



**NATIONAL
SUSTAINABLE
LIVING
FESTIVAL**

DISRUPTION



**Sustainable
Living Festival
Australia**

**FESTIVAL
REPORT 2019**

SLF acknowledges the traditional custodians of the lands and waters the Festival takes place on and around, the Wurundjeri and Boon Wurrung lands, two language groups that form part of the Eastern Kulin Nation of south central Victoria.

20 YEARS!

A LEADING PLATFORM FOR THE NATION.



SLF 20 Year Reunion Gathering

From the Festival's early beginnings in regional Victoria, to its current month long national program, the Festival has grown into Australia's largest and longest running celebration of sustainability.

Over the past two decades SLF has helped sustainability become a mainstream reality. With a strong focus on connecting people to tools and information to help them adapt sustainable lifestyles the event has drawn many audiences to action.

The Festival has provided a platform for sustainability leaders, innovators and entrepreneurs to activate new audiences and promote their message. Throughout its history the Festival presents a unique opportunity to connect with a powerful and fast growing social movement.

The Festival's program format provides many avenues to engage diverse audiences with high quality and creative events that are dedicated to the uptake of sustainable living. The Festival has mobilised hundreds of volunteers linking the community to thousands of organisations working in sustainability.

The Festival will continue it's role into the future responding to the growing demand for better ways to reduce our impact and transition to a safe climate.

SERVING MELBOURNE AND THE NATION FOR TWO DECADES

MESSAGE FROM THE DIRECTOR

Australia's longest running and largest sustainability festival hits the streets again in 2019 for its 20th year. This iconic, national platform showcased sustainability leaders and innovators with cutting edge solutions to a rapidly growing audience.

The Festival led with the theme of Disruption. Disruptions for sustainability are happening right now all around the world – whether it's the explosion in clean energy uptake, the surge of urban agriculture, the growth of regenerative farming or the breakthroughs in zero waste – this is a movement that's shaking up the norms for a green new deal.

This year, the Festival's program presented disruptive solutions and change-makers to help engage individuals and communities to spread the sustainability message around Melbourne and beyond.

The Festival explores the groundswell of support for a decade of deliberate clean disruption at the scale and speed required. A huge effort once again from our program team who worked all year round to bring together other leading international and national disrupters to this year's program including Helena Norberg-Hodge, Jean Hinchliffe and Jo Nemeth. Festival favourite,

With mainstream interest in sustainability on the rise the festival's program had something for everyone.

It was highly encouraging to see an increase in the participation of the Festival's exhibitor partners, and the continued growth in attendance for the Festival's feature event program.

We thank all of our wonderful Festival sponsors, donors, event partners, production crew and the amazing team of volunteers who supported the Festival with such enthusiasm .

It's been a pleasure to present our 20th Festival in 2019. We now turn our efforts and full attention to the next critical decade ahead.



LUKE TAYLOR
FESTIVAL DIRECTOR



CITY OF SUSTAINABILITY

MAKING MELBOURNE GREEN AGAIN!

The Festival's open access program of events spreads the theme of sustainability throughout our city. Diverse audiences to revel in the showcase and celebration over the month of February. The Festival encourages city venues to collaborate with event organisers to stage engaging sustainability events to attract audiences. Event and venue partnerships presented inspiring events to locations throughout the city centre of Melbourne and beyond, helping to create community engagement and precinct activation.

New Festival venue, The Butterfly Club, added to the Festival's arts program with cabaret and stand-up comedy shows.

Highlight events included the 'IceBox Challenge', pitting standard building codes against passive house design, was an opportunity to see which design was best suited to Melbourne's local conditions. Plogging, the new global movement combining fitness with saving the environment, helped to clean the city's streets and waterways while keeping participants fit. Sustainability tours of Melbourne city and inner suburbs were popular and encouraged people to seek out and learn more about local sustainable businesses. There were also popular talks, workshops, films and exhibitions on a wide variety of sustainability topics relating to zero food waste, gardening, recycling, yoga, energy issues, climate change, and vegan lifestyles for visitors to experience while they travelled around the city centre.

SNAPSHOT

This year SLF supported over 200 organisations participating in over 300 events across 190 venues to share their work with an audience of over 100,000 visits.

VISITATION

47,000

TOTAL INDEPENDENT EVENT VISITS

100,000

TOTAL BIG WEEKEND VISITS

ACTIVATION

307

FESTIVAL WIDE EVENTS

93

BIG WEEKEND EVENTS

208

EVENT PARTNERS

TALENT

254

SPEAKERS

68

ARTISTS

33

PERFORMERS

THEMES

168

CLIMATE CHANGE EVENTS

166

URBAN FARMING EVENTS

79

ENERGY & WATER EVENTS



Jagveer Singh & Marco Bellemo on stage at the Festival's Dome.

BIG WEEKEND

Each year the Big Weekend shines as the central event of the Festival, bringing together a wide-ranging and diverse community of people to engage in all things sustainability. With a strong focus on new developments and current, local issues, SLF curates a hard-hitting program across the spectrum of climate change and sustainability today.

In 2019 the Big Weekend featured leading thinkers and doers of local and international status to inspire and challenge a nation.

The Big Weekend hosts a vibrant array of exhibitors, providing a platform to showcase some of the best emerging and established projects in the sustainability movement, promoting their work and allowing them to connect with a broad, targeted audience.

