

# Perth Sun Fair 2004

Report on the Inaugural Perth Sun Fair held at the University of Western Australia on the Oak Lawn on Sunday 21<sup>st</sup> March 2004.



*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.*

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Convenor of the West Australian Branch of the Alternative Technology Association (ATA)  
Radiation and Safety Officer, University of Western Australia (UWA)

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

**Major sponsors:** West Australian Branch of the Alternative Technology  
The University of Western Australia, Vice Chancellor Discretionary Fund  
Sustainable Energy Development Office, Government of Western Australia

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## Aim

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.

## **Event description**

The Perth Sun Fair is aimed at the general public, and its intent was 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.

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

## **Philosophy**

The Perth Sun Fair is designed to be inclusive to ensure non-profit groups, business and government have equal 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 that help people find a more sustainable way of living in the same way that political, government or other interest groups 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 2004 were The University of Western Australia, The Alternative Technology Association and The Sustainable Energy Development Office 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 UWA 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:

- A **significant input into the promotion and general awareness** 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 to be 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 2,000 people visited the Fair over the day. These people appeared to come from all ages and parts of our culture. Many were from tertiary educated backgrounds but many were also from more mainstream backgrounds. Individuals travelled from as far as Geraldton, Yallingup, Manjimup, Kalgoorlie and Bunbury specifically to be at the fair and to celebrate its objectives.

Over forty 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 to 4            General views of the Perth Sun Fair in progress





## **Participants - Stalls**

In alphabetic order:

- Air Cell Insulation
- Allen J Davies - Sustainable Architect
- Barefoot Soil Science
- Bike West/Travel Smart
- Chrysalis Montessori
- Conservation Council
- Conservation Volunteers Australia
- Curtin University
- Earth Carers - Western Metropolitan Region
- Ecom
- EcoTect
- Electric Vehicle Challenge
- Electrical Vehicle Interest Group
- Energy Visions
- Environment & Society Network
- Environment House
- Ethicalsuper
- Friends of Lake Claremont
- Green Chemistry
- Greenpeace
- Greenpeace
- Greywater Reuse Systems
- Greywater Saver
- Jumbuck Wool Insulation
- Kelly Newton-Wordsworth Singer
- Murdoch University

- Outback Energy Supply
- Permaculture Association of Western Australia
- Public Transport Authority, Western Australian Government
- Research Institute for Sustainable Energy (RISE)
- Rosneath Farm
- School of Energy Studies
- Settlers Ridge - Organic Wines
- Solahart
- Solar Cooking Interest Group
- Solar Dwellings
- Solar Engineering Services (SES)
- Solar Power
- Sustainability Index for Western Australia
- Sustainable Energy Development Organisation, Western Australian Government
- The Alternative Technology Association (ATA)
- The Architect and Builder Magazine
- The Renewable Energy (RE) Centre at the East Perth Campus of Central TAFE
- The University of Western Australia (UWA)
- Tibetan Support Programme (TSP) Group
- Visy Recycling
- WA Greens
- WA Toner Supplies
- Western Power
- Wilderness Society
- Zephyr Olives - Organic Olive Products

Figures 5 and 6

Views of some of the stalls



Figure 7

Conservation Council stall with photovoltaic driven reverse osmosis device



Figure 8

Gordon Walsh from Office of Facilities Management at UWA in Action



## Seminars

Seminars were well patronised, with many of the presentations running on for up to half an hour due to audience interest and questions.

### Seminars in Marquee One

Paul Antonelli (Greenedge)  
Paul Antonelli (Greenedge)  
Chris Tallentire (Conservation Council)  
Warwick Rowell (Roseneath)  
Warwick Rowell (Roseneath)

Ecovillages - Sustainable Development at Its Best  
East Coast Eco Development Tour  
Industry Leadership on Renewables  
Sustainable Housing  
Dry Composting Toilets

Sunny Miller (Solar Cooking Interest Group)	Cooking with the Sun
William Newton-Wordsworth	The Scandal of Modern Agriculture
Dr. David Webb (UWA)	Environment Sustainability and Culture
Griff Morris (Solar Dwellings)	Principles of passive solar design, cost effective implementation, and buying the right block of land.
Ian Garbutt (UWA)	Biodiesel Production - Advancing Biodiesel for the home user market
Warwick Rowell (Roseneath)	Sustainable Housing
Warwick Rowell (Roseneath)	Dry Composting Toilets

