

Waste Wise Events Project – Case Study Kites and Bikes Festival 2009

The Event



The Kites and Bikes Festival is a fun family festival held for a day and a half every year in Brunswick Heads. This year the festival was held on the 21st and 22nd of March with approximately 6,500 people attending. Families are encouraged to bring a picnic and enjoy a low cost day out on the banks of the river or near the beach. Kite making and bike decorating workshops are conducted on Saturday in preparation for the following day and bike rides around the hinterland were organised to suit all abilities. On Sunday kite and bike related activities, rides, stalls, food and live entertainment added to the picnics and outdoor recreation many people enjoyed.

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 and the reduction of non-recyclable packaging. Outcomes for the festival included:

- 49% of the total waste generated was captured for recycling or reuse;
- Stall holders informed of alternative packaging and appropriate products for their stalls;
- Event organisers are now aware of the procedures required to conduct a waste wise event;
- Promotion of the event and NEWF through media;
- Public education and awareness raising through signage, banners and PA announcements.



What Next with Waste?

Recommendations for next year's event include:

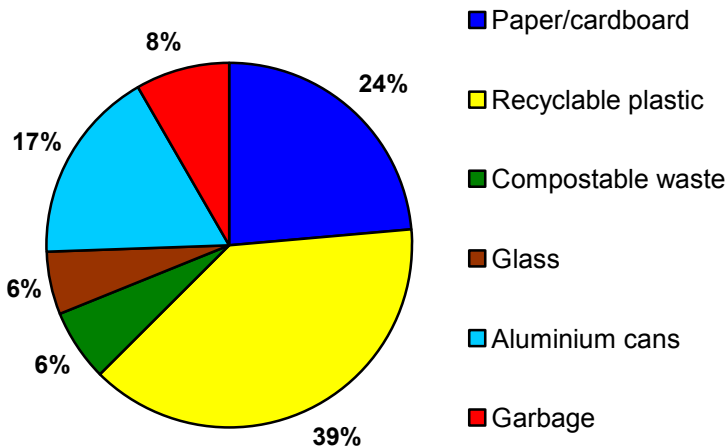
- Include the waste wise event message in all festival advertising and programs. A larger Waste Wise event sign located at the entrance to town may further reinforce the message;
- Include retail outlets in packaging reduction and recycling initiatives;
- Consider the introduction of organic recycling. This would assist significantly in reducing the contamination present in the recycling stream and could account for an additional 34% diversion of event generated waste from landfill, with the associated reduction in green house gas emissions.
- Change recycling bin signage to include paper

Results

A total of 1840 litres of waste and 1750 litres of recycling was produced during the event. Of this a sample size of 25% was audited.

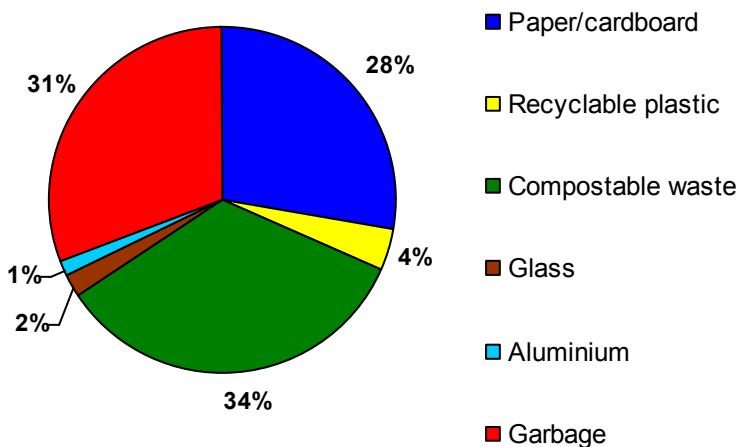
Recycling Bins

Approximately 49% by volume of the total waste generated at the event was recovered for recycling. Recyclable plastic and paper were the main component of the recycling bins, followed by aluminium cans.



Waste Bins

The main component of the waste bins was compostables and this comprised mostly of food waste and soiled paper products.



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 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 Event banner on displayed at the festival entrance

Recovery Targets:

- Recycle bins: glass, aluminum, plastic and paper cups
- Cardboard collected by auditors at end of event and placed in recycling bins

Equipment & Bin Management

- 12 bin stations with 1 yellow lidded recycling bin with fitted rosette lid and lock & 1 waste bin located at beach and park sites



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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