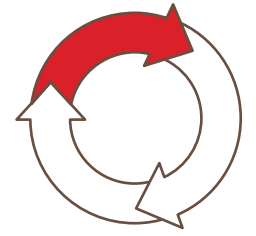


# BEFORE THE EVENT



## PLANNING YOUR WASTE WISE EVENT

Being Waste Wise should not be an 'add on' to event implementation; it should be an integral part of your event plan. It is important to have waste avoidance and recycling objectives incorporated into each stage of the event planning process and to specify the strategies that will be used to achieve them.

### WHAT TO DO ?

- Prepare a Waste Wise Plan using Attachment 1: Waste Wise Plan Template. Outline your Waste Wise aims and how they are to be achieved. This document should be referred to throughout the event management process.
- Incorporate the Waste Wise Plan into your event plan, so it becomes an integral component of all levels of the planning process.
- Set achievable goals in your Waste Wise Plan. For your first event set goals that are clearly achievable, such as implementing recycling systems to collect drink containers. At your second Waste Wise Event, set your goals a little higher, such as using recyclable and compostable packaging for selling food. The aim is to gradually establish a Waste Wise 'culture' and incrementally build on your previous successes; where Waste Wise planning becomes integral to event management.
- Nominate one or more members of your team who will be responsible for the implementation of the Waste Wise Plan.
- Check if there are laws, council policies or guidelines relating to events and waste management at your chosen location before proceeding with the Waste Wise Plan. You will need to ensure compliance with any council conditions, particularly if the event is to occur on council-managed public land. Let the council know about your Waste Wise goals – they may be able to help with resources or support.





**You will** probably encounter resistance along the way if you are asking stakeholders to do something differently. There may be hesitation and confusion among caterers, stallholders or suppliers about implementing Waste Wise practices. This can be worked on with them over time (see 'Gaining commitment' below). Attachment 6: Pre-event letter to stallholders, is information you can give to stallholders to help raise their awareness and gain their support.

**wise  
words**

**Has a** similar event to yours been organised as a Waste Wise Event? The event coordinator will probably be happy to talk to you about their achievements, barriers they faced and how they solved them. Ask for a copy of their Event Report and other information if possible.

**Waste Wise** Event strategies can be incrementally introduced each time your event takes place. Start by collecting easy to recover materials such as cans and bottles, then stepping up each year or event occurrence to include another strategy until the whole event is reducing the amount of materials generated and potentially recovering all recyclables, including organic materials.

**The decision** whether or not to collect food waste for composting (organics recycling) should be made during the planning stage of the event. If you would like to collect food and biodegradable packaging for composting, find a commercial composter early in your planning to then involve them in implementation. You could either add a third bin to the bin stations with appropriate signage or investigate Zero Waste Events which only have two bins: Recyclables and Compostables.



## GAINING COMMITMENT

Gaining commitment from all key stakeholders is critical to achieving a successful Waste Wise Event. Once everyone involved in the event understands and commits to minimising and avoiding waste, reducing litter and implementing resource recovery practices, the rest becomes easier.

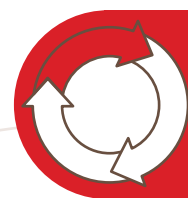
### WHAT TO DO



Communicate and gain support for your intentions to host a Waste Wise Event with your relevant stakeholders by focussing on the benefits of being involved. Your key stakeholders will most likely be:

Event success requires consultation and planning.

- **Councils.** Most events in NSW are held on council-managed public land. Your local council can help achieve Waste Wise aims for an event through policy initiatives, waste management and resource recovery experience. By doing this the council will be more able to fulfil community expectations and give positive reinforcement to their residents by mirroring the at home recycling behaviour when away from home.
- **Event site owners.** The benefits to them of a Waste Wise Event can easily be explained, such as reduced costs for waste management, a positive environmental image, and public acceptance of recycling strategies. The site owners may need to establish the costs and benefits of running their site differently – from social, economic and environmental perspectives. Once gained, the commitment from the site owner can be formalised by putting some Waste Wise clauses in your contract/agreement with them.
- **Sponsors** can gain promotional benefit, and are attracted to events that send a sound environmental message. They need to be made aware of exactly how their brands will be enhanced by being involved with or endorsing a Waste Wise Event. It's wise to check whether the landowner has a policy about sponsors or branding. Be careful of sponsors whose products may not be consistent with Waste Wise aims.
- **Stallholders and vendors'** commitment can be gained by inserting a short standard clause in their agreement, permit or contract that commits them to using certain materials for packaging and to following Waste Wise procedures (Attachment 3). They need to be informed early of the goal to minimise waste and packaging, and their expected compliance with the Waste Wise aims. The businesses could even develop their own Waste Wise Plan for their operations throughout the event. Using less costs less.



