we thank them for their generous support.

The Perth Sun Fair will be held annually and we hope that it will in many ways become as familiar and recognised as The Festival of Perth.

The Fair addresses the issues of sustainable and renewable energy technology and sustainable living practices, their availability and the practical implications, limitations and advantages, of their application. It will enhance the ability of the general public to make informed decisions in relation to sustainable technology and lifestyles reducing the negative affects of their impractical use and the resulting perceived failure of technology or lifestyle changes. By bringing these concepts together at the one venue the relative effectiveness and synergies can easily be reviewed or assessed by the general public.

Benefits of the Fair

The Perth Sun Fair benefits the community and the sustainability debate by providing:

- We continued to give hard working, high achieving grass root organisations a public exposure, that would otherwise be out of their reach.
- A significant input into the promotion, general awareness and the accessibility of renewable energy in relation to sustainable technology and lifestyles in Western Australia.
- A general increase in the uptake of the technology leading to a reduction in energy use and an increase in use of more sustainable practices is expected from this avenue of learning.
- A friendly, fun and relaxed venue for individuals to make good contact with industry and other groups, and for these groups to promote their products and ideas.

Audience

The target audience is the general public, industries providing renewable energy or sustainable technology, Government agencies and other political or lobbyist groups who may have an interest in sustainability.

Approximately 7,000 people visited the Fair over the day, 60 % of the numbers from the previous year. These people appeared to come from all ages and parts of our culture. Many were from more mainstream middle Australia backgrounds. (This mainstream audience is of course the target market and we will be vigilantly monitoring our marketing strategy for this particular audience.) Individuals travelled from all over Western Australia to be at the Fair and to celebrate its objectives.

50 different organisations set up stalls at the Fair and ranged from corporate, business, alternative lifestyle, conservation and educational groups. A list of stall holders is given below.

Figures 1 General view of the Perth Sun Fair in progress



Figures 2 General view of the Perth Sun Fair in progress



Figures 3 General view of the Perth Sun Fair in progress



Participants at the Fair (in alphabetic order)

Major Sponsors

Alternative Technology Association
Lotterywest
Solar Shop Australia
The University of Western Australia

Exhibitors

Alternative Technology Association (ATA)
Anti Nuclear Alliance of WA
Australian Electric Vehicle Association
Australian Nappy Network
Bluewater Tanks
Chris Tallentire MLA
City of Mandurah
City of Nedlands
Conservation Council
Conservation Volunteers Australia
Cocoon Coatings
D J Carmichael
Dolphin Discovery Centre
e-bikesrus
Enjo
Environment House
EV Shop
FOTE Friends of The Environment

Friends of Australian Rock Art
Gravity Discovery Centre
Greens WA
HotRock
Infuse Energy Solutions
Jo Jo Tanks
Lockridge Community Garden
MSM Australia
Regen Power
Reworking Tomorrow
Save Our Marine Life
Solar Compass Homes
Solar Dwellings
Solar Harness
Solar Shop Australia
Sustainable Energy Now (SEN)
Sustainable Population Australia
The Green House/ Organic Association of WA
The Green Nappy Company
U-chus
UWA Rev Project
WARFA (WA Renewable Fuels Association)
Weatherworks
Wilderness Society
Worms on Wheels

Figure 3 Stalls



Seminars

Seminars were well patronised throughout the day. Many of the presentations ran on for up to half an hour due to audience interest and questions. It was clear that numerous people had planned the seminars they wished to attend and could be seen at the Fair from morning to well into the afternoon.

Figure 4. Solar Shop awards the \$17,000 solar power station to the lucky winner. Solar Shop – Solar power and renewable energy equipment retailer and installer.



