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CITY OF ARMADALE
CITY OF BELMONT
CITY OF GOSNELLS
CITY OF PERTH
CITY OF SOUTH PERTH
CITY OF WANNEROO
SHIRE OF SERPENTINE JARRAHDAL
TOWN OF VICTORIA PARK



An Exciting Sponsorship Opportunity For

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

2009/2010



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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 Regional Greenhouse Coordinator (RGC) and Project 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 September 2005 indicated that 1 in 4 households 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 achieving our regional emissions reduction target of 15% by the year 2010/11.

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 seven years ago, SEREG and its project partners have invested more than a million dollars in regional actions, helping reduce greenhouse emissions by more than 250,000 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 several 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 will enable other LGA's to deliver their own *switch your thinking!* program to their communities. This promises to be the next exciting phase in the life of *switch your thinking!*



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 role 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 such as ICLEI's Cities for Climate Protection Program.



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
City of Gosnells	91,579	33,198	25 - 54	73
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 South Perth	38,001	19,176	35 - 49	54
Town of Victoria Park	29,495	11,876	25 - 34	50
City of Waneroo	108,778	38,293	35 - 49	73
Total	377,114	149,052		

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 2009/10, our market (and your potential market), is set to increase even further! See the *Significant Achievements* section overleaf 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 four residents throughout the region now recognise the *switch your thinking!* brand and logo and know it relates to energy and resource efficiency and greenhouse reduction.

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-

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2005/06 & 2006/07-2008/09), and the fourth phase will build upon the success of the program to date, and see SEREG targeting all sectors of the community - with a particular focus on homeowners, both existing and new ones.

OUR BUSINESS PLAN (2009/10 – 2011/12)

A complete Business Plan (Phase 4) of the *switch your thinking!* program is enclosed for your perusal. The Plan has been formally endorsed by all three SEREG Councils. The Business Plan reinforces SEREG's commitment to promoting sustainable behaviour, and will help guide the development and implementation of numerous community-based projects.

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.



SIGNIFICANT ACHIEVEMENTS

Awards

The *switch your thinking!* program has received critical acclaim and recognition at both a state and national level. Awards won during the previous 3-year phase include:

- 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),
- Category Winner - Government Leading by Example - 2006 WA Environment Awards,
- Category Winner - Community Energy Efficiency - 2006 WA Environment Awards,
- The *synt!* program was also a Finalist in the 2007 Banksia Awards - Local Greenhouse Action

Expansion of *switch your thinking!* brand to new Councils

Identified as a Business Goal in the 2009/10 - 2011/12 SEREG Business Plan, the *switch your thinking!* program expanded to 4 new Councils in 2007/08 - 2008/09, and is set to expand further in 2009/10.

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 2009/10 include:

- ACT Government,
- City of Stirling, and
- Shire of Geraldton / Greenough

Abatement of Greenhouse Gases

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 250,000 tonnes (carbon dioxide equivalent) through its various initiatives. This is equivalent to taking more than 15,000 cars off the road each year.

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Commercial Sector Partnerships

To date, *switch your thinking!* has attracted over \$300,000 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 \$500,000 from a number of different agencies including:

- Sustainable Energy Development Office (state government)
- Australian Greenhouse Office (federal 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>Switch your thinking!</i> Rebate Scheme												
<i>Green Light Schools Fundraiser</i>												
<i>Switched on Business & Industry Project</i>												
Household Sustainability Assessments												
5-star Display Village	<i>Newhaven</i> 5-star rated display village is open to the public for viewing											
Waterwise Gardening / Energy Workshops		X2		X2		X2		X2		X2		X2
Sustainable Public Lighting Trial	Armadale Sustainable Public Lighting Trial in partnership with Western Power, Synergy, WALGA and Sylvania Lighting.											
<i>Switched on Staff Workshops</i>												
<i>Switched on Recycling Project</i>												
Sustainable Demonstration Home												