3

BEFORE THE EVENT

- **Waste service contractors** will usually be private contractors, but may be council's own staff. They are critical to the success of your Waste Wise Event. The best way to gain commitment to Waste Wise aims is to insert a short standard clause in their contract/agreement (Attachment 3: Clauses for contracts). Included in this should be a commitment to providing accurate data of quantities taken to both landfill and recycling facilities, probably in the form of a weighbridge receipt. (Check what data is available at no extra charge.)
- **Other service contractors**, including businesses supplying fencing, portable toilets, power supply, sound systems or marquees, need to fully understand the Waste Wise aims of the event. It is advisable to negotiate a mutually agreeable clause in the agreement or contract for waste avoidance well in advance (Attachment 3: Clauses for Contracts).
- **The public** will respond positively to a well organised Waste Wise Event. Mention the benefits of being Waste Wise in all promotional material through clear communications and signage during the event. Messages of encouragement and support will have a positive impact by reinforcing their at home Waste Wise behaviour. It may also be worth conducting a survey during the event (Attachment 12: Survey of Event Attendees) to gauge their commitment to being Waste Wise.



Be aware of stallholders and contractors who have trouble keeping to their waste wise obligations as outlined in their agreements. Suggest a bond, and educate them on what their Waste Wise commitments are. Words of encouragement and support also work well.

wise words

Have your team members keep each other on track by working in pairs to improve their motivation about achieving Waste Wise goals. Communicate with them regularly to see how they are going. Have your own partner, who is committed to Waste Wise aims, that you can delegate tasks to.



Providing support to Stallholders at Sydney in Bloom



## PROMOTING YOUR WASTE WISE EVENT

As part of your general promotional activities, promote the event as Waste Wise. This will improve the event's environmental image and communicate the message to potential event attendees. Promoting the event as Waste Wise can also increase its attractiveness to potential sponsors.

### WHAT TO DO



Use all possible opportunities to promote the event as Waste Wise:

- Add Waste Wise information to all literature, media releases, programs, tickets, posters, etc. There is no specific logo to use – the phrase 'Waste Wise' is the important thing.
- Issue a media release and distribute advertising material about the event's Waste Wise aims (Attachment 4).
- When placing pre-event promotional advertising, negotiate the insertion of post-event editorial as well.
- Seek to obtain the endorsement of a well-known local identity or icon to promote the event and its environmental initiatives.
- Have Waste Wise Event promotional signs and banners displayed throughout the site (Attachment 9).
- Have everyone in the event team – staff, volunteers and others – spread the Waste Wise message by word of mouth. Give them a few points to remember (Attachment 8: Waste Wise handout for your event team) so the message is consistent.
- Use street theatre to promote being Waste Wise.
- Use signs around your site, particularly just above head height, to remind people to recycle.

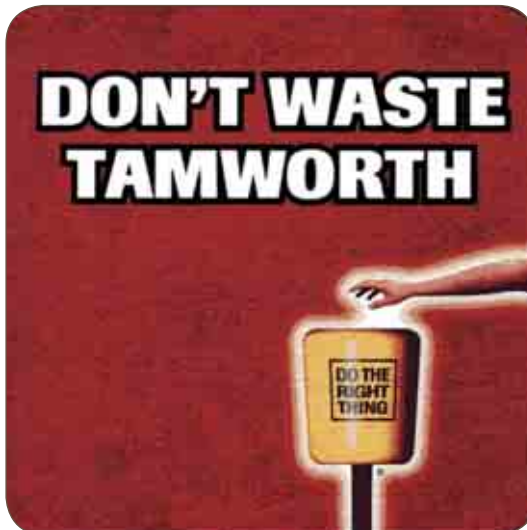


Image courtesy of AFGC

Coasters were used to promote the Waste Wise message for the Tamworth Country Music Festival





**Ensure that** a consistent and clear message about being Waste Wise is communicated in all of the promotional material of your existing campaign.

### wise words

**Be careful** about how much you promise you will achieve. Be clear and concise about how much your event will be Waste Wise, as there are different levels of commitment, i.e. container recycling, waste avoidance, biodegradable food containers, composting, zero waste, etc.

**Develop a** Waste Wise communications strategy or add it to your existing strategy. Keep the messages simple, clear and consistent.