Figure 6 Electric vehicles



Figures 7 General view of the Perth Sun Fair in progress



Seminars in Marquee 1

Time	Name and Organisation	Seminar Title/Subject
10am	Todd Mason, CEO Green Gateway.	Green building materials.
10.30am	Tim Nicol, Spokesperson for Save Our Marine Life	Australia's biggest conservation decision: Marine Sanctuaries.
11am	Griff Morris, Solar Dwellings	"Sustainable concepts to future proof your home"
11.30am	Paul Elkington. Financial Advisor with DJ Carmichael.	"What's your money up to?" financial planning through responsible investment.
12pm	Lunch	Lunch
12.30pm	Lunch	Lunch
1pm	Sid Thoo, Architect, HERS assessor, HSA assessor, lecturer in energy efficient building design at Murdoch University.	Design a more energy efficient and sustainable new home.
1.30pm	CONTINUED Sid Thoo, Architect, HERS assessor, HSA assessor, lecturer in energy efficient building design at Murdoch University.	CONTINUED Design a more energy efficient and sustainable new home.
2pm	Sid Thoo, Architect, HERS assessor, HSA assessor, lecturer in energy efficient building design at Murdoch University.	Cut through the "green wash" and achieve a truly sustainable house design with Life Cycle Assessment - Analysis Software for Sustainable Design
2.30pm	CONTINUED Sid Thoo, Architect, HERS assessor, HSA assessor, lecturer in energy efficient building design at Murdoch University.	CONTINUED Cut through the "green wash" and achieve a truly sustainable house design with Life Cycle Assessment - Analysis Software for Sustainable Design
3pm	Mirko Riha	Compressed air managed household TM

Seminars in Marquee 2

Time	Name and Organisation	Seminar Title/Subject
10am	Hon Robin Chapple MLC	What are the effects of both, radiation and radioactivity on the human body? What are the risks associated with either?
10.30am	Hon Robin Chapple MLC	The Burrup and Dampier Archipelago, World Heritage Value and Threats
11am	Tim Barling, Secretary of Sustainable Energy Now, Inc	'Australian Renewable Energy Policy and Planning' The presentation will outline why we need to change rapidly to renewable energy sources and how we can do it by giving an overview of the resources, some of the technologies available and latest in world developments. It will go on to explore state and federal policies that aim to encourage uptake, how they compare with nations that lead in renewables penetration and how you can be involved with helping SEN to improve some of those policies. The presentation will conclude with a brief introduction to SEN's Renewable Energy Computer Simulation.
11.30am	Tim Barling, Secretary of Sustainable Energy Now, Inc	'Australian Renewable Energy Policy and Planning' Repeat of 11 am
12pm	Lunch	Lunch
12.30pm	Lunch	Lunch
1pm	Griff Morris, Solar Dwellings	"Sustainable concepts to future proof your home"
1.30pm	Neville Bruce, Professor UWA	Education for world futures: preparing you to meet the challenges of the 21st Century.
2pm	Tod Smith. Permaculture consultant & teacher.	Introduction to Permaculture- what is permaculture? It's not just growing veggies. It includes everything sustainable under one heading. From food security, urban communities, animals & aquaculture, living lightly on the earth, recycling, smart design patterns that mimic nature and so much more. Far too much for half an hour but it's a start!
2.30pm	Paul Elkington. Financial Advisor with DJ Carmichael.	"What's your money up to?" financial planning through responsible investment
3pm	Eugenie Stockmann. Eugenie is one of the initiations of The Green Swing project, a small scale, sustainable inner city development in Perth.	The Green Swing project is a private initiative by two couples that aims to showcase how medium density development can be done more sustainably. The seminar will focus on the why, who, where and what of the development.

