

Public Disclosure Statement

City of Melbourne

Melbourne Fashion Week 2021

11-17 October, 2021

Pre-Event Report

Australian Government

# Climate Active Pre-event Public Disclosure Statement

# Small/Large event

## City of Melbourne

## Melbourne Fashion Week 2021

## 11-17 October 2021

## Declaration:

To the best of my knowledge, the information provided in this public disclosure statement is true and correct and meets the requirements of the Climate Active Carbon Neutral Standard.

Krista Milne

Co-Director, Climate Change and City Resilience

6 August 2021

# Carbon neutral information

Activity data collected from previous occurrences of this event has informed the preparation of this carbon inventory.

Event introduction

Melbourne Fashion Week (MFW) is an annual fashion festival which will attract 150,000 attendees to a number of runway shows, industry conversations, VIP events and shopping experiences in Melbourne.

Melbourne Fashion Week is entirely owned and managed by the City of Melbourne and has been certified carbon neutral by Climate Active in 2018 and 2019. Certification was not sought in 2020, as the event was drastically altered due to COVID19, making it incomparable to previous years. The event for 2021 sees a return to regular programming with new runway locations and dining experiences being added to stimulate more economic activity in Melbourne. The key locations for MFW runways in 2021 include; Federation Square, The Melbourne Aquarium, The Regent Theatre, the Secret Garden at Melbourne Botanical Gardens, the North Melbourne Meat Market and Rialto Towers.

Events and activations are classified for emissions reporting purposes into three tiers:

Tier one - Events run either directly by City of Melbourne (CoM) or run within a MFW hub;

Tier two - Events induced by MFW with funding but run by partner organisations, and;

Tier three - Events run by partners under the banner of MFW but without MFW influence or financial support.

While Tier three events are outside operational control of MFW, they are still included in the scope via an estimate, which is based on the proportion of total attendees at tier three events. In previous years this has been estimated at 15% but this has been revised down to a 10% based on more programming being brought into the ‘tier one’ category. An uplift factor of 10% is applied to the emissions inventory to cover Tier three events.

New methods of emissions calculation through the Climate Active calculator for events will see a shift in emissions sources. These new methods put a focus on contractors and service providers where emissions reduction is more difficult to achieve as emissions are calculated via a kilogram per dollar spent factor. Emissions reduction efforts are continuing to be made within the activities under operational control of the MFW team.

# Emissions reduction measures

The following actions have been identified as emissions reduction opportunities for MFW 2021:

**Producing digital runways and online access to live runway shows:** Many events will be streamed virtually in 2021 as a direct result of the risk COVID19 has on event delivery.

**Renewable Electricity:** At least one MFW venue uses 100 percent renewable energy and other venues are encouraged to purchase GreenPower to reduce the emissions from their operations.

**Reduce virgin materials in fit out:** The City of Melbourne works with all theming and production contractors to minimize the amount of new material used in construction for MFW.

**Sustainable transport communication:** It is now well understood that attendee transport is the largest single emissions source for CoM major events. Attendees to MFW 2021 are encouraged to walk, cycle or take a tram to reduce their transport emissions.

# Emissions boundary

## Emission boundary diagram

|  |  |
| --- | --- |
| **Emissions boundary** | **Excluded** |
| **Quantified** | **Non-quantified** |
| Electricity.Natural gas.Travel – Ground.Travel – Flights.Accommodation (for talent and partners).Food and drink.Waste and recycling.Construction materials.Florals.Professional services:* Advertising and promotion
* Technical services.
 | Tier three events (events which are not financially supported by MFW but which are brought into the program).Water – Not a material emissions source as it is less than 1% and difficult to get data from venues.Small quantity construction materials (less than $100 or 10 kg) – based on previous events, these items combined account for less than 1% and collecting detailed data from contractors is onerous. | Attendee accommodation – MFW attracts a predominantly local audience. It is reasonably assumed that any interstate or international attendees have not travelled to Melbourne for the purpose of attending the event.Cleaning services.Warehouse electricity use. |

# Emissions summary

Table 1 Emissions summary

|  |  |
| --- | --- |
| **Emission source category** | **Tonnes CO2-e** |
| Mains gas | 0.5 |
| Purchased electricity | 23.5 |
| General waste | 10.4 |
| New construction materials | 23.7 |
| Domestic flights | 4.4 |
| Accommodation | 4.5 |
| Attendee travel | 155.5 |
| Drinks | 22.8 |
| Food  | 66.6 |
| Florals | 16.5 |
| Advertising and promotion - Services | 86.7 |
| Technical services | 194.3 |
| **Total tCO2-e** | 609.4 |
| 10% Uplift factor | 61 |
| **Total tCO2-e + uplift factor** | 671 |
| *The 10% uplift factor covers all tier three events which are advertised under the banner of MFW but which are not managed or induced by the City of Melbourne.* |

