

WA PLASTIC  
free 



# FINAL REPORT SEPTEMBER 2019



This project is funded by the Waste Authority through the Waste Avoidance and Resource Recovery Account



## ABOUT 'WA PLASTIC FREE'

'WA Plastic Free' is a project to reduce Perth's plastic footprint. It is based on the successful 'Plastic Free Noosa' project, run by The Boomerang Alliance, as part of their 'Plastic Free Places' program, which focuses on achieving wide scale change away from plastic pollution and waste. The project is funded by the WA Waste Authority.

WA Plastic Free is initially focussed in the Town of Bassendean and City of Bayswater, with a view to expand to surrounding areas over time.

The project targets six single-use plastic items which represent problematic and prolific sources of the litter stream; water bottles, foodware (cups, cutlery, plates etc.), straws, coffee cups/lids, takeaway containers and plastic bags.

To achieve reductions, we engage directly with food outlets, events and markets to join as a member and switch away from single-use plastics, either through elimination or replacement with reusable or 100% compostable alternatives. We also encourage individuals to sign up, support our members, and reduce their own plastic footprint.

## THE PROJECT IN BRIEF

**FOCUSED ON PROMOTING** better practices and alternative products to the use of disposable, fossil-fuel based plastic items, often found in litter and landfill.

**THE INITIAL PILOT PROJECT** ran for 10 months, with setup occurring in the first 4 months.

**THE INITIAL SECTORS** engaged are food retailers, markets and events.

**MEMBERS ARE RECOGNISED** and promoted for their actions. Members who complete the program become 'Plastic Free Champions' and receive added promotional benefits.

**WE ALSO WORK WITH** manufacturers and distributors to ensure they have the right products available and are giving the correct advice and products to our members.

**PROJECT AND PROMOTIONAL** materials include signage, press coverage, advertising, newsletters, social media, promotion at strategic events, flyers, member guidelines and the website [www.waplasticfree.org](http://www.waplasticfree.org).

**SUCCESS IS MEASURED** by the number of project members and the amount of identified plastic items removed from use (audit of participants' procurement).





## GOALS

**PROMOTION OF THE PROGRAM** to all food retailers, markets and events in Bassendean and the opportunity given for them to become members.

**A REDUCTION** in the use of identified plastic items.

**A CLEANER, LESS LITTERED**, more aware and prouder community that identifies as a leader in environmental stewardship.

**TO ASSIST WITH** the improvement of waste collection services.

**TO IMPLEMENT** a plastic free system that can be extended to include all business and community sectors over time.

## PARTNERS & ASSOCIATES

Town of Bassendean, City of Bayswater, WA Waste Authority, the Australian Packaging Covenant (APCO), RTRNA (reusable cup network), WRITE Solutions composting services, BioPak.

Funding is provided by the WA Waste Authority.

# KEY ACTIVITIES (SEPT 2018 - SEPT 2019)

## 1 PROJECT PLAN FINALISED AND PROJECT COMMENCEMENT

Expressions of interest were sent out to local Perth Councils on September 11, 2018 to help inform a decision on where to base the project. The final selection of the Town of Bassendean was confirmed on 3rd October 2018.

## 2 EMPLOYED AN ON-GROUND COORDINATOR

Amy Matheson commenced employment on 12 Nov 2018 for 22.5 hours p/w.

## 3 KEY RELATIONSHIPS ESTABLISHED, AND ROLES DEFINED

Key relationships in local community to gain support for publicity around the program.

