

Sustainable Ipswich



2024 EXHIBITOR AND PARTNERSHIP OPPORTUNITIES

ipswich.qld.gov.au/sustainability

WHAT IS SUSTAINABLE IPSWICH?

Sustainable Ipswich is an annual celebration of everyday actions we can take as a community to create a more liveable city.

Every October, Ipswich City Council celebrates and promotes innovative sustainability initiatives, through a series of activities, events and educational workshops.

There are multiple opportunities for the community and local businesses to get involved in the program and help council share important messages to a broader audience.

If you are a community organisation, a business or social enterprise wanting to get involved in this year's campaign – we want to hear from you!



The Sustainability Strategy outlines the goals, targets and actions council will take to deliver sustainability outcomes for the City of Ipswich.

These Action Areas have been interwoven into Sustainable Ipswich themes and activities.

You can find the Sustainability Strategy at ipswich.qld.gov.au/sustainability

The strategy presents five key Action Areas:



Sustainable Council



Climate Adaptation



Transport and Mobility



Natural Environment and Healthy Waterways



Circular Economy

HOW CAN YOU GET INVOLVED?



Partner with Us

We're looking to partner and collaborate with business, government and the community to improve the liveability and productivity of our city.

We partner with businesses and organisations who want to lead in sustainability across energy, water, transport, climate resilience, and the circular economy.



Host your own event or workshop

Join as a community partner and host your own free or low-cost event as a part of the 2024 Sustainable Ipswich program.

We are looking to include community events or activations that align to the key themes of the Sustainable Ipswich program.

KEY EVENTS

There are a number of key events in this year's program including:



The Sustainable Open Garden Trail -

Three local gardeners will open up their properties to share their gardens. Learn more about how they have created a wildlife friendly garden, whilst using other sustainability practices at home.

The 8th Annual Youth Sustainability Summit -

A full day event for primary school student leaders to highlight sustainability projects and celebrate their school's successes.



The Ipswich Sustainable Living Festival -

An opportunity to connect with residents and inspire ways to live a more sustainable lifestyle and practical ways to make homes more resource efficient.

Local Sustainable Business Forum -

An opportunity for local business owners to network and hear about innovative initiatives that highlight important sustainability practices.



SNAPSHOT OF THE 2023 PROGRAM



125,000
online followers



36
individual workshops
and activities



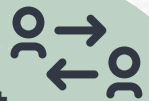
10+
local community partners
who help to share and
promote the campaign



90,000
people reached
through social
media



Over
60,000
media
impressions



5,550+
residents engaged
with the program

FIVE REASONS TO JOIN THE SUSTAINABLE IPSWICH PROGRAM

- The annual Sustainable Ipswich program reaches a broad range of local residents and business owners.
- The Ipswich Sustainable Living Festival in Tulumur Place aims to attract more than 4,000 Ipswich residents interested in living a more sustainable life.
- Opportunity to align your business with council's goal of becoming a Sustainable City.
- Increase brand awareness and promote your sustainability initiatives.
- Speak directly with Ipswich residents, other businesses and council.

GET INVOLVED IN THIS YEAR'S PROGRAM

COMMUNITY PARTNER

HOST YOUR OWN FREE OR LOW-COST EVENT

Is your business or organisation passionate about reducing waste, conserving resources, promoting reuse or recycling, or the circular economy?

Your organisation or group may be eligible for a community event grant through council's Community Grants. More information is available at ipswich.qld.gov.au/funding

WHAT YOU'LL GET AS A COMMUNITY PARTNER

- Inclusion in the Sustainable Ipswich program with event details and business/organisation information
- Opportunity to distribute and sell tickets to your event
- Social promotion kit to use to help promote your event during the month of October.

APPLY

Go to ipswich.qld.gov.au/sustainability to express your interest in being involved in the program.



EVENT SPONSORSHIP

SPONSOR THE PROGRAM OR AN EVENT

Support the Ipswich Sustainable Living Festival and promote your organisation alongside Ipswich's key sustainability event to thousands of engaged residents.

SPONSORSHIP OPPORTUNITIES

- Opportunity to provide promotional giveaways at event
- Logo on event website and event registration
- Sustainable Ipswich branding to use on your own marketing material
- Logo on onsite program and promotional signage
- Inclusion in the Sustainable Ipswich program with stall details and company information.

INVESTMENT

Sponsor the event from \$2,000 incl. GST.

IPSWICH SUSTAINABLE LIVING FESTIVAL

Saturday 19 October, Tulumur Place, Nicholas Street Precinct

With your own exhibitor space you'll have the chance to engage with Ipswich residents who are seeking new ideas on how to live more sustainably.

Organisations best suited to the event are those with a focus on helping people live more sustainable lives, including:

- **Businesses** – particularly those offering energy, waste, water, organics and transport solutions, and those that have sustainability at the heart of how they do business
- **Artisans** – particularly those who use recycled or repurposed materials
- **Not-for-profit groups** and **community organisations**
- **Social enterprises.**

WHAT YOU'LL GET AS AN EXHIBITOR

- Inclusion in the festival program with stall details and company information
- Opportunity to distribute information and sell product samples from your exhibitor stall.

INVESTMENT

Pricing for exhibitor spaces ranges from \$35 incl. GST.

Pricing for food vendors ranges from \$50 incl GST.



ZONE SUPPORTER

SUPPORT A ZONE AT THE IPSWICH SUSTAINABLE LIVING FESTIVAL

As a Sustainable Ipswich sponsor you can help us deliver Ipswich's main sustainability event and put your brand in front of thousands of households. As a zone sponsor you can help residents learn and understand how to improve their home and their lifestyle through ownership of themed zones at the event.

We offer a number of opportunities for sponsors to choose to own one of these zones:

- **Energy and Water Efficiency** – help households to make their homes sustainable and cost effective
- **Active Travel and Sustainable Transport** – show Ipswich residents how they can travel for less
- **Circular Economy** – share innovative ideas and solutions to using materials including ways to reuse, repair and recycle
- **Climate Resilient Community** – help create practical steps to prepare for changes in our climate and connect with local groups.

INVESTMENT

Support the event by sponsoring a zone from \$3,000 incl. GST.

GET IN TOUCH

If you think your brand is a great fit with the 2024 Sustainable Ipswich program and the Ipswich Sustainable Living Festival, get in touch!

Contact the Environment Events and Partnerships Officer:

EMAIL: environment@ipswich.qld.gov.au

PHONE: (07) 3810 6666






Ipswich City Council
PO Box 191, Ipswich QLD 4305, Australia

Phone (07) 3810 6666
council@ipswich.qld.gov.au
ipswich.qld.gov.au/sustainability

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*Recycle me
when you're done!*

Put me in your yellow lid recycling bin.

