



Introducing Renew Fest

ABOUT THE FESTIVAL

Renew Fest is an **annual festival for full-system regenerative change**, based in the heart of the Northern Rivers.

Our aim is to **support full sector transition** to a resilient regenerative culture locally, and be an inspiration for this nationally.

We go **system-wide and system-deep** – linking all sectors involved in ecological, economic and social renewal, and interweaving our inner hearts with outer actions.

The festival is held across Mothers' Day Weekend in May, on Arakwal country in Mullumbimby near Byron Bay.

Each year, Renew Fest brings together **dozens of organisations and businesses, over one hundred presenters, and up to two thousand participants**, to share their ideas, inspirations and longings for everything involved in regenerative change.

It's a space to connect to the grief, joy and creative energy we all have for **living in a better relationship with the earth and one another**, in a time of great environmental crisis and social disconnection.

WHO WE ARE

The festival is led by a core team of local community change makers, amongst them are activists, artists and designers, philosopher, economist, accountant, and a food entrepreneur. As the festival approaches, we are joined by around 100 volunteers.

Renew Fest couldn't come at a better time. It provides a meeting place for those who want to discuss and shape a new story for humanity and how we interact with all living systems.

Damon Gameau
Film Director "2040" and "The Sugar Film"
Renew Fest 2021 Ambassador and Presenter

OUR CORE VALUES

The festival's values and goals are summarised in the following four lines, which uphold a deep intent for ourselves and our community:

*Deep listening.
Truth speaking.
Creative Collaboration.
Full System Regenerative Change.*

We gratefully acknowledge all elders and traditions that honour and practice these values, especially the First Nations people of Australia and the "deep listening" teachings of Miriam-Rose Ungunmerr-Baumann from the Nauiyu country, Daly River NT.



Partner with Renew Fest

OPPORTUNITIES TO SPONSOR

After being cancelled in 2020 due to COVID, Renew Fest is returning 7-9 May 2021. There are various opportunities to sponsor and partner the festival.

Along with supporting the success and growth of a well-loved multi-sector grassroots festival, you can specifically sponsor our headliners, youth activists, alternative sustainability housing expo, big name musician, or a particular theme in the festival.

There are multiple benefits for partners, that we can tailor to your needs and wishes.

During the festival:

- Gain significant festival presence and signage.
- Host a prominent stall.
- Launch new products/projects.
- Conduct market testing.
- Input into programming.

Before and after the festival, be featured in:

- Dedicated media coverage, local and national.
- Social media stories and shout outs.
- Showcase article in our newsletter mail outs.
- Acknowledgment on our website and all relevant collateral.

Our packages range from \$1K to \$44K. We are seeking 1 major big vision partner, up to 3 visionary headliner sponsors, along with a range of community and grassroots sponsors, with a view to building ongoing relations across multiple years.

MAKE AN IMPACT

Because of our full system approach, Renew Fest and its partners create many outcomes that build **momentum, knowledge and pathways for regenerative futures**:

- **Individuals** gain inspiration, energy and clarity of purpose for their regenerative life and activism.
- **Businesses and community organisations** gain profile, test ideas, grow insights, for connecting with their community including their customers and staff.
- **New projects, action groups and collaborations** are formed and supported.
- **Eco tourists** are attracted to the Northern Rivers and create strong, intimate links with locals.
- **Other festivals, large events and regions** are inspired by our sustainability and program innovations.
- **Future community projects are funded** via a dedicated proportion of any festival surplus (our Renew Community Fund).
- **Community resilience** grows due to all of this.

LET'S COLLABORATE!

We'd love to imagine and co-create with you.
Contact our festival director, Ella Rose Goninan.

ella@renewfest.org.au
0456 204 018



More about the festival...

