

National Carbon Offset Standard for Events  
**Carbon Neutral Program**  
**Post-Event Public Disclosure Summary**



CITY OF MELBOURNE



An Australian Government Initiative



RESPONSIBLE ENTITY NAME: City of Melbourne

EVENT NAME: City of Melbourne 2018 Large Event Portfolio  
including –

- Melbourne Fashion Week 2018
- Melbourne Music Week 2018

EVENT DATE: Certification Period July 2018 – July 2019

EVENT TYPE: Large Event Portfolio

**Declaration**

To the best of my knowledge, the information provided in this Public Disclosure Summary is true and correct and meets the requirements of the *National Carbon Offset Standard for Events*.

	23/7/2019
Louise Scott	
Manager Events Melbourne	

Date of external verification/audit	19/07/2019
Auditor	Terence Jeyaretnam
Auditor assurance statement link	



**Australian Government**

**Department of the Environment and Energy**

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## **1. Carbon neutral information**

### **1A. Introduction**

The City of Melbourne 2018 Large Event Portfolio which includes Melbourne Fashion Week 2018 and Melbourne Music Week 2018 is a certified carbon neutral event portfolio.

As a certified carbon neutral organisation, the City of Melbourne manages an active emissions reduction plan. This plan identifies City of Melbourne premier events as a material emissions source which prompted the carbon neutral certification of this large event portfolio.

Greenhouse gas emissions considered include carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulphur hexafluoride (SF<sub>6</sub>) and nitrogen trifluoride (NF<sub>3</sub>).

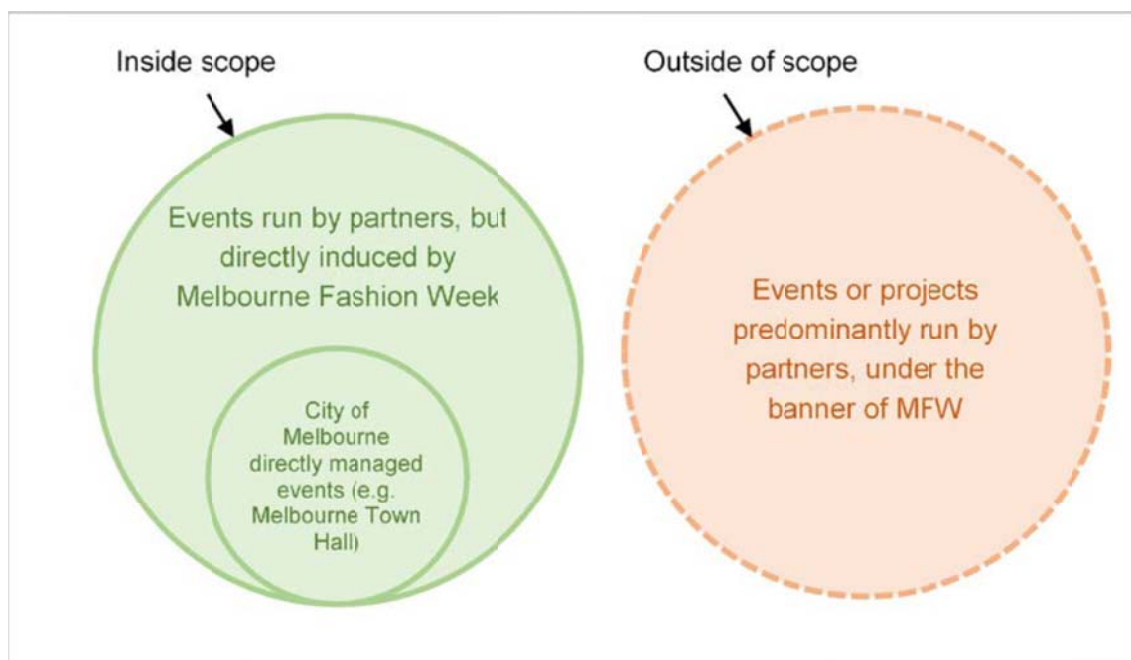
There have been minor changes to the emissions boundary since the pre-event report. The key changes to methods of data collection are detailed in Table 1 below.

The City of Melbourne has followed the National Carbon Offset Standard for Events in the data collection and preparations of this report and used guiding Greenhouse Gas Protocol principles of; relevance, completeness, consistency, transparency and accuracy in the development of new methodologies for this Large Event Portfolio.

