



**Destination Central Coast -  
ECO Networking Breakfast**

**Sustainable Future Festival**

**Presented by**

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**Waste Services - Central Coast Council**



**2022  
REVIEW**



## OVERALL SUMMARY

**SUSTAINABLE FUTURE FESTIVAL 2022 WAS THE FIRST OF ITS KIND AND WAS AN AMAZING EVENT FOR OUR CENTRAL COAST COMMUNITY.**

**WITH A SUCCESSFUL COMPLETION OF THE 2022 EVENT, WE ARE CONFIDENT IN BEING ABLE TO MAKE A BIGGER AND BETTER 2023 SUSTAINABLE FUTURE FESTIVAL TO REACH A BROADER COMMUNITY. WE HAVE IDENTIFIED THE AREAS THAT NEED IMPROVEMENT (EG VENUE AND ADVERTISING) AND ARE EXCITED TO PRESENT LARGER IDEAS THIS YEAR.**

**THE OVERALL EVENT WAS A HIT AND EVERYONE THAT CAME THROUGH LOVED WHAT WE HAD DONE, ESPECIALLY LEARNING ABOUT THE INSECTS WHICH WAS AN OBVIOUS FAVOURITE FROM THE MASSES, BUT THE MAJOR ISSUE WAS GETTING PEOPLE THROUGH THE DOORS. THE EVENT LEFT PEOPLE FEELING EDUCATED AND INSPIRED BUT IN 2023 WE STRIVE TO HAVE A GREATER ATTENDANCE AND ADDITIONAL STAKEHOLDERS TO EDUCATE IN DIFFERENT WAYS.**



# THE STATS

NO. OF SCHOOLS

**14**

NO. OF STUDENTS

**600**

**SCHOOL STATISTICS**

FRIDAY  
ATTENDANCE

**100+**

DEMOGRAPHIC:  
MOSTLY YOUNG FAMILIES  
WITH CHILDREN  
UNDER 5

**GENERAL PUBLIC STATISTICS**

SATURDAY &  
SUNDAY ATTENDANCE

**2000+**

ACROSS BOTH DAYS  
DEMOGRAPHIC:  
YOUNG FAMILIES &  
ADULTS AGED  
55 YEARS +



# 2022



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2023



## ENTERTAINMENT



### JUNKYARD BEATS

JUNKYARD BEATS ARE KNOWN FOR THEIR DYNAMIC RHYTHM SHOWS. THEY PRESENT A SERIES OF HIGH-ENERGY ROUTINES THAT INCLUDE DRUMMING, BODY PERCUSSION, DANCE, JUNK PERCUSSION, CIRCUS AND HILARIOUS SKITS. IT IS FILLED WITH IMAGINATION, HUMOUR AND A LOT OF RHYTHM. AFTER THEIR PRESENCE AT THE 2022 SUSTAINABLE FUTURE FESTIVAL, IT IS EVIDENT THAT JUNKYARD BEATS NOT ONLY ALIGNED WITH THE FESTIVAL PERFECTLY THROUGH THEIR HIGH-ENERGY ROUTINES USING RECYCLED HOUSEHOLD PRODUCTS BUT THEY ALSO WERE A CROWD FAVOURITE THROUGHOUT THE WEEKEND.



### JULIE GOODWIN (CELEBRITY CHEF)

MUM, WIFE, COOK, SINGER AND PUBLIC SPEAKER, JULIE GOODWIN IS THE EPITOME OF A BUSY AUSTRALIAN MUM. BEING A HIGH PROFILE CHEF, WE WOULD LOVE TO HAVE HER AT SFF TO SHOW ALL WAYS TO LIMIT FOOD WASTE AND EVEN COOK MORE SUSTAINABLY. WE FEEL SHE WOULD BE A GREAT FIT FOR THE FESTIVAL TO ADD SOME EXTRA KNOWLEDGE.



### CURIOUS CREATORS

WE BELIEVE THAT CURIOUS CREATORS ENCHANTING COASTAL THEMED INTERACTIVE ART INSTALLATION ALIGNED GREATLY WITH THE 2022 SUSTAINABLE FUTURE FESTIVAL AND WOULD LOVE TO HAVE THEM ON BOARD TO ASSIST FURTHER WITH THE DESIGN ELEMENT OF THE 2023 FESTIVAL. CURIOUS CREATORS CAN ALSO HOST A FASHION SHOW, SHOWCASING THEIR BESPOKE COSTUMES AND OUTFITS MADE OUT OF RECYCLED CLOTHING AND MATERIALS.