FESTIVAL DOMAINS

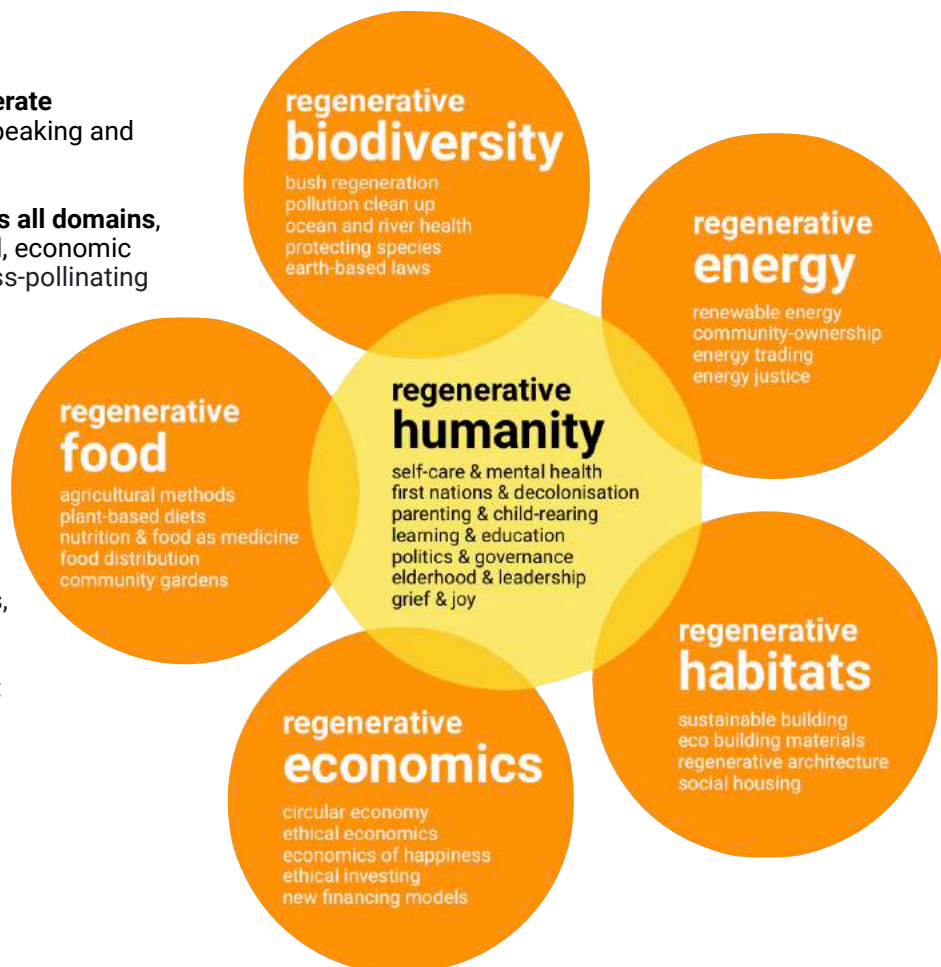
Renew Fest's overall theme is "regenerate everything" via deep listening, truth speaking and creative collaboration.

To do this we go "system wide" across all domains, linking everyone involved in ecological, economic and social renewal. There are five cross-pollinating domains:

- REGENERATIVE BIODIVERSITY
- REGENERATIVE ENERGY
- REGENERATIVE FOOD
- REGENERATIVE HABITATS
- REGENERATIVE ECONOMICS

And we go "system deep" to the heart of things, connecting our inner hearts with our outer actions, and placing our humanity in the midst of all our ideas and actions. This is our central interlinking domain:

REGENERATIVE HUMANITY





FESTIVAL FORMAT

Festivals can be profound experiences, and **profound experiences transform individuals, communities and the world.**

We recognise the power, influence and impact that festivals can have. So **we take a lot of care in designing Renew Fest** to be welcoming, inclusive, inspiring, celebratory, sobering and earthing.

