

Blue Mountains Sustainability Festival

Sustainability Shopping Trail

We aim to launch a permanent ongoing sustainability shopping trail to increase footfall to your business, as part of the Blue Mountains Sustainability Festival. It will cost you nothing and we would like you to be part of it!

What is the Sustainable Shopping Trail exactly?

The shopping trail consists of bricks and mortar retail outlets in the Katoomba shopping precinct (and potentially more broadly in the Blue Mountains). It will be a permanent vehicle to promote retail outlets that support sustainable shopping practices directly or indirectly by primarily selling vintage, second hand, recycled or locally made goods and/or promote ethical and environmentally friendly behaviours.

What is the Blue Mountains Sustainability Festival and how does it relate to the sustainable shopping trail?

The trail, and its launch, will be a central part of an inaugural Blue Mountains Sustainability Festival that is Council supported and under the auspices of Resilient Blue Mountains Services Inc. The festival will be held on Friday 27th and Saturday 28th September 2024. It will also feature other events to gently, but loudly, encourage more sustainable behaviours among mainstream consumers and residents from the Blue Mountains and beyond.

In addition to a shopping trial to be held on Saturday 28th, the festival includes:

- a vintage fashion show to be held on the Friday night prior (Friday 27th 2024),
- a speakers forum with a theme of nudging towards more sustainable behaviours and practice with a focus on accessible sustainable behaviour change (Saturday 28th).
- Environmental themed exhibits in the Blue Mountains cultural centre (Saturday 28th).

What's in it for my business/ organisation?

The sustainable shopping trial and festival will provide an exciting opportunity to market and position Katoomba, and potentially the Blue Mountains more broadly, as the place to go for sustainable shopping in Sydney and surrounds. We will develop a marketing plan, that will include a virtual map of the trial and a marketing toolkit with collateral to be used by all retail outlets on the trail, as well as other marketing distribution channels (including Blue Mountains City Council, Resilient Blue Mountains, and other influential organisations and stakeholders). Collectively this provides a huge potential combined reach, driving footfall to your business.

How much does it cost?

Nothing. We do not anticipate that participating businesses will need to pay upfront or ongoing costs. Rather to finance the event, we will be seeking sponsorship money in return for recognition on the promotional material. Additionally, as described below, we will look to the participants to provide goods in kind and promotional opportunities, for example, give-aways

and limited discounts that can be used in promotional material to encourage the public to “walk the shopping trail”.

What do you need from me?

Making this a successful event requires local business participation. Consequently, we are seeking interest from your business in participating in the trail. Your level of participation can be as a business on the shopping trail and/or as a member of the coordination group. Being a participant on the shopping trail will require you to actively engage with the marketing plan through “give-ways”, signage, and distribution of marketing collateral through your normal marketing channels. Being a member of the coordination group will give you an opportunity to influence the trail design and require you to bring your ideas, skills, and enthusiasm for making the trail a success.

If you wish to participate as a business on the trail and/or as a member of the coordination group, please contact us at buyintosustainability@gmail.com.

Phil Spiers

Chief Enabling Officer.

Blue Mountains Sustainability Festival Coordination Group

Resilient Blue Mountains