

8.7. The Living Futures Festival

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ATTACHMENTS:

1. Attachment 1 Event Mock Up and Talent [8.7.1 - 7 pages]

PURPOSE:

This report has been prepared in response to the resolution of Council at the 28 March 2022 Council:

- 1.THAT Council organise for a 'Sustainable' festival at the Coal Loader as it is our sustainable achievement of North Sydney;*
- 2.THAT the inclusion of a festival be considered as part of the current budget deliberations.*

This report addresses this resolution by putting forward a concept plan for a North Sydney sustainability festival and includes details on festival components, delivery format, and anticipated budget.

EXECUTIVE SUMMARY:

The inaugural Living Futures Festival will be held at the Coal Loader Centre for Sustainability over the period 24 – 30 April 2023. The festival will comprise of two components starting with the thought provoking 'Living Ideas' series and culminating in a full day activation on Sunday 30 April.

FINANCIAL IMPLICATIONS:

The expected budget for planning and delivery of the festival is approximately \$150,000. This amount will be funded from Council's Environment Levy Reserve due to the nexus between the expected outcomes of the Sustainability Festival and the policies and plans contained within the Environmental Levy.

RECOMMENDATION:

- 1. THAT** Council approves the concept plan for the North Sydney Living Futures Festival to be held in April 2023 at the Coal Loader Centre for Sustainability;
- 2. THAT** all monies required to be expended throughout the course of planning and delivery of the Living Futures Festival is funded through Council's Environment Levy Reserve.

LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

1. Our Living Environment
- 1.2 Environmentally sustainable community

BACKGROUND

Many councils in NSW host a community sustainability festival to assist their residents in living an environmentally sustainable lifestyle. Most take the format of a one-day event that includes a mix of stage entertainment, stalls, workshops, and activities that appeal to a wide audience. Examples in the Sydney region include Randwick City Council's Eco Living Festival, the Ryde Sustainability Festival and the Northern Beaches Ocean Care Day. Other Councils deliver the event with a multi-day format such as Lake Macquarie's Living Smart Festival. The National Sustainable Living Festival held annually in Melbourne is a month-long event run by a community organisation that promotes third party sustainability events over the month of February to facilitate positive behaviour change on the local and national level.

North Sydney Council aims to launch its own sustainability festival in 2023 with a multi-day activation at the Coal Loader Centre for Sustainability. The 'Living Futures Festival' will bring to life Councils guiding principles of sustainability and inclusivity, as stated in the Community Strategic Plan, North Sydney's Vision 2040, and is designed to showcase sustainability best practices that will help us to achieve our community targets listed in the Environmental Sustainability Strategy 2030.

By planning the festival with dual components and incorporating the Living Ideas Series, North Sydney has differentiated itself from other sustainability festivals in the Sydney area.

CONSULTATION REQUIREMENTS

Community engagement is not required.

DETAIL

Living Futures Festival

The inaugural Living Futures Festival will be a hallmark event that will engage, educate, and entertain a large local and regional audience through a week-long activation at the Coal Loader. The Living Futures Festival will run from 24-30 April and will begin with a series of thought provoking 'Living Ideas' events and culminate in a full day activation.

1. Living Ideas Series

A series of think-tank events aimed at engaging our wider community in thought provoking discussions on trending environmental topics. With a broad target audience of young and old, professionals, students and anyone interested in sustainability, the Living Ideas series will ask the hard questions and spark debate via facilitated panel discussions, keynote speakers and audience Q&A sessions.

With well-known personalities, industry specialists, academics and social influencers as the speakers, the Living Ideas series aims to cover such themes as circular economy, fashion, food waste, the renewable energy future, art in the environment and more. Dependent on speaker costs and availability, it is anticipated the Living Ideas Series will encompass 3-5 facilitated panel discussions and keynote presentations.

Key discussion points, findings and ideas will be captured through 'visual note taking' and featured as an artwork display at the one-day festival.

2. Full day activation

The full day activation will be the hallmark event of the Living Futures Festival, held at the Coal Loader encompassing the entire site. It will include stage entertainment, stalls, workshops, demonstrations, talks, tours, free activities, food, kids' activities and more. The festival will engage a wide local and regional audience, including families, youth, seniors, residents and visitors to the area. A high-profile personality will be engaged to emcee the stage entertainment and will headline the event.

Aiming to engage around 10,000 participants from all over Sydney, people will have the opportunity engage as little or as much as they like. From passive education through infotainment to active education through hands on activity, the festival will encourage and facilitate sustainable behaviour change as well as be a fun day out at North Sydney's exceptionally unique venue, the Coal Loader Centre for Sustainability.