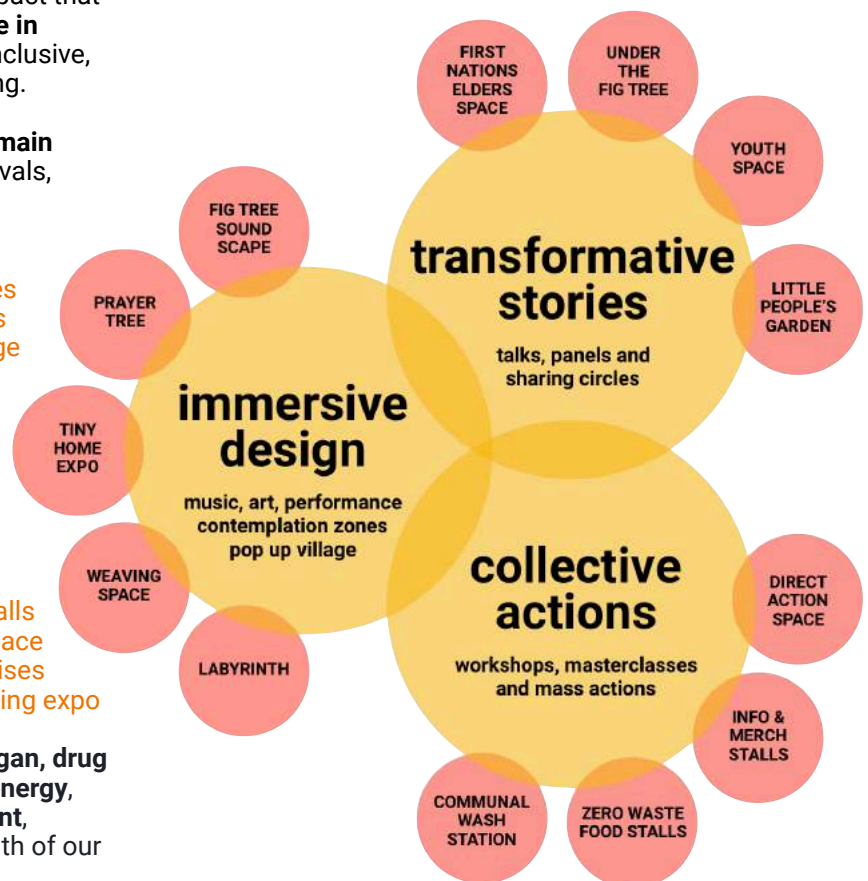
The festival is programmed around **three main formats**, combining the best of ideas festivals, practical education and community arts experiences:

- STORIES** - talks, panels & sharing circles
- ACTIONS** - workshops & masterclasses
- DESIGN** - immersive music, arts & village

We also offer **many other spaces** to explore and participate in:

- CHILDREN** - little children's zone
- YOUNG PEOPLE** - youth space
- ACTIVISM** - direct action space
- FOOD** - veg/vegan food stalls
- INFORMATION** - info & merchandise stalls
- INDIGENOUS CONNECTION** - elders' space
- DISCOVERY ZONES** - unexpected surprises
- TINY HOME VILLAGE** - alternative housing expo

We are proudly **zero waste, vegetarian/vegan, drug and alcohol free, powered by renewable energy**, and are accredited as a **culture aware event**, catering to the whole family and the breadth of our humanity.





FESTIVAL COMMUNITY

The basic numbers:

2000 people at festival (capped at this number, pending COVID regulations)

1000 full price tickets
 700 early bird ticket sales (crowd funded)
 100 presenters and artists
 100 volunteers
 50 youth activists (gifted free tickets)
 50 front line activists (gifted free tickets)

30+ indigenous representatives/participants
 30+ businesses with info stalls
 20+ community organisations
 12 festival program advisors
 4 festival ambassadors

Types of people:

The festival is an 'inclusive village' welcoming all walks of life yearning for a regenerative future:

Activists & eco warriors
 Artists & creatives
 Innovators & inventors
 Entrepreneurs & business investors
 Government workers & policy makers
 Community volunteers
 Indigenous elders
 Young families

Where our patrons come from:

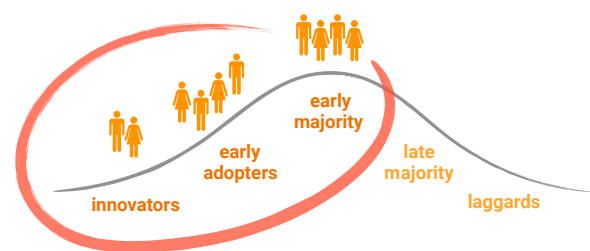
Brisbane Region
 Tweed & Gold Coast
 Northern Rivers
 (Byron, Ballina, Lismore Shires)
 Mid North Coast NSW
 Sydney-Newcastle
 Melbourne

Innovators, early adopters and the early majority:

Our program showcases **regenerative innovators** across all sectors and layers of society.