Organisation	Roles
<b>Boomerang Alliance</b>	Formulate and execute the project. Deliver a half yearly progress and Final Project Report.
<b>Local councils</b>	Promote/inform stakeholders/community about the project, support and promote local business and community involvement in program, advise on waste and composting services and assist where possible to provide collection services to support the program, assist to provide, where possible, other services that support the implementation of the program by businesses/events.
<b>Environment groups operating in the region</b>	Align any current activities where there is mutual benefit in doing so, cross promotion of campaigns, promote the program and plastic free practices to individuals through community engagement activities.
<b>Business associations</b>	Promote the program to businesses members, assist us to identify opportunities to engage with business members, allow us to attend events/functions, where appropriate, to present/talk to business members, work with us to potentially hold events to promote the program.
<b>Suppliers</b>	Only offer endorsed products to our members, encourage new businesses and contacts to join, work with us to create better deals for our members (discount codes and bulk buying blocks to source cheaper products).

## 4 ENGAGED DISTRIBUTORS, SUPPLIERS AND STOCKISTS

**IDENTIFIED KEY LOCAL SUPPLIERS** and approached them to join with the campaign and agree to only offer endorsed products to our members and maintain good knowledge of the products being offered in order to advise our members correctly.

**WORKED WITH PRODUCT MANUFACTURERS** BioPak, Bygreen, Envirochoice, Detpack and Greenmark directly to create 'compostable only' catalogues of their product lines. Gained member product discount agreements from BioPak and Greenmark.



## 5 DEVELOPED BRANDING & MATERIALS (EXAMPLES BELOW)

- Website established ([www.waplasticfree.org](http://www.waplasticfree.org)).
- Logo and brand patterns and colours created.
- Web badges created- champion, member and endorsed product.
- 'Plastic Free Champion' shopfront signage.
- Flyers and brochures - for individuals and cafes/restaurants.
- Signage for cafes and events.
- Member guidelines - for café's/restaurants and events/markets.
- Event resources, including templates, checklists, how-to guides etc.
- Photoshoot for images used for branding and materials.

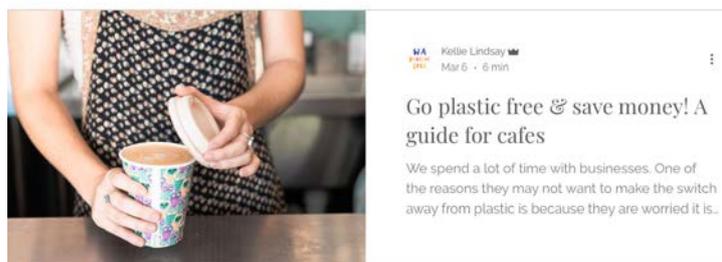
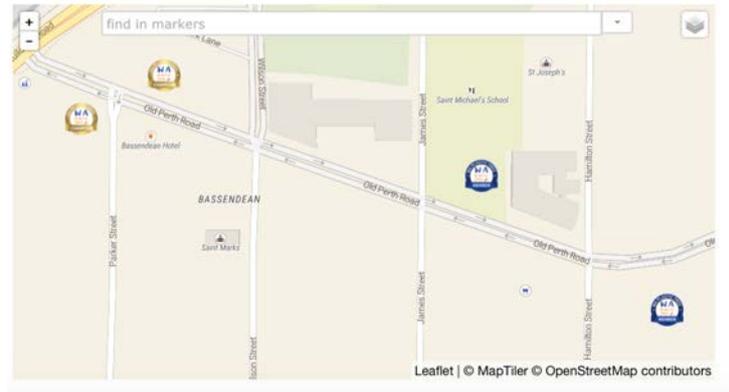
## WEBSITE



### member locations - cafes & restaurants

You can easily find our members and 'Plastic Free Champions' here. Champions have significantly reduced their plastic footprint and you can dine plastic free with confidence. Our other members are also working hard to reduce their plastic too - why not offer them your support as they also make their way to becoming Champions!

Click on an icon for driving directions, or use the drop down search below. You can also find them listed in our Member Directory.



### SOURCING PRODUCTS

We know that it can be difficult to source the right products - you're busy and there is a lot of misleading information out there. To help, we have worked with a number of local suppliers and obtained plastic free catalogues of their product lines so you can select with confidence.

If you have a supplier already, find them on the suppliers list below and see what product lines they carry. You can click on the icons to download the catalogues - find the products you like, then contact your supplier to order them.