Visitors to the Festival's Big Weekend are provided an ideal opportunity to deepen their knowledge and explore sustainability in all of its facets, from lifestyle choices to technological solutions, innovative ideas and local action all in one central location.

A NEW GENERATION

A PLATFORM FOR CHANGE MAKERS ACROSS AUSTRALIA

This year sparked the rise of a new generation in the climate scene, the school students, who have gained notoriety for their climate advocacy and passion for change.

Harriet O'Shae Carre from Newcastle and Jean Hinchliffe from Sydney addressed the Big Weekend alongside Melbourne change makers Jagveer Singh and Marco Bellemo.

These inspiring students have sent ripples through the global community, bringing about a wave of attention for climate advocate Greta Thunberg in Sweden, who has been the inspiration for the Australian students and helped put the issue back into the spotlight. Greta made an appearance via live video link-up at the Festival's Great Debate, to share her resolve and show her support to a packed out audience who cheered her on.

ABC TV's dirtgirl joined the Festival with a special feature youth program presented at Artplay.



Artplay dirtgirl activation disrupts the Festival's Big Weekend.



Sydney Student Jean Hinchliffe addresses the crowds.



Belinda Coates (Ballarat City Council) & Natalie Abboud (Moreland City Council).

LOCAL FIRST

GOVERNMENTS DECLARE THE CLIMATE EMERGENCY

Leading action by local governments has created a groundswell of momentum in the climate movement, with now well over 400 city councils including London, Vancouver and Los Angeles all declaring a climate emergency and planning mobilisation strategies to reverse global warming.

This striking development marks the first stage in getting the whole of this critical level of government to declare the climate emergency.

This is the most significant series of events for climate action in recent years with new government declarations announced each day.

To celebrate and share insights and strategies from around the globe, SLF conducted a world first international linkup with councillors from the UK, USA and our very own Victorian representatives who have been the first in the world to take this bold step into real action.



NATIONAL PROFILE

Each year SLF provides a platform for changemakers across Australia to share their ideas, solutions, experiences and insights with a diverse and engaged crowd from all walks of life.

Embodying her sustainability message, Jo Nemeth travelled to the Festival's Big Weekend from Casino, NSW by train, and brought with her a story of her Tiny House lifestyle and beyond, living a whole lot more with a whole lot less.

Indigenous writer and historian Bruce Pascoe, and revolutionary regenerative farmer Peter Andrews, provided a record crowd in the Big Weekend's largest venue, packing out the Dome and spilling out into the Festival grounds.

This 'in conversation' feature forum was facilitated by Paul West and explored a bold new proposal for climate action through a decade of regenerative farming and land management, combining native indigenous agriculture and restoring previously damaged soils and ecosystems.



Jo Nemeth telling her story of low impact living

INTERNATIONAL

SLF's international program is a key component in delivering the Festival's objectives. Tackling the global issues that sustainability and climate change presents requires cooperation on a global level. By drawing knowledge, inspiration and new perspectives from international guests, the Festival aims to develop connections across oceans in a united effort to overcome the challenges we face.

This year the Festival presented a feature forum by Award-winning author, filmmaker and visionary, Helena Norberg-Hodge. Helena explored the impact of the global economy and international development on local communities, local economies, and personal identity, drawing links between rampant

consumerism, ecological destruction and social detachment, and called for a radically different paradigm.

Swedish climate activist, Maja Rosen lead by example, participating via live video link-up. Maja was the creator of a brand new initiative, 'Flight Free 2020', a collective pledge to not fly for a whole year.

Executive Director of FoodLab Detroit, Devita Davison, was one of the highlights of this year's Festival. Taking the stage with a panel of some of Australia's biggest names in the local food movement, Devita closed the Big Weekend with energy and vigor, packing out the Dome with a standing ovation.



International climate advocate, Greta Thunberg, appearing live from Sweden during The Festival Great Debate



Thomas King from Food Frontiers gives a new take on plant based meat.

MELBOURNE TALENT

One of SLF's key objectives is to educate and engage with new audiences by removing the barriers for entry to both committed sustainability enthusiasts and fresh faces. The Festival widens its reach and encourages participation through an inclusive array of free public talks and workshops across the 2019 Festival program.

Australia and Melbourne have no shortage of cutting-edge sustainability movers, shakers and innovators, which provided a rich and dynamic lineup on full show in 2019. New ideas, trends and conversations were sparked across the Festival

program, drawing on local talent to lead the push into previously unaddressed topics such as aviation emissions, lab-grown meat and the choice not to have children.

Highlights included Thomas King, CEO of Food Frontiers, who gave a new take on the future of plant based meat alternatives alongside local land-use advocotes, Paul Mahoney and president of Vegetarian Victoria, Mark Donnedu in 'Beyond Meat'.