The festival **attracts early adopters** who are socially conscious and culturally curious, into progressive politics and alternative lifestyles.

We also **attract the early majority** who are on the cusp of regenerative change, seeking out options for shifting their lifestyles and frameworks.



OUR WIDER REACH

High level **local media** in the Northern Rivers:

- Print: The ECHO, Byron Shire News, Nimbin Good Times, Northern Star
- Radio: Bay FM, River FM, Local ABC Radio
- TV: Local TV News, 7 Prime News

Social media reach is strong locally and we run promotions into South East Qld, Northern Rivers, Mid North Coast, Sydney, Canberra and Melbourne.



LOCATION

Renew Fest is located at Mullumbimby Showground, 20 minutes inland from Byron Bay, on Arakwal Country. Camping is available.

Jingi walla blaggenmere Arakwal jugan. Welcome everyone to Arakwal country. We are honoured to host Renew Fest in the beautiful Mullumbimby. We ask you to walk soft and listen to the land of our ancestors. Garimaa respect.

Delta Kay ~ Arakwal Bundjalung Woman
Renew Fest Ambassador, Advisor, Presenter

Mullumbimby, known as “the biggest little town in Australia”, is the civic heartland of the Northern Rivers, the headquarters of Byron Shire Council, and a site of many community groups and actions.

The township is at the epicentre of the larger populations of Lismore/Nimbin (west), Gold Coast (north) and Byron/Ballina (south).

The festival itself is set within the Fig Tree Grove of Mullumbimby Showground, a gorgeous shaded area with birds, trees and sense of connection to wild earth, but only 5 minutes from the town centre.

TIMING

Renew Fest runs across Mothers’ Day Weekend, the second weekend in May, during the beautiful time of late autumn.

We celebrate Mothers’ Day as a time for honouring our connection to Mother Earth, to all our mothers, and indeed all the generative well-springs of life.

HISTORY

2014-2015: Proto-festivals activating community

After returning from the success of the **Bentley Blockade**, our festival director Ella Rose Goninan was inspired to funnel the energy into regenerative solutions ‘back in town’. She ran two **100% Sustainable Mullumbimby** town meetings, which brought hundreds together across many sectors and **helped birth various local groups** including COREM and Kindred Youth.

2016-2018: The first three festivals

Our inaugural festival in 2016 was just one day, but made a big impact as the **first festival in Australia to go fully zero waste**, influencing dozens of festivals since then. We grew to two days and three nights by 2018, and became known for **adding humanity renewal** to the sustainability agenda, and for **captivating embodied immersions** like the fig tree soundscape and hourly one-minute-silences.

2019: Deepening into grief and renewal

With ecological grief continuing to increase across our community, and our director Ella experiencing several major grief events of her own, we hosted a special **30hr immersive Vigil For Grief**, to honour our deep connections and disconnections to earth, life and self – accompanied by internationally acclaimed griefwalker Stephen Jenkinson.

2020: Crowdfunding success, then COVID-19

To accelerate the festival’s growth, and evolve to a sustainable organisation model with a paid core team, we held a very successful **crowdfunding ticket blitz**. However, with COVID-19, we needed to postpone the festival until May 2021.



2020 CROWDFUNDING SUCCESS!

In mid February 2020, a flock of 'visionary early birds' came together to ensure the festival could go ahead.

It was a tremendous success and an energising outpouring of collective action and communal love for the festival and for regenerative change.

Renew Fest is a very important event, and we need to support things like this, to help bring about change in the world...

A powerful gathering of minds and hearts in support of sustainable change...

An activated site of possibilities...

A vibrant gathering of our local community coming together to celebrate & create culture...

Comments from crowdfunding supporters

Over 700 early bird tickets sold in just 8 days!

Individual patrons = 351 tickets
 Sponsor-an-activist = 22 tickets
 Local organisations/businesses = 335 tickets

During our one-week-only crowdfunding campaign a range of businesses joined with the community to back the festival.

