



PUBLIC DISCLOSURE STATEMENT

CITY OF MELBOURNE

**MELBOURNE FASHION WEEK 2021
NOVEMBER 15 - 21**

POST EVENT REPORT

Australian Government
Climate Active
Post-event Public Disclosure Statement
Large event



NAME OF RESPONSIBLE ENTITY: The City of Melbourne

EVENT NAME: Melbourne Fashion Week 2021

EVENT DATE(S): November 15 - 21

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.

Signature

Date

A handwritten signature in blue ink, appearing to read 'Krista Milne'.

Name of Signatory – *Krista Milne*

Position of Signatory – *Co-Director, Climate Change and City Resilience*



Australian Government
Department of Industry, Science,
Energy and Resources

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Version number May 2021

1. Carbon neutral information

The Climate Active event calculator was used to prepare this carbon inventory, which is based on the *Climate Active Carbon Neutral Standard for Events*.

Event introduction

Melbourne Fashion Week (MFW) is an annual fashion festival which in 2021 saw 147,565 attendees to a number of runway shows, industry conversations, VIP events and shopping experiences across 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, 2019 and most recently in 2021. 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 saw a return to regular programming with new runway locations and dining experiences being added to stimulate more economic activity across Melbourne by supporting local businesses. The key locations for MFW runways in 2021 include; Federation Square, The Melbourne Aquarium, The Regent Theatre, the Secret Garden at Melbourne Botanical Gardens, and Rialto Towers and was complemented by a strong digital presence.

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 just 5% in 2021 based on more programming being brought into the 'tier one' category. An uplift factor of 5% 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 'per dollar spent' factor. Emissions reduction efforts are continuing to be made within the activities under operational control of the MFW team.

Due to the ongoing challenges of COVID19, the original event dates of October 11-17 were changed to November 15-21

2. Emissions reduction measures

The following emissions reduction opportunities were implemented at MKW 2021

Producing digital runways and online access to live runway shows : Many events were be streamed virtually in 2021 as a direct result of the risk COVID19 has on event delivery. This reduces transport emissions of attendees and creates a more accessible, equitable event.

Renewable Electricity: At least one MFW venue used 100 percent renewable energy and other venues are encouraged to purchase GreenPower to reduce the emissions from their operations. Many runways utilized outdoor or open air spaces which reduced the need for base building energy.