If you don't have a particular supplier, go to the plastic free catalogues and find what you're looking for. Then choose a supplier that carries your chosen product line/s. Make sure you tell your supplier you are a member of WA Plastic Free!

If you are a new member of ours, you also have access product discounts. [Find out more](#) about our current discount offers.



### plastic free catalogues

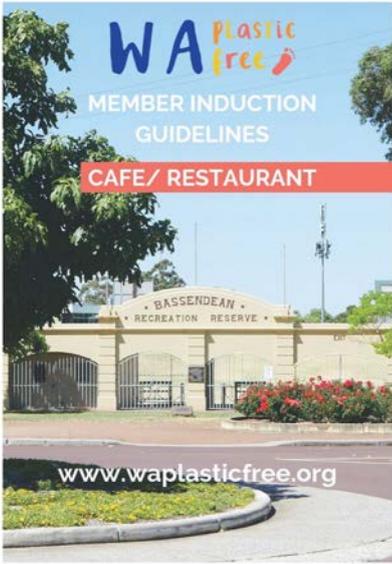
Look through these compostable-only catalogues and find the products that suit your needs. To download them, right click and select 'download linked file'



## 'PLASTIC FREE CHAMPION' SIGNS AND WEB BADGES

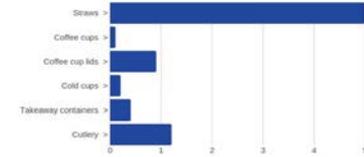


GUIDES & FLYERS



average price comparisons - compostable vs plastic

While we recommend **reusable items over disposable items**, we recognise this is not always feasible. Generally, good compostable products are more expensive, but you get what you pay for. This chart shows the average multiply by amount you can expect to pay for compostable products, as compared to plastic.



simple tricks to reduce these costs

We can show you how to reduce these costs. This can make the switch cost-neutral or even cost-saving!

For example, although straws are 5x the cost, you can reduce straw use up to 80% by:

1. having signs that explain you ditched straws,
2. not automatically pulling straws in every drink,
3. keeping straws out of eyesight and below your counter.

You can reduce coffee cup lids this way too

You can also use more reusable items like steel straws that are cheaper in the long run, integrate a reusable cup service, encourage customers to dine in, and rethink how much packaging you need to use.

We will guide you through this on the next pages.



For compostable products, we have worked with a number of major stock suppliers to ensure they have the right products and advice for you. These are listed on [www.waplasticfree.org/suppliers](http://www.waplasticfree.org/suppliers) with links to price lists and ordering details.

guide to eliminating single-use plastic for food vendors

straws

Reusable Options

- Don't use them! Stop automatically putting straws in drinks
- Stock reusable steel or bamboo straws - they look much classier.
- Encourage customers to BYO reusable straws.

Disposable Options\*

Remove straws from sight and only provide upon request. If requested, provide paper or wheat straws. Put up signage saying that you are reducing straws to encourage customer participation. Note that disposable straws vary in quality - if you find one brand unsuitable, it is worth trying another. Avoid bio-degradable/biodegradable straws, these are plastic.

foodware (cutlery, plates, bowls, cups, etc.)

Reusable Options

Use washable reusable items such as stainless steel cutlery and ceramic plates.

Disposable Options\*

Preference wooden/ paper/ cane or other 100% compostable items that meet home compost standards. There are suitable products available that are leak-proof, freezer-proof and microwaveable. For cold cups, unlined paper is preferred. If lined, ensure all material is 100% compostable. For cutlery, bamboo/ wood is the best option. Be wary of products labelled only as biodegradable, ensure they are also labelled as compostable. Try to source sustainable products if possible.