## DEALING WITH STALLHOLDERS AND CONTRACTORS

It is important to clearly communicate the Waste Wise message to suppliers, stallholders and contractors early in the planning stage of the event, so that they are aware of the requirement to minimise packaging and can purchase appropriate materials. Stallholders and contractors are the major contributor to the quantities of waste generated at events, most of which is catering and packaging materials.

### WHAT TO DO



- Communicate with stallholders and contractors as early as possible in the event planning process to make them aware of the Waste Wise aims. Talk with them about how and why you are asking them to change their packaging and waste disposal habits.
- Incorporate a specific Waste Wise clause in contracts/agreements signed with stallholders and contractors (Attachment 3: clauses for stallholder/vendor contracts).
- Find out what types and quantities of materials that stallholders and contractors are likely to use and sell, then add this to the Waste Wise Plan. (Attachment 1: Waste Wise Plan template)
- Provide information on the types of materials allowed on the event site (Attachment 5: List of acceptable materials), including a list of supplier contacts for your area if possible. Over time, develop your list of reliable suppliers.

- Speak with the waste services contractor or council collection staff about the Waste Wise strategies. Discuss the type of system needed and use Attachment 6: Guide to developing a Bin Placement Plan, to calculate the number of bins required (see 'Planning bin stations' below). Most contractors will only deliver bins to the event site then collect them later, so it will probably be the responsibility of your event team to place them appropriately. The contractor must place skip bins in the correct location.
- Provide a copy of your Bin Placement Plan (Attachment 6) to all stallholders, particularly highlighting back-of-house facilities.



Communicating with stallholders as early as possible at Sydney in Bloom



**Seek stallholders'** cooperation, as their active participation will have a big impact on your Waste Wise outcomes. Also let them know there is a risk that if they don't actively participate they may not be invited to participate in future events.

**wise words**



**Remind stallholders** that one of your team members will be monitoring the stallholder area at times throughout the event (During the Event checklist).



**Watch for** ambush marketers who turn up at your event without prior permission. They often sell gimmicky goods that will impact on the effectiveness of your Waste Wise efforts. You have a right to ask them to leave the site with their goods.



## MINIMISING PACKAGING

Minimising packaging is a fundamental component of waste avoidance at your event, as packaging is typically the largest type of waste material generated. Effectively avoiding and minimising packaging makes other elements of the Waste Wise strategy easier; it reduces the likelihood of large amounts of packaging waste and litter, reduces contamination of the recycling and increases resource recovery rates.

There are many ways that packaging can be minimised. For example, food vendors could use bottled sauces with pump tops, only provide straws when requested and use serviettes instead of food containers where possible. Be careful not to ask food vendors to compromise safe food handling practices. Check this at

[www.foodauthority.nsw.gov.au](http://www.foodauthority.nsw.gov.au)

Minimising packaging is a cost effective practice for food vendors as it costs less to use less.



**Watch for** stallholders who use the public's bin system instead of the system provided for them.

**wise words**

**Remember** 'less in less out'. Minimise packaging coming on site to greatly improve the ability to minimise and avoid waste.

**Polystyrene** is not easily recyclable and should be avoided where possible.



### WHAT TO DO



- Check with your waste contractor which recyclables are accepted before setting the list of recyclable materials for stallholders. Not all recycling facilities accept the same materials for recycling, however most accept glass, PET plastic, paper and cardboard and aluminium.
- All stallholder agreements should include a requirement to take active steps to minimise the amount of packaging they use and sell, using materials that are recyclable or compostable where possible. In practice, there will be times when stallholders will have a valid reason for using materials such as polystyrene boxes (bulk food storage); if so, they should be required to take these materials with them at the end of the event as they are re-usable. (Attachment 5: Pre-event letter to stallholders.)
- Give advance notice to stallholders about the specific types of packaging that will be allowed at the Waste Wise Event to give them as much lead-time as possible to buy appropriate packaging.

- Check if the local council has a list of local suppliers who sell recycled content or compostable or recyclable packaging.
- Appoint a team member for liaising with vendors about being Waste Wise.
- You may wish to ban glass from your event for safety reasons. As well as informing vendors, you could also use a sign at the entrance to your event to inform the public what is allowed onsite.

## CASE STUDY

snap  
shot

All meals are served on re-useable plates and patrons are encouraged to 'do their bit' by returning the reusable plates to collect their \$1 plate deposit. Patrons are required to initially purchase a souvenir drinking goblet for \$3 which is unbreakable and reusable, to sample the various wines.

