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**Category Winner**

CITY OF ARMADALE

CITY OF BELMONT

CITY OF GOSNELLS

CITY OF PERTH

CITY OF VINCENT

CITY OF WANNEROO

SHIRE OF SERPENTINE JARRAHDAL

TOWN OF VICTORIA PARK

TOWN OF CAMBRIDGE



**An Exciting Sponsorship Opportunity For**

Be a part of this innovative,  
award winning environmental program!

**2011/12**




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## INTRODUCTION

### The Group

The Cities of Armadale and Gosnells and the Serpentine Jarrahdale Shire are working as a regional partnership to develop relationships with local business, industry, residents and other Councils to encourage energy efficient and waterwise behaviour, with the goal of reducing regional greenhouse gas emissions. The three member Councils are working together as the South East Regional Energy Group (SEREG).

The SEREG was convened to coordinate the research and implementation of greenhouse reduction measures across the region. Council Officers and Councillor delegates form part of this group, which is serviced by a *Syt!* Program Coordinator and *Syt!* Program Officer.

### The Brand

The *Switch your thinking!* brand was developed to help SEREG Councils deliver 'sustainability' initiatives to their communities under a recognisable and consistent brand.

Adopted for community and local government corporate purposes our brand shows we mean business and will offer increasingly attractive opportunities to business and industry to be publicly associated with climate protection and environmental awareness.

A community survey conducted in May 2010 indicated that 1 in 2 households in the South East Metropolitan region were familiar with the *Switch your thinking!* brand, and knew that it related to energy and resource efficiency, and greenhouse gas reduction.

### The Program

The *Switch your thinking!* program was launched in June 2002. The program was devised by SEREG as a means of linking seemingly disparate projects and actions under an easily recognisable brand. It has been strategically designed to engage the community in participating in our efforts to reduce regional greenhouse gas emissions.

A key feature of *Switch your thinking!* to date has been the formation of successful partnerships with state and federal government agencies, funding bodies, and corporate sponsors. Since the program's inception nine years ago, SEREG and its project partners have invested more than a million dollars in regional actions, helping reduce greenhouse emissions by more than 330,000 tonnes (carbon dioxide equivalent).

After winning a number of prestigious environmental awards at both a national and state level over the past couple of years, SEREG has been approached by other WA local government authorities (LGA's) with a view to using the *Switch your thinking!* brand to help deliver sustainability initiatives to their communities.

After considering investment in the brand and program to date, SEREG has come up with a simple 'licensing' type arrangement that enables other LGA's to deliver their own *Switch your thinking!* program to their communities. There are currently 9 WA LGA's participating in the program, with two more set to join the fold in 2011/12 - the City of Canning and Town of Vincent.



## OBJECTIVES

The objectives of the *Switch your thinking!* program are to:

- Directly induce greater conservation behaviour and awareness with respect to energy and water use, waste generation, and resultant greenhouse gas emissions in the residential sector of the regional community.
- Influence the commercial and industrial sectors through creating change in community expectation, and providing greater consumer awareness of corporate energy, water and resource efficiencies, products and services.
- Engage corporate partners in a collaborative effort to meet shared objectives and achieve positive outcomes.
- Establish and maintain a strong and recognisable brand that is synonymous with success and good environmental, economic and social outcomes.
- Expand the *Switch your thinking!* program to other Councils in the Perth metropolitan area and beyond.
- Impact the community sector in both the short and long term through a strong emphasis on schools throughout the program.
- Coordinate involvement of member Councils in local, national and international programs.



## ANALYSIS OF MARKET AND COMPETITION

### Our Regional Profile

Local Government	Population	Number of Households	Average Age (as at June 2006)	% Homes owned
City of Armadale	49,724	20,153	35 - 49	72
Town of Cambridge	25,942	10,463	35 - 49	70
City of Gosnells	91,579	33,200	25 - 54	68
Serpentine-Jarrahdale Shire	13,393	4,623	35 - 49	97
City of Belmont	30,372	14,500	35 - 49	55
City of Perth	15,772	7,233	35 - 49	30
City of Vicent	31,200	16,432	35	62
Town of Victoria Park	29,495	11,876	25 - 34	50
City of Waneroo	108,778	38,293	35 - 49	73
<b>TOTAL</b>	<b>396,255</b>	<b>156,773</b>		

ABS (2006) Census of Population and Housing, *Selected Social and Housing Characteristics*, WA, 2015.5.

With the *Switch your thinking!* program likely to expand further in 2011/12, our market (and your potential market), is set to increase even further! See the *Significant Achievements* section on page 6 for more details.

### Our Competitive Edge!

The *Switch your thinking!* program operates in collaboration, rather than competition, with other agencies. It takes advantage of the niche available to local government to work effectively at delivering actions at a grass-roots level, in a mutually complementary way with the broader approach of state and federal agencies.

