 

Australian Government Climate Active Public Disclosure Statement

NAME OF CERTIFIED ENTITY: City of Melbourne

EVENT NAME: Melbourne Fashion Week

EVENT DATE/S: Certification Period July 2019 – July 2020

EVENT TYPE: Large Event Portfolio

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 24/06/2020 |
| Louise Scott |
| Director – Tourism and Events, City of Melbourne  |



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# Carbon neutral information

## Description of certification

Melbourne Fashion Week is an annual event owned and produced by the City of Melbourne. It brings together a number of in-house and partner produced runways shows and fashion events to celebrate and promote wearable fashion in Melbourne. Melbourne Fashion Week 2019 ran from August 28 – September 5 and was certified carbon neutral by Climate Active as part of the City of Melbourne’s large carbon neutral events portfolio.

As a certified carbon neutral organisation, the City of Melbourne manages an active emissions reduction plan. This plan identifies City of Melbourne’s large events as a material emissions source which prompted the carbon neutral certification of this large event portfolio. This is the second consecutive year the portfolio has been certified carbon neutral.

Greenhouse gas emissions considered include carbon dioxide (CO2), methane (CH4), nitrous oxide (N20), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulphur hexafluoride (SF6) and nitrogen trifluoride (NF3).

The City of Melbourne has followed the Climate Active Carbon Neutral 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 any new methodologies for this Large Event Portfolio.

## Changes since pre-event report

Minimal changes have been made since the pre‐event report and represent either an improvement in accounting accuracy or a substitution of missing data.

### Table 1 Changes in reporting since the pre-event report

Emissions source changes

| **Type of change** | **Comments** |
| --- | --- |
| Florals  | As fresh florals are a significant cost associated with Melbourne Fashion Week, for the first time data was collected regarding the origin and growing methods of florals. |

Method Changes

| **Type of change** | **Comments** |
| --- | --- |
| Florals  | Using a United Kingdom Life Cycle Assessment (LCA) for local and internationally grown florals, a bespoke method for calculating floral emissions was created. This new method created six specific factors based on two key variables – freight and growing conditions which are the two material sources of emissions for floral production. The six specific factors are for florals grown; – Internationally outside (seasonal); internationally inside (hothouse); interstate outside; interstate inside; local outside and local inside. Average weight per stem was calculated from the LCA and conservative freight distances and cultivation energy factors were applied to derive the six factors.  |
| Transport Patron Attribution Factor: Vogue American Express Fashion Night Out (VAEFNO) | VAEFNO is a key partner which is aligned to run concurrently with Melbourne Fashion Week. A new cohort of attendees was calculated in 2019 which was derived from pedestrian traffic in key shopping precincts on the night of VAEFNO relative to a baseline day. As these ‘crowd count’ figures are used in Melbourne Fashion Week’s overall visitor figures, a 10% attribution figure for the transport emissions has been applied to this cohort.  |
| Solar Powered Trams | From July 2019 the Melbourne tram network is powered by renewable energy sourced from Numurkah solar farm. To reflect this zero emissions form of transport, a 0.0 emissions factor has been applied to all attendee tram travel to Melbourne Fashion Week. |

Output changes (growth/decline)

| **Type of change** | **Comments** |
| --- | --- |
| Patron numbers increase: VAEFNO | Due to the new cohort of attendees to VAEFNO (see above), there has been a significant increase in the reported number of attendees to Melbourne Fashion Week. |
| Catering emissions | There has been a significant increase in the emissions attributed to food and beverage in 2019 compared to 2018. This is directly attributed to improved data collection in 2019. During 2018, the separately owned and run VAEFNO event did not provide MFW with any food and beverage data. For 2019 however MFW were successful in obtaining this data and have included it in this inventory. |

## Emissions reduction strategy

A number of emissions reduction activities were undertaken in the delivery of Melbourne Fashion Week 2019. It was not possible to accurately represent emissions reductions for every activity as other factors may have resulted in emissions increases within a particular emissions category. Where possible however, individually quantified emissions reductions have been calculated and reported in the table below.

Future emissions reduction opportunities that are being explored in planning for Melbourne Fashion Week 2020 are: Greater proportion of vegetarian food; promotion of tram travel (run on renewable energy) to attendees; contract clauses which require partners/agencies to offset flights at the point of purchase; continue working with contractors to eliminate construction/theming waste.