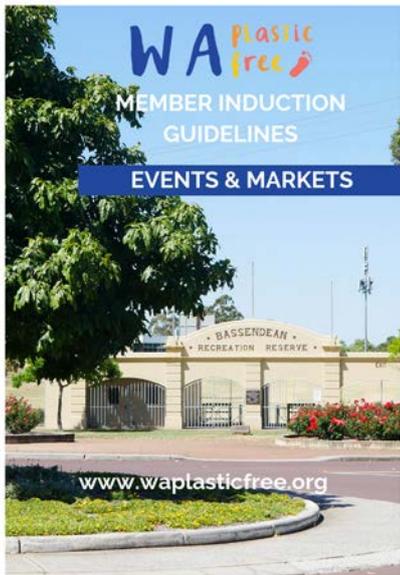
coffee cups & lids

Reusable Options

- Provide washable cups for dine-in customers.
- Offer a discount to dine-in customers as an incentive to stay.
- Encourage customers to BYO reusable cups and consider offering a discount for this.
- Sell reusable cups (these can be branded) and encourage customers to purchase them by offering their first drink for free.
- Provide a 'mug library' where regulars can borrow and return a mug. Mugs can be donated by locals or sourced from op shops.
- Use a returnable cup service.

Disposable Options\*

Preference washed paper or card without lining, or alternatively, use paper cups with 100% compostable lining (check lining is not traditional plastic). Similarly, lids should be made with 100% compostable material such as biocane/baggasse. Ensure lids is not PS (polystyrene) - these lids will have 'PS' and the number '6' on them - avoid!



**PLASTIC FREE**  
CAFE'S & RESTAURANTS

Have you thought about going plastic free... but don't know where to start?

WA Plastic Free can help!

Researching the right alternative products & suppliers can be hard, time consuming & you may be worried about costs. So, we have done all the work for you.

WA Plastic Free is a new program supported by the WA Waste Authority & Bassendeian Council. We can show you what products to use, where to get them, & tips to reduce costs.

Best of all, joining is free!

Benefits include a listing on our website, promotion on our social media and through our partners, and free signage and resources. Plus, we will always be on hand to help you.

And when you remove six key items, we will endorse you as a Plastic Free Champion!

Find out more and join today at: [www.waplasticfree.org/join](http://www.waplasticfree.org/join)

BioPak discount offer

We have created a deal with BioPak to provide you a 5% discount on their products for the first 3 months you are a member of ours (max 5 orders). This offer is available through BioPak's online store or through a participating local distributor, and is valid for BioPak's compostable range only.

Please note: in utilising this offer, we will have access to your ordering data, which we will use for program data collection purposes only. If you wish us to not access your data for this purpose, please let us know.

How to claim the discount

1. After your induction with us, we will send you a discount code/s.
2. Choose your products from BioPak's 'Compostable Products Catalogue'. You can find this on our website: [www.waplasticfree.org/suppliers](http://www.waplasticfree.org/suppliers).
3. Order your products through BioPak's online shop [www.biopakshop.com](http://www.biopakshop.com) and enter the discount code upon checkout.

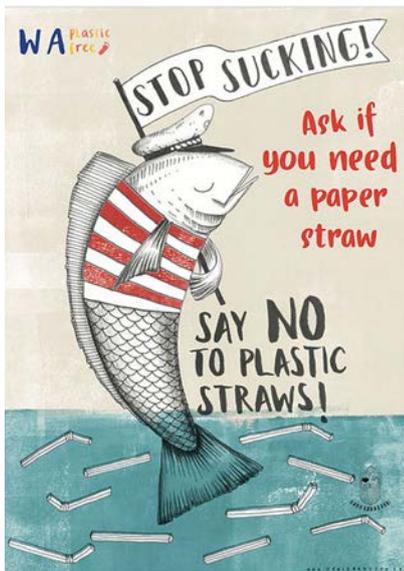
OR

Order through our local partner distributor Ward Packaging, let them know you are our member and give them the code.

Ward Packaging: 52 Fortitude Boulevard (Corner of Sydney Rd), Gnaragar, orders@wardpackaging.com.au, 08 9249 1228.