Seminars in Marquee 3

Time	Name and Organisation	Seminar Title/Subject
10am	George Crisp (Doctors for the Environment)	Health Co-Benefits of decarbonising our economy
10.30am	Shirley Collins, member of Just Food.	A presentation on the introduction of GM crop and foods into Australia, and how this impacts on farmers and consumers who would prefer to avoid them and why.
11am	Chris Tallentire & Eric Ripper	Labor's Sustainability Agenda
11.30am	John McBain. Secretary, Australian City Farm and Community Garden Network. Community sustainability consultant.	"Waste" to Food gardens ("W"2F) : community enhancing sustainability in action (without the taxes!!!).
12pm	Lunch	Lunch
12.30pm	Lunch	Lunch
1pm	John McBain. Community sustainability consultant, enviro-designer, film maker and bush poet.	"Planet Pearth" : using modern media to develop and implement "open source" innovations in sustainable living. Seminar demonstrates real case studies
1.30pm	John McBain CONTINUED	CONTINUED AS ABOVE
2pm	Shirley Collins, member of Just Food.	A presentation on the introduction of GM crop and foods into Australia, and how this impacts on farmers and consumers who would prefer to avoid them and why.
2.30pm	Anne Pettit has a multidisciplinary science degree, is a qualified and practicing home sustainability assessor/advisor and provides green project support services.	The Waste, Science & Psychology Combo: A new recipe for living more sustainably.
3pm		

Children's Activities

- Della's Hands On Creative Fun and Funky Junk – Della Cameron
- Exercise bikes to operate household appliances using Fisher and Paykel washing machine motors as generators – Jonathon Thwaites
- Various interactive roaming theatre, e.g. Banana's the Clown, Nina face Painter, stilt walking, circus act participation etc.
- Food and drinks provided by UWA Refectory were available all day. Dine in or sit and enjoy your food on the beautiful Oak Lawn as you take in the festivities and atmosphere of the day.
- Bananas Clown

Music, Arts, Entertainment and Food

- Della
- Blow up
- Holly
- Bananas Clown
- Don Smith
- Banyan Creative
- Nina face Painter
- Characters

Volunteers

- Anne Pettit
- Laura Thwaites
- Bhasker Rathi
- Anthony Blonde
- Peter Stone
- Dirk Hirschberg
- Jan Boucek
- Franki Wilson
- Phil Calaise
- Evana Coote
- Odette Keely
- Ian Carlisie
- Madeline & Raoul
- Cory R
- Roxy
- Dan Par
- Allen Quin
- Nick Furhmann

Figure 8. Leonie Wight, Project Officer and Jonathon Thwaites, Convener on the Oak Lawn



Perth Sun Fair Budget

The Fair relied heavily on volunteer input. The limited financial base does impose some restriction on growing the Fair. The heavy reliance on volunteers however does ensure community inclusivity and community ownership of the Fair.

Three major sponsors and many minor sponsors provided funding and kind support for the Fair to a total of \$34,870. Expenditure, \$39,053 exceeded Income, \$34,870 with a shortfall of \$4,813 which was met by a carry forward in the account from last year of \$5,000. A summary of financial accounts is given below:

Income \$								
	2004	2005	2006	2007	2008	2009	2010	2011
UWA VCDA grant	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
UWA OFM	6,000	5,000	5,000	2,000	3,000	605		
SEDO grant	5,000	15,000		10,000	20,000	10,000		
Lotterywest grant		20,000	20,000	20,000	20,000	25,000	25,000	20,000
ATA grant		4,000	15,000	15,000		4,000		
Stall fees	3,200	3,100	7,028	7,519	20,910	17,495	18,275	9,665
Door donations	500	320	510	691	2,400	1,708	815	205
Major Sponsor					5,000	17000 ^a	15000 ^a	17000 ^a
TOTAL	19,700	52,420	52,538	60,210	76,310	63,808	49,090	34,870

Expenditure \$								
	2004	2005	2006	2007	2008	2009	2010	2011
Officer	8,349	21,618	20,790	26,400	17,600	16,720	11,000	6,600
Marketing	3,047	10,381	10,597	24,000	19,553	18,017	15,407	14,816
Stationary	858	1,253	1,760	3,791	1,755	605	41	320
Music etc	1,621	5,357	7,055	4,265	3,390	3,190	2,220	3,252
Logistics	4,709	11,381	11,244	13,340	19,849	20,190	17,109	14,065
Prize						17000 ^a	15000 ^a	17000 ^a
TOTAL	18,584	49,990	51,446	71,796	62,146	58,722	45,777	39,053

a Not cash but Solar Shop solar power station major prize.