### Table 2 Emissions reduction measures implemented in the current certification period

| **Emission source** | **Reduction measure and calculation method** | **Scope** | **Status** | **Reduction t CO2-e** |
| --- | --- | --- | --- | --- |
| Catering – Food | A higher proportion of vegetarian food was served in both the volunteer catering and in the VIP catering for Melbourne Fashion Week. Calculated by multiplying the emissions per attendee saving between 2018 and 2019 inventories. | 3 | Achieved | 23.5[[1]](#footnote-1) |
| Flights | Model agencies and commercial partners were encouraged to offset their flights at the point of booking for Melbourne Fashion Week. Emissions reductions calculated from air miles that were offset by commercial partner. | 3 | Achieved | 48.7[[2]](#footnote-2) |
| Landfill Waste | Key staff responsible for waste management, procurement and sponsorship were given guidance on how to drive waste minimisation and improved recycling - in particular how to identify and reduce unnecessary single use plastic items. | 3 | Achieved/on going | Not quantified |
| Transport - Car/Taxi/Uber | Melbourne Fashion Week attendees were encouraged through event communications to use public transport, walk or ride instead of driving to reduce their environmental impact. | 3 | Achieved/on going | Not quantified |

**Total emission reductions implemented in this certification period** (t CO2-e) 72.2

# Emission Boundary

## Diagram of the certification boundary

| Quantified | Non-Quantified | Excluded |
| --- | --- | --- |
| * Electricity
* Gas
* Diesel Fuel
* Attendee Travel (ground transport)
* Participant Travel (flights)
* Participant Accommodation
* Food and Drink
* Food Waste
* General Waste
* Construction Waste
* Construction Materials
* Marketing Materials
* Florals
* Tier Three Events
 |  | * Contractor Vehicle Use
* Attendee Accommodation
* Warehouse Electricity Use
* Cleaning Services
* Staging/Equipment/Lighting Hire
* Office
* -Based Event Preparation Activities
 |

## Excluded sources (outside of certification boundary)

Some emissions sources have been excluded from the Melbourne Fashion Week boundary as they were determined immaterial or not relevant. The following guiding questions guided this exclusion process.

### Is the emission source deemed one of high-risk to City of Melbourne?

Emissions sources are deemed to be high risk if there is a high perceived risk to City of Melbourne’s reputation as a result of the emissions source (for example, highly visible impact sources such as marketing materials). Criteria were based on City of Melbourne Moomba and Melbourne Music Week 2015 materiality assessments and are revisited each year during event planning.

### Is the emission source of particular value to the event stakeholders?

High value emissions sources are those that may align with values of particular stakeholders, for example reducing construction/production waste may be particularly important to some even though the associated emissions are relatively small. The assessment of each emissions source against this criterion was based on the judgement of the City of Melbourne event management and Climate Change teams for Melbourne Fashion Week.

### Is the combined impact of the emission source significant in quantitative size?

The relative contribution of each emissions source to the overall Melbourne Fashion Week footprint was based on the inventories of each previously measured event. The significance of each emissions source in terms of size was based on this assessment.

# 3. Emissions summary

### Table 3 Emissions Summary

| **Emission source category**  | **Pre-event tonnes CO2-e** | **Post-event tonnes CO2-e** |
| --- | --- | --- |
| Generators ‐ Bio diesel | 3.85 | 0.36 |
| Purchased Gas | 0.00 | 0.49 |
| Purchased Electricity (LGCs) | 0.00 | 0.00 |
| Purchased Electricity | 1.08 | 0.39 |
| Municipal Solid Waste  | 4.67 | 3.25 |
| Construction Waste | 0.00 | 3.38 |
| Food Waste  | 0.00 | 2.62 |
| Food Waste (to compost/livestock) | 0.00 | 0.08 |
| Comingled Recycling | 0.00 | 0.00 |
| New Construction Materials | 41.46 | 15.32 |
| Marketing | 2.00 | 0.59 |
| Air Travel | 16.35 | 102.10 |
| Accommodation | 22.88 | 62.72 |
| Drinks | 13.03 | 32.60 |
| Food | 107.87 | 217.93 |
| Florals | 0.00 | 16.53 |
| Patron Transport ‐ All Modes | 218.04 | 245.55 |
| Tier Three ‐ Events | 68.87 | 68.69 |
| Total Net Emissions  | 500.09 | 772.58 |

## True-up of emissions

### Table 4 True up of emissions

|  |  |
| --- | --- |
| Total tCO2-e in pre event report  | 500.09 |
| Total tCO2-e in post event report | 772.58 |
| True-up (total post event minus total pre event)  | 272.49 |

## Carbon Neutral products

Nil

## Electricity Summary

Electricity was calculated using a Location-based approach.