### PROFESSIONAL MC JAMES TOBIN

JAMES TOBIN IS A WELL-KNOWN AUSTRALIAN TELEVISION IDENTITY HAVING WORKED ON CHANNEL SEVEN FOR OVER A DECADE. JAMES JOINS THE BETTER HOMES AND GARDENS TEAM AS ITS TECH AND MOTORING EXPERT. WE FEEL HAVING A LOCAL SYDNEY MC WILL MAKE HAVING A PROFESSIONAL MORE BUDGET FRIENDLY, AND JAMES HAS A LARGE SOCIAL MEDIA FOLLOWING WE CAN LEVERAGE ON ALSO.





## ENTERTAINMENT



### COSTA

COSTA GEORGIADIS IS AN AUSTRALIAN LANDSCAPE ARCHITECT AND TELEVISION PRESENTER. HE TEACHES ALL THINGS SUSTAINABILITY AND WOULD BE A HUGE DRAW CARD IN 2023 TO HOST TALKS AND WORKSHOPS ON HOW TO MAKE YOUR GARDEN MORE SUSTAINABLE.



### NATALIE ISAACS

NATALIE ISAACS IS THE FOUNDER AND CEO OF 1 MILLION WOMEN, A GLOBAL MOVEMENT OF WOMEN AND GIRLS WHO TAKE PRACTICAL ACTION TO FIGHT CLIMATE CHANGE BY CHANGING THE WAY THEY LIVE. HAVING NATALIE DO A TALK, AND A BOOK SIGNING WOULD BE A GREAT WAY TO EDUCATE THE ATTENDEES.



### DIRTGIRL

DIRTGIRL IS AN ENGAGING KEYNOTE SPEAKER, ESPECIALLY FOR OUR YOUNGER GENERATIONS, DIRTGIRL TALKS ABOUT HER PASSION FOR PLANTING TREES AND CREATING COMPOST AND PRESENTS A COMPELLING ARGUMENT FOR WHY WE SHOULD ALL GET OUTSIDE AND GET GRUBBY. DIRTGIRL HAS A STRONG INFLUENCE ON TV AND EVEN STRONGER ON SOCIAL MEDIA - SHE HAS ACQUIRED AN ENORMOUS ENGAGED GLOBAL TRIBE WHO SHARE AND INTERACT DAILY TO INSPIRE BETTER CHANGE.



### FIRE TWIRLERS

FIRE TWIRLING (OR FIRE DANCING) IS A STUNNING INTEGRATION OF FIRE AND DANCE. IT INVOLVES HARMONISING BODY MOVEMENTS WITH A FIRE APPARATUS, SUCH AS FIRE POIS, FANS, STAFF AND WANDS. THIS WILL ALIGN WITH THE TWILIGHT FESTIVAL AND LEAN A LITTLE BIT INTO THE 'GIVING PEOPLE A SHOW' ASPECT. WE WANT PEOPLE TO LEAVE EDUCATED AND INSPIRED BUT ALSO LEAVING SAYING "WOW THAT WAS INCREDIBLE"



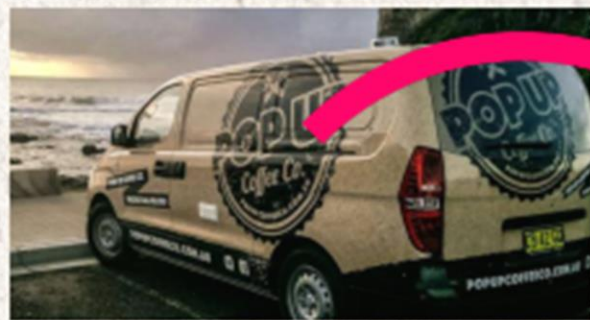


**HAVING FOOD TRUCKS ON SITE WILL PROMOTE A VIBRANT FESTIVAL FEELING, INCREASING DWELL TIME AS PEOPLE WILL BE ABLE TO GET FOOD, WALK AROUND OR TAKE A SEAT AT THE STAGE TO VIEW WHAT IS HAPPENING AT THAT TIME.**

**WE WILL ENSURE SUSTAINABILITY IS AT THE FRONT OF THE BRIEF FOR ALL TRUCK OWNERS ENSURING THEY ARE USING SUSTAINABLE PRACTICES AND PROMOTING SUSTAINABILITY WHERE POSSIBLE.**

**WE BELIEVE THAT HAVING THESE FOOD TRUCKS AT THE FESTIVAL SHOULDN'T INCUR A FEE AS THEY WILL BE MAKING MONEY THROUGH THEIR SALES OVER THE WEEKEND.**

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# THE SUPER *Sustainables* &

