International Airport Review Awards 2017

Category: Environmental Awareness/Sustainable Development

Brisbane Airport EcoFair
Brisbane Airport hosted its inaugural BNE Airport EcoFair event from 26-30 September 2016 in Brisbane Airport’s retail shopping precinct, Skygate.

EcoFair was a sustainability-themed event that demonstrated that sustainability is not only easy but also provides commercial return.

The purpose of EcoFair was to show Brisbane Airport Corporation’s (BAC) sustainability leadership to staff, tenants and the local community and to increase visitation to Skygate.

This year’s theme ‘Sustainability is Easy!’ was to show that it is not difficult to be sustainable – even kids can do it! An array of educational, fun, eco-themed events and exhibitors were engaged to entertain both kids and adults alike.

The activities provided encouraged staff and visitor participation, including a paper aeroplane throwing competition and daily sustainability quizzes with great prizes on offer, including a weekend getaway at a premier eco-resort.

BAC’s office gardens even became home to a hive of stingless Australian Sugarbag Bees during EcoFair – raising awareness of the plight of pollinators worldwide and boosting the biodiversity values of our airport landscape at the same time.

EcoFair certainly brought in the crowds to Brisbane Airport, with an additional 6,000 people visiting the precinct when compared to the same time in the previous year.

Retailer feedback post-event identified that retail sales increased that week and retailers were able to engage with new customers as a direct result of EcoFair. It is hoped that these customers will revisit the precinct in the future.

Not only did BAC’s retail tenants benefit commercially from EcoFair but BAC was able to add new customers to its business-to-consumer database for marketing purposes.

A staff survey undertaken post-event says it all – staff loved it! EcoFair provided an avenue for corporate and personal values to align, connecting BAC with socially conscious airport employees and stimulating staff engagement.

**Photos and feedback from the BNE EcoFair**

**Staff Feedback**

![Feedback Image]
Thousands of promotional posters were delivered to mailboxes across Brisbane
Day 1  Electric cars, free plant giveaways, eco-hopscotch and Kokedama ball making

Day 2  Honey bees, worm farms and tote bag decorating
Day 3  Native Australian wildlife, face painting and germinating native seed balls

Day 4  Smoothie cycle, healthy cooking demonstrations and wheatgrass heads
Day 5  Waste and recycling displays, Ozharvest food rescue, magnetic sensory bottles and paper aeroplane competition

BAC HQ Sugarbag Bee Hive, nestled amongst staff vegetable gardens