One in two residents throughout our region now recognise the *Switch your thinking!* brand and logo and know it relates to energy and resource efficiency and greenhouse reduction.

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The first phase of the program introduced the brand to the regional community (2002), the second and third phases strengthened its recognition throughout the community (2003/04-2005/06 & 2006/07-2008/09), and the fourth phase is building upon the success of the program to date, and will continue to see SEREG targeting all sectors of the community - with a strong focus on homeowners, both existing and new ones.

## OUR BUSINESS PLAN (2009/10 – 2011/12)

Our current 3-year *Syt!* Business Plan was endorsed by all three SEREG Councils in late 2009. The Business Plan reinforces SEREG's commitment to promoting sustainable behaviour, and will help guide the development and implementation of numerous community-based and corporate projects. Please find a copy enclosed for your perusal.

The *Switch your thinking!* program can be delivered to complement the work of other agencies, and other environmental programs within Local Government. It can and has utilised competing approaches as a basis upon which to add value directed at the regional community, in a specifically tailored and personalised, hence effective, manner.



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## SIGNIFICANT ACHIEVEMENTS

### Awards

The ***Switch your thinking!*** program has been recognised numerous times at both a state and national level recently winning the following awards:

- ◆ **Category Winner - Education Award** - 2010 Banksia Awards (National),
- ◆ **Category Winner - Environmental Innovation** - 2010 KABC Sustainable Cities Awards (WA),
- ◆ **Category Winner - Resource & Waste Management** - 2010 WA Environment Awards,
- ◆ **Category Finalist - Education** - 2010 WA Environment Awards
- ◆ **Category Finalist - Community Energy Efficiency** - 2009 WA Environment Awards
- ◆ **Overall Award for Outstanding Achievement** - 2008 National Awards for Local Government,
- ◆ **Category Winner - Local Greenhouse Action** - 2008 National Awards for Local Government,
- ◆ **Category Winner - Sustainable Management of the Environment** - 2008 Premier's Awards,
- ◆ **Winner - Environmental Innovation** - 2008 KABC Sustainable Cities Awards (National)
- ◆ **Overall Winner** - 2008 KABC Sustainable Cities Awards (WA),
- ◆ **Category Winner - Energy and Water Conservation** - 2008 KABC Sustainable Cities Awards (WA),

### Expansion of *Switch your thinking!* brand to new Councils

Identified as a Business Goal in the 2006/07 - 2008/09 SEREG Business Plan, the ***Switch your thinking!*** program has expanded to six other WA local government authorities over the past 3-years, and is set to expand further in 2011/12.

Keen to share its successes and help others implement sustainable initiatives, SEREG has come up with a simple 'licensing' type arrangement that will enable other Councils to deliver their own ***Switch your thinking!*** program to their communities.

New Councils considering taking on the ***Switch your thinking!*** brand in 2011/12 include:

- City of Canning, and
- Town of Vincent.

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## Greenhouse Abatement

To date, *Switch your thinking!* has seen SEREG Councils and their communities, with the aid of sponsors and project partners, successfully reduce local greenhouse emissions by more than 330,000 tonnes (carbon dioxide equivalent) through its various initiatives. This is equivalent to taking more than 55,000 cars off the road for an entire year.

## Commercial Sector Partnerships

To date, *Switch your thinking!* has attracted over \$500,000 cash and a similar amount of in-kind support from an array of local and national corporate entities, most of which have been involved with the program since its inception in 2002. The success of the *Switch your thinking!* program to date is largely attributable to the support of the following sponsors:



## Grant Funding

To date, SEREG has had a 100% success rate with grant applications related to the *Switch your thinking!* program and successfully secured over \$600,000 from a number of different agencies including:

- Sustainable Energy Development Office (state government)
- Australian Greenhouse Office (federal government)
- Department of Environment (Waste Authority) (state government)
- Department of Environment and Heritage (federal government)
- Department of Industry, Tourism and Resources (federal government), and
- Peel Development Board (regional partnership)



## PROGRAM PROJECTS & TIMEFRAMES

Phase four of the *Syt!* program will see SEREG continue to work closely with the residential sector (approximately 50% of all regional emissions emanate from the personal activities of residents), and will also involve a concerted effort to work closely with the industrial and commercial sectors of the regional community.