For further event detail and potential talent for the Living Futures Festival, please refer to Attachment 1.

Delivery

Considering current staffing and resourcing levels and committed operational plans for the Environmental Services team in FY 22/23 we propose the following delivery option as outlined in Table 1 below.

Table 1. Event Production

Delivery Method	Description
50% internal produced 50% external produced	<ol style="list-style-type: none"> <li data-bbox="635 387 1390 461">1. The Living Ideas Series component externally produced. <li data-bbox="635 504 1390 689">2. The full day activation internally produced, requiring: <ul style="list-style-type: none"> <li data-bbox="635 546 1390 620">- Coal Loader staff event manager, 3-4 days per week, plus <li data-bbox="635 620 1390 656">- Events staff event assistance, 1-2 days per week, plus <li data-bbox="635 656 1390 689">- Sustainability team input

Budget

Total costs for the festival will combine the costs associated with event production and event activation. It is anticipated the total cost of the Living Futures Festival will be approximately \$150,000 (Table 2).

Table 2. Total Costs

Item	Amount (approx)
Event Production	\$50,000
Event Activation	\$100,000
TOTAL	\$150,000

(1)

Attachment 1**Event Program Mock-up**Living Ideas Series

- 3-5 short (1.5 - 2 hour) events focussing on different topics, in different formats (facilitated panel discussions/ keynote speaker talks/ Q and A sessions);
- Each event with multiple speakers – a mix of high-profile talent, academics, industry specialists and social influencers;
- Themes will link to sustainability and could include but not limited to energy/waste/circular economy/ethical consumption/the role of art in the environment/indigenous perspectives on climate/fashion/advocacy/sustainable democracy etc.

Full Day Activation

Coal Loader whole site activation on Sunday 30 April, 10am-3pm (utilising the Platform, Tunnels, Jacaranda Square, Workshop, Mess Hall, Genia McCaffery Centre, Cottage Garden, Artist in Residence and Sydney Library of Things). Different zones will house different activities:

Chill Zone – Stage Entertainment	<ul style="list-style-type: none"> – Celebrity MC, giving an opening talk/demonstration. – Indigenous dance/ acknowledgement of country. – Native bird flight show (https://featheredfriends.com.au) plus bird meet and greet. – Music – rotating musicians. – Expert panel discussions/Q&A facilitated by MC. – Children’s entertainment. – Roving entertainers, sustainable food/beverage vendors
Platform stalls	<ul style="list-style-type: none"> – Market stallholders (sustainability wares/products); – Sustainable Technology service providers (solar, battery, RCAC, heat pump hot water) <p>Community Groups</p> <ul style="list-style-type: none"> - Oz Harvest. - Permaculture Sydney North. - Zero Emissions North Sydney. - Repair Café Sydney North. - Sydney Library of Things - Australian Conservation Foundation - Climate for Change <p>Council</p> <ul style="list-style-type: none"> – Bushcare, Streets Alive, Library, other Public recording booth – thoughts on sustainability. – Sustainability programs – Home solar feasibility study – Solar electricity sharing in apartments/strata specialists. <p>Other</p>

(2)

	<ul style="list-style-type: none"> - Sydney Institute of Marine Science (White's seahorse). - Green power - Zen Energy.
Learn Zone – Talks Tent	<ul style="list-style-type: none"> - Ethical Investing – Super/ Divesting from fossil fuels. - Renewable energy and electrification. - Ethical eating and consumption: plant-based eating. - Climate Science. - Ethical Fashion and fashion induced waste. - Sustainable parenting. - Sustainability in strata. - Eco Mentoring.
Explore Zone – Guided Walks	<ul style="list-style-type: none"> - Heritage site tour (led by volunteers). - Historical Tour (led by Ian Hoskins). - Indigenous history tour incl. Balls Head Reserve (led by Aboriginal Heritage Office). - Sustainability – solar/Battery/Heat pump HW/ passive design principles/ gardens/ nursery (led by NSC staff). - Balls Head Bushwalk (led by NSC staff). - Forest Bathing Balls Head Reserve. - Kids' treasure hunt (led by NSC staff).
Workshop Zone	<ul style="list-style-type: none"> - Cooking demos, incl. showcasing induction cooking. - Creative – beeswax wraps/green cleaning/natural beauty. Waste/recycling/upcycling/repair/mend. - Build your own next box. - Strata/sustainable apartments workshop. - Purpose with profit, Boomerang Bags. - The Sydney Library of Things. - Repair Café North Sydney: repair workshops. - Australian Environmental Education: build an insect hotel. - Youth: how to write advocacy letters. - Artist in Residence art/creative workshop.
Play Zone – Open Mike	<ul style="list-style-type: none"> - Slam poetry. - Soapbox. - Open mike.
Demo Zone	<ul style="list-style-type: none"> - Electric vehicle and e-bike demonstrations. - Ocean Action Pod. - Sydney Water mobile van. - Fix n Ride –free bike tune up. - Resilient North Sydney – SES. - Ethical Fashion – Vinnies Van.
Kids' Zone	<ul style="list-style-type: none"> - Kids story time. - Kids craft. - Native animal interactions.

