

## Waste Wise Events Project – Case Study **All Natural Expo 2009**

### The Event

The inaugural All Natural Expo was held in Bangalow at the A&I Hall on 10<sup>th</sup> to 12<sup>th</sup> of July. The purpose of the expo was to showcase the local areas special talents and products. This included organic food and wine, unique products, natural fibres and healthy lifestyle workshops. The expo builds on the success of the Starlight Wellbeing Expo, held in the region for the last 12 years. The Expo attracted 30 commercial stall holders and approximately 1000 visitors.

A Café was set up in the Hall and provided organic food on compostable or recyclable plates and a coffee and juice vendor serviced the event.



*The venue for the first All Natural Expo.*

### 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 for the festival was developed that focused primarily on the capture of recycling, organic waste and the reduction of non-recyclable packaging. Outcomes for the festival included:

- 40% of the total waste generated was captured for recycling ;
- 26% of the waste generated was organic and deposited at a composting facility
- The caterer collaborated with the NEWF on packaging requirements and successfully diverted compostable packaging to the organics collection
- Stall holders were informed by letter of alternative packaging and appropriate products for their stalls;
- Event organisers are now aware of the procedures required to conduct a waste wise event;
- Public education and awareness raising through signage and banners.

### What Next with Waste?

Recommendations for next year's event include:

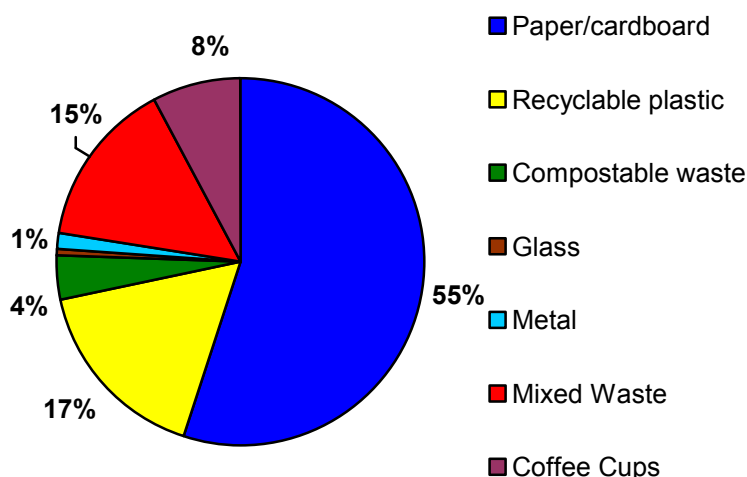
- Revise the signage on the event bins as the organic and recycling bins both had a paper graphic and this signage clearly lead to confusion regarding where to deposit paper products, coffee cups in particular. The type of signage used at future events needs to be clearer to ensure correct use.
- Review the effectiveness of having small bins inside emptied into 240l Wheelie bins outside the hall. The small bins were signed but not identically to the external bins.
- A bin monitor or designated collector of the smaller bins may improve contamination levels
- 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;
- Increase media promotion of the events waste wise efforts with pre and post event media releases to all regional papers

## Results

A total of 396 litres of waste, 463 litres of recycling and 300 litres of organics was produced during the event, all of which was audited.

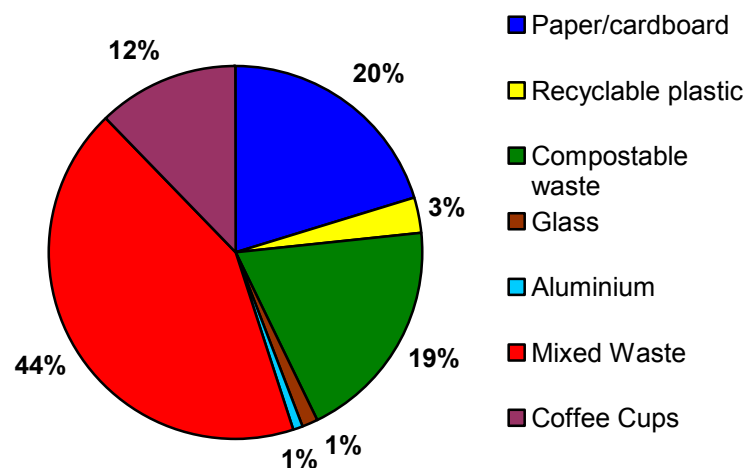
### Recycling Bins

Approximately 40% by volume of the total waste generated at the event was recovered for recycling. The contamination rate of this waste was high at 19% but contamination was removed during the auditing process. Paper and cardboard was the main component of the recycling.



### Waste Bins

The waste bins contained 56% of compostable or recyclable material.



## 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 stalls asked to minimise packaging and to use recyclable or compostable packaging for serving food and drink

### Promotion of the recycling systems:

- Letter to Stallholders/guidelines outlining packaging requirements & recycling facilities
- Signage on bins and additional signs for food vending area
- Council's Waste Wise Event banner on displayed at the festival entrance

### Recovery Targets:

- Recycle bins: glass, aluminum, plastic, cardboard, paper and paper cups
- Compostable packaging, food scraps and soiled paper products for organics bins

### Equipment & Bin Management

- 3 x 240 litre recycling and 3 x 240 litre waste event bins (wheelie bins) were placed outside the hall for small internal bins to be emptied into.
- 3 x 120 litre organic bins were on hand for the caterer and also as a receptacle for small organic bins from inside the hall

*Stallholders promoted natural products*



## 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

Jeanie Mckillop and Karen Rudkin  
WWE Co-ordinators

Mb. 0421 888 686

[business@northeastwasteforum.org.au](mailto:business@northeastwasteforum.org.au)

### Event organisers

Raym Richards

Global Healing

02 66 19 22 98

[expo@allnaturalexpo.com](mailto:expo@allnaturalexpo.com)