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CITIZENBLUE

WHAT ABOUT YOU?



The NSW Container
Deposit Scheme (CDS):
Major Events & Festivals

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Impact of the NSW CDS on Major Events & Festivals:



1. The NSW CDS starts on December 1st.
2. The price of packaged beverages goes up by 11¢ to 14¢.
3. The CDS covers all beer, alco-pops, soft drink, plus water, juice & flavoured milk in sizes of less than 1 litre.
4. Consumers can get 10¢ back by presenting a whole container that is properly labelled. In large events there should be redemption points established at the location. Compared to the price of drinks, A 10¢ refund is not a big enough incentive to motivate a high level of redemption. Typically this activity represents between 5 & 25% of all container recovery at a major event.
5. The major benefit of a CDS is gained by the event manager themselves. The increase in prices should be passed through to the consumer, but if properly managed, will see every eligible container recovered and redeemed. In CitizenBlue's experience this eliminates around 50% of the waste, recycling, and litter clean up costs at a major event.
6. The key to that activity is not the consumer redemption component which most service providers are focussed on. It is the deployment of bins designed to capture beverage containers; use of volunteers to patrol crowds and capture the empty before it hits the ground; waste sorting and the manner in which the clean up is undertaken.
7. CitizenBlue and its sister organisation, the Boomerang Alliance, have spent the past 15 years studying deposit systems around the world. CEO, Dave West, undertook the review of the Northern Territory scheme in 2010 and we developed and managed the deposit systems (pre the legislated CDS) for The Big Day Out Peats Ridge Sustainability Festival, and most recently trialled the government CDS at the Yours & Owls Festival in Wollongong.
8. At Yours and Owls (30/9/17 - 1/10/17) we recovered 98.5% of all beverage containers, reduced the rate of litter by 65% and reduced the clean up costs by 72%.



Services to Major Events & Festivals:



CitizenBlue, working in partnership with Boomerang Alliance, Landcare Australia (NSW), Green Connect, Surfrider Foundation and Green Music Australia has developed a comprehensive program for major events and festivals aimed at ensuring the site is clean and litter free, while maximising the financial benefit to our event partners.

Typically, we would review the events current waste management practices and plan a redemption and recovery program that would include the following options for the event manager to choose from. These include:

1. Where the event is undertaken for the community benefit and the management systems are maximising resource recovery, we will make applications for the event to receive exemptions from the waste levy and other relevant environmental charges.
2. Establish procurement and verification systems to ensure vendors beverage stock is properly accounted for and their packaging material able to be readily recovered and recycled.
3. Identify any problematic packaging (like disposable cups) where the venue could benefit from extending the CDS to that material (easily achieved within an event).
4. Invite Return and Earn Network Operator TOMRA-Cleanaway to establish redemption stations and Reverse Vending Machines to allow event patrons to redeem their empties.
5. Deploy, service and sort tamper proof recycling bins to capture empties.
6. Mobilise volunteers and staff to patrol the event and capture empties.
7. Pre-Sort recycling bins and, possibly, waste bins to pursue a zero waste result from the festival (a major selling point to local government) to maximise container recovery and recycling and minimise waste disposal costs.



Obviously the costs are variable depending on the level of services the event wants to undertake along with the labour and equipment necessary to fulfil the task. The following identifies the typical costs and benefits a major event should expect:

Establishing a redemption station or RVM. Where the event is centrally located and accessible the event should expect to receive these services for no charge. The CDS Coordinator pays a fee to the collection point operator to fund this activity. It is cost neutral to the venue.

This activity should be staffed by experienced professionals with strong customer service skills and be provided by the local Return and Earn Collection Point Operator. CitizenBlue will identify and liaise with them to provide this service.

Waste and Recycling. Typically the gross costs in this area increases slightly to cover the additional sorting to recover containers for a refund. These are readily offset by the refunds achieved - 10¢ for an intact container and 5¢ (via an arrangement with a local Materials Recovery Facility (MRF)). CitizenBlue advocates this being undertaken on a fee sharing basis to ensure the sorters are motivated to maximise returns.

Typically this generates an average income stream of \$0.60-\$0.90 per patron per day. If waste isn't currently sorted on site there would be some additional costs but generally these activities will deliver sufficient savings in waste disposal to generate more savings than the expenditure.

Litter Bins. CitizenBlue is developing a range of built for purpose litter bins that are tamper proof, approved for security purposes and readily serviced in a busy pedestrian environment. When a patron disposes the container they effectively donate it. We deploy bins and service them at no cost but utilize the refunds to offset our costs. We are more than prepared to discuss sharing any surplus with local charities or causes of your choice.

Litter Patrols. Using volunteers and staff, CitizenBlue and its allies deploy teams who patrol the venue, collecting litter and educating the patrons (particularly children) regarding the CDS and why we need to stop litter. This service can be ran at no cost (we keep the refund) or as a fee for service where you keep the refund.

