



DURING THE EVENT

Follow through on your Waste Wise Plan and communicate the Waste Wise aspects of the event to attendees. This will enhance the environmental achievements of the event and increase the level of resource recovery.

SETTING UP

As the event is being set up, talk with staff/volunteers about how Waste Wise strategies will be incorporated into the day's activities.

Bins dropped off in one spot and waiting to be moved



Image courtesy of AFGC

WHAT TO DO



- Before the start time of the event assemble the team for briefing about the Waste Wise strategies for the event:
 - Everyone's roles
 - Review the Bin Placement Plan (Attachment 6)
 - Have spare copies available of the Waste Wise handout for event team members (Attachment 8)
- Bin stations should be in place around the site according to your Bin Placement Plan. Bins might have been dropped off in one place, so will need to be moved to their appropriate locations before the event by your staff.
- Have a team member allocated to monitor stallholders to advise each of them how to use the bins correctly, so that good habits are established early in the day.
- Put Waste Wise promotional banners and signs in place.
- Ensure all bin stations are secured together and that all signage is consistent.



Be flexible with the Waste Wise Plan. As with any plan, it pays to have an alternative if things change on the day.

wise words

Some of your stakeholders will probably not be happy with the bin placement on the event site. In this case, explain the reasons behind the placement. In the interests of maintaining good relationships with stakeholders, a minor relocation may be advisable.

You might like to try closing recycling bin lids and leaving waste bin lids open. Some event organisers have found that this decreases contamination of the recycling bins, as only people who are aware of recycling will lift the lid. If recycling bins are available with small round holes in the lid (rosettes), they are recommended as the small opening only allows for beverage containers.



MONITORING BIN USAGE

Regular monitoring of the event site will help identify whether things are going well or if adjustments are required. Monitoring should cover both back-of-house (stallholders) and front-of-house (public), and is best done by designated team members. Regularly walking the event site your self is also advisable as you can then easily identify any areas that may need adapting and make any necessary changes.

WHAT TO DO



DELEGATE TASKS

Rely on the event team to be your eyes and ears. Delegate areas of the event to different members of the team, such as:

- Stalls
- Back-of-house
- Entertainment areas
- Bin stations

Give staff/volunteers the responsibility for managing their delegated areas and have them report back to you or your designated Waste Wise Manager.



Briefing the team at Sydney in Bloom



MONITOR STALLHOLDERS

Have one or more people dedicated to monitoring stallholders during the event. Rather than criticising stallholders, the idea is to remind them how to use the bin systems correctly. Check that they are:

- Using only permitted materials as per their signed contract/agreement
- Using back-of-house waste and recycling collection points
- Separating waste types

The flow of back of house waste streams alters over the course of the event:

- Cardboard will be produced in bulk when stallholders are setting up, and again when they are packing up.
- Food will mainly be disposed of at the end of the day. It is the responsibility of stallholders to dispose of these materials correctly, particularly food vendors, as they must adhere to specific health regulations. If you are an independent event coordinator, either the local council should be able to advise you on this matter or refer to the *NSW Food Authority's Food Handling Guidelines for Temporary Events* at

www.foodauthority.nsw.gov.au

- Liquid waste, such as oil and washing up water, may also be disposed of at the end of the event. 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.

snap
shot



CASE STUDY

All of the stall-holders at our event were briefed and sent letters a couple of times prior to the event regarding the use of recyclable containers. Despite these efforts, we did have one stallholder who was not using recyclable containers. I personally talked to each stallholder and when this was brought to my attention, I just mentioned that it would be a shame if they could not get the correct containers by the following night as they would not be allowed to set up their food stall (as it was a waste wise event). The next night they had the right items!

VIVA LA GONG FESTIVAL, WOLLONGONG CITY COUNCIL

MONITOR BINS

Front-of-house waste will be generated throughout the event, with peaks during meal times. Take this into account when planning the collection or swap-over of bins.