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).
- Tidy Bin posters on over 150 bins throughout Gosnells and Armadale, including along Albany Hwy (20,000-30,000 vehicles passing each day).
- Radio series - option of donating listener prizes with weekly verbal sponsorship acknowledgement plus your logo on our promotional posters in public libraries and council foyers in the region.
- 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) to project partner's websites (1000+ hits / month).
- Library displays - 2 displays rotating around 8 southeast metro public libraries.
- Banners erected at major Community Program events run by all *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	PLATINUM	GOLD	SILVER
Railway Billboard Poster	Billboard poster/s between rail-line and Albany Highway in Gosnells/Armadale	30k - 35k commuters/day	Yes	Yes	Yes
Tidy Bin posters	Logo on high profile (Albany Hwy facing traffic) tidy bin posters x 150+ bins	20k - 30k cars/day	Yes	Yes	Yes
Radio series	Verbal acknowledgment of support on community radio station over radio series	150,000 households	Yes	Yes	Yes
Press Series	Special advertorial on same page as related press advertisement x 1	200,000+ readers	Yes	Yes	No
	Logo in ½ page colour launch advertisement	200,000+ readers	Yes	Yes	Yes
	Written acknowledgment in 10 x weekly press series advertisements (15 x 11cm advert)	2,000,000+ readers	Yes	Yes	No
Library Displays	Logo and platinum sponsorship acknowledgment featured prominently at top of display	12,000 visitors per week	Yes	No	No
<i>2 displays rotating around SE metro public libraries</i>	Logo and gold / silver sponsorship acknowledgment featured on display		NA	Yes	Yes
Community Program	Written acknowledgement in all 3 Council Newsletters	150,000 households	Yes	Yes	Yes
	Logo on <i>switch your thinking!</i> banners erected at community events across all 3 Councils	30,000+ p.a.	Yes	Yes	Yes
Web links	From <i>switch your thinking!</i> site linked with 3 Council websites to sponsor website	Long term link	Yes	Yes	Yes

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TABLE 1
2009 / 2010 Major Projects Overview

OPPORTUNITY	DESCRIPTION	Exposure	Platinum	Gold	Silver
Switch your thinking! Rebate Scheme	Ability to participate in <i>switch your thinking!</i> Rebate Scheme	150,000 households	Yes	Yes	Yes
	Logo in ½ page colour launch advertisement	200,000+ readers / wk	Yes	Yes	Yes
	Written acknowledgement and promotion of rebate in Community Newspapers. 6-month press series.	200,000+ readers / wk	Yes	Yes	Yes
	Logo and details of rebate featured prominently on special display erected at each Council.	2,000+ residents / wk	Yes	Yes	Yes
	Option to undertake Direct Mail Outs detailing special rebate / offer	Suburb / City / Region	Yes	Yes	No
Green Light Schools Fundraiser Project	Logo on promotional flyer / order form	15,000+ households	Yes	Yes	Yes
	Logo on show bags	2,500	Yes	Yes	No
	Logo on other promotional items	2,500	Yes	Yes	No
	Written acknowledgement and promotion in all media releases and articles	500,000+	Yes	Yes	Yes
	Information Sheets (e.g. product / service offered) inserted in showbags	2,500	Yes	Yes	Yes
Green Loans Household Sustainability Assessments	Logo and sponsorship acknowledgment featured prominently in all advertising and media releases.	200,000+	Yes	Yes	Yes
	Information Flyers and promotional literature included in <i>syt!</i> promotional kits given to residents	2,000+	Yes	Yes	Yes
	Written acknowledgement and promotion in Councils Newsletters	150,000 households	Yes	Yes	Yes

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OPPORTUNITY	DESCRIPTION	Exposure	Platinum	Gold	Silver
Switched on Business & Industry Project (SMEs = Small to Medium size Enterprises)	Logo on promotional kit handed out to participating SMEs	150 SMEs	Yes	Yes	Yes
	Information / Flyers included in project kits handed out by SMEs	150 SMEs	Yes	Yes	Yes
	Logo and sponsorship acknowledgment featured prominently on special displays erected at Business Enterprise Centre, Library and Council foyer	1000's	Yes	Yes	No
	Take away Information sheets / brochures displayed at Business Enterprise Centre, Library and Council foyer	1000's	Yes	Yes	Yes
	Written acknowledgement in all 3 Council Newsletters.	155,000	Yes	Yes	No
Waterwise Gardening & Energy Efficiency Workshops	Logo and sponsorship acknowledgment featured prominently on special displays erected at Workshops and in PowerPoint presentation	3,000+ residents	Yes	Yes	Yes
	Opportunity to set up your own display at Workshops and/or distribute promotional literature	3,000+ residents	Yes	Yes	Yes

switch your thinking! Major Projects 2009/10

Switch your thinking! Rebate Scheme

When: September 2009 to June 2010

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 rebates on energy efficient / waterwise / waste-wise products and services to residents throughout the region, directly through Council correspondence, and also a myriad of different community forums.