**“AS SIGNS OF CLIMATE
INSTABILITY INCREASE,
RAPID ACTION IS
BECOMING EVER
MORE URGENT.”**





HELENA NORBERG-HODGE, KEYNOTE PRESENTER

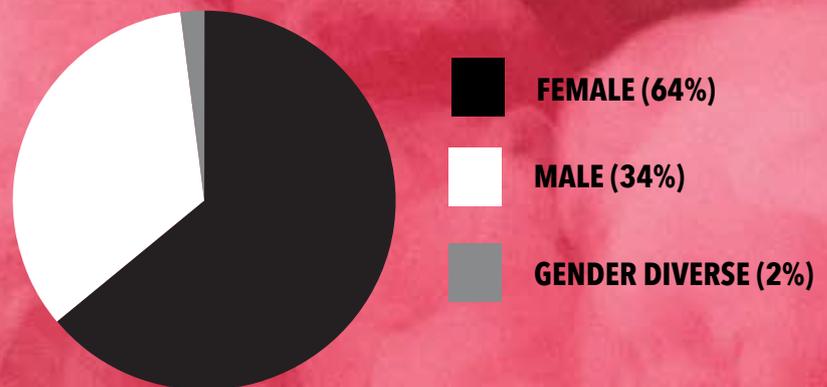
Helena explored the impact of the global economy and international development on local communities, local economies and personal identity.

AUDIENCE PROFILE

The data represented in these graphs was collected via the Festival's Visitor Surveys.

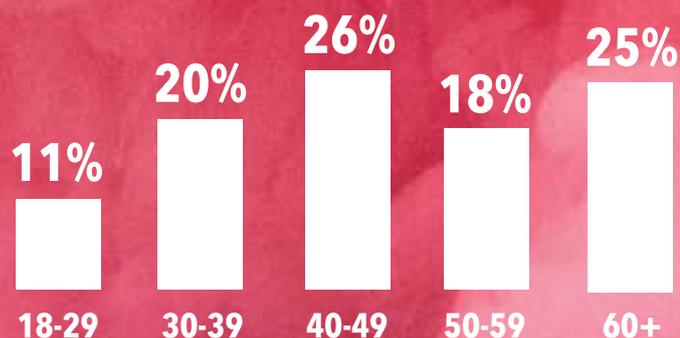
GENDER IDENTIFICATION

Festival visitors were asked with what gender they identified.



AGE RANGE

Festival visitors were asked to nominate their age range.



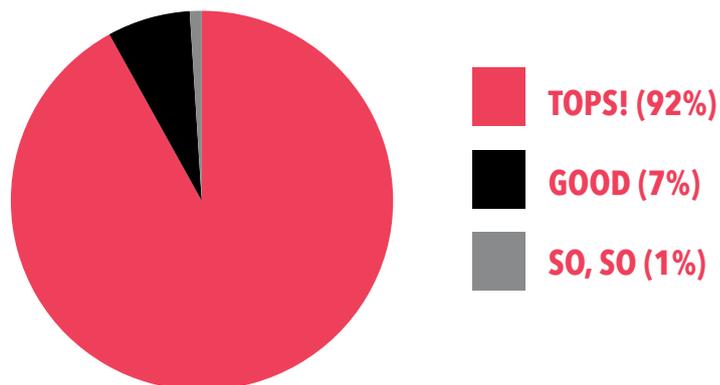
REGION OF RESIDENCE

Festival visitors were asked what region they lived in.

1. NORTHERN METRO
2. SOUTH EASTERN
3. CENTRAL MELBOURNE
4. EASTERN METRO
5. REGIONAL
6. WESTERN METRO
7. INTERSTATE
8. INTERNATIONAL

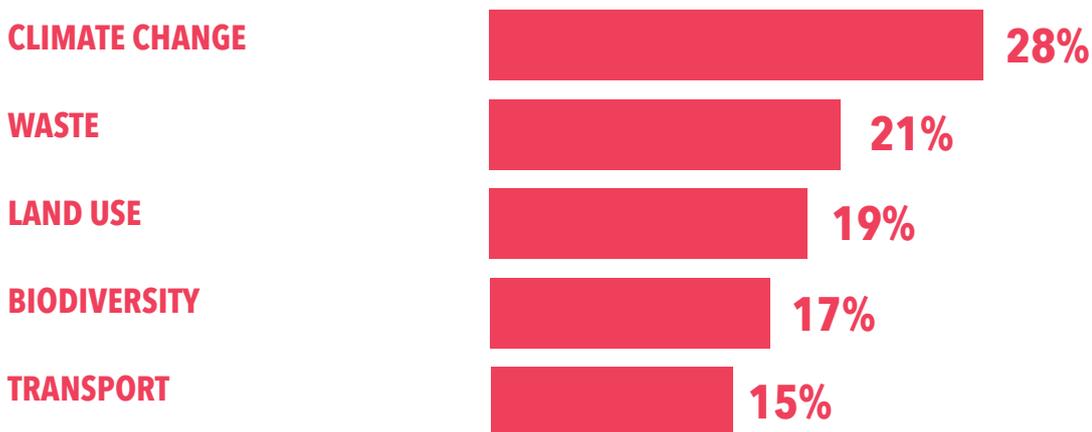
LEVEL OF SATISFACTION

Festival visitors were asked how they would rate their experience with the event.



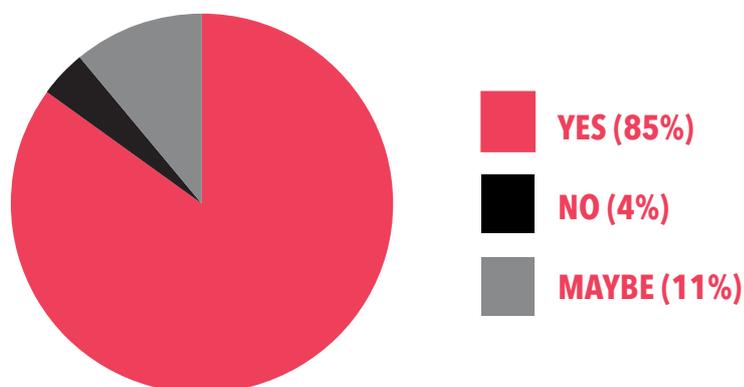
TOP ISSUES

Festival visitors were asked which sustainability issues were most important to them.