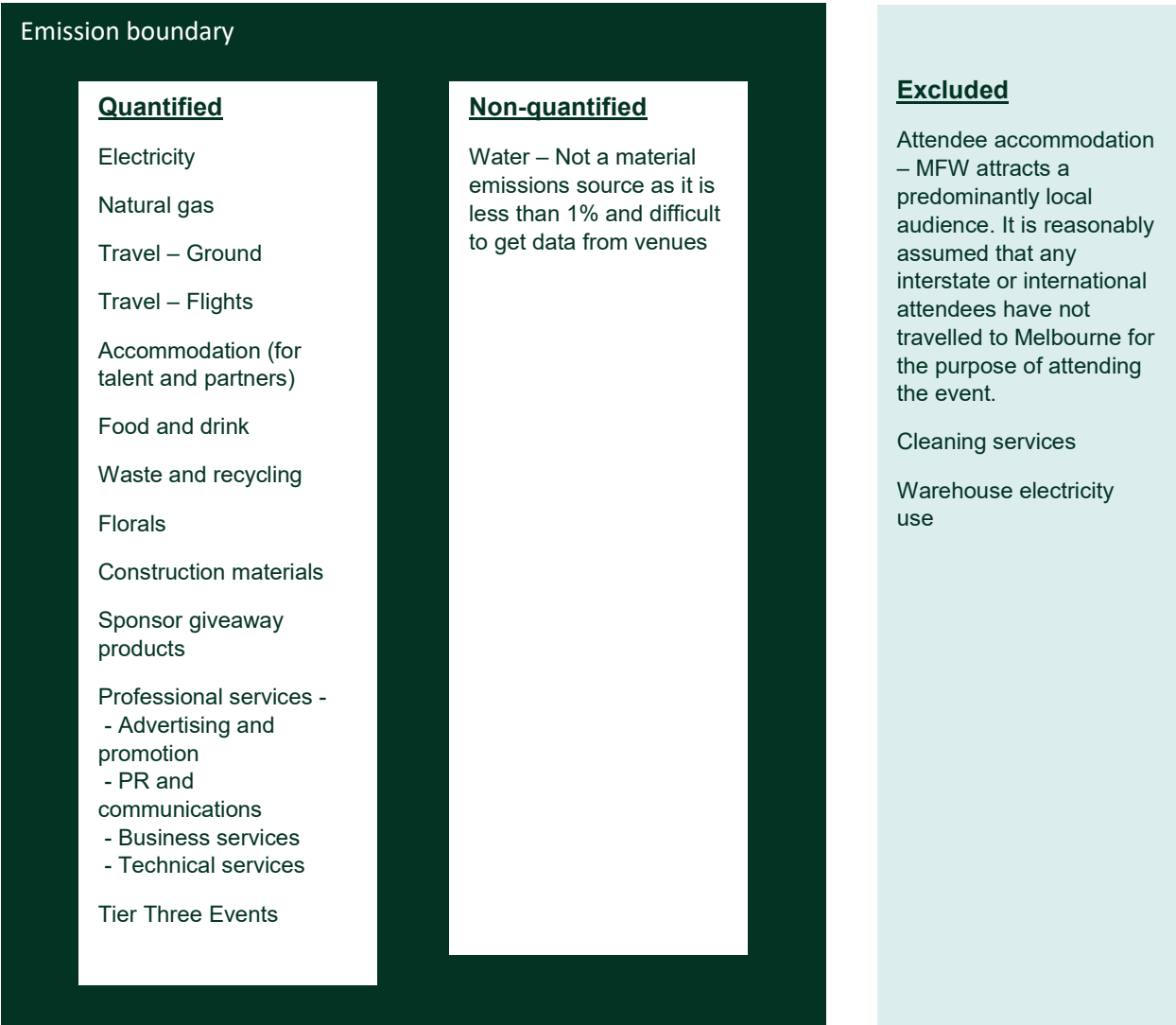
Reduce virgin materials in fit out: The City of Melbourne worked with all theming and production contractors to minimize the amount of new material used in construction for MFW.

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

Utilising local, seasonal florals: Emissions associated with flowers vary depending on the source and growing conditions of the product. By utilizing seasonal, local florals for Melbourne Fashion Week, emissions from air transport and hot house energy use were eliminated.

3. Emissions boundary

Emission boundary Diagram



4. Changes since pre-event report

Type of Change	Comment
Reduction in tier three uplift factor from 10% to 5%	<p>Tier three events are advertised under the banner of Melbourne Fashion Week but are not financially induced through the event. An uplift factor is applied to the event inventory to account for the emissions associated with tier three events, based on likely attendance of these events. Due to a reduction in programming in 2021, this uplift factor was reduced from 10% to 5%. The uplift is not applied to the following emissions sources –</p> <ul style="list-style-type: none"> • Attendee Transport – All attendee transport, including to tier three events, is already included in the inventory. • Services - Services like marketing, advertising and PR support the whole MFW program, including tier three events • Partner products – It is reasonably assumed that smaller tier three events do not have significant sponsor giveaways
Reduction in beverage and waste related emissions	<p>There were no public bars provided at the Vogue Fashion Night Out (VFNO) and limited beverage service at other Melbourne Fashion Week events. This reduced the amount of drinks sold, food provided and waste produced.</p>
Reduced electricity emissions	<p>Many runway shows were held in open air, common areas and outdoor venues. This reduced the use of traditional venue energy needs. Much of the electricity emissions was calculated based on the lighting, sound and AV equipment used for the runway shows, rather than on venue electricity</p>

