

## Smart Building and Living Expo 2014

### Overall success

We estimated over 1100 people attended and there were over 40 stalls dedicated to sustainable lifestyles, including four local architectural practices that specialise in sustainable design. Exhibitors commented on the constant stream of lovely people to chat with over the day.

As one of our exhibitors said *“The expo was a great opportunity for people to come and ‘shop-around’ by meeting with different architects and to also become familiar with some of the green products on the market. It makes sense to talk to an expert who has been through this very same process countless times, and can help answer your questions, and guide you through the designing/planning/building journey so that you enjoy it without undue stress.*

Over 60 children enjoyed making puppets from recycled materials, checking out the spiral cased caddis flies with Waterwatch and seeing sausages cooked on the EarthEd solar BBQ. The soaps, bikes, honey, garden pots, community groups, indigenous food products and nappies were all well received too.

The expo was a great opportunity to meet more people in the community who are also passionate about green buildings, sustainable design and great lifestyle products.

Friends of Royal Park were able to meet the costs of the Expo with the help of the Community Impact Grant, Bendigo Bank sponsorship, EcoMaster inkind staff support and stallholder fees from the day. We have made a small profit which we hope to use towards the event next year.

**More Images:** <https://www.facebook.com/buninyongsustainability>



## **Extensive media coverage maximised exposure for our sponsors.**

### Ballarat Courier

- Print advertisements 30/01/14, 19/02/14, 22/02/14
- Full page Advertorial 21/02/14
- City Of Ballarat *What's On* 22/02/14
- Web billboard. 22/02/14 (10,010 hits, 0.36 click rate – considered high!)
- Media article post event, 24/02/14

### The Miner News

- Media article 20/02/14

### Buninyong News

### 3BA

- Interview, 18/02/14

### Voice FM

- Interview post event, 25/02/14

### Buninyong Sustainability Enews

### BREAZE enews

### Sustainable Living Festival booklet

## **Web coverage**

- [www.smartbuildingandlivingexpo.com.au](http://www.smartbuildingandlivingexpo.com.au)
- [www.friendsofroyalpark.org.au](http://www.friendsofroyalpark.org.au)
- Sustainable Living Festival [www.slf.org.au](http://www.slf.org.au)
- [www.breaze.org.au](http://www.breaze.org.au)
- City of Ballarat Events calendar

## **Facebook**

- Buninyong Sustainability – at Royal Park
- Making Buninyong
- BREAZE

These pages were shared extensively throughout friends and exhibitors networks.