

Waste Wise Events Project – Case Study **Casino Beef Week Festival 2009**

The Event



The Casino Beef Week Festival is an annual country show in the Richmond Valley area, which takes place over 8 days. This year the festival was held from Tues 26th May until Tues 02 June. This year's Carnivale theme flowed through to all events starting with the window and staff dress ups, to the Fashion Parade and the official opening Masquerade Ball.

Saturday's popular Carnival Day included cattle in the street, heaps of entertainment, a show 'n' shine car show, art and craft exhibition, wood chopping, whip cracking, the grand parade and a rodeo at the Casino showground.

An anticipated crowd of up to 10,000 people was expected on Beef Week Saturday, the busiest day of the week long festival.

The Challenge

The amount of waste generated at community/public events can be significant (about 1 litre/person/day), creating an unpleasant mess and substantial clean up costs for event organisers and councils. The north coast is host to approximately 300 events and 23 regular monthly markets each year. With many events attracting visitor numbers from the thousands to the tens of thousands the disposal of waste constitutes a major problem for councils. Many events in the region present unique challenges by attracting many visitors from outside the region. Communicating about waste & recycling systems must be simple and easy.

Outcomes & Opportunities

A Waste Wise Management Plan was developed for the festival and focused primarily on the capture of recycling and the minimisation of packaging.

Outcomes for the festival included:

- Event organisers are now better aware of the procedures required to conduct a waste wise event;
- Public education and awareness raising on the day of the festival through signage, banners and the participation of the NEWF Green House waste education unit.
- Promotion of the event and NEWF through media coverage;
- 17% of the total waste generated in the Barker St precinct was diverted from landfill;
- Food stall holders informed of alternative packaging and appropriate products for their stalls;
- The opportunity to significantly reduce the volume of non recyclable polystyrene and contaminated aluminium foil trays supplied by stall holders.



What Next with Waste?

Recommendations for next year's event include:

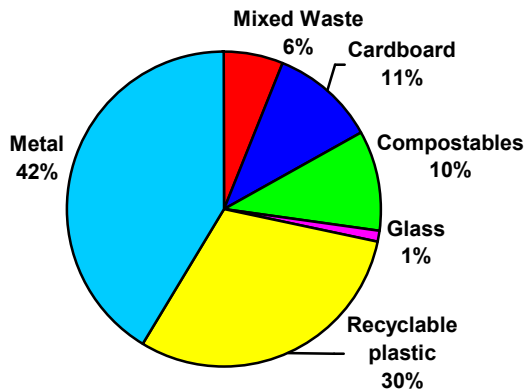
- Include the waste wise event message in all festival advertising and brochures. A larger Waste Wise event sign located adjacent to other event signage or the entrance to town to further reinforce the message;
- Ensure that the Waste Wise PA announcement is made at regular intervals;
- Encourage stall holders to avoid the use of all non recyclable polystyrene & aluminium foil packaging;
- The introduction of a commingled kerbside recycling collection in the RVC area will raise public awareness and assist in the correct use of recycling system;
- The introduction of high visibility canvas skirts for the event recycling and garbage bins.

Results

The event produced an estimated 2397 litres of waste and 920 litres of recycling (not including waste placed in public place bins). A more than adequate number of bins were provided. 25% of this total was audited and the results summarised below:

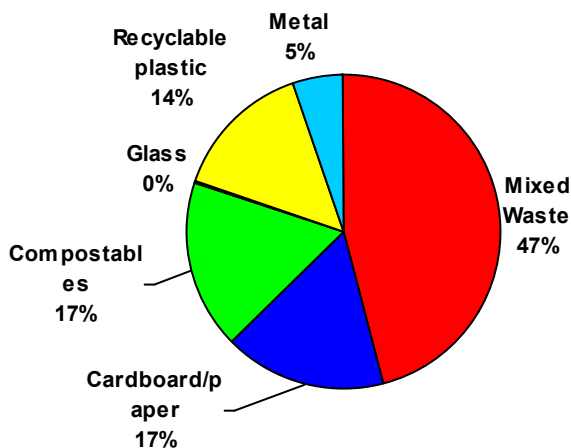
Recycling Bins

17% by volume of the total waste generated at the event was recovered for recycling. This was the cardboard and steel cans that had been separated and placed in the cardboard skip. The contamination level at 16% was unacceptably high and resulted in the recycling having to be disposed of to landfill. The majority of the contamination was food and compostable packaging.



Waste Bins

36% of the waste stream was potentially recyclable cardboard/paper and plastic bottles. Almost half of the mixed waste was polystyrene food packaging (mostly clam shells and cups) and aluminium foil food trays all of which could easily be avoided at future events.



Waste Wise Management Plan

A Waste Wise Management Plan incorporates recycle & waste avoidance objectives into each stage of the event planning, sets achievable targets and assigns roles & responsibilities. Targets set for this event included:

Packaging:

- All food/drink stalls asked to minimise packaging and to avoid non recyclable packaging for serving food and drink

Promotion of the recycling systems:

- Letter to Stallholders/guidelines outlining packaging requirements & recycling facilities
- PA announcements during event to ensure correct use of the bin systems
- Signage on bins and Council's Waste Wise banner displayed
- Promotion prior to the event in the local media and on the official website.

Recovery Targets:

- Recycle bins: plastics, aluminum, steel and glass
- Cardboard & paper collected by stall holders and placed in skip at end of the event

Equipment & Bin Management

- 16 bin stations with 1 yellow lidded recycling bin with fitted rosette lid & lock & 1 waste bin located in the Barker St precinct where the majority of food/drink, craft stalls and amusement rides were situated.



Background

The North East Waste Forum (NEWF) is a collective of local councils working together to help avoid and reduce waste going to landfill in the Northern NSW region. The forum provides support for participating local

Councils, as well as advice and information to businesses and the general community in managing waste and how best to implement the sustainable practices that reduce waste generation and promote the recovery of recyclable resources.

The Waste Wise Events (WWE) Project was initiated by NEWF in Oct 06 and focuses on reducing waste to landfill by implementing Waste Wise Management Plans (WWMP's). So far over 20 Waste Wise events have been organised across the region, including agricultural, sporting, family, food & music festivals with crowds ranging from 2,000 to 38,000.

Contacts

North East Waste Forum

Karen Rudkin, WWE Co-ordinator
Mb. 0401 941 330
greenhouse@northeastwasteforum.org.au

Event organisers

Stuart George,
Casino Beef Week President
02 6662 8181
casinobeefweek@westnet.com.au