	bills.
Reduced attendee transport emissions	A lesser proportion of attendees were paying customers at runway shows in 2021. A higher proportion of Melbourne Fashion Week's attendees came from free events and activations, and less from ticketed events in 2021. The City of Melbourne proportionally attributes transport emissions based on the type of event a person attends. 100% of a person's transport emissions are attributed if they attended a ticketed event, whereas only 75% are attributed if they attend a free event, 25% if they attend an activation (like a fashion capsule in a public space) and 10% if they are part of the VFNO uplift.
Reduced floral emissions	By only sourcing flowers locally and opting for seasonally those seasonally available, the emissions from floral arrangements reduced significantly

5. Emissions summary

Table 1 Emissions summary

Emission source category	Pre-Event tonnes CO ₂ -e	Post-Event tonnes CO ₂ -e
Mains Gas	0.5	3.1
Purchased Electricity	23.5	0.4
General Waste	10.4	0.8
Construction Materials	23.7	45.9
Ground Transport	155.5	76
Air Transport	4.4	1.2
Accommodation	4.5	1.3
Food	66.6	60.3
Beverage	22.8	7.3
Florals	16.5	0
Professional Services	281	263
Partner Products	0	110.6
Total tCO₂-e	609.4	570
Tier Three Uplift factor	61 (10%)	14.2 (5%)
40% Waste Uplift	0	0.33
5% Construction Uplift	0	2.3
Total tCO₂-e + uplift factor	671	587
True-up (total post event minus total pre event)	-84tCO ₂ -e	

6. Data collection

Table 2 Data collection

Emission source	Data collection method	Assumptions
Ground Transport	Survey sample by third party (Intuitive Solutions)	<p>The City of Melbourne uses a 'transport attribution factor' for all major events. This determines the proportion of an attendees transport emissions which should be attributed to the event's inventory. For Melbourne Fashion Week 2021 there were four identified cohorts of attendees –</p> <ol style="list-style-type: none"> 1. Those who purchased a ticket to an event. 100% of this cohorts transport emissions were attributed. 2. Those who attended a free event or were a complementary ticket holder. 75% of this cohorts travel emissions were attributed. 3. Those who observed a Melbourne Fashion Week activation outside activation 25% of this cohorts travel emissions were attributed as they are effectively 'passers-by' whose travel is only tangentially related to the event. 4. Those who were counted in an uplift in foot traffic on the weekend of Vogue Fashion Night Out (VFNO). This constitutes the largest cohort of Melbourne Fashion Week attendees. A foot traffic baseline was taken at a number of key shopping malls in the city which was compared against footfall over the weekend of VFNO. 10% of the travel emissions from the additional shoppers is attributed to the inventory.
Food/drinks	Food and drinks sales figures and catering spend for all tier one events are collected via invoices and data collection sheets.	
Construction Materials and Services	All construction material data is collected from the various theming companies via data collection sheets	That accurate cost figures are represented on these forms

Professional services	All financial data is retained in the events budget tracking spreadsheet
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7. Electricity Calculator outputs

Location Based Approach Summary		
Location Based Approach	Activity Data (kWh)	Emissions (kgCO2e)
Vic	399	435
Grid electricity (scope 2 and 3)	399	435
Total Electricity Consumed	399	435

Climate Active carbon neutral electricity is not renewable electricity. The emissions have been offset by another Climate Active member through their Product certification.