### Table 5 Location-based summary

| **State/ Territory** | **Electricity Inventory items** | **kWh** | **Full Emission factor (Scope 2 +3)** | **Emissions (tonnes CO2e)** |
| --- | --- | --- | --- | --- |
| Vic | Electricity Renewables | 35,108.6  | -1.12  | 0.00  |
| Vic | Electricity Carbon Neutral Power | 0  | -1.12  | 0.00  |
| Vic | Netted off (exported on-site generation) | 0  | -1.02  | 0.00  |
| Vic | Electricity Total | 35,454.6  | 1.12  | 39.71  |
|   | Total net electricity emissions (Location based) |   | 0.00  | 0.39  |

## Data collection of significant emissions

### Table 6 Data collection of significant emissions

| Emission source | Data collection method  | Assumptions  |
| --- | --- | --- |
| Stationary Energy | Electricity and gas accounts collected for all events. Diesel usage collected from event partner (VAEFNO). In a small number of cases where electricity accounts were not available from event partners, (lighting and sound) equipment used was researched for technical specs and energy use calculated from that.  |  |
| Food and Drinks | All beverage consumption figures were collected from bars and all food information was reported by catering companies or partners. |  |
| Attendee Travel | A sample of 463 attendees was asked what mode or travel they used to attend Melbourne Fashion Week and what the postcode of their origin was. Distance travelled was multiplied by an emissions factor for the selected mode (car, train, tram, walk, cycle, motorcycle). The sample was then extrapolated out over the whole number of Melbourne fashion Week attendees. | The City of Melbourne developed a ‘transport attribution factor’ which determines the amount of an attendees transport emissions which should be attributed to the Melbourne Fashion Week inventory. In 2019 there were four identified cohorts of attendees – 1. Those who purchased a ticket to an event. 100% of this cohorts transport emissions were attributed. 2. Those who attended a free event in a venue 75% of this cohorts travel emissions were attributed. 75% is the proportion of surveyed attendees across the whole event who said that attending a Melbourne Fashion Week event was the main reason for their travel on that day. 3. Those who were counted at the Vogue American Express Fashion Night Out (VAEFNO) but outside the marquee (non-ticket holders) only had 25% of their travel emissions attributed 4. Those counted in the VAEFNO precinct uplift (increase from baseline in pedestrian count in shopping centres in the city during VAEFNO) only had 10% of their emissions attributed. This cohort is only tangentially linked to Melbourne Fashion Week. |
| Participant Travel | All flights booked through the City of Melbourne corporate traveller account were collected. All other interstate and overseas participants (models, designers, partners and sponsors) reported their origin of travel and emissions calculated from flight miles. |  |
| Participant Accommodation | All interstate and overseas participants (models, designers, partners and sponsors) completed a form indicating the number of nights stayed in Melbourne during Melbourne Fashion Week. |  |

# 4. Carbon offsets

## Offset purchasing strategy

### Table 7 Forward purchasing summary

|  |  |
| --- | --- |
| 1. Total offsets previously forward purchased for this event  | 647 |
| 2. Total offsets required for this reporting period | 773 |
| 3. Net offset balance for this reporting period | -126 |

### Table 8 Offset Summary

|  |  |
| --- | --- |
| ***1. Total offsets required for this report*** | 773  |
| ***2. Offsets retired in previous reports and used in this report*** | 647 |
| ***3. Net offsets required for this report*** | 126 |

| **Project description** | **Eligible offset units type** | **Registry unit retired in** | **Date retired** | **Serial number (including hyperlink to registry transaction record)** | **Vintage**  | **Quantity (tonnes CO2-e)** | **Quantity used for previous report** | **Quantity to be banked for future years**  | **Quantity to be used this report** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Savannah burning projects located in the north of Australia | ACCU | Emissions Reduction Fund | 12/08/2019 | 3,768,791,347 - 3,768,791,533 | 2013+ | 177 | 177 | 0 | 177 |
| Human Induced Regeneration of Permanent Even Aged Native Forest projects registered under the Australian Emissions Reduction Fund and located in QLD and NSW | ACCU | Emissions Reduction Fund | 12/08/2019 | 3,765,445,486 - 3,765,445,715 | 2013+ | 230 | 230 | 0 | 230 |
| Wind Based Power Generation - India: Greenhouse emissions are avoided through displacing coal-fired electricity generation with renewable wind electricity generation | VCS | APX-VCS | 11/08/2019 | 5744-257521379-257521608-VCU-034-MER-IN-1-1447-01012015-31122015-0 | 2015 | 230 | 230 | 0 | 230 |
| Savannah burning projects located in the north of Australia | ACCU | Emissions Reduction Fund | 18/05/2020 | 3,768,791,534 – 3,768,791,659 | 2013+ | 126 | 0 | 0 | 126 |

|  | ***Quantity used for previous report*** | ***Quantity to be banked for future years***  | ***Quantity to be used this report*** |
| --- | --- | --- | --- |
| ***Total offsets retired this report and used in this report*** |  |  | 773 |
| ***Total offsets retired this report and banked for future reports*** |  | 0 |  |

## Co-benefits

### Savannah burning - Australia

Avoiding emissions through actively managing fire regimes in the savannah grasslands of northern Australia.

