



WHY WORK WITH RENEW?

SOCIAL PROCUREMENT PARTNERSHIP

Renew Australia can help meet social procurement spend requirements by activating vacant spaces with creative businesses and enterprises.

REDUCE LAND TAX & INSURANCE COSTS

Renew Australia is uniquely positioned given its charitable DGR1 status to provide an opportunity for property owners to achieve potential breaks on land taxation through direct engagement with a charitable organisation/program. By occupying once vacant spaces, a decrease in Property Insurance can also be achieved.

NATIONAL & PROVEN WORK HISTORY

Renew Australia has operated within the public and private sector on a national scale since 2013. With staff based throughout Australia, the Renew model has been scaled and adapted to bring about social impact and contribute to a sense of culture and place within new, future, or existing precincts.

Renew Australia's proven methodology connects property and Arts to generate lasting creative legacy within communities.

COMMUNITY CONNECTION

The generation of foot traffic and visitation is the first step in creating community, as well as encouraging a proliferation of activity to complement long term commercial sustainability for the future. This activity, coupled with Renew Australia's "complement, not compete" policy, supports clients' and Renew Australia's corporate social responsibility to support local business economies.

FLEXIBLE PROJECT FORMATS

Renew Australia's specialised licence agreement allows activations to proceed without triggering the Retail Leases Act, or a revaluation of assets, making way for flexible and responsive interventions within a program.

Whilst long term programs offer activity across 1-3 year terms, Renew Australia also offers facilitation of mural works, art decal series, projection spaces, and other forms of static installations to complement long and short term leasing/sales strategies. An active, and cared for space enhances overall commercial interest in your property/precinct.



WHO IS RENEW?

Renew Australia is the premier provider of shopfront activation programs in Australia.

Activating vacant spaces provides opportunities to creative and start-up businesses, and drives activity and interest in a precinct.

Our sole business is working with property and creative stakeholders to transform vacant spaces into creative hubs. As a Social Traders Certified Social Enterprise with DGR1 status, Renew can be a part of your ongoing social procurement strategy, and help reduce your costs.

ADDITIONAL SERVICES

Renew Australia offers a range of services to support and shape the future of precincts, including consultation, feasibility studies, destination marketing, curation, and tailored, scalable program structures. Renew Australia can help to support community connection and allows an opportunity to find the right “fit”.

MURALS & STATIC ACTIVATIONS

Murals and static activations present another alternative means of activating unoccupiable spaces, and can be used at a range of sales to breathe life into otherwise “dead” spaces. For high impact on hoarding and building development sites, artists can be commissioned to develop works tailored to our clients. For smaller sites, static art installations offer another solution.

ART DECALS

Designed to support your leasing and/or sales strategy, decorative Art Decals offer a cost effective and impactful option to quickly generate colour, vibrancy and interest in an area/shopfront(s). Art decals also offer a means to support local artists by providing awareness and publicity of their works, as well as an artist fee.

PROJECTION

Renew Australia works with digital creatives to activate spaces using projection and digital media installations. This is a scalable form of intervention and can be effective in generating interest in both day/night hours. Projections can be internal or external to a building, inviting different types of engagement with spaces and streetscapes.

QR MAPPING & LOCATION DISCOVERY

Renew Australia provides support to existing activations projects and businesses by generating and implementing a QR map and trail throughout the nominated precinct.

To build lasting value with your social procurement spend, get in touch with one of our activation specialists:

Email - space@renewaustralia.org
or visit renewaustralia.org