VISITOR SUSTAINABILITY PRACTICE

Festival visitors were asked if the Festival had accelerated their sustainability practice by learning something new.



GREAT DEBATE

65%

**OF THE AUDIENCE
VOTED - 'YES
TO SUPPORTING
MORE URGENT
LOCALISED
ACTION'**

This year's Festival Great Debate, 'Last Chance Disruption' aimed to tackle the most pressing question of our time: What's the best game plan for large scale rapid change?

Local experts and international leaders in climate, philosophy, politics, psychology, business and science battled it out to address the big picture with the key to solving the climate emergency at scale and speed. This pivotal debate drew capacity crowds and got to the heart of the reality we now face with a lively and heated discussion on the most effective forms of disruptive change.

Introducing the event was a live cross to one of the world's biggest names in the climate movement, youth climate advocate, Greta Thunberg, on strike outside Parliament in Sweden. On the debate panel was local economy activist, Helena Norberg-Hodge, global sustainability leader & former Deputy Premier (Vic), John Thwaites, executive director at The Climate Mobilization, Margaret Klein Salamon (USA Live Cross), senior energy advisor at Melbourne University, Simon Holmes à Court and sociologist & environmental scientist, Peter Cock. The debate was hosted by ABC-TV's science writer, Bernie Hobbs.



John Thwaites from Monash Sustainable Development Institute tackles the 'Last Chance Disruption' question at The Great Debate



CAPACITY CROWDS

Once again the Festival's venues saw increased numbers of attendance at feature events across the Festival. As more and more people enter into the sustainability scene the demand for content continues to grow.

This growth in visitation to the Festival continues to present both great opportunities and challenges for the event when planning future Festivals. How best to cater for this growing demand?

The sustainability movement remains extremely under resourced, which is surprising when you consider the issues and themes it deals with.

Large venues and improved accessibility are critical issues for the Festival to address in the next decade.

**A PROGRAM
OF HOPE IN
DEMAND IN
THE HEART
OF THE CITY**



The Festival is a major platform that connects audiences with contemporary issues and challenges. Areas of most interest can be classified under the broad themes relating to sustainable food & garden, home & design, lifestyle, waste, and urgent climate action.

FOOD SECURITY & RESILIENCE

Urban agriculture, Farming, Food, Garden, Community

NEGATIVE EMISSION DESIGN

Transport, Building, Design, Home, Energy

URGENT CLIMATE ACTION

Science, Politics, Economics, Policy, Research

ZERO WASTE LIVING

Waste elimination, Recycling, Upcycling



Crowds turn up at the Festival's Big Weekend in large numbers.





Swedish climate activist, Maja Rosen participating live via video link-up for 'Plane Stupid'

CONNECTING PEOPLE TO THE TOOLS FOR CHANGE

The Festival's program format continues to provide many avenues to engage diverse audiences with high quality and creative events that are dedicated to accelerating the uptake of sustainable living.

Festivals have a unique ability to engage large numbers of people through raising awareness and providing personal experiences, which can connect individuals to positive means to enable action.

Events are known to increase levels of community awareness – critical to building capacity for mass behaviour and social change.

The events positive and solutions-focused Festival format is a winning formula that continues to proliferating across local council and other capital city events. The Festival is offering inspiration to international groups to help create their own local events for social change.



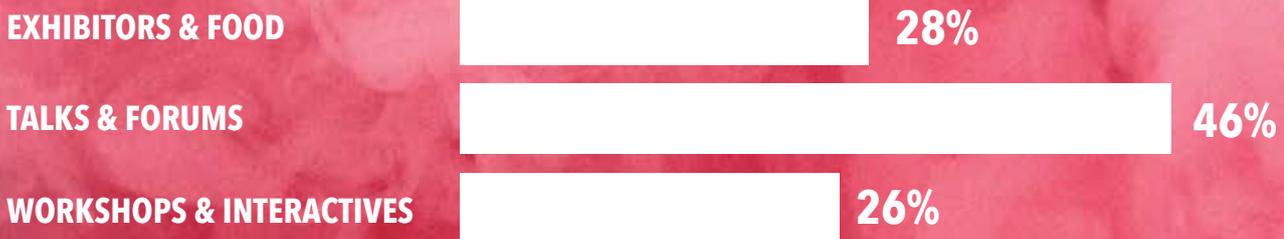
SPONSOR IDENTIFICATION

Festival visitors were asked which sponsors they identified as being major partners to the event?



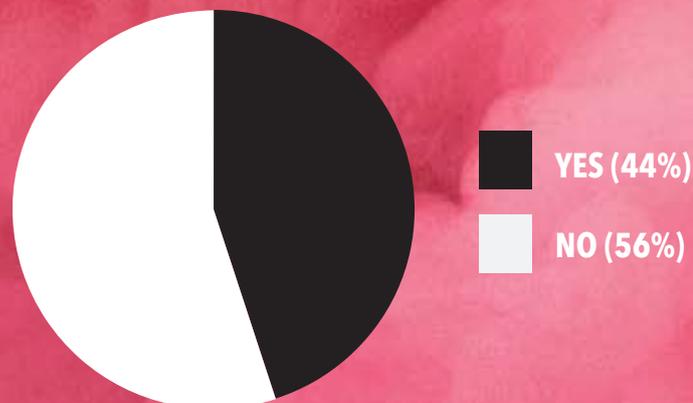
VISITOR ATTRACTIONS

Festival visitors were asked what attracted them to the event.