MANLY COUNCIL FOOD AND WINE FESTIVAL



## PLANNING AND MANAGING BIN STATIONS

Careful placement and effective management of bin stations will have a big impact on the success of your Waste Wise strategies. Without the right number of bin stations, properly identified with clear signage and strategically placed, the other Waste Wise strategies could fail. Good bin placement, signage and communication will guide people to separate waste from recyclables, thus reducing the contamination of materials in the recycling bins. Planning and managing bins is an integral part of your Waste Wise Plan (Attachment 1). The Waste Wise Plan should then be incorporated into your event plan.



Image courtesy of AFGC

Planning bin stations for the Tamworth Country Music Festival



### LOCATION, LOCATION, LOCATION...

Good bin management is about correctly estimating the number of bin stations needed, and placing them in the most appropriate positions. A pre-event site check will be of assistance when planning the number of bin stations that will be needed.

A bin station is made up of one or more recycling and waste bins, each appropriately labelled with standard signage. These stations should be strategically placed at a number of locations around the event site, especially near stall areas. The bin station sites should be clearly marked on the event site plan. Front-of-house bin stations are in areas accessible to the public and are for use by event attendees only. Back of house bin stations are usually in areas not accessible by attendees. The site plan you give to the waste contractor and stallholders should show the location of bin stations and back-of-house recycling.

BEFORE THE EVENT

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## BIN SIGNAGE AND CAPS

The Department of Environment and Conservation NSW has developed standard signage for recycling, available at:

[www.environment.nsw.gov.au](http://www.environment.nsw.gov.au)

Bin signage stickers can be downloaded from the website then forwarded to a printer for production.

One of the many available recycling stickers, and a single Yellow Bin Cap



If possible, arrange for signs for above the bins as well, so that they are clearly visible from a distance. The public can then easily see where their nearest recycling station is, rather than littering.

Bin caps are often a good way to make bins more visible, and to prevent large objects being placed in the bins. Single bin caps such as those in the photo are the recommended option for use at public events to minimise manual handling problems. For more information, see Attachment 7: Signage, Bin Caps and Skips.

## SKIP BINS FOR BACK OF HOUSE RECYCLING AND WASTE

Three cubic metre skip bins are commonly hired for larger events for the use of stallholders/vendors in the back of house area. At smaller events, standard 240 litre wheelie bins will probably be sufficient for back-of-house recycling and waste. In either case, stallholders and vendors must use the designated back-of-house bins only.

Skip bins in place for back of house waste and recycling



*Image courtesy of AFGC*

## ESTIMATE THE NUMBER OF BIN STATIONS NEEDED

It is advisable to place bin stations between 3 and 14 metres apart in main event areas if possible, as beyond this distance more littering starts to occur. The number of catering and stallholder areas, and expected public attendance, will also influence the number of bin stations required.

## PLAN BIN STATION PLACEMENT

Waste and recycling bins should be placed together as a bin station so that people are given identical choices at each location, which encourages correct bin use and minimises contamination. The bin stations should be easily identifiable and consistent in appearance. Stations can be either two bins (one garbage, one recycling) or three (garbage, recycling, garbage). Never place a recycling bin on its own; always have it as part of a station with a garbage bin.

Another option is to fit the bins with bin caps, if available (Attachment 8: Signage, Bin Caps and Skips). If there are street bins in the event site, they should be covered or incorporated into a bin station to avoid confusion.

Consider factors such as where people gather (high-traffic areas, stalls, entertainment areas, etc).



**Research suggests** placing bin stations between 3 and 14 metres apart, as beyond this distance more littering starts to occur. In densely crowded areas, bin stations should typically be placed closer together than events that have broad open spaces.

**wise  
words**

**Link in** with existing structures and systems if possible. For example, using an existing recycling collection can make waste collection much easier.



Place bin stations:

- at event entry and exit points (so attendees see available options for disposal when they arrive)
- at accessible points that coincide with the movement of people
- away from where there are likely to be queues, so they are not an obstruction
- for the convenience of the user rather than just the collector
- where they can be effectively emptied and serviced.



Many councils will require a waste management plan (i.e. your Waste Wise Plan) to be submitted by event organisers if the event is to take place on council-owned land. Bin station placement should be included in this plan.

snap  
shot



## CASE STUDY

Keep it very simple and place the bins where they are easy to use. We only had about 12 recycling bins at our event but they were placed close to the beverage tent and this seemed to work.

BALLINA RACES, BALLINA SHIRE COUNCIL

## ALLOCATE STAFF

Have a dedicated Waste Wise Manager onsite to monitor bin usage and coordinate extra bins or move bins from quieter to busier areas where necessary. Place staff/volunteers at bin stations to help reduce contamination of recycling bins (give them a long handled grabber so that they can remove contamination from the recycling bins).