COMMUNITY ACTIVITY	2009		2010				2011				2012	
	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ	JAS	OND	JFM	AMJ
Ongoing Promotional Activities												
<i>Switch your thinking!</i> Brand Expansion												
<i>Rebates 4 Residents</i> Project												
<i>Switched on Staff</i> Project												
<i>Solar PV Workshops</i>					x 12				x 12			
<i>Green Light Schools Fundraiser</i>												
<i>Switched on Business &amp; Industry</i> Project												
Household Sustainability Assessments												
Waterwise Gardening / Energy Workshops		x 2		x 2		x 2		x 2		x 2		x 2
<i>Switched on Recycling</i> Project												
7-star Display Home / Village	<i>Opportunities are being explored with developers across all Syt! Councils</i>											
<i>Switched on Schools (energy efficiency)</i> Project												



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## ANNUAL PROMOTIONAL ACTIVITIES

**When:** Ongoing (12-months a year)

**Target:** All sectors of the Regional community

**Expected Audience Nos:** See table

**Approach:** Various

**Aim:**

To encourage energy efficient, waterwise, and waste-wise behaviour, to reduce greenhouse gas emissions and to promote *Switch your thinking!* major initiatives.

**Component options:**

- Billboard poster between rail-line and Albany Highway in Gosnells/Armadale (30,000-35,000 vehicles per day plus train commuters).
- Regular media releases in community newspapers and Council newsletters (readership 200,000)
- Advertising series in community newspapers with matching editorial (readership 200,000) - (one 10-week series every 12-months plus special promotional opportunities).
- Direct links from *Switch your thinking!* website ([www.switchyourthinking.com](http://www.switchyourthinking.com)) to project partner's websites (3000+ visits / month).
- Library displays - 2 displays rotating around 8 southeast metro public libraries.
- Banners erected at major Community Program events run by *Syt!* Councils.

### Sponsor Opportunities

- Logo and/or written and/or verbal acknowledgement in promotional material according to the level of sponsorship and the special interests of the sponsor.
- Opportunity to co-develop editorials, special radio broadcasts, and other initiatives.
- Your company's name / logo on associated advertising and media releases.



## SPONSOR EXPOSURE & PUBLICITY OPPORTUNITIES

OPPORTUNITY	DESCRIPTION	Exposure	MAJOR	PLATINUM	GOLD	SILVER
Railway Billboard Poster	Billboard poster/s between rail-line and Albany Highway in Gosnells/Armadale	30k - 35k commuters/day	Yes (Prominent)	Yes	Yes	Yes
Radio series	Verbal acknowledgment of support on community radio station over radio series	150,000 households	Yes	Yes	Yes	No
Press Series	Special advertorial on same page as related press advertisement x 1	200,000+ readers	Yes	Yes	No	No
	Logo in ½ page colour launch advertisement	200,000+ readers	Yes	Yes	Yes	Yes
	Written acknowledgment in 10 x weekly press series advertisements (15 x 11cm advert)	2,000,000+ readers	Yes	Yes	Yes	No
Library Displays <i>Displays rotating around syt! public libraries</i>	Logo and Major sponsorship acknowledgment featured prominently at top of display	20,000+ visitors per week	Yes	No	No	No
	Logo and platinum /gold / silver sponsorship acknowledgment featured on display		NA	Yes	Yes	Yes
Community Program	Written acknowledgement in all <i>Syt!</i> Council Newsletters	268,540+ households	Yes	Yes	Yes	Yes
	Logo on <i>Syt!</i> banners erected at community events across all <i>Syt!</i> Councils	60,000+ p.a.	Yes	Yes	Yes	No
Web links	From <i>Syt!</i> site linked with all <i>Syt!</i> Council websites to sponsor website	Long term link (3000+ visits/mth)	Yes	Yes	Yes	Yes

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**Syt! ongoing marketing initiatives – A billboard poster on a busy Albany Hwy intersection (above) and some previous billboards / Bus Stop posters throughout Armadale and Victoria Park (below).**






**TABLE 1**  
**2010/2011 Major Projects Overview**

Opportunity	Description	Exposure	MAJOR	PLATINUM	GOLD	SILVER
<i>Rebates 4 Residents Project</i>	Ability to participate in <i>Switch your thinking!</i> Rebate Scheme	268,540 households	Yes	Yes	Yes	Yes
	Logo in ½ page colour launch advertisement	200,000+ readers / wk	Yes	Yes	Yes	Yes
	Written acknowledgement and promotion of rebate in Community Newspapers. 8-month press series.	200,000+ readers / wk	Yes	Yes	Yes	Yes
	Logo featured prominently on special display erected at each Council.	5,000+ residents / wk	Yes	Yes	No	No
	Details of rebate promoted through a special display erected at each Council.	5,000+ residents / wk	Yes	Yes	Yes	Yes
	Option to undertake Direct Mail Outs detailing special rebate / offer	Suburb / City / Region	Yes	Yes	No	No
<i>Switched on Staff Project</i>	Logo featured prominently at each Council's workshop	2,500+ staff	Yes	Yes	Yes	No
	Logo featured prominently in PowerPoint presented at each <i>Syt!</i> Council	2,500+ staff	Yes	Yes	Yes	No