(3)

	<ul style="list-style-type: none"> – Wild Kindy.
Grow Zone	<ul style="list-style-type: none"> – Sustainable harvesting. – Home and community gardening demonstrations. – Compost/worm farming/bee keeping demonstrations. – Chook keeping talks.
Creative Zone	<ul style="list-style-type: none"> – Interpretive and creative art. – Art activities.
Your Say Zone	<ul style="list-style-type: none"> – Council community engagement touchpoint

Talent Possibilities

Saul Griffith

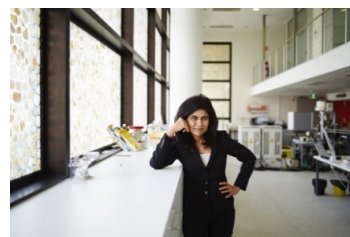
Saul Griffith is an engineer and inventor. As founder and chief scientist at Otherlab, an independent R&D lab, he helps government agencies and Fortune 500 companies understand energy infrastructure and deep decarbonization. He's been a principal investigator and project lead on federally-funded research projects for agencies including NASA, Defense Advanced Research Projects Agency (DARPA), Advanced Research Projects Agency–Energy (ARPA-e), National Science Foundation and United States Special Operations Command (SOCOM).



www.saulgriffith.com

Veena Sahajwalla

Profile 2021 Australian of the Year NSW, Professor Veena Sahajwalla is an internationally recognised materials scientist, engineer, and inventor revolutionising recycling science. Her work in sustainability has practical applications which can apply across every industry. Veena Sahajwalla is the proverbial waste queen, a future forward thinker who is totally transforming the way in which we manage waste, in Australia and around the world. Twenty years ago, Veena Sahajwalla created a way to recycle tyres into the steelmaking process, aptly called green steel. Now, she's invented a new product that combines the textiles from old clothes with glass and turns them into a range of hard green ceramics for floors and walls.



<https://research.unsw.edu.au/people/scientia-professor-veena-sahajwalla>

Todd Sampson

Todd is an adventurer, award-winning documentary-maker, television presenter and businessman. The Financial Review and News Limited ranked him as one of the most influential executives in Australia. He is the former national CEO of Leo Burnett and currently sits on the Board of Directors of both Fairfax and Qantas. He is also the co-creator of the Earth Hour initiative, one of the largest environmental movements in history reaching over 1 billion people in 5500 cities worldwide.



<http://toddsampson.com.au/>

Dr Karl Kruszelnicki, AM When NASA classified Karl as non-astronaut material in 1981 he walked straight into ABC Radio station Double J and offered to talk about the Space shuttle launch. They said ‘Okay’ and his radio career took off from there. ‘Great Moments In Science’ ran on Double J while Karl moonlighted as a medical student. Since then, his media career has exploded from radio, to TV, books, newspapers, magazines, scripting, professional speaking, podcasts and the internet.



<https://drkarl.com/>

Layne Beachley AO

In retirement, Layne spends her time travelling nationally and internationally as a motivational Keynote speaker for some of the world’s top commercial firms, sharing her stories about sustaining success, overcoming challenge and maintaining a winning mindset. She is also a trainer and facilitator of a series of workshops, igniting potential in everyone she works with. Layne is also the Founder and Director of her own foundation, Aim For The Stars, Chairperson of Surfing Australia and an Officer of the Order of Australia.



www.laynebeachley.com

Stacey Thomson (Ranger Stacey)

(5)

Former *Totally Wild* presenter, Stacey has written and presented thousands of stories focussing on the environment and wildlife. One of the original presenters on *Totally Wild*, Ranger Stacey has chalked up more than 20 years as a wildlife presenter on Australian children's TV. She teamed up with the late Steve Irwin to film *Croc Week Live* for Animal Planet in 2003, and appeared on *Rove Live* for 7 years as the resident animal expert. More recently Stacey has featured on *Studio 10*, *The Project*, *The Living Room*, *Celebrity Name Game*, *Celebrity Big Brother*, *Have You Been Paying Attention*, and made a cameo appearance on *Utopia*.