## ARRANGE BACK-OF-HOUSE BINS

Ensure that there are sufficient back-of-house recycling facilities available so that stallholders don't need to use front-of-house bin stations. Stallholders tend to generate a large amount of cardboard, particularly during set up, so a collection facility specifically for cardboard will probably be required (don't forget to request that they flatten the cardboard!). It is worth putting effort into back-of-house recycling because it is often easier to control than front-of-house, producing successful recycling outcomes.

Cardboard  
recycling  
skip bin



Image courtesy of AFGC

## BE AWARE OF SPECIAL TYPES OF WASTE

Cigarette butts pose a threat to the environment even though they are small. Consider providing special-purpose containers for cigarette butts and promoting their availability. This is preferable to having people butt their cigarettes on plastic bins or throwing them on the ground, to potentially end up in our waterways. It will hopefully save the tedious task of picking up butts during post-event clean-up too!

Disposable nappies are a waste that needs to be considered, especially for events that attract families or run for a full day or longer. Providing a baby-changing facility with special bins for nappies and other related items will allow people with young children to feel their needs are being met. Promoting the availability of the facility will also encourage its use. It is advisable to provide these facilities if your event budget allows. Otherwise encourage people to place disposable nappies in plastic bags prior to disposal, in the garbage bin only, for health reasons.

Liquid waste, such as oil and washing up water, will also require special consideration. To avoid vendors disposing of their liquid waste inappropriately, calculate how much will be produced so that you can order drums for disposal. Let your vendors know that all liquid waste must be disposed of in the drums you have provided.



**Litter breeds** litter! If enough bins are well located, regularly monitored and emptied you can avoid the 'avalanche effect' of littering that occurs when bins are full.

**wise  
words**

**If you're** organising a street festival, check the date for waste collection from local businesses, to ensure that the shopfronts do not place their bins on the footpath for collection during your event.

**If using** wheelie bins without bin caps, ensure that the bins stay together as a bin station by using a rope, chains or ties and have the recycling bin lid closed and the waste bin lid open. For even better results, use recycling bins with rosettes in the lid.

**For outdoor** events where smoking is not restricted, a bucket or plant pot full of sand makes a good cigarette butt receptacle. It is advisable to have a sign about 1.2 metres high so that people will see it and realise that the container is for cigarette butts only, not waste. You could also hand out personal butt bins at the entrances to the event site.





Download a copy at [www.environment.nsw.gov.au/wastewiseevents/](http://www.environment.nsw.gov.au/wastewiseevents/)

**before** the event  
**checklist**

**PLANNING**

- Write Waste Wise Plan (incorporating bin placement sites)
- Gain permits for displaying signs
- Incorporate Waste Wise Plan into overall event plan
- Set achievable goals
- Delegate roles and responsibilities to members of your event team

**GAINING COMMITMENT**

Communicate Waste Wise aims to:

- Council
- Event Site Owners
- Sponsors
- Stallholders/Vendors
- Waste Services Contractors
- Other Service Contractors
- Attendees
- Other Stakeholders

**PROMOTION**

- Add Waste Wise message to media releases, programs, tickets, etc
- Use all possible avenues available to promote event as being Waste Wise
- Issue media releases and advertising material
- Obtain endorsement of a well-known identity

**DEALING WITH STALLHOLDERS AND CONTRACTORS**

- Determine what types of materials will be used or sold, and in what quantities
- Give clear information on materials permitted
- Consult with waste collection contractor
- Have stallholders and contractors sign an agreement/contract specifying Waste Wise requirements
- Inform stallholders and contractors what is expected and why
- Comply with existing council or other relevant policies

**MINIMISING PACKAGING**

- Specify acceptable and unacceptable materials in stallholder agreements/contracts
- Consult with stallholders; allow enough lead-time for them to prepare for being Waste Wise
- Arrange Waste Wise supervision of stallholders during event

**PLANNING BIN STATIONS**

- Decide what type of bin stations is needed
- Develop bin placement plan as part of overall site plan
- Allocate roles to team
- Arrange back-of-house garbage and recycling systems
- Develop strategies for special types of waste (cigarettes, nappies, etc)



**before** the event

**attachments**

ATTACHMENT TITLE	NO.	PAGE
Waste Wise Plan Template	1	38
Policy Statement for councils	2	42
Clauses for stallholder/vendor contracts	3	44
Pre-event media release template	4	45
Pre-event letter to stallholders	5	46
Guide to developing a Bin Placement Plan	6	49
Signage, bin caps and skips	7	51