**TABLE 1**  
**2010/2011 Major Projects Overview**

Opportunity	Description	Exposure	MAJOR	PLATINUM	GOLD	SILVER
	Rebates available through <i>Rebates 4 Residents</i> project made available and promoted to staff	2,500+ staff	Yes	Yes	Yes	Yes
	Your company's products / services considered for <i>Syt!</i> Councils' building maintenance / development	10-12 Councils x all buildings	Yes	Yes	Yes	Yes
 <p><b>Exclusive to TOP PV sponsor</b></p>	Logo featured prominently on advertisements promoting workshops in each <i>Syt!</i> Council (3 x ads / Council)	268,540 households & 725,343 residents	Yes	Yes	No	No
	Written acknowledgement and promotion in Councils Newsletters	268,540 households	Yes	Yes	No	No
	Logo and sponsorship acknowledgment featured prominently on special displays erected at Workshops and in PowerPoint presentation	1,200+ residents	Yes	Yes	No	No
	Opportunity to set up your own display at Workshops and/or distribute promotional literature	1,200+ residents	Yes	Yes	No	No
<b>Waterwise Gardening &amp;</b>	Logo and sponsorship acknowledgment	3,000+ residents	Yes	Yes	Yes	Yes



**TABLE 1**  
**2010/2011 Major Projects Overview**

Opportunity	Description	Exposure	MAJOR	PLATINUM	GOLD	SILVER
Energy Efficiency Workshops	<p>featured prominently on special displays erected at Workshops and in PowerPoint presentation</p> <p>Opportunity to set up your own display at Workshops and/or distribute promotional literature</p>	3,000+ residents	Yes	Yes	Yes	Yes
<i>Switched on Schools (energy efficiency) Project</i>	<p>Energy efficiency incursions are offered to schools in the region.</p> <p>Opportunity for logo to be displayed and partnership acknowledgement in all marketing materials and take-home information</p>	20 schools	Yes	No	No	No

# ***Switch your thinking!*** ***Major Projects 2011/12***

## **Switch your thinking! Rebate Scheme (*Rebates 4 Residents*)**

**When:** September 2011 to June 2012

**Target:** Whole community - existing and new home owners, business and industry.

### **Approach:**

- Approach local business and industry to become involved in rebate scheme.
- Organisation to offer a special 'point of sale' discount to residents and businesses that purchase their product / service.
- Advertise and promote rebates on energy efficient / waterwise / waste-wise products and services to residents, businesses and community groups throughout the region by:
  - Advertising in the local community newspapers across *Syt!* Councils,
  - Doing flyer drops to all households across *Syt!* Councils,
  - Setting up special displays in *Syt!* Council foyers and libraries,
  - Promoting in Council Newsletters and on corporate websites, and
  - Promoting through *Syt!* projects (e.g. *Switched on Staff*) and *Syt!* workshops.

### **Aim:**

To offer financial incentives to residents and businesses across all *Syt!* Councils (215,810 households and rapidly growing), to help encourage the uptake of sustainable technologies, that will help reduce energy / water usage, and reduce household greenhouse gas emissions.

### **Components:**

- ☑ Secure a number of businesses / organisations that retail energy efficient / waterwise / waste-wise products or services, to become involved in *Rebates 4 Residents*.
- ☑ Work with business /organisation to determine the value of each rebate (e.g. \$300 Off or 20% Off each unit, house, or system etc).
- ☑ The *Syt!* Program Coordinator and Officer will administer the Rebate Scheme, including processing applications.
- ☑ Rebates will only be provided when customers have signed the *Syt!* Application Form, which will be developed in consultation with participating businesses.

### **Sponsor Opportunities:**

- Opportunity to participate in the *Rebates 4 Residents* project.
- Opportunity to offer a point of sale discount / special offer on energy efficient, waterwise or waste-wise products or services, directly to the householder or business owner, through their local Council.
- Promotion as a community orientated organisation through on-going marketing campaign implemented as part of the *Rebates 4 Residents* project (e.g. in community newspapers, Council newsletters, displays etc).
- Logo exposure or written/verbal sponsorship acknowledgement in all advertising and media releases associated with the *Rebates 4 Residents* project.
- Logo exposure as a supplier of better practice technologies, for example on "prompt", novelty, and information materials distributed to clients, and visitors to Council buildings.



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## Switched on Staff Project

When: July 2011 to June 2012

Target: Corporate Sector - all staff across all *Syt!* partner Councils.