### **1B. Changes to certification boundary**

Both Melbourne Fashion Week and Melbourne Music Week are compiled of a number of events and a variety of locations and have been broken down into 'tiers'. Tier one events are managed directly by the City of Melbourne; tier two events are run by partners but are directly induced by the City of Melbourne and; tier three events are run by partners without any funding from the City of Melbourne

Figure 1. Event tiers by scope



Tier three events were considered out of scope in the pre-event reports for Melbourne Fashion Week (shown above) and Melbourne Music Week. Data was collected for emissions associated with tier one and two and proportionally applied to tier three events based on estimated attendance.

### 1C. Changes to calculation methodologies

Table 1. Assumptions and extrapolations in calculation methodologies	
Impact Area	Description
Catering - determining the proportion of meat dishes, vegetarian dishes and dessert for events where data received did not provide the full breakdown of meal types	<p>Percentages were determined by counting the number of meat, vegetarian and dessert dishes on two menus used at Melbourne Fashion Week hospitality events.</p> <p>Total catering spend across the whole event was then divided by these percentages.</p>
Melbourne Fashion Week: Beverages - determining the	<p>Where a detailed breakdown of beverage types was not given on an invoice, a proportional split between beer and wine was assumed.</p> <p>As three wines are often served (red, white and sparkling) at a Melbourne Fashion Week event, each type has been attributed</p>

proportion of wine and beer.	25%. The remaining 25% is attributed to beer.
Melbourne Fashion Week: Beverages - determining the proportion between alcoholic and non-alcoholic	<p>Actual data on the spend on alcoholic and non-alcoholic beverages was available for two main bars/providers for Melbourne Fashion Week.</p> <p>This proportional split (91.65% alcoholic and 8.37% non-alcoholic) has been applied to all other spend on beverages for Melbourne Fashion Week.</p>
Melbourne Music Week: Beverages - wine and spirit attribution factor	<p>The data collection templates used by individual Music Week events did not separate wine and spirits (as they have the same emissions factor).</p> <p>The Hub bar, which accounts for most beverage sales, provided all beverage data by item, so we are able to accurately report the proportional split between wine and spirits, which was 80% spirits to 20% wine.</p> <p>This proportional split between wine and spirits has been applied to all wine/spirit figures from other bars where they were reported together.</p>
Melbourne Music Week: Beverages - Spirit and soft drink attribution factor	<p>When spirits are sold at a bar, there is most often a soft-drink element served with them. As a result, attributing the whole cost of the beverage to a 'spirit' emissions factor would not be representative of the drink and would over-estimate the emissions.</p> <p>To reflect the soft drink element, all reported 'spirit' sales figures have been attributed 80% to the spirit emissions factor and 20% to the soft drink (non-alcoholic) emissions factor.</p> <p>This proportional split is based on the estimated dollar value of spirits and soft drink per drink, rather than the volume</p>
Patron Transport - determining what proportion of a patrons transport emissions should be attributed to Melbourne Fashion Week/Melbourne Music Week emissions inventory - The Attribution Factor	<p>Patron transport was the single largest emission source for both Melbourne Fashion Week and Melbourne Music Week during 2018.</p> <p>It was reported that 96,742 patrons attended Melbourne Fashion Week and 50,413 attended Melbourne Music Week. Of these, only 10,106 (Fashion Week) and 12,990 (Music Week) purchased a ticket.</p> <p>Other attendee types include; patrons with complimentary tickets, patrons attending other free events and, patrons observed at on-street activations. It is argued that not all of a patron's travel emissions should be attributed to Melbourne Fashion Week/Melbourne Music Week under each of these different</p>

	<p>attendee types.</p> <p>A sample of patrons at Melbourne Fashion Week and Melbourne Music Week events were asked in surveys whether their primary purpose for coming into the city was to attend the event they were being surveyed at. The percentage of patrons answering in the positive has been used as an 'attribution factor' and applied to all patrons attending a free event. <i>For example, 68% of surveyed patrons to event X said their primary purpose for coming into the city was to attend a Fashion Week event. So 68% of all patron transport emissions to that event have been attributed to the emissions inventory.</i></p> <p>Where a patron has purchased a ticket to an event, an attribution factor of 100% has been applied to their transport emissions. It is determined that paying to attend an event indicates the event is the primary purpose for travelling to the city.</p> <p>Patrons observed at Melbourne Fashion Week or Melbourne Music Week activations who did not actually enter a venue, have only had 25% of their travel emissions attributed. It is argued these individuals may have been passers-by and/or had a multitude of other possible purposes for being in the city at that time.</p>
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1D. Diagram of the certification boundary