Aim:

To offer financial incentives to residents throughout the Cities of Armadale and Gosnells and Serpentine Jarrahdale Shire and new *switch your thinking!* Councils (Approx 150,000 households and rapidly growing), to help encourage the uptake of sustainable technologies, that will help reduce energy / water usage, and reduce their household's greenhouse gas emissions.

Components:

- Secure a number of businesses / organisations that retail energy efficient / waterwise / waste-wise products or services, to become involved in the *switch your thinking! Rebate Scheme*.
- Work with business / organisation to determine how much money / many rebates they are willing to offer through the *Rebate Scheme* (e.g. \$10,000 in total across all *syt!* Councils).
- Work with business / organisation to determine the value of each rebate (e.g. \$150 per unit, per house, per system etc).
- The Regional Greenhouse Coordinator will administer the *switch your thinking! Rebate Scheme*, including processing applications.
- Rebates will only be provided when customers have signed the *switch your thinking!* Application Form, which will be developed in consultation with participating businesses

Sponsor Opportunities:

- Opportunity to participate in the *switch your thinking! Rebate Scheme*.
- Opportunity to offer a point of sale discount / special offer on energy efficient, waterwise or waste-wise products or services, directly to the householder, through their local Council.
- Promotion as a community orientated organisation through on-going marketing campaign implemented as part of the *Rebate Scheme* (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 *switch your thinking! Rebate Scheme*.
- 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.



Green Light Schools Fundraiser Project

When: Jan - June 2010

Target: School communities, and community groups in the following Councils:

- City of Armadale
- City of Belmont
- City of Gosnells
- City of Perth
- City of South Perth
- Shire of Serpentine Jarrahdale
- Town of Victoria Park, and
- City of Wanneroo

Expected Audience Nos:

- Over 100 high schools and primary schools and community groups will be invited to participate. If 1/3 participate as was the case when the project was run in 2007/08 over 15,000 households will receive the promotional leaflet distributed in the school newsletter and over 2000 households are expected to purchase globes and get the free *switch your thinking!* showbag. Schools in the southeast corridor have been 'primed' by the recent running of this initiative - lessons learnt will ensure success.

Approach:

- Recruit primary and secondary schools throughout Perth's southeast and northeast.
- Direct mail-outs of high quality, colour promotional flyers via school newsletters.
- Media releases in community newspapers (readership 200,000).
- Editorials in community newspapers (readership 200,000).
- Radio commentary on Heritage FM.

Aim:

To disseminate energy saving compact fluorescent light globes (CFLs) and LED down lights at a subsidized price, along with prompts, promotional products and information designed to encourage conservation of energy, water and resources, to reduce greenhouse gas emissions AND to help schools raise funds for investment in other energy efficiency initiatives.

Components:

- Special offer on subsidized, high quality 9W LED down lights (equivalent to 50W halogen globe). Parents who just want to help the school raise funds by purchasing the showbag for their children, without purchasing LED down lights, will receive a free 20W CFL with their "showbag" along with other energy efficient products such as a timer switch and draught proofing tape and other promotional products.
- 50% of monies raised through the sale of showbags will be kept by participating schools as a fundraising initiative (similar to well-known chocolate fundraiser).
- Included promotional items:
 - *switch your thinking!* propeller hats
 - Reusable sports drink bottles
 - 5-minute shower timers

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- Recycled Energy Smart thermometer ruler (shows optimum temperature settings for efficient running of household appliances)
 - 'Hot tips' on how to save energy,
 - *Syt! Rebate Scheme* Flyer
 - Plus much more

Sponsor Opportunities

- Inclusion of your promotional items / materials as appropriate.
- Your company logo on our promotional products.
- Your company logo on flyers / order forms distributed in school newsletters.
- Your company's name on associated advertising and media releases.



Household Sustainability Assessments

When: July 2009 to June 2011

Target: 150,000 households within *syt!* partner Councils.

Expected Audience Nos:

- 1000+ households across Perth's southeast and northeastern regions.

Approach:

- Engage a company to undertake household sustainability assessments.
- Produce behavioural change materials (e.g. energy efficient tips etc) for distribution to participating households.
- Distribute *syt! Rebate Scheme* Flyer and help residents find quality providers of energy efficient, waterwise, and waste-wise products and services.