Various businesses pledged between 10 and 100 tickets each, becoming the first wave of our 2020 supporters, sponsors and partners:

- Open Table Byron Bay
- Backstage Co-working
- Conscious Ground Organics
- LIU (Long Island University) Global
- Flow Hive
- Small Giants
- Mount Rose Animal Sanctuary

Some businesses also offered bonus gifts to those who pledged their support:

- Branches Coffee Roasters
- Blackstar Coffee Roasters
- Waste Free Way
- SuperFeast
- Who Gives a Crap
- WeMove
- The Sponge
- Flow Hive



LIU Global



Small Giants



WeMove



OUR GROWING COMMUNITY OF RENEW FEST'S INSPIRING VISIONARIES

AMBASSADORS 2020-2021



DELTA KAY
Arakwal Bundjalung Woman
Culture Aware



DAMON GAMEAU
Film Director of "2040"
and "That Sugar Film"



NICOLE GIBSON
CEO of global movement
Love Out Loud



JUDY ATKINSON
Professor, Elder "We Al-li"
Jiman & Bundjalung Woman

PROGRAM ADVISORS 2020-2021



DELTA KAY
Arakwal Bundjalung Woman
Culture Aware



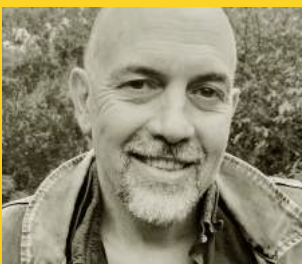
MAGPIE
Minyungbal Yugambah
Song Man



JUDY ATKINSON
Professor, Elder "We Al-li"
Jiman & Bundjalung Woman



ANNIE KIA
Collective Intelligence
& Complexity, Gas Field Free



AIDAN RICKETTS
Activist, Author
Social Change Educator



JARRA HICKS
Community Power Agency
Founding Director



DARYL TAYLOR
Regenerative Systems
Mental Health, Bushfire Recovery



DANNY ALMAGOR
Engineers Without Borders
Small Giants



LAURA TARGETT
Musician, Artist
Activist



ERFAN DALIRI
Director Newkind Conference
Poet, Refugee Advocate



HELENA NORBERG-HODGE
Local Futures
Economics of Happiness



THE BUZZ

Comments from Renew Fest 2018...

What an incredible festival... I feel it's the single most important and informative festival I have ever been to.

The whole set up the bring your own crockery, the lack of paper programs, the silence each hour, setting your intentions when first walking in, the friendliness of all volunteering there all made this a very special and walk-your-talk festival.

Veet Karen ~ assistant stall holder 2018

I had the most superb supreme time at your festival...

I was amazed at how much I got from the festival and how deeply nourishing it was to be part of it... I felt like I came home to my community... I was overwhelmed by a sense of my community, by being local and what that means on a deep level on a mental health level, I felt such a sense of relaxation and joy like I could let myself gently settle...

IT WAS DIVINE, the whole experience.

Cyd Crossman ~ Renew Fest 2018 volunteer

RENEW FEST is a brilliant initiative. People standing empowered by their actions for a better world, also going deep into what holds us back. Thank you. Couldn't ask for more.

Gwilym Summers ~ Inner Journey Conversations, River FM

Comments from our Renew Fest 2020 Ambassadors, Advisors and Supporters...

Until we understand how to live in harmony with each other and the planet, suffering will remain. Through gatherings like RENEW FEST, we are able to unify and educate ourselves on more effective solutions to a spectrum of global challenges, that requires a much different level of thinking than institutionalised thinking. Ella and her team are creating something truly profound, Renew is not to be missed.

Nicole Gibson ~ CEO of the global movement Love Out Loud

RENEW FEST is challenging us to look at the bigger picture, and at the same time asking us what we can do right here, right now. I love that it recognises that we all have a role to play in this – that each perspective is valuable. It's challenging, eye-opening and a lot of fun!

Helena Norberg-Hodge ~ Local Futures / Economics of Happiness

We are at a turning point in humanity. Mother Nature is talking to us. It's time we all educate ourselves. RENEW FEST harnesses the power of the collective community and I have faith that if we are united, thoughtful and committed, humanity will resolve.