Tier 1. City of Melbourne directly manages event

Source type	Emissions source	Included in scope	Scope Category
Venue energy emissions	Diesel generators	Yes	1
Venue energy emissions	Gas usage	Yes	1
Venue energy emissions	Electricity usage	Yes	2
Event indirect emissions	Contractor vehicle use	No	1

Event indirect emissions	Portable toilet usage	No	3
Event indirect emissions	Food consumed by patrons	Yes	3
Event indirect emissions	Drink consumed by patrons	Yes	3
Event indirect emissions	Patron accommodation	No	3
Event indirect emissions	Patron transport	Yes	3
Event indirect emissions	Venue waste	Yes	3
Event indirect emissions	Marketing and publications	Yes	3
Event indirect emissions	Performer/Model/staff accommodation	Yes	3
Event indirect emissions	Performer/Model/staff flights	Yes	3
Event indirect emissions	Cleaning services	No	3
Event indirect emissions	IT services	No	3
Event indirect emissions	Telecommunication services	No	3
Venue construction impacts (MTH only)	New construction materials	Yes	3
Venue construction impacts (MTH only)	Staging / equipment / lighting hire	No	3
Venue construction impacts (MTH only)	Diesel generators used during/for construction	Yes	1
Venue construction impacts (MTH only)	Fuel usage by construction contractors	No	1
Venue construction	Construction waste	No	3



impacts (MTH only)

Warehouse emissions	Warehouse electricity usage	No	2
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Tier 2. Run by partner, but directly induced by Melbourne Fashion Week/Melbourne Music Week

Source type	Emissions source	Included in scope	Scope Category
Venue energy emissions	Diesel generators	Yes	1
Venue energy emissions	Electricity usage	Yes	2
Event indirect emissions	Food consumed by patrons	Yes	3
Event indirect emissions	Drink consumed by patrons	Yes	3
N/A	Patron accommodation	No	3
N/A	Patron transport	Yes	3
N/A	Venue waste	Yes	3

Tier 3. Partner directly manages event, under the banner of Melbourne Fashion Week/Melbourne Music Week

No emission sources in scope.

The following sources were excluded from the emissions boundary:

- Contractor vehicle use
- Portable toilet usage
- Patron accommodation
- Construction Waste
- Warehouse electricity usage
- Cleaning services
- Staging / equipment / lighting hire

- Fuel usage by construction contractors
- Telecommunication services
- IT services

## 2. Emissions reduction measures

### 2A. Emissions over time

Table 2. Emissions over time		
	Pre-event carbon account (t CO <sub>2</sub> -e)	Post-event carbon account (t CO <sub>2</sub> -e)
Scope 1	9.8	10.3
Scope 2	19.7	23.6
Scope 3	963.9	738.4
Total	993.4	772.3

### 2B. Emissions reduction strategy

The City of Melbourne event production teams, with assistance from the Urban Sustainability team, identified emissions reduction activities they felt they could influence in this, the first year of the Large Event Portfolio approach.

The teams worked together through the event planning process to ensure that emissions reduction was a lens by which key decision makers were viewing event operations.

## 2C. Emissions reduction activities

<b>Table 3. Emissions Reduction Activities</b>			
Emission source	Reduction measure	Scope	Status
Generators - Bio diesel	In planning for street runways for Melbourne Fashion Week, locations with access to mains electricity were prioritized to limit the number of generators used for power	1	Achieved
Landfill Waste	Key staff were briefed on and drove improved recycling and identifying and reducing unnecessary single use plastic items	3	Achieved/ongoing
Car/Taxi/Uber	On the websites for Melbourne Fashion Week and Melbourne Music Week and in key communications, attendees were encouraged to use public transport, walk or ride instead of driving to reduce their environmental impact	3	Achieved/ongoing
Landfill Waste	Reusable cups were used for the first time at Melbourne Music Week Hub bars to reduce waste to landfill	3	Achieved
Construction materials	Melbourne Fashion Week producers maximized the re-use of existing staging material to minimize the need for new constructions	3	Achieved

### Emissions reduction activities:

- The Melbourne Fashion Week Hub will be run on 100% renewable electricity
- Staff and volunteer catering will be 70% vegetarian (up from 30% last year)
- Corporate hospitality will decrease the amount of red meat served in the VIP Lounge
- Reusable cups and no straws at Melbourne Town Hall
- Gift bags ordered are 100% carbon offset and use an innovative recycled construction waste made out of limestone and resin
- Agencies are encouraged to offset flights for models and stylists at the point of sale
- Website sustainability tips M/FW website, including encouraging attendees to use public transport to travel to and from events.