Expected Audience Nos:

- Over 2,500 staff members across current *Syt!* partner Councils

Approach:

- Engage and educate all Council staff to help make each Council workplace more sustainable.
- Deliver special training through *Switched on Staff* workshops held at each Council.
- Distribute behavioural change materials (e.g. energy efficient tips, prompts etc) and *Syt! Rebates 4 Residents* flyer to all staff to encourage them to be more sustainable at work and at home

Aim:

- Educate all local government staff on energy and water efficiency, and waste reduction to assist Councils be more sustainable and reduce their environmental footprint.
- Integrate energy and water efficiency, and waste reduction into staff inductions.
- Reduce energy and water bills and corporate greenhouse gas emissions in an effort to achieve reduction goals.
- To have staff take their new-found knowledge home with them and live more sustainably at home.

Components:

- Form a cross departmental *Switched on Staff* working group / Steering Committee to help guide the project at each *Syt!* Council.
- Determine desired outcomes at each Council and set reduction goals (e.g. 10% reduction in electricity usage across the organisation, 10% reduction in water usage across the organisation)
- Deliver special educational training to all staff at each *Syt!* Council through special *Switched on Staff* workshops.
- Install sub-metering technology to enable accurate monitoring, reporting and evaluation of the success of the project.
- Provide incentives to staff to achieve goals - friendly interdepartmental competitions.
- Give regular feedback to all sections of Council and promote through special *Switched on Staff* E-newsletter at regular intervals.

Potential Sponsor Opportunities

- Logo exposure as a potential supplier of sustainable technologies or services e.g. on "prompt" and information materials distributed to staff in educational kits and at workshops, media releases and/or advertising.
- Logo/company exposure as a sponsor in associated media materials.
- Logo exposure or written/verbal sponsorship acknowledgement in the workshop and presentation.



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## Special Solar PV Workshop Series

When: Sept 2011 to December 2011

Target: Whole community

Expected Audience Nos: 1 workshop at each *Syt!* Council x 12 Councils x 100 people per workshop = 1,200+ per year.

### Approach:

- Media editorials and advertisements in local community newspapers undertaken by *Syt!* Councils (3 weekly advertisements x readership 200,000/wk).
- Special displays and promotional flyers in Council foyers and libraries throughout Perth's northern and south-eastern suburbs
- Advertisements and editorials in *Syt!* Council newsletters and websites.

### Aim:

To take advantage of the heightened interest in Solar photovoltaic (PV) Systems following the WA State Government's introduction of a Net Feed-in Tariff Scheme and help demystify issues relating to PV systems and Government rebates.

### Components:

Hands-on learning environment, educating attendees on the following:

- The Market** - background information on the energy market in WA,
- Technologies** - looking at different types of PV panels, inverters and other PV equipment,
- Renewable Energy Certificates (RECs)** - explaining what RECs are and what they are worth to you,
- Pricing Tariffs** - explaining all aspects of the WA State Government's new gross Feed-in Tariff Scheme, including:
  - Who is eligible,
  - What the State Govt and Synergy will pay you for excess energy produced and fed back in to the grid,
  - How long the Feed-in Tariff Scheme will last,
  - When the Feed-in Tariff Scheme will be reviewed, and
  - Any other components (e.g. the need to source 100% Green Power for all usage needs etc)
- Rebates available (federal and local)** - looking at what local, state and federal rebates / incentives are currently available, and
- Payback periods** - looking at how much you can expect to save each year on your electricity bill and what your Return on Investment (ROI) will be.

### Sponsor Opportunities

- Exclusive promotion as a best practice mentor organisation (opportunity to act as guest presenter or set up product display at workshops).
- Logo exposure or written/verbal sponsorship acknowledgement in all advertising and media releases associated with the sponsored event.
- Logo exposure as a potential supplier of better practice technologies, for example on "prompt", novelty, and information materials distributed to clients, media releases and/or advertising.



## Waterwise Gardening & Energy Efficiency workshops

**When:** Spring 2011 and Autumn 2012

**Target:** Whole community

**Expected Audience Nos:** 3 workshops/Council /year x 100 people per workshop = 3,000+ per year.

**Approach:**

- Media editorials and advertisements in local community newspapers (readership 200,000).
- Promotional flyers in libraries, garden centres, agricultural supplies stores and nurseries.
- Direct marketing to households and Landcare community groups.

**Aim:**

To build the capacity of residents on urban and rural holdings to design and implement garden systems that minimise water and energy use and waste of resources, and maximise productivity and microclimate control. To help residents use their garden as a natural air conditioner.