# Electricity calculator outputs

Market Based Approach Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Market Based Approach** | **Activity Data (kWh)** | **Emissions (kgCO2e)** | **Renewable Percentage of total** |
| Behind the meter consumption of electricity generated | 0 | 0 | 0% |
| **Total non-grid electricity** | **0** | **0** | **0%** |
| LGC Purchased and retired (kWh) (including PPAs) | 6,486 | 0 | 19% |
| GreenPower | 0 | 0 | 0% |
| Jurisdictional renewables (LGCs retired) | 0 | 0 | 0% |
| Jurisdictional renewables (LRET) (applied to ACT grid electricity) | 0 | 0 | 0% |
| Large Scale Renewable Energy Target (applied to grid electricity only) | 6,624 | 0 | 19% |
| Residual Electricity | 21,890 | 23,490 | 0% |
| **Total grid electricity** | **35,000** | **23,490** | **37%** |
| **Total Electricity Consumed (grid + non grid)** | **35,000** | **23,490** | **37%** |
| Electricity renewables | 13,110 | 0 |  |
| Residual Electricity | 21,890 | 23,490 |  |
| **Exported on-site generated electricity** | **0** | **0** |  |
| Emission Footprint (kgCO2e) |  | 23,490 |  |

|  |  |
| --- | --- |
| **Emission Footprint (TCO2e)** | **23** |
| **Mandatory LRET renewables** | **18.93%** |
| **Voluntary Renewable Electricity** | **18.53%** |
| **Total renewables** | **37.46%** |

# Data collection

Table 2 Data collection

| **Emission source** | **Data collection method** | **Assumptions** |
| --- | --- | --- |
| Travel | MFW conducts a survey of up to 500 attendees and gathers -1) mode of transport and2) origin of destination (postcode)This data is then extrapolated across all attendee numbers and an attribution factor is applied based on whether an attendee attended a paid event, a free event or just an event activation. | The extrapolation is representative of true travel distanceThat the attribution factor accurately represents the proportion of travel than can be attributed to the event versus other activities the attendee may have travelled for on that day. |
| Accommodation | Attendee accommodation is not quantified. Accommodation for partners and talent is coordinated by MFW and its contractors and all booking information is available. | MFW is predominantly attended by Victorians or remotely by those outside Victoria. |
| Food | Data collection sheets are given to those events known to have catering. In most cases catering will be managed by a limited number of suppliers at Venue Hubs. This data can be collected directly from these caterers. | That tier three events utilise catering proportionally to hub events thus the subsequent emissions are picked up through the uplift factor. |
| Electricity | Electricity accounts from venues will be collected and a daily average will be calculated and applied to the number of days the venue is used for MFW. For outdoor and large public are runways, additional lighting and sound equipment lists will be used to determine total electricity draw instead of using electricity accounts. | That average daily electricity usage is representative of actual daily electricity usage over the period of MFW. |
| Construction Materials and Services | All providers of construction services will present all relevant construction material costs on a data collection sheet provided ahead of construction. All providers will be briefed on the requirements of data collection. |  |
| Professional Services | All invoices for the various professional services will be provided by event management staff. |  |

# Eligible offset units

**Table 3: Offsets summary**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Project description**  | **Type of offset units**  | **Registry**  | **Date retired**  | **Serial number (and hyperlink to registry transaction record)** | **Vintage**  | **Quantity (tonnes CO2-e)** |
| Boobera Native Forest Regeneration: Restoring native forests and sequestering carbon on degraded agricultural land. | ACCUs | ANREU | 03/06/2020 | 3,792,963,615 – 3,792,964,614 | 2019-20 | 671 |
| **Total offsets cancelled** | **671** |

The City of Melbourne’s offset provider has pre-retired all 1000 ACCUs from this project. With these 671 offset units attributed to Melbourne Fashion Week 2021, 329 units remain and will be attributed to future City of Melbourne carbon neutral events.

# Use of certification trade mark

**Table 4: Trade mark register**

|  |  |
| --- | --- |
| **Description where trademark used** | **Logo** |
| Melbourne Fashion Week Website | Certified event |
| Digital and promotional material | Certified event |

