

Waste Wise Events Project – Case Study Venetian Carnival: Jacaranda Festival 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.

Venetian Carnival



The Venetian Carnival is an annual community event held during the Jacaranda Festival in Memorial Park in Grafton. The evening event features local entertainment and fire works and attracts a family crowd of around 2000 people. The event is organised by **the Jacaranda Festival Committee** in collaboration with Clarence Valley Council (CVC). The food stalls at the event offer carnival style food. In previous years, the event had experienced a lack of bins to manage the waste generated from the event. The event introduced recycling for the first time in 2007, with the assistance of the North East Waste Forum.

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 Stallholder letter/guidelines outlining packaging requirements and recycling facilities available
- ✎ Pre event media releases in local papers.
- ✎ PA announcements every hour.
- ✎ Advertisement in event program.
- ✎ Signage on bins designed specifically for event bins
- ✎ Council's Waste Wise Event banner

Recovery Targets:

- ✎ Recycle bins: aluminium cans; plastic bottles; glass and (liquid) paper cups

Equipment:

- ✎ 10 x 240L yellow lidded recycling bins with fitted rosette lids and locks supplied by Clarence Valley Council.
- ✎ 10 x 240L red lidded waste bins supplied by Clarence Valley Council.

Bin Plan and Management:

- ✎ Bin stations comprising one recycling bin and one waste bin located around the site. More densely near food stalls and seating.
- ✎ Monitor bin stations, remove if full and ensure bins stay together in their stations
- ✎ Monitor stallholder waste and ensure they utilise facilities correctly



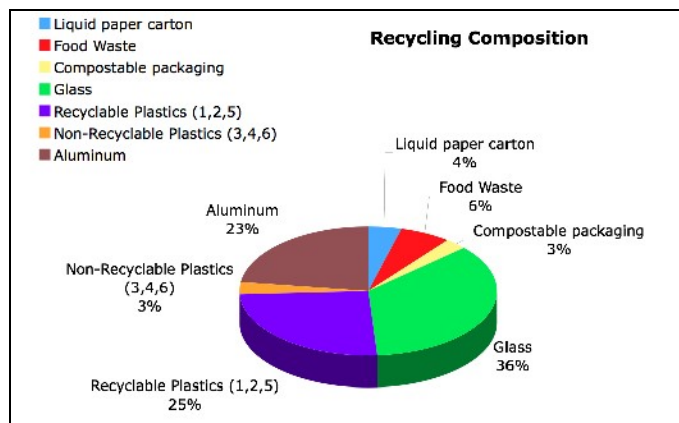
Results

The Venetian Carnival produced a reasonable amount of waste (2128L) for a 3 hour event. By implementing recycling at the event, 44% of the event waste was diverted from landfill for recycling. Overall, the participants used the bins well, whilst there was some litter left for event organisers and volunteers to clean up after the event. Avoiding the use of non-biodegradable packaging is probably the biggest issue to address at next year's event.

Recycling Bins

The event recycling bins recovered 11.7kg of co-mingled drink containers. Glass accounted for 36%, recyclable plastics 25% and aluminium 23%. The average contamination was 12% which is just above the acceptable level (<10%) to be received for processing and recycling.

The major contaminants were food waste, compostable packaging and non recyclable plastics. There were adequate numbers of recycling bins used on the site. The ten bins covered the area effectively and did not require emptying during the event. An additional 10.6kg of cardboard was separated by stallholders at the end of the event and placed beside the locked recycling bins.



Waste Bins

There were adequate numbers of waste bins on the site. The ten bins covered the area effectively and did not require emptying during the event. From a visual inspection of the bins it was obvious that the majority of stallholders did not use biodegradable packaging. There were significant volumes of polystyrene cups and clam shells and plastic folks, plates and cups. Stallholders were requested to avoid these packaging items in the stallholder guidelines. Additionally, there was a lot of cheap, plastic toys for sale, which inevitably end up in landfill due to their short lives.

Costs

Clarence Valley Council provided the waste and recycling services in kind for the event as part of a sponsorship package. The economic cost of introducing recycling was not recovered in materials generated.

Outcomes

Introducing a Waste Wise Plan for the Venetian Carnival resulted in a 44% reduction of waste to landfill. Other outcomes included:

- ✎ Bin stickers and rosette lid recycling bins proved to assist with recycling recovery
- ✎ Only one out of the six food vans that participated in the event used recyclable packaging for serving food and drinks
- ✎ Whilst the event attracted good media coverage in local papers and radio, it would be beneficial to include the promotion of the event as "Waste Wise" to increase awareness of spectators.
- ✎ The stallholders were proactive with separating their cardboard at the end of the event however, without access to unlock the recycling bins which NEWF did for them, the cardboard would have ended up in the waste bins.
- ✎ Waste Wise PA announcements could have been more regular. It is important to publicise the recycling bins at least every hour, to improve the use of the bins, reduce contamination and avoid littering at the event.
- ✎ It would be useful to have at least one more station around the food area and less at the back of the park behind the seating

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 council trialed the introduction of recycling with the idea in mind to introduce recycling at more events in the Jacaranda Program next year.

Recommendations for future events include:

- ✎ Reducing polystyrene and non-recyclable plastic packaging
- ✎ Consider targeting the reduction of disposal toys marketed at the event
- ✎ Provide cardboard facility for stallholders
- ✎ Remove contamination to ensure recycling of materials

Contacts

North East Waste Forum

Gordon Fraser-Quick
 NEWF Co-ordinator
 PO Box 6507 SOUTH LISMORE, NSW 2480
 Ph: (02) 6622 4221 Fax: (02) 6622 4231
 E-mail: coordinator@northeastwasteforum.org.au
 URL: <http://www.northeastwasteforum.org.au>

Venetian Carnival

Ann deGraff, Event Organiser
 Ph: 6642 3959
 Email: warragai@tpg.com.au