**Components:**

Hands-on learning environment, imparting practical skills in:

Great Gardens Workshops	Synergy Energy Efficiency Workshops
<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Garden design and species selection</li> <li><input checked="" type="checkbox"/> Soil preparation</li> <li><input checked="" type="checkbox"/> Irrigation methods</li> <li><input checked="" type="checkbox"/> Worm farms</li> <li><input checked="" type="checkbox"/> Keeping chickens, and</li> <li><input checked="" type="checkbox"/> Composting</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Energy efficiency in the home (what uses the most energy and tips to reduce usage)</li> <li><input checked="" type="checkbox"/> Passive solar design principles</li> <li><input checked="" type="checkbox"/> Landscaping for a cooler home and property, and</li> <li><input checked="" type="checkbox"/> Renewable energy technologies</li> </ul>

### Sponsor Opportunities

- Promotion as a best practice mentor organisation (opportunity to act as guest presenter or set up product display at workshops).
- Logo exposure or written/verbal sponsorship acknowledgement in all advertising and media releases associated with the sponsored event.
- Logo exposure as a potential supplier of better practice technologies, for example on "prompt", novelty, and information materials distributed to clients, media releases and/or advertising.



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## Switched on Schools

**When:** Second and third term 2012

**Target:** Local Primary Schools

**Expected Audience Nos:** Expected to reach 1,600 families regionally (20 school each with 80 students participating).

### Approach:

- Engage local primary schools in an energy efficiency project including -
  - Deliver special school incursion addressing energy efficiency at school and home
  - Curriculum based lesson plans for teachers to use to conduct an energy audit and explore other resource conservation themes
  - Merit awards system to acknowledge school's achievements (milestone achievement dependent on school commitment)
  - Distribute behavioural change materials (e.g. energy efficient tips, prompts etc) and *Syt! Rebates 4 Residents* flyer to all children to take home

### Aim:

- Educate local primary school students on energy efficiency and environmental conservation to assist schools to be more sustainable and reduce their environmental footprint.
- Integrate energy efficiency and environmental conservation into school research projects and activities.
- Engage student in peer-to-peer energy efficiency education.
- Reduce energy bills and corporate greenhouse gas emissions in an effort to achieve reduction goals.
- To have students take their new-found knowledge home with them and live more sustainably at home.

### Components:

- Develop education materials.
- Engage schools and deliver special incursion, facilitated by a professional environment educator such as Captain Cleanup.
- Potentially install sub-metering technology to enable accurate monitoring, reporting and evaluation of the success of the project.
- Provide incentives to schools and present milestone achievement certificates at school assemblies.
- Give regular feedback to schools and project partners.

### Potential Sponsor Opportunities

- Logo exposure as a potential supplier of sustainable technologies or services e.g. on "prompt" and information materials distributed to staff in educational kits and at workshops, media releases and/or advertising.
- Representative award schools milestone certificates at school assemblies.
- Logo/company exposure as a sponsor in associated media materials.
- Logo exposure or written/verbal sponsorship acknowledgement in the workshop and presentation.



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## Sustainable Demonstration Home / Display Village project

**When:** 2011/12 onwards - As the opportunity arises

**Target:** Residential Sector

**Approach:**

- Investigate and develop concept of designing and constructing a Sustainable Demonstration Home (or Village) within a *Syt!* Council.
- Approach and recruit potential project partners and sponsors.
- Liaise with project partners and disseminate information.
- Construct a 6-Star+rated Sustainable Demonstration Home / Display Village.
- Open home to the public.

**Aim:**

To design and build a Sustainable Demonstration Home / Village in collaboration with developers and builders, that capitalises on the sun's free energy - a home that's both affordable and attractive, meeting the everyday needs of the occupant while offering substantial long-term savings (reducing on-going domestic power bills by up to two thirds in comparison with conventional home designs)

The home/s will also act as a community asset, designed to educate and raise awareness of practical and innovative solutions to sustainable living in Perth.

**Components:**

Examples of sustainable design features to be incorporated into the Home/s include, but are not limited to:

- Passive Solar Design for thermal management, Use of low maintenance building materials and finishes (selected for their insulation and thermal properties), PV System, Solar Hot Water System or 6-Star rated Gas System, Insulation, Selection of energy efficient lighting and appliances, Grey Water System, Waterwise Landscaping etc.
- It is proposed that the Home/s will form part of a builder's standard range of display homes, and will be marketed, staffed and displayed in the normal manner.
- Interpretive signage will be erected outside and throughout the house/s detailing the benefits of sustainable features and the savings they will help achieve.
- The house/s will have a display featuring take away information and brochures

**Potential Sponsor Opportunities:**

- Promotion as a best practice organisation through on-going marketing campaign (TV, Radio, Special lift-offs), interpretive signage, displays etc.
- Logo exposure or written/verbal sponsorship acknowledgement in all advertising and media releases associated with the sponsored event.
- Logo exposure as a potential supplier of better practice technologies, for example on "prompt", novelty, and information materials distributed to clients, and visitors of the home etc.

# SPONSORSHIP PACKAGES

## SPONSORSHIP LEVEL 1

*Investment: \$50,000 (for 12-months)*



### VISIBILITY

- Sponsor acknowledged as major sponsor and supporting **ALL** *Switch your thinking!* events run during the 12-month sponsored period.