As part of the monitoring:

- Adjust bin locations if required
- Exchange or empty bins when necessary
- Ensure bins and bin sites are clean and tidy at all times
- Ensure bins do not obstruct access for emergency vehicles



Image courtesy of AFGC

Avoid the public moving bins by securing them



Quickly replace contaminated recycling bins with clean ones. It also helps if some uncontaminated recycling is already placed in the replacement bin as people often look into a bin to see what it contains before placing their materials in to it.

wise words



Watch for bins being moved by stallholders (for their use) or the public (to stand on). This is best avoided by securing the bins with chains, rope or nylon ties to secure them together. If this is not possible then monitoring is particularly important.



Be aware of litter accumulating at a particular spot. Placing an additional bin station close by or shifting one from another area that has not had much use can reduce this problem.



COMMUNICATING THE MESSAGE

Promote the Waste Wise message continually throughout your event.

WHAT TO DO



WORKING WITH THE PUBLIC

- Make regular public announcements explaining why the event is a Waste Wise Event and how to use the bins correctly. (Attachment 10 – PA Announcement during a Waste Wise Event).
- Promote Waste Wise practices to the public wherever possible. Have team members communicate with people near entrances and main bin stations, particularly at meal times.
- For a family-oriented event, consider having a Waste Wise ‘character’ walk around encouraging people to use the bin stations correctly. You could also incorporate street theatre with a Waste Wise theme.
- Use Attachment 12: Survey of Event Attendees to generate discussion, raise awareness and get quotes for inclusion in reports and media releases.

snap shot



CASE STUDY

Last year, we asked the announcer at the races just to say, ‘The cup you are drinking out of is recyclable’. This simple announcement really seemed to work – we collected two full 3m³ skip bins of uncontaminated PET cups! In previous years the bins had been quite contaminated. We will try this public announcement again this year.

BALLINA RACES, BALLINA SHIRE COUNCIL

WORKING WITH THE MEDIA

- Show media representatives key aspects of your Waste Wise event.
- Arrange short interviews for the media with a range of people at the event, e.g. your self, staff, volunteers, stallholders, attendees.
- Encourage involvement of a well known local or public figure
- Take a record of all media representatives you and others have spoken to so that you can follow them up after the event for a story. Ensure all media relations and publicity staff associated with the event are briefed in advance to be able to communicate the Waste Wise aspects of the event to the media.
- Check with media outlets to ascertain if they have environment reporters on staff. If so, target them for Waste Wise Events stories.

- Ensure that you have a Waste Wise spokesperson available to speak to environment reporters, who will often seek more in depth information on waste issues than generalist reporters.
- Encourage local broadcast media to present a segment of their show from the event site, particularly for events in regional areas.



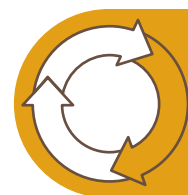
Promoting the Waste Wise message at the Big Day Out in Sydney

Image courtesy of AFGC



Have answers prepared in advance for any comments or anticipated questions, such as 'it all just goes to landfill anyway'. Attachment 8: Waste Wise Handout for your Event Team, outlines some of the key benefits of recycling and how it happens.

wise words



CASE STUDY

snapshot

The Council has adapted the WWE template documents to suit our own events and have added the Council logo. We have our own waste character called 'Will be' and he is used for all of our Waste Wise messages.



WOLLONGONG CITY COUNCIL

DURING THE EVENT

GENERAL STATISTICS

Record the following as you walk around, using Attachment 13 to help you estimate waste volumes:

- Number of attendees at the event
- Volume of beverage containers/recycling (e.g. '240 L bin half full = 120 L')
- Amount of cardboard and paper collected (e.g. Estimate volume in a skip in cubic metres)
- Amount of material to be sent to landfill (general waste)

At this stage general answers will suffice, such as '2 full skip bins of cardboard'. After the event you can generate more accurate statistics by asking contractors to supply copies of or information from receipts from the weighbridge at the landfill or recycling facility. You will need to add to their contract that they will provide you with the collection data post event or it will prove difficult to obtain. Note, however, that in some cases the data they give you may not be just waste and recycling from your event alone if they are disposing of waste from other sources as well, so your own onsite estimates will always be valuable.

