

Waste Wise Events Project – Case Study Crankfest Xtreme Festival 2009

The Event



Crankfest Xtreme is an annual youth event, which was held for the first time in Evans Head this year on Saturday 4th April. It was previously held in Casino. It was part of National Youth Week, which celebrates and recognises young people across Australia for the positive contribution they make to their communities. The event featured skateboarding, BMX racing, demos, and hip hop. The Evans Head Market was also on during the festival with a total of around 30 stalls, mostly of art & craft and some fresh produce. Community information stalls were also set up. An estimated 1500 to 2000 mostly young people attended. Crowd numbers were down due to the heavy rain beforehand and on the afternoon of the event, which resulted in an early finish.

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:

- 25% of the total waste generated was captured for recycling which was an improvement on the Casino Crankfest 07 event;
- The separate collection of cardboard was the reason for the improvement in diversion from 2007;
- Food stall holders informed of alternative packaging and appropriate products for their stalls;
- Only minimal amounts of polystyrene and other plastic catering supplies in use by stall holders;
- Event organisers are now better aware of the procedures required to conduct a waste wise event;
- Public education and awareness raising through signage, banners and PA announcements.



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.

What Next with Waste?

Recommendations for next year's event include:

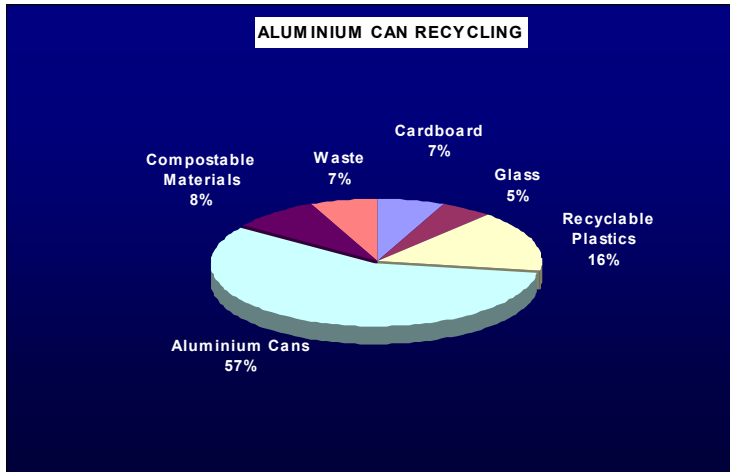
- Include the waste wise event message in all festival advertising and programs. A larger Waste Wise event sign located at the entrance to town may further reinforce the message;
- Provide recycling facilities for the collection of plastic drink bottles rather than glass, if council is able to facilitate it;
- The introduction of a commingled kerbside recycling collection in the RVC area will raise awareness and simplify the event recycling system;
- Include the local retail outlets in packaging reduction and recycling initiatives.

Results

The event produced a relatively small amount of waste (1270 litres) and recycling (430 litres). A more than adequate number of bins were provided. Litter was collected at the end of the event and put in the appropriate bins. A sample size of 28% of the bins was audited and the results summarised below:

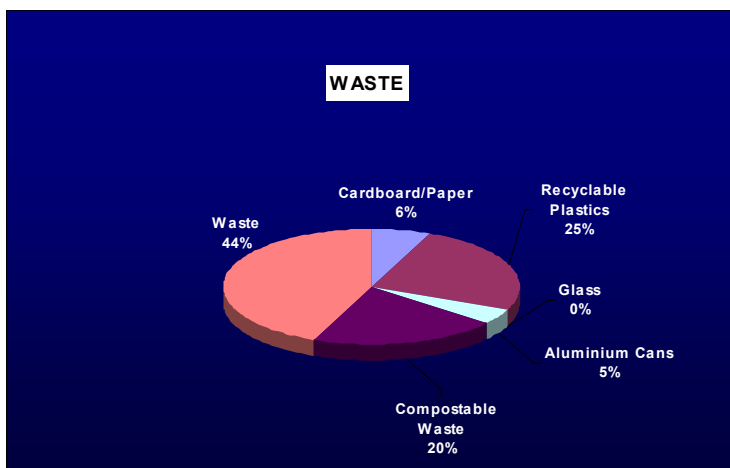
Recycling Bins

Separate 240L bins were provided for aluminium and glass, but there was almost no glass at the event. Approximately 25% by volume of the total waste generated at the event was recovered for recycling. Potentially recyclable plastic bottles were the main contaminant in the recycling bins. Contamination in the recycle stream was removed by the NEWF to ensure materials were recycled.



Waste Bins

The waste bins contained a relatively low level of aluminium and cardboard recyclables at 11%. The large number of plastic bottles in the waste bins (25%) demonstrates the potential to divert this resource from landfill in the future.



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
- Council's Waste Wise banner displayed

Recovery Targets:

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

Equipment & Bin Management

- 8 bin stations with 2 yellow lidded recycling bins (for separate collection of glass and aluminium) with fitted rosette lid & lock & 1 waste bin located in the main park (market area) & at the skate park
- 2 bin stations with 2 yellow lidded recycling bins located adjacent to the public place bins at the Kiosk Cafe



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

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