### LOGO

- Logo credited on **ALL** promotional material for **ALL** major *Switch your thinking!* events and projects, such as:
  - ❖ *Syt!* Rebate Scheme (*Rebates 4 Residents*).
  - ❖ Special *Syt!* Solar PV Workshop series (*exclusive*)
  - ❖ Switched on Staff project
  - ❖ Household Sustainability Assessments
  - ❖ Waterwise Gardening & Energy Efficiency Workshops
  - ❖ Sustainable Display Home / Village
  - ❖ Displays and information kits at official *Switch your thinking!* events.
- Logo featured prominently on *switch your thinking!* Billboard, AdShel posters and 'Tidy-bin' posters, (high profile sites across all 10 *syt!* Councils).

### ADVERTISING

- Major sponsor acknowledged in **ALL** program advertisements during press series' **PLUS** in half-page colour launch - weekly exposure 200,000+ readers.

### PUBLICITY

- Logo credit on **ALL** events in media releases and on relevant pages in a media kit.
- Verbal and written acknowledgement of Sponsor's involvement throughout the course of the event.
- Sponsor opportunity to publicise energy efficient, waterwise, waste-wise and other environmental initiatives in community newspaper editorial and radio broadcasts. Assistance with developing / implementing synergistic initiatives is available by contacting the *Syt!* Program Coordinator.

### WEBSITE

- Logo link from *Switch your thinking!* website ([www.switchyourthinking.com](http://www.switchyourthinking.com)) to Sponsor's site (3000+ hits / month).

### HOSPITALITY

- Sponsor invited to **ALL** *Switch your thinking!* major events.
- Sponsor to receive complementary copies of all major promotional material acknowledging them or featuring their logo during the campaign.



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## SPONSORSHIP LEVEL 2

*Investment: \$20,000 (for 12-months)*

### VISIBILITY

Sponsor acknowledged as supporting **THREE (3)** major *Switch your thinking!* events run during the 12-month sponsored period.

### LOGO

- Logo credited on all promotional material for 3 major *Switch your thinking!* events and projects, such as:
  - ❖ *Syt!* Rebate Scheme (*Rebates 4 Residents*).
  - ❖ Special *Syt!* Solar PV Workshop series (*exclusive*)
  - ❖ Switched on Staff project
  - ❖ Household Sustainability Assessments
  - ❖ Waterwise Gardening & Energy Efficiency Workshops
  - ❖ Sustainable Display Home / Village
  - ❖ Displays and information kits at official *Switch your thinking!* events.
- Logo credited on *Switch your thinking!* Billboard, Adshel posters and 'Tidy-bin' posters, (high profile sites across all 10 *Syt!* Councils).



### ADVERTISING

- Sponsor acknowledged in **ALL** program advertisements during press series' **PLUS** in half-page colour launch - weekly exposure 200,000+ readers.

### PUBLICITY

- Logo credit on all **3 chosen** events in media releases and on relevant pages in a media kit.
- Verbal and written acknowledgement of Sponsor's involvement throughout the course of the **3 chosen** events.
- Sponsor opportunity to publicise energy efficient, waterwise, waste-wise and other environmental initiatives in community newspaper editorial and radio broadcasts. Assistance with developing / implementing synergistic initiatives is available by contacting the *Syt!* Program Coordinator.

### WEBSITE

- Logo link from *Switch your thinking!* website ([www.switchyourthinking.com](http://www.switchyourthinking.com)) to Sponsor's site (3000+ hits / month).

### HOSPITALITY

- Sponsor invited to all **ALL** *Switch your thinking!* major events.
- Sponsor to receive complementary copies of all major promotional material acknowledging them or featuring their logo during the campaign.



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## SPONSORSHIP LEVEL 3

*Investment: \$15,000 (for 12-months)*

### VISIBILITY

Sponsor acknowledged as supporting TWO (2) major *Switch your thinking!* events run during the 12-month sponsored period.

### LOGO

- Logo credited on all promotional material for 2 major *Switch your thinking!* events, such as:
  - ❖ *Syt!* Rebate Scheme (*Rebates 4 Residents*).
  - ❖ Special *Syt!* Solar PV Workshop series (*exclusive*)
  - ❖ Switched on Staff project
  - ❖ Household Sustainability Assessments
  - ❖ Waterwise Gardening & Energy Efficiency Workshops
  - ❖ Sustainable Display Home / Village
  - ❖ Displays and information kits at official *Switch your thinking!* events.
- Logo credited on *Switch your thinking!* Billboard, Adshel posters and 'Tidy-bin' posters, (high profile sites across all 10 *Syt!* Councils).