OPEN ACCESS ATTENDANCE

Festival visitors were asked if they attended events outside of the Big Weekend Program.





Crowds gather at the Festival's Big Weekend Exhibitor Market, Birrarung Marr.

MARKET PLACE

159

**MARKET EXHIBITOR
APPLICATIONS**



The Festival's Big Weekend Market is a feature of the event program that showcases a broad range of sustainable lifestyle projects, programs, products and services. Festival Exhibitors are both emerging and well established organisations who are provided with a unique platform to showcase their products and services to a wide ranging audience.

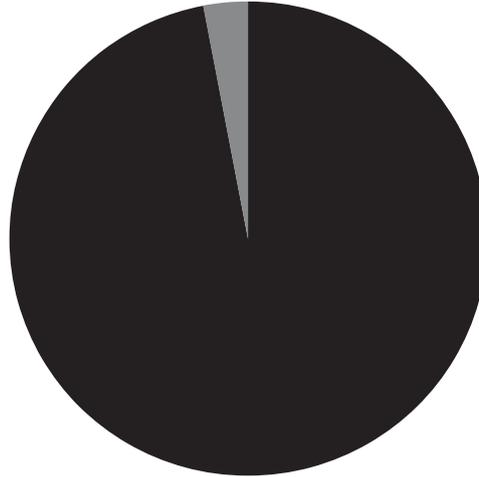
This year saw a record number of organisations participate in the Big Weekend Exhibitors Market. Of these, more than a third were first-time partners of the Festival and new participants to the event.

The Festival subsidises new and emerging organisations to enable them to exhibit cutting edge sustainability solutions. Crowds of the engaged and awakening mainstream visitors provide Festival Exhibitors with a far greater reach than that of any other Australian sustainability event.

SNAPSHOT

EXHIBITOR SATISFACTION

Festival Exhibitors were asked their level of satisfaction following their Festival experience.



LIKELY TO RETURN?

Festival Exhibitors were asked if they were likely to return to the Big Weekend in 2020.



EXHIBITOR LOCATIONS

Festival Exhibitors were asked where their operations were based

- | | |
|-----------------------------|--|
| 1. OUTER MELBOURNE | 5. AUSTRALIAN CAPITAL TERRITORY |
| 2. MELBOURNE CBD | 6. QUEENSLAND |
| 3. REGIONAL VICTORIA | 7. TASMANIA |
| 4. NEW SOUTH WALES | |

PROMOTIONS

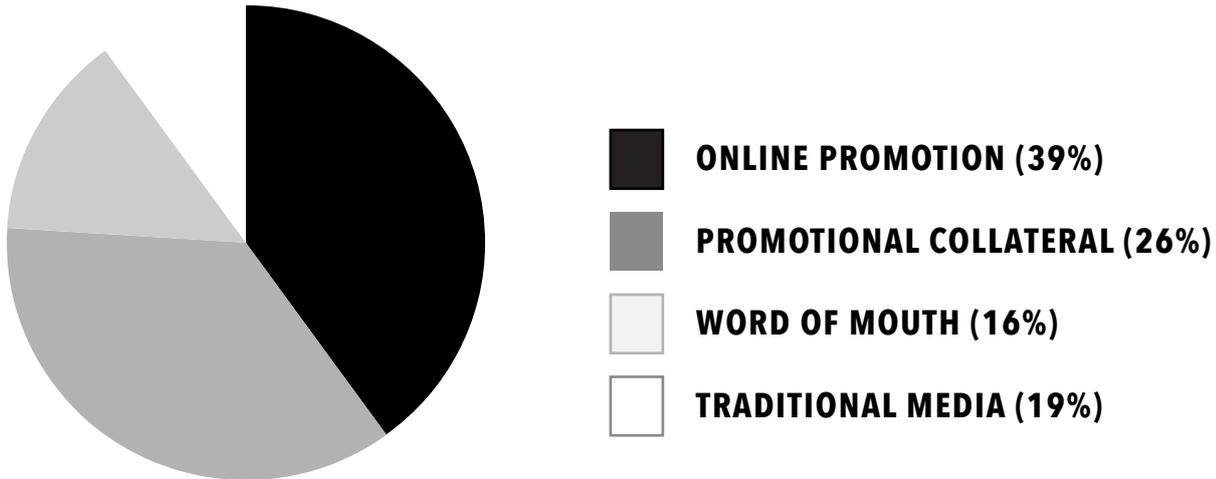
The Festival utilised a host of traditional and online media opportunities to achieve SLF's marketing goals. The Festival uses its promotional vehicles in the lead up, and during, the Festival event period. These channels create to a high degree of community awareness about the event and promote the Festival's campaign theme among the audience. Social media channels aim to promote individual events, mainstream media mentions, and promotional partner messages relating to Festival content, and community engagement activities.

SLF's vast network is also critical in promoting the Festival to the wider community, this is evidenced in the feedback received from visitors and volunteers surveying.