**Seminars in Marquee Two**

Plan it Earth	
Audey Isaacs (Chrysalis Montessori School)	Investigation of Solar Power at School
John McBain (Haywood Farm)	Community Development
Raoul Abrutat (Energy Visions)	Wind Power
Paul Meleng (Ethical Super)	Financial Planning... Its more than just money
Gary Baverstock (Ecotect Architects)	Climate Sensible Design
Wilderness Society	From the Franklin River to Wild Country
Martina Calais (Murdoch University)	Residential PV Systems
Glen George (Green Grid Power)	Domestic Grid Connected to Solar Electricity
Greenpeace	Greenpeace Solar Stance
Linda Metz (Conservation Volunteers Aust')	Hear Today - Gone Tomorrow
Plan it Earth	

Figure 8 Seminar in progress



## Childrens Activities

- Liza Tunnel, Safety and Health Office, UWA, Crafty things with plants and technology
- Della Cameron, Crafty Kids, Crafty fun things to make from recycled materials
- Girish Sagaram, Architecture student, Outdoor mural painting
- Scale electrics racing using fisher and pykle washing machine motors as generators
- Exercise bikes to operate household appliances using fisher and pykle washing machine motors as generators

Figure 9

Children's activities



## Music and Entertainment

- Music and vocals - Kelly Newton-Wordsworth
- Don Smith - (Edward de Bozo), Children's Entertainer
- Simon Walsh - Circus Performer

Figure 10

Clown



## Perth Sun Fair Budget

The Fair relied heavily on volunteer input. This has reduced the size of the financial base required to hold the Fair but its main purpose was to ensure community inclusivity and community ownership of the Fair.

Three major sponsors provided funding and kind support to a total of \$21,600. A first summary of financial account is given below:

Income		Expenditure (approx.)	
UWA VCDA grant	\$5000	Project Officer	\$6000
UWA OFM in kind	\$5000	Equipment hire	\$6000
UWA in kind (nominal)	\$2000	Publicity	\$2000
SEDO grant	\$5000		
ATA grant*	\$4600		
Stall fees	\$3490		
Door donations	\$ 500		

\* from Biodiesel workshops run on weekends at UWA by Phillip Calais, Tony Clarke and Jonathon Thwaites

## 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:

- Zoology – storage in fenced off compound
- Security – backup security, emergency planning, dropping bollards
- Parking - organisation
- Grounds – marking out service, sprinkler control
- OFM workshops – miscellaneous equipment
- OFM cleaning services- bins, toilets cleaning and stocking supplied on the day
- 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 Office – time Liza Tunnel and Jonathon Thwaites, fire extinguishers, insurance, computers, data and OH projector
- University Communication Service – wireless LAN facilities
- Audiovisual – data and OH projectors and white boards
- Student service medical clinic – first aid kit
- Publicity unit – press releases, advise on publicity
- University photographic unit – posters and pamphlet printing

### The Alternative Technology Association

Provided technical, logistic and financial support to the Fair. Two Biodiesel workshops were run in March 2003 and raised approximately \$4,000 for the Fair. Phillip Calais, Tony Clarke and Jonathon Thwaites organized and ran these workshops without payment. Jonathon Thwaites provided 480

Watts of PV, batteries and cabling to run the Conservation Council's Reverse Osmosis display, two modified exercise bikes as generators (using Fisher and Pykle washing machine motors) for household appliances, two generators (using Fisher and Pykle washing machine motors) for a Scale Electrics set for children's activities and a PV driven pumping display, shown below.

Figure 11 and 12

Other activities using Fisher and Pykle washing machine motors as generators



#### **The Government of Western Australia**

- The Premiers Office - Encouraged government departments to participate in the Fair
- Department of Planning and Infrastructure – Bike West and Transperth participation
- SEDO – for sponsorship – in particular the support of David Harries

#### **Local Government**

- The Western Suburbs sustainability group – Earth Carers participation
- Cottesloe Depot Manager for help with street banner placement

#### **Murdoch University**

- School of Engineering - most especially Dr Martina Calais for advice and participation
- Research Institute for Sustainable Technology (RISE) – Director, Prof. David Harries for loan of an inverter for the Conservation Council display

#### **Conservation Council**

- Chris Tallentire and his good nature and skill at getting groups to work together and for Fair publicity.