### ADVERTISING

- Sponsor acknowledged in all campaign advertisements during press series' PLUS in half-page colour launch - weekly exposure 200,000+ readers.

### PUBLICITY

- Logo credit on 2 chosen major events in media releases and on relevant pages in a media kit.
- Verbal and written acknowledgement of Sponsor's involvement throughout the course of the 2 chosen events.
- Sponsor opportunity to publicise energy efficient, waterwise, waste-wise and other environmental initiatives in community newspaper editorial and radio broadcasts. Assistance with developing / implementing synergistic initiatives is available by contacting the *Syt!* Program Coordinator.

### WEBSITE

- Logo link from *Switch your thinking!* website ([www.switchyourthinking.com](http://www.switchyourthinking.com)) to Sponsor's site (3000+ hits / month).

### HOSPITALITY

- Sponsor invited to ALL *Switch your thinking!* major events.
- Sponsor to receive complementary copies of all major promotional material acknowledging them or featuring their logo during the campaign.



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## SPONSORSHIP LEVEL 4

*Investment - \$10,000 (for 12-months)*

### VISIBILITY

Sponsor acknowledged as supporting **ONE (1)** major *Switch your thinking!* event run during the 12-month sponsored period.

### LOGO

- Logo credited on all promotional material for 1 major *Switch your thinking!* event, such as:
  - ❖ *Syt!* Rebate Scheme (*Rebates 4 Residents*).
  - ❖ Special *Syt!* Solar PV Workshop series (*exclusive*)
  - ❖ Switched on Staff project
  - ❖ Household Sustainability Assessments
  - ❖ Waterwise Gardening & Energy Efficiency Workshops
  - ❖ Sustainable Display Home / Village
  - ❖ Displays and information kits at official *Switch your thinking!* events.
- Logo credited on *Switch your thinking!* Billboard, Adshel posters and 'Tidy-bin' posters, (high profile sites across all 10 *Syt!* Councils).



### ADVERTISING

- Sponsor acknowledged in a (one) campaign advertisement and advertorial during the 10-week press series PLUS in half-page colour launch - weekly exposure 200,000+ readers.

### PUBLICITY

- Logo credit on major event in media releases and on relevant pages in a media kit.
- Verbal acknowledgement of Sponsor's involvement throughout the course of the event.
- Sponsor opportunity to publicise energy efficient, waterwise, waste-wise and other environmental initiatives in community newspaper editorial and radio broadcasts. Assistance with developing / implementing synergistic initiatives is available by contacting the *Syt!* Program Coordinator.

### WEBSITE

- Logo link from *Switch your thinking!* website ([www.switchyourthinking.com](http://www.switchyourthinking.com)) to Sponsor's site (3000+ hits / month).

### HOSPITALITY

- Sponsor invited to **ONE** major *Switch your thinking!* event.
- Sponsor to receive complementary copies of all major promotional material acknowledging them or featuring their logo during the campaign.



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## Sponsors benefits

As a sponsor you will obtain the following benefits:

- Public recognition and kudos associated with having your company name favourably linked with the award winning *Switch your thinking!* program, run by the City of Armadale, City of Gosnells, Serpentine-Jarrahdale Shire and seven other WA Councils.
- The ability to establish positive and fruitful links with the Cities of Armadale, Belmont, Gosnells, Joondalup, Perth, Stirling, Wanneroo, Serpentine Jarrahdale Shire, and Towns of Victoria Park and Cambridge (*plus other WA Councils licensing the brand*).
- Opportunities for you to demonstrate and showcase your company products and services at the sponsored event/s.

## Other Sponsor Opportunities

We would like your ideas on other ways we can work together to promote climate protection!

Some options could include:

- Participation and help from our *Syt!* Program Coordinator to assist your company in developing a personally tailored in-house program.
- Participation by your company's representative in selected aspects of our *Switch your thinking!* program on a 'knowledge and expertise exchange' basis.

## Other Sponsorship Funding

It is our commitment to the sponsor that every effort will be made to ensure there is no conflict of sponsorship interest for each event - however SEREG can not guarantee this in all instances.

## Management Experience

The City of Armadale, City of Gosnells and Serpentine-Jarrahdale Shire has been running community events for over 20 years. On average over 80 Programs and events are conducted each year. Within the Community Programs Branches, Officers are employed who have expertise in event management and other areas eg children and toddlers, seniors, youth, environment, cultural arts etc. With this expertise in mind you can feel confident that as a sponsor you will be linked to a quality event.

## Sponsorship Support

Upon acceptance of the sponsorship agreement, please contact Julie McMinn, *Syt!* Program Coordinator on 9397 3208, mobile 0432 370 671 or email [jmcminn@gosnells.wa.gov.au](mailto:jmcminn@gosnells.wa.gov.au).