This year, the Festival encouraged social media ambassadors, who were on the ground during the Big Weekend, to share their stories and experiences with a wider audience. This new feature proved to be very successful with a constant and engaging stream of material to share with the audience - we look forward to expanding this feature in future years. Traditional media was utilised to engage mainstream visitors with articles and event listings featured in newspapers, and advertisements in widely circulated magazines well known to the Festival audience. This year saw a number of high profile presenters interviewed on radio on a wide range of topics including cohousing, earthship building, climate emergency, urban agriculture, sustainability comedy, and local economies.



PROMOTIONAL ENGAGEMENT



7,655,815

MEDIA REACH

\$1,674,603+

TOTAL MEDIA VALUE

204,357 WEBSITE PAGE VIEWS: 1 SEPT 2017 - 28 FEB 2018

12,085 FESTIVAL VIDEO VIEWS

TOP MEDIA OUTLETS

-  ABC RADIO (RADIO MELBOURNE)
-  THE AGE ONLINE
-  TRIPLE R RADIO
-  THE AGE

ONLINE REACH

-  45,732+ UNIQUE WEBSITE VISITORS
-  9,546 SUBSCRIBERS
-  20,800+ FOLLOWERS



Volunteers making it happen at the Festival

VOLUNTEERS

We wish to thank all of the volunteers who participated this year for their dedication and great work in making the Festival a huge success!

SLF volunteers carry the spirit of the event and are at the core of the Festival's success each year. From pre planning and the core production phase right through to the event delivery on the ground, SLF volunteers' provide the critical energy for the event.

People come from near and far to volunteer for the Festival and experience our unique event. Many international people are drawn to the volunteering opportunities of the Festival's Big Weekend. This year the Festival volunteers and production team hailed from all over the world with over 50% who either came from, or were visiting from other countries including Argentina, Bangladesh, Bolivia, China, Denmark, Finland, France, Germany, Greece, India, Indonesia, Italy, Mauritius, Mexico, New Zealand, Nigeria, Peru, Philippines, Romania, Russia, Singapore, United Kingdom, United States, and Vietnam.

KEEN TO COME BACK?

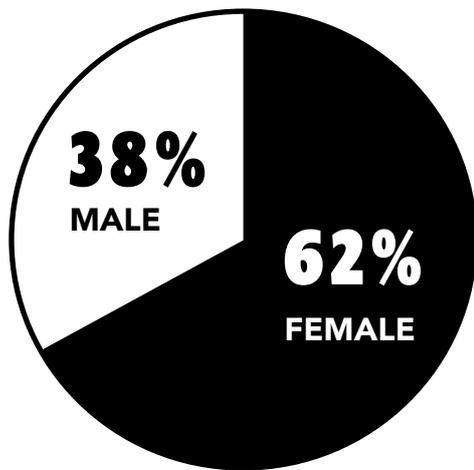
FOR SURE!



MOST LIKELY



NEUTRAL



4,941+

VOLUNTEER HOURS

870

BIG WEEKEND VOLUNTEER HOURS

1,885

INDEPENDENT PROGRAM VOLUNTEER HOURS

2,186

LEAD UP VOLUNTEER HOURS

SNAPSHOT

333 Volunteer registrations received! A conservative estimate of volunteer hours clocks in at just under 5000 with 870 hours at the Big Weekend; 1885 hours associated with the wider program; and 2186 hours involved in the planning and production phase.

333

**FESTIVAL
VOLUNTEERS**

Many were first time Festival volunteers with nearly 90% reporting this as being their first SLF.

When asked if they would consider volunteering at next year's Festival, a whopping 95% said they would be back!

Women are well represented among the volunteer ranks (62%) and the vast majority were aged 18-29 years (66%).

OWN PRACTICE

CYCLIC
SOLAR
EFFICIENT
SAFE
SOCIAL
SMART

The Festival not only talks about sustainability, but also aims to lead by example to assist the next generation of event organisers to consider the impacts of their production practice.

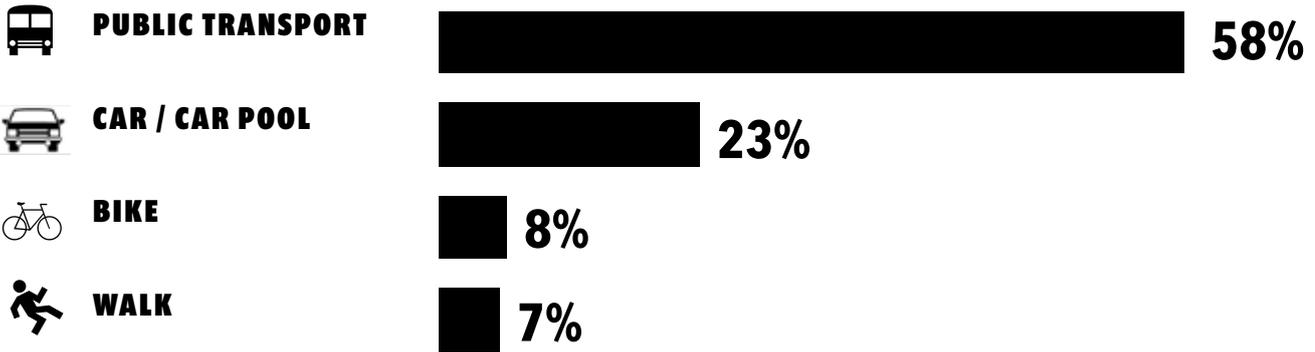
The SLF works to adopt the most progressive event management practices that address the environmental and social impact of events. The organising team has developed a sustainable event framework that monitors and reduces the social and ecological footprint.

