

OBJECTIVE 3 – BUSINESS & TOURISM

Tourism is the main driver of economic activity in Byron, which is the fourth most visited NSW destination among international visitors, and the 11th most visited place overall in NSW. It is also a key focus of community concern in terms of managing environmental impacts, which include waste generation and littering our natural environment.

While Council offers commercial and industrial (C&I) waste collection, it is mostly pick-up by private waste collectors. However, much of the C&I waste stream is aggregated at BRRC before transport to final facilities, and analysis of this flow suggests there is more value to be recovered.

Accommodation and food service account for 49% of the Shire’s business waste (Appendix A), which also results food accounting to 42% of commercial and industrial (C&I)

waste. However, retail, manufacturing, health care and construction also generate relatively large volumes of waste, including significant fractions of paper/cardboard, plastic and wood.

Increased recycling of food organics and packaging would lift the recovery rate and replace even more virgin materials, while any remaining mixed wastes are likely to be suitable for processing through an AWT facility to recover a secondary level of value.

The Strategy proposes targeted initiatives for key sectors and new services and infrastructure to incentivise and support local businesses to reduce waste and increase recycling.

KEY GOALS	
✓	By 2025, exceed the state target around reducing the number of litter items
✓	80% of tourism / hospitality operators participating in a commercial waste reduction scheme by 2025
✓	Facilitate the expansion of FOGO collection to suitable businesses

WORK WITH BUSINESS AND TOURISM SECTOR TO REDUCE WASTE TO LANDFILL		Timeframe (Years)		
		Short (1-3)	Medium (4-7)	Long (8-10)
1. Commercial waste collection				
1.1	Conduct ongoing kerbside bin campaign, audit and inspection programs, including: <ul style="list-style-type: none"> • Visual contamination audits • Enhance use of In-Vehicle Monitoring System by collection contractor • Composition audits every 3 years, or as required • Other campaign/program in response to evolving issues. 			
1.2	Engage commercial waste service providers on opportunities to improve scope and coverage of recycling services, in particular recovery of commercial organic waste.			

2. Engage local business community				
2.1	Engage with generators of C&I waste and others involved in the supply chain to: <ul style="list-style-type: none"> • Adopt 'Waste Free Byron' campaign, including logos/marketing • Continue 'Plastic Free Byron' program for businesses (focused on single use plastic products) and consider expanding to other streams • Continue to support NSW Bin Trim audits and engagement • Participate in NEWaste 'Waste Warriors'. 			
3. Tourism industry campaign				
3.1	Develop additional education campaigns where necessary and promote current campaigns.			
3.2	Develop targeted anti-littering and waste avoidance campaign as part of the overall digital communications strategy, supported by messaging at hotels and Tourist Information Offices.			
3.3	Expand / enhance public place signage.			
4. Tourist / rental household waste				
4.1	Develop an education campaign to reduce the contamination of tourism waste in the domestic waste stream.			
4.2	Explore options to enforce recycling requirements at house-based accommodation, such as a mandatory waste management plan or additional commercial collection.			
5. Sustainable Events				
5.2	Extend the Boomerang Alliance 'Communities Taking Control' program to events where necessary.			
5.3	Improve event waste management infrastructure e.g. wash up stations and cup exchanges.			
5.4	Promote the container deposit scheme (CDS).			
6. Circular Economy				
6.1	Promote and preference (where viable) local recyclers for Council-generated waste, in particular from Council construction projects.			
6.2	Promote and preference (where viable) local processors and manufacturers for procurement of recycled material.			
6.3	Consider an industrial ecology platform for a materials exchange among local businesses.			
6.4	Encourage local innovation and investment in the resource recovery and recycling processing industry.			
6.5	Update the sustainable procurement plan to provide a broader framework to assess Council purchases.			
6.6	Investigate purchasing glass sand back from Northern Rivers Waste to close the loop on local recycled glass.			
7. Development controls				
7.1	Review Council's relevant Development Control policies and legislation – including for multi-use, medium-to-high density and tourism-related developments – to legislate best practice resource recovery and waste management practices, including adequate recycling capacity.			
7.2	Consider options to improve compliance with the approved construction and on-going operations for commercial development.			