

## Waste Wise Events Project – Case Study **Repco Rally Australia 2009**

### **The Event**

The Repco Rally Australia was held in the Northern Rivers for the first time from 3<sup>rd</sup> – 6<sup>th</sup> Sept 2009 and will continue to be staged there every two years until 2017 and possibly beyond. The rally involves 15 - 25 special stages on public and private roads across the Tweed and Kyogle Shires, where the driver and co-driver race against the clock to achieve the quickest time. As well as 3 days of competition, there are two days for reconnaissance and one day for the final testing of cars and media conferences.

This year the rally service park was located at the Cudgen Leagues Club and the rally HQ at Salt Mantra Resort both in Kingscliff. The race stages were located across the region with official spectator areas set up at strategic points.



### **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 rally and focused primarily on the minimisation of packaging and the capture of recycling.

Outcomes for rally activities at the Kingscliff Service Park & Tweed Spectator Points included:

- 15,400 liters of materials or 15% of the total waste generated diverted from landfill and recycled;
- Greater awareness of waste minimisation and recycling through ongoing communication with stall holders and participating race teams and privateers;
- Event organisers now aware of the processes and procedures required to conduct a waste wise event;
- Involvement of a dedicated and well organised cleaning team demonstrated the important role that they play in effective event waste management;
- The opportunity to significantly reduce the volume of non recyclables in particular polystyrene used by team caterers and stall holders;
- The opportunity to divert around 40% of the total waste generated at future rally's from landfill

The event organisers considered that the process of developing a WWMP had provided an insight into being waste wise and had increased their awareness and the capacity to achieve waste reduction outcomes.

### **What Next with Waste?**

Recommendations for future Rally Australia events:

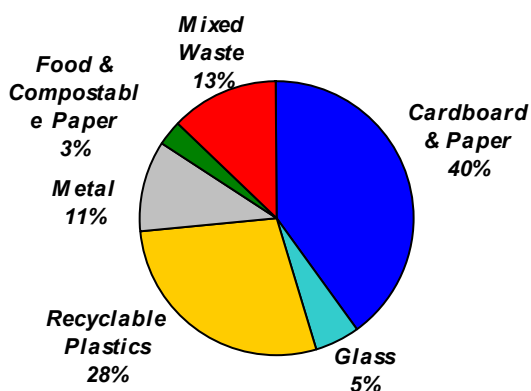
- Include the Waste Wise message in all event advertising, brochures and electronic media and promote more widely during the event with signage at entrances and via PA;
- Label bins so that signage is more clearly visible (put on lids) and consider the use of highly visible bin caps to improve separation rates and reduce contamination;
- Dedicated staff to coordinate waste management and ensure a consistent approach to waste minimisation and recycling across all rally sites;
- Target the reduction of non recyclables particularly polystyrene through early communication with team catering staff and stall holders;
- Consider future options for the separation and collection of food waste particularly from corporate and team caterers and stall holders.

## Results

Waste Plans were developed for rally activities across both the Tweed and Kyogle Shire but auditing and visual assessments of the waste and recycling streams were conducted by NEWF only at the Kingscliff Service Park and on bins returned from the Tweed spectator points. The data and information collected for these sites should be considered only as an indication of what may have occurred at other rally locations.



The event produced an estimated 88,200 litres of waste and 15,400 litres of recycling. 15% by volume of the total waste generated at the event was recovered for recycling. Only the recycling stream was audited and the results are shown in the graph below:



The majority of contamination in the recycling was non recyclable plastics - polystyrene food containers and cups and plastic film. There was also a significant amount of food and compostable food packaging and paper. Despite an estimated contamination level of 16% by volume the recycling was accepted for sorting and processing at the Stotts Creek Material Recovery Facility and successfully diverted from landfill.

## 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.

## Waste Wise Management Plan

The Waste Wise Management Plan incorporates recycle and 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 vendors and team caterers were asked to minimise packaging and to avoid non recyclable packaging for serving food & drink.

### Promotion of the recycling systems:

- Letter to vendors and team caterers outlining packaging requirements & recycling facilities;
- Signage on all bins; NEWF Waste Wise signage displayed; PA announcements during event;
- Promotion prior to the event in brochures and fliers and via the official website.

### Recovery Targets:

- Recycle bins: cardboard & paper, all plastics, aluminum, steel and glass;
- Vehicle Waste: used oil & filters, tyres, batteries & scrap metal (recycling organised directly with race teams and not included in NEWF reporting).

### Equipment & Bin Management

- More than 100 bin stations (1 recycling bin & 1 waste bin) located around the Kingscliff Service Park at 15m intervals with the majority around the food/drink stalls, team catering tents and at the privateer sites;
- Bin stations located at each of the Tweed Special Stages spectator points;
- Monitor bin stations, empty before full and ensure bins stay together in their stations
- Monitor stallholder and race team waste and ensure they utilise facilities correctly.



## Contacts

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