**Description:** These projects help avoid emissions associated with high intensity grassfires occurring seasonally in the north of Australia. Fire is introduced to the landscape through a mosaic burning regime wherein burning off is conducted during the early stages of the dry season, resulting in reduced incidence of high‐intensity wildfires, typically occurring toward the end of the dry season. Projects include a high level of engagement and capacity development within the Aboriginal and Torres Strait Islander community.

**Co-benefits**: Promotion of capacity, skills development and employment in Aboriginal and Torres Strait Islander communities. Promoting indigenous cultural values through linking indigenous cultural practice with revenue generating opportunities. Diversification of revenue streams and job opportunities in remote communities. Improved habitat value and biodiversity through introduction of mosaic fire regime and reduction of wildfire impacts.

### Human induced regeneration of native forest - Australia

Increasing carbon sequestration by vegetation through promoting the regeneration of native forests.

**Description**: Through these projects, carbon is sequestered from the atmosphere by changing land practices so as to promote the natural regeneration of native forests within regional areas of New South Wales and Queensland. The rural properties involved in the projects have had a long history of use for agricultural purposes and, historically, have been subject to extensive clearing and ongoing vegetation suppression through a variety of mechanisms. Through actively managing grazing pressure and the landholder committing to the cessation of further clearing activity, the conditions have been created for return to a cover of native woodland and shrub land consistent with the lands pre‐cleared state. With the change in management practice, substantial areas of native trees and shrubs are now returning.

**Co-benefits**: Improved cover of native woodland and shrub‐land in a location subject to extensive clearing historically, increased biodiversity and habitat value, reduced risk of soil erosion, increased diversification of land use and promotion of improved land management practices.

### Renewable Energy Project ‐ India

**Description:** Under this project, greenhouse emissions are reduced through displacing coal‐fired power sources with a mix of clean, renewable and reliable solar and wind energy sources. The total installed capacity of the project is targeting 22.20 MW, including through the operation of a solar power plant and 18 Wind Turbine Generators.

**Co‐benefits**: Improved availability of reliable energy sources, diversification of local economy, increased local employment, increased awareness and uptake of renewable energy opportunities, increased awareness of environmental issues and options for addressing these, improved human health and reduction of air pollution.

# 5. Use of trade mark

### Table 9 Use of trade mark

| **Description where trademark used** | **Logo type** |
| --- | --- |
| Melbourne Fashion Week and City of Melbourne website | Certified Event |
| Melbourne Fashion Week promotion and runway video content | Certified Event |
| Melbourne Fashion Week printed material and gift bag | Certified Event |

#

# 6. Additional information

## Appendix 1 - Excluded emissions

To be deemed relevant, an emission must meet two of the five relevance criteria. Excluded emissions are detailed below against each of the five criteria.

### Relevance Test

| **Excluded emission** | ***The emissions from a particular source are likely to be large relative to the organisation’s electricity, stationary energy and fuel emissions*** | ***The emissions from a particular source contribute to the organisation’s greenhouse gas risk exposure.*** | ***Key stakeholders deem the emissions from a particular source are relevant.*** | ***The responsible entity has the potential to influence the reduction of emissions from a particular source.*** | ***The emissions are from outsourced activities previously undertaken within the organisation’s boundary, or from outsourced activities typically undertaken within the boundary for comparable organisations.*** |
| --- | --- | --- | --- | --- | --- |
| Contractor Vehicle Use | X | X | X | X | X |
| Attendee Accommodation | X | X | X | X | X |
| Warehouse Electricity Use | X | X | X | X |  |
| Cleaning Services | X | X | X | X |  |
| Staging/Equipment/Lighting Hire | X | X | X | X | X |
| Office-Based Event Preparation Activities | X | X | X | X | X |

### Appendix 2 – ACCUs surrendered for Large Event Portfolio – pre-event



### Appendix 3 – VCUs Surrendered for Large Event Portfolio – pre-event



### Appendix 4 – ACCUs Surrendered for Melbourne Fashion Week – post-event



1. Emissions per dollar spent on catering was reduced from 1.05kg CO2-e/$ to 0.96kg CO2-e/$ between MFW2018 and MFW2019 [↑](#footnote-ref-1)
2. Flight emissions offset by MFW partner at time of booking [↑](#footnote-ref-2)