

## Waste Wise Events Project – Case Study Crankfest Xtreme 2007

### Background

The North East Waste Forum (NEWF) is a collective of local councils that have come together to share resources to help avoid and reduce waste going to landfill in the Northern NSW region. The NEWF collective not only provides support for participating local Councils in managing waste, but also provides support and advice to various commercial sectors on how best to implement sustainable practices that reduce waste generation, wastes landfilled, and promote the recovery of recyclable resources.

An initiative of NEWF, The Waste Wise Events (WWE) Project, began in October 2006 and focused on reducing waste to landfill by implementing Waste Wise Management Plans (WWMP's) for seven events across the NEWF region. A variety of events were chosen with participant numbers ranging from 2,000 to 25,000 people. Events covered agricultural, sporting, family, food & music festivals.

### Crankfest Xtreme



The Crankfest Xtreme is an annual youth event held in October in Crawford Square in Casino. The event features hip hop, skateboarding, BMX racing and tricks and attracts over 2000 people. The local council, Richmond Valley does not have kerb-side recycling for residents. Hence, targeting aluminium cans was the only worthwhile resource for the council to recover without costing too much. The event organiser (pictured above) was enthusiastic and cooperative with introducing the Waste Wise Management Plan.

### The Challenge

The amount of waste generated at community/public events can be significant (about 1 litre/person/day), creating an unpleasant mess and large clean up costs for event organisers & 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.

### Waste Wise Management Plan

A WWMP incorporates recycling and waste avoidance objectives into each stage of event planning, sets achievable targets and assigns roles and responsibilities. Targets set for this event included:

#### Packaging;

- All stalls to use biodegradable packaging.

#### Promotion of the recycling systems:

- Letter to Stallholders & guidelines outlining packaging requirements and recycling facilities available.
- PA announcements every hour.
- Advertisement in event program.
- Signage on bins designed specifically for event bins.
- Council's Waste Wise Event banner was displayed.

#### Recovery Targets:

- Recycle bins: aluminium cans
- Cardboard drop off area stallholders.

#### Equipment:

- 12 x 240L yellow lidded recycling bins with fitted rosette lids & locks supplied by Richmond Valley Council.
- 12 x 240L waste bins supplied by Richmond Valley Council.

#### Bin Plan:

- Bin stations comprising one recycling bin and one waste bin located around the site. More densely near food stalls and seating.
- Volunteer waste manager to check bins at lunch and empty if required.

# NORTH EAST WASTE FORUM

NEW WAYS WITH LESS WASTE



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## Results

The Crankfest Xtreme produced a small amount of waste (1320L) over the one day event. Littering was only minimal. The use of the recycling bins was mixed. Unfortunately the stickers for the bins were not received in time for the event, leaving 6 recycling bins unlabeled.

### Recycling Bins

Based on volume, 15% of total waste generated at the event was recovered through the event's recycling bins. The recycling bins targeted aluminium cans, of which 7.25kg were recovered. On bins that had aluminium stickers, contamination was 42%. On bins that had no stickers, just yellow lids and rosettes, contamination was 72%.

The main contaminants were glass (29%), recyclable plastics (8%) and food waste (11%). The contamination levels were too high to be accepted for recycling. The NEWF removed contamination to ensure materials were recycled.

Richmond Valley Council does not provide a kerbside co-mingled recycling service and this may account in part for the high level of contamination in the aluminium recycling bins. There were adequate numbers of recycling bins used on the site. The twelve bins covered the area effectively.



Advertisement used to promote the recycling at Crankfest Xtreme

### Waste Bins

The waste bins were not audited by NEWF. The total volume in the waste bins at the end of the event was approximately 1320L. Of the 12 bins used, only 3 of the bins were full, mainly of stallholder cardboard and packaging. The remainder of the bins were less than half full.

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There was significant volumes of polystyrene cups, clam shells and plastic forks and plastic straws used at the event. Stallholders were requested to avoid these packaging items in the stallholder guidelines.

## Costs

Richmond Valley Council provided the waste management for the event in kind. It required an additional 2 hours to employ a staff member to provide and service recycling facilities.

## Outcomes

The waste management and introduction of recycling aluminium at Crankfest Xtreme proved to be successful and reduced waste to landfill by 15%. Other outcomes included:

- The rosette lid recycling bins assisted with recycling recovery and the bin stickers proved to reduce contamination (with 30% less contamination in stickered bins).
- Littering of the site was minimal which a positive outcome of good bin planning is.
- The use of polystyrene and plastic packaging was obvious. With only one out of food stalls using biodegradable cups.
- The announcements over the PA were consistent and a great reminder for people to use the right bin.
- The bins did not require emptying; most bins were less than half full by the end of the day.
- The cardboard area was not provided by the organisers and would require a dedicated position like a trailer or ute to enable recycling next year.
- Crankfest Xtreme received good media coverage in local papers and local radio. Including the promotion of the event as a Waste Wise Event would be beneficial next year.
- The printing of the waste wise message in the events program was too small to be effective.

The event organisers and council were pleased with their achievement. The process of developing a Waste Management Plan for the event resulted in a better understanding of waste management by event organisers and an improved waste reduction outcome.

## The Future

The Crankfest Xtreme are keen to implement recycling at future events. Recommendations for next year's event include:

- Reduce polystyrene packaging used by stallholders;
- Reduce recycling in waste bins.
- Provide trailer or ute for cardboard

## Contacts

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### Crankfest Xtreme

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