# RUBBISH REBEL

HAVING THE ENTIRE SUPER SUSTAINABLES AT SFF 2023 IS VITAL. HAVING THEM WALK AROUND AND BE ABLE TO TAKE PHOTOS WITH EVERYONE WILL BE THE TALK OF THE TOWN. RUNNING LITTLE SKITS THROUGH OUT THE FESTIVAL WHERE THE RUBBISH REBEL CAN DO 'NAUGHTY' THINGS WITH THE RUBBISH AND HAVE THE OTHER TWO SUPER SUSTAINABLES STOP THEM WILL BE A GREAT WAY TO INTERACT WITH THE CROWD AND GET EVERYONE INVOLVED.

WITH THIS WE INTEND ON HAVING A PERSON WITH THEM RUNNING THE PHOTO BOOTH FOR THE MASCOTS. ALSO TAKING INTO CONSIDERATION, WE NEED ONE MINDER PER MASCOT.

HAVING THESE THREE ON SITE WILL BE A HUGE DRAW CARD.



## FOOD SWAPS & FARMERS MARKETS

ENGAGING LOCAL FARMERS AND MARKET GOERS TO HAVE MARKET STALLS AND LOCAL PRODUCE FOR SALE WILL BE A GREAT WAY TO GET THE COMMUNITY INVOLVED AS WELL AS PROMOTE SHOPPING LOCALLY. TYING IN WITH HAVING A PROFESSIONAL CHEF DOING TALKS WE CAN ALSO EDUCATE PEOPLE ON EATING HEALTHY WHICH IS ANOTHER BONUS AND YET ANOTHER WAY PEOPLE WILL LEAVE FEELING LIKE THEY GOT ALOT OUT OF THE FESTIVAL.



# TWILIGHT FESTIVAL

**WE PROPOSE THAT THE SATURDAY WILL COMMENCE LATER IN THE MORNING ALLOWING THE FESTIVAL TO RUN INTO A 'TWILIGHT FESTIVAL'. BY COMMENCING THE FESTIVAL AT 12PM AND RUNNING THROUGH UNTIL 9PM, WE CAN TARGET A LARGER AUDIENCE AND ALLOW FOR FAMILIES WHO ATTEND SPORTING IN THE MORNING.**

**WE BELIEVE THAT A TWILIGHT FESTIVAL WILL OPEN UP THE FESTIVAL FOR THE YOUNGER DEMOGRAPHIC THAT WE ARE TRYING TO INSPIRE TO LEARN MORE ABOUT SUSTAINABILITY. HAVING FOOD TRUCKS, MARKET STALLS AND PERFORMANCES (ALL TO BE ALIGNED WITH SUSTAINABILITY), WILL HAVE PEOPLE LEAVING FEELING EDUCATED AND A GREAT PLACE FOR PEOPLE TO GATHER. WE ARE GOING TO BE ABLE TO INCREASE ATTENDANCE BY THINKING OUTSIDE OF THE SQUARE, AND CREATING A COMMUNITY EVENT THAT IS A PLACE WHERE PEOPLE ARE LOOKING FORWARD TO GOING WITH THEIR FRIENDS.**



**HERE IS AN EXAMPLE OF THE VENUE CAPACITY AT THE ENTRANCE AND THE TWILIGHT FESTIVAL POTENTIAL.**



## THE FUTURE OF SFF

### MAIN OBJECTIVES

- FOCUS ON INCREASING ATTENDANCE BY AT LEAST 2000 ATTENDEES PER YEAR
- WORK CLOSELY WITH CENTRAL COAST COUNCIL TO ENSURE THAT NEW WASTE MANAGEMENT, RECYCLING AND RESOURCE MANAGEMENT MESSAGES ARE DELIVERED
- KEEP THE COMMUNITY ENGAGED WITH 1COAST EDUCATIONAL CAMPAIGNS VIA THE SUPER SUSTAINABLES AND ACROSS SOCIAL MEDIA PLATFORMS AND VARIOUS ADVERTISING CHANNELS
- FORM AN ORGANISING COMMITTEE TO INVOLVE THE COMMUNITY AND STAKEHOLDERS TO SHARE THEIR IDEAS ON WHAT "COASTIES" WANT, TO ENSURE WE CAN REACH A BROADER AUDIENCE
- TO KEEP INSPIRING THE LOCAL COMMUNITY VIA SHOWCASING INNOVATIVE WAYS TO REDUCE WASTE AND REPURPOSE ITEMS THAT WOULD OTHERWISE END UP IN LANDFILL.





SFF 2023

Let's talk about how you can get involved...