SURVEYS

If possible, have some team members conduct surveys of stallholders (at a time when they are not overrun with customers) and attendees (Attachments 11 and 12: sample surveys). It works better if team members ask the questions and write the answers, rather than giving the survey to the stallholder or attendee to fill in themselves.

STARTING THE CLEAN-UP

There are many benefits to maintaining a clean event site. It reduces the occurrence of litter and presents a positive image to event attendees, reinforcing good binning behaviour.

WHAT TO DO



- Start the clean-up whilst the event is still going unless there is an Occupational Health and Safety or public liability risk.
- Look for litter 'hot spots' that occur as people are leaving. It may be necessary to move some bin stations to these new locations as the direction of people traffic changes.
- Consider placing some bin stations just outside the exit points in order to capture material as people are leaving. In many cases event co-ordinators are now being made responsible for cleaning the 'zone of influence' around the boundary of their event.
- If certain bin stations are not being used, consider moving them to a collection point, ready to be taken away by the waste services contractor or re-locate to busier areas.





**wise
words**

Consider making an announcement just before the public leave the event (e.g. before final stage performance). Thank attendees for supporting your Waste Wise activities and recycling correctly. This is a good opportunity to announce how much has been recycled and diverted from landfill (if you have the figures or estimates by then!). Congratulating attendees on their efforts often reinforces positive behaviour for the next event.

The Benefits of Recycling Calculator will give you some great figures on the environmental savings you have made; greenhouse gases, water and energy saved. Download from the Department of Environment and Conservation NSW web site

www.environment.nsw.gov.au

Attachment 16: Environmental benefits of recycling sample calculation, for quick calculations on the day.



Staff sorting recycling
back of house



Image courtesy of AFGC

Download a copy at www.environment.nsw.gov.au/wastewiseevents/



checklist

during the event

SETTING UP

- Assemble team and brief them on the Waste Wise aspects of event
- Delegate areas to team members (stalls, back of house, entertainment areas, bins)
- Advise stallholders how to use bins correctly
- Have one or more people dedicated to monitoring stallholders
- Place bins around the site according to the bin management plan
- Set up Waste Wise promotional banners and signs

MONITORING BIN USAGE

- Adjust bin locations as necessary
- Exchange or empty bins where necessary
- Ensure bins and bin sites are clean and tidy
- Ensure access/egress ways for emergency vehicles remain clear
- Monitor stallholders and back-of-house recycling areas

COMMUNICATING THE MESSAGE

- Regularly make Waste Wise public announcements
- Have staff promoting Waste Wise practices whenever possible
- Consider street theatre with Waste Wise theme, or a Waste Wise character
- Target environment reporters where applicable
- Have a Waste Wise spokesperson briefed and available for interviews
- Make note of media contact details for follow-up
- Arrange photo opportunities for media
- Talk with and encourage stallholders
- Take media around the event
- Take some photos, ensuring you obtain the written consent of the participants, to distribute to media that was unable to attend

ON-THE-SPOT EVALUATION

- Note how bins are being used overall
- Compare use of waste bins and recycling bins
- Note which bins are used most and least
- Take photos of both positive and negative event aspects
- Record statistics and other information on amount of waste generated

STARTING THE CLEAN-UP

- Look for new litter hot spots as people are leaving
- Consider placing bin stations at exit points





during the event

attachments

ATTACHMENT TITLE	NO.	PAGE
Waste Wise handout for your event team	8	52
Examples of Waste Wise Promotions on the day	9	55
Sample PA Announcement	10	56
Survey of Stallholders	11	57
Survey of Event Attendees	12	58
Calculating Recycling and Waste Amounts	13	59
Environmental Benefits Of Recycling Calculator	16	67