SLF encourages its event and venue partners, as well as audiences, to consider their own sustainability to make environmentally sensitive choices during the Festival.



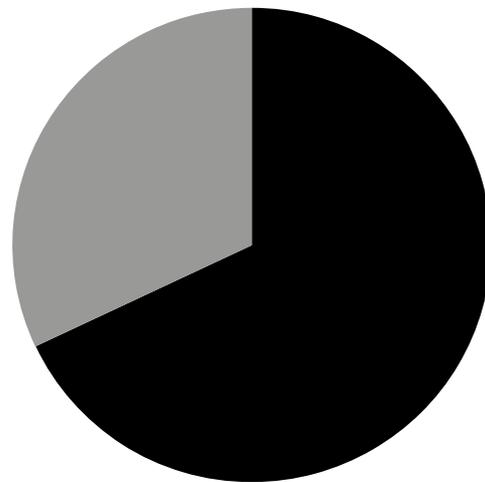
Festival Wash Against Waste Volunteers

VISITOR TRANSPORT



ENERGY USE

The Festival's power generation utilises a mix of both on-grid GreenPower and off-grid renewable power generation.

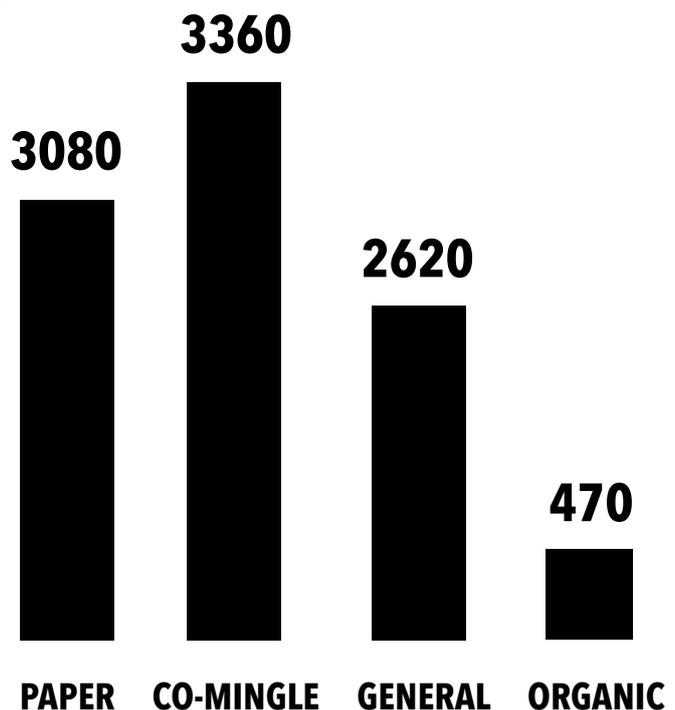


WASTE STREAMS (LITRES)

The following are calculations for waste measured during the Festival's Big Weekend.

85%

85% of the general waste collected came from the surrounding CBD businesses and not from SLF vendors.



ECONOMIC IMPACT

The Sustainable Living Festival attracts local, state, national and international visitors to the City of Melbourne and State of Victoria. Audience survey results found that visitors spent an average of \$88.30 on purchases related to the Festival.

\$5,652,420

ESTIMATED ECONOMIC IMPACT TO THE VICTORIAN ECONOMY

\$3,391,452

CITY OF MELBOURNE PERFORMANCE

\$2,260,968

STATEWIDE PERFORMANCE



\$1,470,569

MEALS, FOOD & DRINKS



\$158,622

FESTIVAL EVENT TICKET SALES



\$1,480,663

BIG WEEKEND EXHIBITOR MARKET ONSITE SALES



\$1,302,430

TRANSPORTATION COSTS (PUBLIC TRANSPORT, PARKING & PETROL)



\$1,081,513

ACCOMMODATION



\$158,622

OTHER ENTERTAINMENT, PERSONAL EXPENDITURE

METHODOLOGY

The above economic impact report has been calculated using audience research and estimates of consumer spending for both program activities occurring within the City of Melbourne jurisdiction and the wider State of Victoria.



Crowds feast out at the Festival's Foodie Village.

REFLECTIONS

SLF's commercial engagement spans a range of event contractors, service providers and employees throughout a 12 month production cycle.

354+

ENGAGED IN THE CREATION OF THIS FESTIVAL

287+

WERE EMPLOYED ON FESTIVAL PROJECTS

As we reflect on the 2019 Festival, the following event production achievements have been identified:

- > Increase of financial partnerships
- > Increase in Venue Partners
- > Continued audience growth for feature events
- > Expand children's event activations
- > Volunteer registration process
- > Social Media and Website upgrades

After the 2019 Festival, and 20 years of the event, we identified the following opportunities for growth in the next decade 2020-2030:

- > Respond to the growing climate change concern in the community
- > Expand the feature event venue capacity
- > Work to develop top areas of audience interest
- > Track the new growth of sustainable products and services in the commercial sector

OBJECTIVES

1. RAISE THE FESTIVAL'S NATIONAL PROFILE.



2. INCREASE COMMUNITY PARTICIPATION.



3. HIGHLIGHT NEW TALENT & INNOVATION.



4. PROGRESS A SAFE CLIMATE AGENDA.



5. DEMONSTRATE LEADING SUSTAINABLE EVENTS PRACTICE.



ACCELERATING THE UPTAKE OF SUSTAINABLE LIVING...