8. Eligible offset units

Offsets summary

Offsets summary

Offsets cancelled for Climate Active Carbon Neutral Certification											
Project description	Type of offset units	Registry	Date retired	Serial number (and hyperlink to registry transaction record)	Vintage	Stapled quantity	Eligible quantity (tCO ₂ -e)	Eligible quantity used for previous reporting periods	Eligible quantity banked for future reporting periods	Eligible quantity used for this reporting period	Percentage of total (%)
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	-	1000	0	413*	587	100%
Total offsets retired this report and used in this report										587	
Total offsets retired this report and banked for future reports									413*		

The City of Melbourne's offset provider has pre-retired all 1000 ACCUs from this project. Based on pre-event emissions predictions, 671 offset units were attributed to Melbourne Fashion Week 2021. With the true-up of emissions showing only 587 tonnes are attributable to the event, 413 offset units remain available and will be attributed to future City of Melbourne carbon neutral events.

9. Use of certification trade mark

Table 4: Trade mark register

Description where trademark used	Logo type
Melbourne Fashion Week website	Certified event
Digital and promotional material	Certified event

10. Screenshot of offset registry

The screenshot displays the Australian National Registry of Emissions Units (ANREU) interface. The header includes the Australian Government logo and the text 'Australian National Registry of Emissions Units'. A navigation menu on the left lists options like 'ANREU Home', 'Account Holders', 'Accounts', 'Unit Position Summary', 'Projects', 'Transaction Log', 'CER Notifications', 'Public Reports', and 'My Profile'. The top right corner shows 'Logged in as: Rhyannon Galea / Industry User' with links for 'Change Password', 'Contact Us', 'Log Out', and 'Help'.

The main content area is titled 'Transaction Details' and shows a 'Transaction Successfully Approved' status. The transaction details include:

- Transaction ID:** AU15162
- Current Status:** Completed (4)
- Status Date:** 03/06/2020 18:37:47 (AEST) and 03/06/2020 08:37:47 (GMT)
- Transaction Type:** Cancellation (4)
- Transaction Initiator:** Galea, Rhyannon Margaret Rosalie
- Transaction Approver:** Galea, Rhyannon Margaret Rosalie
- Comment:** Carbon credits retired on behalf of City of Melbourne to comply with its Climate Active certification for emissions during FY2019/20

Below the transaction details, there are sections for 'Transferring Account' and 'Acquiring Account':

- Transferring Account:**
 - Account Number:** AU-2977
 - Account Name:** South Pole Australia Financial Services Pty Ltd
 - Account Holder:** South Pole Australia Financial Services Pty Ltd
- Acquiring Account:**
 - Account Number:** AU-1068
 - Account Name:** Australia Voluntary Cancellation Account
 - Account Holder:** Commonwealth of Australia

The 'Transaction Blocks' section shows a table with columns: Party, Type, Transaction Type, Original CP, Current CP, ERF Project ID, NGER Facility ID, NGER Facility Name, Safeguard, Kyoto Project #, Vintage, Expiry Date, Serial Range, and Quantity. Two blocks are listed:

Party	Type	Transaction Type	Original CP	Current CP	ERF Project ID	NGER Facility ID	NGER Facility Name	Safeguard	Kyoto Project #	Vintage	Expiry Date	Serial Range	Quantity
AU	KACCU	Voluntary ACCU Cancellation			ERP101805					2019-20		3,792,963,615 - 3,792,964,614	1,000
AU	KACCU	Voluntary ACCU Cancellation			LOP100972					2019-20		3,799,427,512 - 3,799,428,511	1,000

The 'Transaction Status History' section shows a table with columns: Status Date and Status Code. The history includes:

Status Date	Status Code
03/06/2020 18:37:47 (AEST)	Completed (4)
03/06/2020 08:37:47 (GMT)	
03/06/2020 18:37:47 (AEST)	Proposed (1)
03/06/2020 08:37:47 (GMT)	
03/06/2020 18:37:47 (AEST)	Account Holder Approved (97)
03/06/2020 08:37:47 (GMT)	
03/06/2020 18:37:26 (AEST)	Awaiting Account Holder Approval (95)
03/06/2020 08:37:26 (GMT)	

The footer of the interface includes links for 'Accessibility', 'Disclaimer', and 'Privacy'.