#### **Motorola**

- For loan of two way radios on the day

#### **Volunteers (main ones)**

- Angus King – Permaculture Association
- Averil Riley and Jack Riley – Safety and Health Office, UWA
- David McKenzie – Motorola
- Dominic Tunnell – Organising volunteers

- Ellen Morrissey – John Curtin Senior High School
- Girish Sagaram – Architecture student
- Gordon Walsh – OFM, UWA
- Jan Boucek – Nuclear Medicine, SCGH
- Justin - student
- Liza Tunnell – Safety and Health Office, UWA
- Naomi White – OFM, UWA
- Robin King – Electrical Engineering, UWA
- Sylvia Lachberg – Safety and Health Office, UWA
- Vanessa – Student - CWR, UWA

## **Summary**

The Fair achieved its objectives and was a great success. About 2,000 visitors came to the Fair over the day, despite the very high temperatures (41 °C). The cool breeze off the Swan River to an extent moderated the heat. Many of these people remarked on how appropriate they thought the Fair was, with comments that Perth needed a sustainability focus as was provided by the Fair. Many of the participants also commented that the Fair had met, if not exceeded their expectations, a typical comment was that “ ... although the crowd was not large, the people were genuinely interested in what was being presented and the products on display and the response had exceeded that from other more well patronised trade Fairs in Perth where the crowd walked by without stopping”.

The Perth Sun Fair will be held again in March 2005, and annually thereafter. It is anticipated that with the experience gained in 2004 next years event will be substantially larger with more displays, acts, activities and public participating.

In order to meet the logistics of a larger Fair in 2005 the budget will need to expand to cater for publicity and infrastructure.

We have shown that the Fair is successful and we are confident of support for 2005. There was overwhelming support on the day from a core of motivated people and the public. The Fair facilitated meetings between various groups, for example the Solar Cooking Interest Group and the Tibetan Support Program, and has lead to new synergies in what they do.

Jonathon Thwaites  
Fair Co-ordinator

6<sup>th</sup> April 2004

## Testimonials

Jonathon just a quick line to say we thought the fair was excellent. The crowds were good even with that heat. There were allot of good displays, bought some of that ladies olive oil tasted yummy

Dave & Jane.

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A fine effort

Jonathon well done. You have taken an great idea developed and implemented it and the Sunfair under oppressive conditions really went well. As Environmental Manager (OFM) I would say now that Environmental Services would be pleased to support and endorse the Sunfair for next year. Kind regards Gordon

Gordon Walsh  
Environmental Manager  
Office Facilities Management

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Accomplishment Perth Sun Fair

Dear Jonathon,

I acknowledge and thank you for your vision and your commitment which delivered the Perth Sun Fair on Sunday 21 March 2004 as an outstanding success. You are truly a leader in sustainable development.

I also acknowledge and thank the University of Western Australia for its commitment to sustainable development while implementing renewable energy system and by hosting this fair. Again this is a demonstration of leadership among our universities and our local business community.

Also, I appreciate and thank you for the opportunity to give a presentation on our Geraldton's Coronation Community Enterprise Wind Farm. Please note that a member of our Geraldton's working party travelled from Geraldton with her parents to visit the Perth Sun Fair. It was a proud moment for both daughter and parents to witness the presentation.

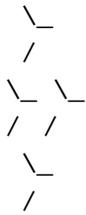
We look forward in participating in next year's Perth Sun Fair with the intention to enhance our visibility by a manning information booth supplemented by a presentation.

Thanks & regards  
Raoul Abrutat  
(General Manager)

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Visit <http://www.energy-visions.com.au>

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Hi

I got your email after I had left for Perth. I went to the fair, thought it was great and that it will be bigger and better next year. There were lots of friends that had not heard about it and I wondered if you might try for next year to get it into the Westernpower newsletter, which goes to everyone connected to the grid, and maybe put a poster up at the home shows.

Best wishes for the growth of this essential event.

Please let me know if I can help with next year's event.

Regards

Dorothy  
Dorothy Redreau, westnet