### 3. Emissions summary

<b>Table 2. Emissions Summary – Melbourne Fashion Week 2018</b>		
Scope	Emission source	t CO <sub>2</sub> -e
1	Generators - Bio diesel	3.85
2	Purchased Electricity (Carbon Neutral Melbourne Town Hall)	0.00
2	Purchased Electricity	0.98
3	Municipal Solid Waste	2.05
3	Food Waste	0.91
3	Food Waste (to compaost/livestock)	0.02
3	Comingled Recycling	0.00
3	New Construction Materials	41.46
3	Domestic Flights	5.21
3	International Flights	12.96
3	Accomodations	15.26
3	Non-Alcoholic Beverages	2.60
3	Beer	2.96
3	Wine and Spirits	5.52
3	Tea and Coffee	1.95
3	Meal - With Red Meat	110.78
3	Meal - Other	23.18
3	Dessert	11.44
3	Patron Transport - All Modes	218.04
3	Tier Three - Out of Scope Events	68.87
<b>Total Gross Emissions</b>		528.02
GreenPower or retired LGCs		0
<b>Total Net Emissions</b>		528.03

<b>Table 3. Emissions Summary – Melbourne Music Week 2018</b>		
Scope	Emission source	t CO <sub>2</sub> -e
1	Venue Gas	6.40
2	Purchased Electricity (Carbon Neutral Melbourne Town Hall)	0.00
2	Purchased Electricity	22.54
3	Municipal Solid Waste	17.60
3	Comingled Recycling	0.00
3	Food Waste	0.23
3	Domestic Flights	6.92
3	International Flights	38.64
3	Accommodation	12.54
3	Non-Alcoholic Beverages	9.87
3	Beer	27.07
3	Wine & Spirits	14.08
3	Meal - with red meat	8.85
3	Meal - other	0.82
3	Patron Transport - All Modes	38.03
3	Tier Three - Out of Scope Events	40.72
<b>Total Gross Emissions</b>		244.32
GreenPower or retired LGCs		0
<b>Total Net Emissions</b>		244.32
<b>Table 3. True up of Emissions</b>		
Emissions		t CO <sub>2</sub> -e
Pre-event estimate of carbon account		<b>992.97</b>
Post-event carbon account		<b>772.34</b>
<b>Difference between accounts</b>		<b>220.63</b>

## 4. Eligible offset units

### 4A. Offsets summary

Table 4. Offsets Summary						
<u>Pre-event offset summary</u>						
Projects supported by offset purchase	Eligible offset units	Registry	Cancellation date	Serial numbers (including hyperlink to registry transaction record)	Vintage	Quantity
Savannah burning project in Western Australia	ACCU	Australian National Registry of Emission Units.	August 2018	3,758,601,279 – 3,758,601,528 - hyperlink unavailable	2016/17	250
CECIC Zhangbei Gaojialiang Wind farm Project, China	VCU	The APX VCS Registry	August 2018	<a href="#">185-177872387-177872786-VCU-009-APX-CN-1-1056-01032012-31082012-0</a>	2012	400
Savannah burning project in Western Australia	ACCU	Australian National Registry of Emission Units.	August 2018	3,758,601,529 – 3,758,601,872 – hyperlink unavailable	2016/17	344
Total offsets cancelled prior to event						994

<b>Post-event offset summary</b>						
Total offset units cancelled for the event						774
Total offsets held in surplus for future use:						220
Projects	Eligible offset units	Registry	Cancellation date	Serial numbers (including hyperlink to registry transaction record)	Vintage	Quantity
Savannah burning project in Western Australia	ACCU	Australian National Registry of Emission Units.	August 2018	3,758,601,652 - 3,758,601,872		220

## 5. Use of trade mark

<b>Table 5. Trade mark register</b>	
Where used	Logo type
Melbourne Fashion Week website (no longer online)	Certified event
Melbourne Music Week website (no longer online)	Certified event

## 6. Additional activities

The City of Melbourne is committed to continuous improvement in how it measures and manages the impact of its various events. It is planned that more events will be included in the Large Events Portfolio for 2019-20 which will influence the working habits of more internal and external event staff and help to educate more event attendees.

Early stage planning for both Melbourne Fashion Week 2019 and Melbourne Music Week 2019 has identified a number of emissions reduction activities which will be prioritised to ensure the continuous improvement and emission reduction of these events.