Kristian Martinow Spiritual & Wellness Educator, Facilitator, Coach



We really need RENEW FEST – the world needs it! In a world where regular media dominates the mindscape with horrific news, conditioning people into learned helplessness, the good news about all the initiatives that are working well and growing, seems to get disappeared.

RENEW FEST brings that ecstatic sense of dynamism, possibility and realistic idealism right to the foreground... It makes me feel that a loving and harmonious human society is not only possible it might just be inevitable. Let this grow bigger and wider.

Robin Grille ~ Inner Child Journeys / Parenting for a Peaceful World

RENEW FEST is a potent opportunity for community from near and far to share and inspire with the change they are creating in the world. The festival offers great substance over a broad range of topics into living responsibly and renewably, for ourselves and future generations. The inspiration factor is HIGH and I'm so excited to see what it offers to community in future years!

Erin Young ~ Social Permaculture / Thriving People, Better World

RENEW FEST is such a valuable gathering of arts, activism, positive change info and human renewal explorations. In moments of overwhelm at all that's happening in the world, I'm heart warmed, inspired and comforted.

Laura Targett ~ singer-songwriter, violinist, activist

The regenerative full-system theme of RENEW FEST is exactly what we need right here, right now. We are facing dark times and the only way forward will come from the application of our collective intelligence and connectivity to life, our planet and the whole.

As activists we have tried for many years to turn the ship around, and that is still important but we also need to be launching the lifeboats, the multiple regenerative experiments that can help propel a rapid reorganisation of our lives, the economy and our societies.

Aidan Ricketts ~ Author, Social Change Trainer, Activist

Facing ecological collapse, we need to regenerate the way we think, learn and exchange. I love the vision of RENEW FEST to 'regenerate everything'.

Annie Kia - Gas Field Free, Sustain Northern Rivers, collective intelligence & complexity theory

It is well overdue time for us to renew our thinking on how we live on this planet. We need a Full System Change. We need people who think outside the box to contribute to a discussion on our future. We need to hear from activists, artists, innovators, entrepreneurs, indigenous elders, young people and families. We need a gathering of people to begin sharing ideas and then bring some of these ideas into collective action. Thank you RENEW FEST.

Andrew Wadsworth ~ Entrepreneur and business systems, Backstage Co-working

OUR PREVIOUS ORGANISATIONAL PARTNERS 2016-2019

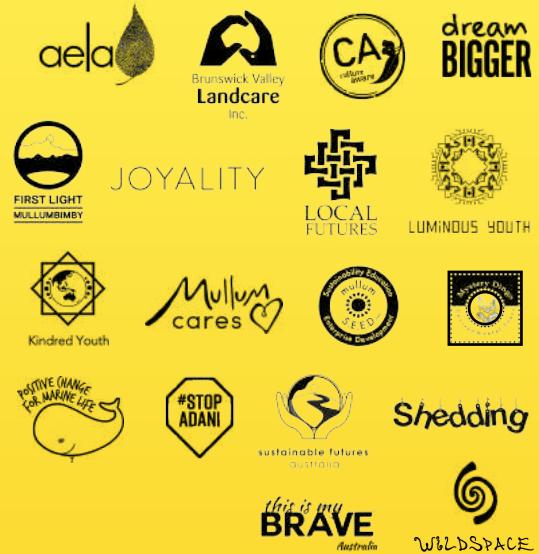
Founding Host Partner:

COREM (Community Owned Renewable Energy Mullumbimby)



Community organisations:

Australian Earth Laws Alliance
Brunswick Valley Landcare
Culture Aware
Dream Bigger
First Light Mullumbimby
Joyality
Kindred Youth
Local Futures
Luminous Youth
Mullum Cares
Mullum SEED
Mystery Dingo Tours
Positive Change For Marine Life
Stop Adani
Sustainable Futures Australia
The Shedding
This is My Brave Australia
Wild Space



Government:

Byron Shire Council
NSW Office of Environment & Heritage



Local media and production partners:

Bay FM
The ECHO
North Coast Events
SAE Institute



Business Sponsors:

ECONic Design & Construction
Enova
Life Cykel
Light Touch Solar
Rainbow Power Company
We Refill



Partner events:

Mullum Music Festival



Key Partners:

Santos Organics
Small Giants