THROUGH...

- > CREATING RECOGNISABLE BRANDING & ID
- > TARGETING HIGH PROFILE MEDIA
- > DEVELOPING NATIONAL SPEAKER PROGRAM

- > EXPANDING VOLUNTEER OPPORTUNITY PROMOTIONS
- > INCREASING EVENT PARTNER INVITATIONS
- > DESIGNING ACCESSIBLE AUDIENCE CONTENT

- > CURATING STRATEGIC PROGRAMMING CONTENT
- > INVITING EMERGING PRESENTER TALENT
- > RESEARCHING CUTTING EDGE EXHIBITORS
- > TARGETING PIONEERING EVENT PARTNERS

- > DESIGNING PUBLIC PROMOTIONAL THEME
- > SETTING EVENT APPLICATION DIRECTION
- > CURATING SAFE CLIMATE PROGRAMMING CONTENT
- > INVITING SAFE CLIMATE PRESENTER TALENT
- > PROMOTING LEADING RESEARCH TO EVENT PARTNERS

- > MANAGING YEAR ROUND PRODUCTION OFFICE
- > SELECTING PRODUCTS & SERVICES FOR PROCUREMENT
- > IMPLEMENTING ONSITE PRACTICE AT SLF MANAGED EVENTS
- > SUPPORTING EVENT PARTNERS TO ADOPT SUSTAINABLE PRACTICE

INTERSTATE PROGRAM INQUIRIES 100+
NATIONAL MEDIA REACH 630,000+
BIG WEEKEND INTERSTATE PRESENTERS 32+

VOLUNTEER SIGN UPS 320+
COMMUNITY EVENT PARTNERS 155+
OVER CAPACITY FEATURE EVENTS ATTENDANCE 4,700+

NEW EVENT TOPICS 50+
NEW PRESENTERS 180+
NEW EXHIBITOR PARTNERS 55+
NEW EVENT PARTNERS 100+

INCREASED PUBLIC AWARENESS ABOUT THE POSITIVE DISRUPTIVE SOLUTIONS REQUIRED FOR A SAFE CLIMATE TRANSITION

SECONDHAND OFFICE EQUIPMENT 100%
GREENPOWER AT BIG WEEKEND 100%
CAR FREE VISITOR TRANSPORT 77%
SINGLE USE PLASTIC POLICY 100%

FESTIVAL TEAM

OPERATIONS TEAM

Luke Taylor	Festival Director
Rosalie Maxted	Administration Manager
Mohana Ananthanarayan	Partnerships Manager
Lucy Cassella	Media & Communications Assistant
Ying Zhang	Media & Communications Assistant
Tammy Yang	Media & Communications Assistant
Xin Er Pua	Graphic Designer
James Newton	Graphic / Video Designer
Marcus Yew	Graphic / Video Designer
Amanda Hines	Copy Writer
Elisabetta Crovara	Copy Writer
Alain Beaunom	Production & Site Manager
Satta van Daal	Production Logistics Manager
Francisco Lugo	Exhibitor Administration Manager
James Stokes	Exhibitor Operations Manager
Anli Vuong	Exhibitor Sales Manager
Carolyn Brush	Info Hub Coordinator
Olive Gilbert	Volunteer Coordinator
Rosy Satanek	Big Weekend Venue MC
Sandy Morrison	Wash Against Waste Coordinator
Shulin Wong	Wash Against Waste Coordinator



PROGRAM TEAM

Valentina Quiroga	Open Access Program Coordinator
Emilia Wallace	Open Access Program Coordinator
Sarah McConnell	Big Weekend Program Coordinator
Hei Tsoi Sze (Norris)	Event & Venue Research
Alexandra Faure	The Dome Venue Coordinator
Sian Findlay	Off The Grid Venue Coordinator
Kirsty Bishop-Fox	In The Garden Venue Coordinator
Lester Goold	Sun Stage Venue Coordinator
Benedetta Martini	Roaming Acts Coordinator
Andrea Kimbrell	Great Local Lunch Campaign Coordinator

PHOTOGRAPHY

Julian Meehan, Tracy Tung, Ainsley Ryan, Cecilia Billia, Hrefna Gylfadóttir, Hrideek Nirmal Kumar, Karen Uhlmann, Danni Truong, Stefano Schiappacasse, Xavier Magree

SLF COUNCIL

Giselle Wilkinson, Peter Cock, Carolyn Brush, Adam Nassios, John Merory, Adrian Whitehead, Michael Staindl, Frank Burden.

PARTNERS

SLF extends our deepest appreciation to all of our Partners for their incredible support in helping to create this treasured event. Some relationships now span two decades, while others were newly formed in 2019. We treasure our partnerships as much as the Festival itself and look forward to working with you all again in 2020.

PRINCIPAL PARTNERS



MAJOR PARTNERS

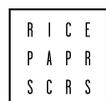
Aēr Design



ASSOCIATE PARTNERS



EVENT PARTNERS



MEDIA PARTNERS



**THANK YOU
FOR 20 YEARS
& COUNTING!**