Aim:

To assist residents across *syt!* Councils to improve the sustainability of their homes and buffer themselves against rising electricity, gas and water prices, whilst reducing their household's greenhouse gas emissions. Upon conclusion of the sustainability assessment, residents will be left with a simple Action Plan to help them start saving straight away, details of *syt!* partners participating in the *syt! Rebate Scheme*, and they will also be eligible to access a low-interest loan through the Federal Government's 'Green Loans' initiative.

Components:

- Engagement of a company (EACO) to undertake household Sustainability Assessments.
- Development of project materials (e.g. Action Plan, Energy Efficient tips, and *syt! Rebate Scheme* Flyer).
- On-going advertising campaign utilizing Council Newsletters, Community Newspapers, Workshops and *syt!* website.
- Delivery of household Sustainability Assessments and referral to appropriate *syt!* sponsors where appropriate.
- Evaluation surveys conducted and collated to determine project's effectiveness (6-months after receiving assessment).
- Savings (energy, water, waste, greenhouse and \$) achieved through the project calculated and promoted. Also entails comparison with business and industry averages nationwide.
- Promotion of "champions"

Potential Sponsor Opportunities

- Logo/company exposure as a sponsor in associated media materials.
- Promotion as a best practice mentor organisation (opportunity to add promotional material to information packs etc).
- Logo exposure as a potential supplier of better practice technologies or services e.g. on "prompt" and information materials distributed to clients in promotional kits and at workshops, media releases and/or advertising.



Switched on Business & Industry Project

When: January 2008 to December 2009

Target: Local Businesses (Retailers/Hospitality etc) and Industry (Manufacturers / Processors) throughout the region.

Expected Audience Nos:

- 150+ Small to Medium sized Business Enterprises (SME's) throughout the region.

Approach:

- Undertake advertising & promotion of program for recruitment of participant SME's, including information evening.
- Recruit & train five Assistant Auditors to undertake participant audits.
- Conduct environmental audit of participants businesses, including recommendations.
- Delivery of education and training workshops for all participants.
- Twelve month follow up Audits of each of the participating businesses is conducted
- Final analysis conducted with business owner/manager to determine the benefits (economic; environmental; social) of the Audit program.
- Graduation Ceremony for participants.

Aim:

To assist SME's in the region implement Environmental Best Practice by conducting environmental audits and assist them to develop comprehensive but practical Environmental Management Plans. The project includes undertaking audits for all participants, a training workshop and a mentoring component. The program will deliver environmental awareness and education specific to SME's.

Components:

- Recruitment of 150+ local small to medium sized enterprises.
- Analysis and presentation of 'live' local case studies.
- Baseline audits conducted and recommendations left with SME's
- Workshops conducted to further educate SME's
- Follow up audits conducted (12-months after baseline audit)
- Savings (energy, water, waste, greenhouse and \$) achieved through the project calculated and promoted. Also entails comparison with business and industry averages nationwide.
- Promotion of "champions"

Potential Sponsor Opportunities

- Promotion as a best practice mentor organisation (e.g. act as host of workshops, demonstrations, tours; act as guest speaker at special industry events).
- Logo/company exposure as a sponsor in associated media materials.
- Logo exposure as a potential supplier of better practice technologies or services e.g. on "prompt" and information materials distributed to clients in promotional kits and at workshops, media releases and/or advertising.



Waterwise Gardening & Energy Efficiency workshops

When: Spring 2009 and Autumn 2010

Target: Whole community

Expected Audience Nos: 4-6 workshops/year x 100 people per workshop = 400 - 600 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 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.

Components:

Hands-on learning environment, imparting practical skills in:

- Garden design and species selection
- Soil preparation
- Irrigation methods
- Worm farms
- Keeping chickens
- Composting
- Passive solar design
- Landscaping for a cooler home and property
- Energy efficiency, and
- Renewable energy technologies

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.



Sustainable Demonstration Home project

When: 2009/10 - As the opportunity arises

Target: Residential Sector

Approach:

- Investigate and develop concept of designing and constructing a Sustainable Demonstration Home (or homes) within the region.
- Approach and recruit potential project partners and sponsors.
- Liaise with project partners and disseminate information.
- Construct a 5-6 Star rated Sustainable Demonstration Home.
- Open home to the public.

Aim:

To design and build a Sustainable Demonstration Home 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 will also act as a community asset, designed to educate and raise awareness of practical and innovative solutions to sustainable living in Perth's south-east.