https://www.claxtonspeakers.com.au/speakers_profile/1051

Costa Georgiadis

Costa Georgiadis is a landscape architect, environmental educator and television presenter who has an all-consuming passion for plants and people. As co-creator and host of *Costa's Garden Odyssey* for SBS, he caught the attention of a nation. Since 2013, Costa has continued his journey as the much-loved host of one of the ABC's most iconic and Logie award-winning programs, *Gardening Australia*. In recent years, Costa has also joined with *Dirtgirl* in sharing environmental lessons in *Get Grubby TV* and *Get Grubby The Musical*, much to the delight of Australia's pre-schoolers. He is also a popular guest in a range of television programs including *Black Comedy*, *Have You Been Paying Attention?*, *Celebrity Name Game*, *Hughesy We Have A Problem* and was recently featured in a dedicated episode of *Julia Zemiro's Home Delivery*.



<https://costasworld.com.au/about-costa/>

Ruben Meerman Ruben Meerman is a surfer with a physics degree known to a generation of Aussie kids and parents as the ABC's *Surfing Scientist*. He has presented science experiments and stories on ABC television programs since 2004 and appeared on *Catalyst*, *Sleek Geeks*, *Studio 3* and *Roller Coaster*. In 2012, Ruben became the first ever resident scientist on *Play School*. Ruben has written four children's science books, visited more than 1500 Australian primary and high schools since 1995, taught science education at Griffith University and he continues to produce and publish science experiments and content for ABC Science Online. He has MC'd the Prime Minister's Prizes for Science, the Western Australian Science Prizes, the NSW Green Globe Awards and is a regular after dinner speaker at corporate events and conferences.



<https://rubenmeerman.com/>

Paul West

(6)

Paul West advocates for real food, sustainable agriculture, community and regional living. A trained chef and popular media personality, he is the former host of A River Cottage Australia and has a regular slot on ABC radio. As the host of four series of A River Cottage Australia audiences followed Paul's journey to grow farm-fresh food, then cook and share it with his local community. Now, around Australia, audiences enjoy catching Paul as he travels the country hosting cooking demonstrations at food festivals or attending his cooking classes at the River Cottage Farm in Tilba, NSW.



<https://www.celebrityspeakers.com.au/speakers/paul-west/>

Dr Anika Molesworth Dr Anika Molesworth is a thought-leader of food systems resilience, a researcher in international agricultural development and a sought-after keynote speaker. Anika's interest in agricultural resilience was prompted by witnessing a decade-long drought on her family's sheep farm in New South Wales, Australia. From this point, she began a career in seeking how to build resilience in fragile farming systems and has worked hard at promoting and advocating for sustainable agriculture and vibrant rural communities.



<https://www.anikamolesworth.com/>

Anna Rose

Anna grew up on a farm near Newcastle and knows the heartache of drought and the broader effect on the community. This ignited her passion for the environment and the bigger picture. Anna co-founded the Australian Youth Climate Coalition and has spoken at numerous events. Anna presents on: Understanding the Environment and the Climate Crisis, How to Become an Eco-Friendly Business, Connecting with a Younger Generation: How to inspire a generation, The Corporate Talk: Turning ideas into reality, start-up/activation, being a visionary, and leadership



<https://www.celebrityspeakers.com.au/speakers/anna-rose/>

Clare Press

(7)

Claire Press is the host of the podcast *Wardrobe Crisis* and the former Sustainability Editor-at-Large for *Vogue Australia*, the first position of its kind globally. A passionate advocate for responsible fashion, she speaks internationally on the fashion industry and ethics, the circular economy, and the sustainability opportunity for business. Current Work: Clare's iTunes chart-topping podcast, *Wardrobe Crisis*, is in its third series. Each week, she interviews global thought-leaders, academics, creatives and industry insiders, from Cradle to Cradle's William McDonough and to educator Dilys Willams and designer Roland Mouret.

<https://thewardrobecrisis.com/about>



Kylie Kwong The prolific delicious. contributor is a champion for fresh Chinese food and has shared her food skills through the roles of chef, restaurateur, author and television presenter. In 2000, her restaurant, Billy Kwong, in Sydney's Surry Hills (now launched and has been awarded for its sustainability initiatives. As a notable and celebrated chef, Kylie has been a celebrity guest chef on *MasterChef*, the MC for His Holiness The Dalai Lama, and a special guest at numerous food and wine festivals, showcasing her outstanding culinary skills.

<https://www.saxton.com.au/speakers/kylie-kwong>