Acknowledgements

The University of Western Australia

The University of WA generously agreed to cover public liability for the event and provided the venue, the Oak Lawn and cleaning services through its existing infrastructure. Departments at the University that provided help in staging the Fair included:

- Security – backup security, emergency planning, dropping bollards
- Parking – organisation
- Grounds – marking out service, sprinkler control
- OFM workshops – miscellaneous equipment
- Administrative Computing Service for help with the web page
- The Student Guild – planning with Guild events officer, use of venue, catering
- The Vice Chancellor – support and funding
- Safety and Health – time – Jonathon Thwaites, insurance, computers, data projector
- Publicity unit – press releases, advise on publicity, advertisements in various newspapers

The Alternative Technology Association

Provided technical, logistic and financial support to the Fair. Jonathon Thwaites also provided six modified exercise bikes as generators (using Fisher & Paykel washing machine motors) to run household appliances. Six generators (using Fisher & Paykel washing machine motors) were also provided to run three Scale Electrics sets for children's activities. Two home made wind turbines were also on display.

The Government of Western Australia

- Dep't of Agriculture's Biodiesel Trailer, Sustainable Schools

Local Government

- City of Nedlands sustainability group – Earth Carer's participation (Western Suburbs Councils)

Summary

The Fair achieved its objectives and was a success. About 7,000 visitors came to the Fair over the day, about 60% of the number from the previous year. There were 50 exhibitors with stalls and displays and this year we ran 3 seminar marquees with half hour seminars slots all day. The Fair is the premiere sustainability event in Western and has demonstrated strong growth from both participants and the public. Its growth is based on its reputation as being a fun and lively event with relevant presentations, information being easily accessible and of being non-partisan by giving all groups fair and equal representation.

Virtually every seminar presentation achieved an audience "full house".

Importantly the community spirit that we sought to nurture and instil in the event has been very successful. People at the Fair commented that, rather than having had the Fair staged for them, they participated in the process of making the Fair a success, and in doing so made the Fair theirs.

The Fair is a very active event, with a buzz of communication, interest and things to do. People generally stayed for many hours and could be seen actively seeking out seminars and information from morning through to the afternoon.

Particular achievements for the 2011 Perth Sun Fair

- Consolidation of the Fair's reputation in industry and organizations and the general public.
- Attracted major commercial sponsorship.
- There was a very strong presence from the electric vehicle associations and retailers.
- The UWA REV project made a significant presence at the Fair and are to be commended.

Goals for 2012

Re-evaluate our marketing and branding to ensure that it is relevant and achieving the results that we expect for the expenditure made.

Make ourselves aware of events held on the same day and adjust/target our marketing if possible to compete better

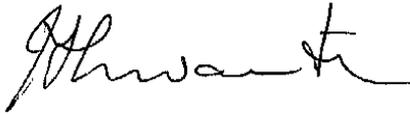
Make a concerted effort to coordinate the Perth Sun Fair with SEAWA event. The SEAWA event was run for the first time this year in the convention centre. It has major corporate sponsorship and a massive budget allowing them to present a more formal, trade show like event. Their numbers in 2011 were less than hoped and we can see synergies with the Perth Sun Fair bringing significant numbers of people to the SEAWA event and in return some major international personalities

speaking at the Perth Sun Fair.

It is very early days for this concept but SEAWA could, for example, run its event at the University Club with its excellent formal facilities and the Perth Sun Fair 100 m away on the Oak Lawn. The two events are quite different in character and should essentially remain separate but linked. The Perth Sun Fair is a “grass roots” event and the SEAWA event more commercial/corporate in nature.

Special commendations are for:

For all the hard working volunteers who gave selflessly to make the event a success.



Jonathon Thwaites
Fair Convenor

26th May 2011