Components:

- Examples of sustainable design features to be incorporated into the Home 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 5-Star rated Gas System, Insulation, Selection of energy efficient lighting and appliances, Grey Water System, Waterwise Landscaping.
- It is proposed that the home 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 detailing the benefits of sustainable features and the savings they will help achieve.
- The house will have a display featuring take away information and brochures

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 - PLATINUM

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

VISIBILITY

- Sponsor acknowledged as supporting all major *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.
 - ❖ Green Light Schools Fundraiser
 - ❖ Household Sustainability Assessments
 - ❖ Switched on Business & Industry
 - ❖ Waterwise Gardening & Energy Efficiency Workshops
 - ❖ Displays and information kits at official *switch your thinking!* events.
- Logo credited on *switch your thinking!* Billboard and 'Tidy-bin' posters, (high profile Albany Highway sites).

ADVERTISING

- Sponsor acknowledged in all program advertisements during press series' PLUS in half-page colour launch - weekly exposure 101,000+ readers.

PUBLICITY

- Logo credit on all events in media releases and on relevant pages in a media kit.
- Verbal and written acknowledgement of Sponsors 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. Help developing suitable initiatives is available by contacting the Regional Greenhouse Coordinator.

WEBSITE

- Logo link from *switch your thinking!* website (www.switchyourthinking.com) to Sponsor's site (1000+ hits / month).

HOSPITALITY

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



SPONSORSHIP LEVEL 2 - GOLD

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

VISIBILITY

- Sponsor acknowledged as supporting two major *switch your thinking!* events run during the 12-month sponsored period.

LOGO

- Logo credited on all promotional material for two major *switch your thinking!* events, such as:
 - ❖ *Syt!* Rebate Scheme.
 - ❖ Green Light Schools Fundraiser
 - ❖ Household Sustainability Assessments
 - ❖ Switched on Business & Industry
 - ❖ Waterwise Gardening & Energy Efficiency Workshops
 - ❖ Displays and information kits at official *switch your thinking!* events.
- Logo credited on *switch your thinking!* Billboard and 'Tidy-bin' posters, (high profile Albany Highway sites).

ADVERTISING

- Sponsor acknowledged in all campaign advertisements during press series' PLUS in half-page colour launch - weekly exposure 101,000+ readers.

PUBLICITY

- Logo credit on two major events in media releases and on relevant pages in a media kit.
- Verbal and written acknowledgement of Sponsors 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. Help developing suitable initiatives is available by contacting the Regional Greenhouse Coordinator.

WEBSITE

- Logo link from *switch your thinking!* website (www.switchyourthinking.com) to Sponsor's site (1000+ hits / month).

HOSPITALITY

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



SPONSORSHIP LEVEL 3 - SILVER

Investment - \$5,000(for 12-months)

VISIBILITY

- Sponsor acknowledged as supporting one major *switch your thinking!* event run during the 12-month sponsored period.

LOGO

- Logo credited on all promotional material for one major *switch your thinking!* event, such as:
 - ❖ *Syt!* Rebate Scheme.
 - ❖ Green Light Schools Fundraiser
 - ❖ Household Sustainability Assessments
 - ❖ Switched on Business & Industry
 - ❖ Waterwise Gardening & Energy Efficiency Workshops
 - ❖ Displays and information kits at official *switch your thinking!* events.
- Logo credited on *switch your thinking!* Billboard and 'Tidy-bin' posters, (high profile Albany Highway sites).

ADVERTISING

- Sponsor acknowledged in a (one) campaign advertisement and advertorial during the 10-week press series PLUS in half-page colour launch - weekly exposure 101,000+ readers.

PUBLICITY

- Logo credit on major event in media releases and on relevant pages in a media kit.
- Verbal acknowledgement of Sponsors 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. Help developing suitable initiatives is available by contacting the Regional Greenhouse Coordinator.

WEBSITE

- Logo link from *switch your thinking!* website (www.switchyourthinking.com) to Sponsor's site (1000+ hits / month).

HOSPITALITY

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



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 other WA Councils.
- The ability to establish positive and fruitful links with the City of Armadale, City of Gosnells, Serpentine Jarrahdale Shire and other WA Councils licensing the brand.
- Opportunities for you to demonstrate and showcase your company products and services at the sponsored event.

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 Regional Greenhouse 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 City of Armadale, City of Gosnells and Serpentine Jarrahdale Shire's 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 Jason Menzies, Regional Greenhouse Coordinator on 9391 6032, mobile 0432 370 671 or email jmenzies@gosnells.wa.gov.au.