SIGNAGE



**TOGETHER WE CAN GO PLASTIC FREE!**

**BIOPAK 5% DISCOUNT OFFER**  
for new members of WA Plastic Free

Ward Packaging, proud partners to WA Plastic Free are offering this great discount on BioPak compostable products to customers in Bassendeian.

Become a member of WA Plastic Free (it's free) and for the first 3 months you can enjoy a 5% discount on BioPak purchases, limited to your first 5 orders.

WA Plastic Free works directly with cafe's and restaurants in Perth (currently limited to Bassendeian) to help them to switch from single-use plastics to better alternatives. There are great benefits to joining including personalised advice, resources and promotion.

To get your discount, join at [www.waplasticfree.com/business](http://www.waplasticfree.com/business) and the team will contact you to induct you into the program and offer you your discount code. All you have to do is give us your code when you next order.

WARD orders@wardpackaging.com.au 08 9249 1228

WA Plastic Free BioPak

**DON'T MAKE LANDFILL**

**STAY AND CHILL!**  
DINE IN & HELP US REDUCE SINGLE-USE

WA Plastic Free

## PHOTOSHOOT



## 6 LAUNCH EVENT

Held on March 6th, 2019 at 'Plastic Free Champion' 02 Cafe and Bar, Bassendean. Guest speakers included Renée McLennan- Mayor of Bassendean, W.R.I.T.E Waste Solutions and RTRNA (Re-useable cup network). In attendance were council representatives, local businesses and key community members. The event also attracted some print media.

## 7 FOOD RETAIL SECTOR ENGAGEMENT

- Database of businesses set up and maintained to keep track of interactions with each business, products currently being used, suppliers, etc.
- Direct engagement to facilitate sign ups.
- Cafe engagement activities commenced in late February.
- ½ - 1-hour personalised inductions conducted for each member covering practical solutions in eliminating single-use plastic and reducing waste, plus follow-up with extra help, advice, problem solving.
- Data collection methodology established.
- Interactions so far reveal some members had tried to go plastic free and failed due to difficulty with wrong advice and products provided from their suppliers - this reinforces the value of our approach. Some members have now joined reusable coffee cup systems and introduced composting collection services, provided through our partner networks.
- At the end of the pilot period, we had been working with food retailers in Bassendean and Bayswater for six months, we had 25 members, 10 of which became Plastic Free Champions.
- Member testimonial:

"It was great to have the support of WA Plastic Free to help us move away from single-use plastics. We discovered them through Instagram where we noticed a lot of other businesses nearby were earning their plastic-free status. We had already made some changes to our packaging and the official plastic-free status and help offered gave us the extra push we needed to get rid of our last single-use plastic products".

**Old Lira Pizzeria, Bassendean**

## 8 EVENT & MARKET SECTOR ENGAGEMENT

- Set up of system working with events and markets. This included 5 actions these members need to complete to achieve Plastic Free Champion status.
- Initial induction similar to food retail members, but more involved as the actions are more complex and difficult to achieve. The induction process involves the creation of a tailored Action Plan.
- Further assistance is given throughout the transition process. This is largely focussed on working with individual vendors to help them transition, and to help the event organisers to stay on track with the Action Plan.
- Data is collected from vendors (where possible) to quantify plastic savings, We also try and obtain a measurement on reduction of waste-to-landfill if composting services are implemented.

- We worked with two markets and one event during the pilot, the Old Perth Road Markets in Bassendean, the Bayswater Growers Markets, and the Maylands Street festival. Both markets have since become Plastic Free Champions.
- While the process for managing plastic usage at markets or events is more complex than cafes, the flow on effect of those changes to communities beyond our target areas is immense as food vendors we work with operate Perth-wide.
- Member testimonial:

'Thankyou so much for your time and support in changing the Old Perth Rd markets in Bassendean to a plastic free event. It's not an easy task to change such a big event the way you have especially given we have so many stake holders involved. Many of the stallholders have come to me with such wonderful feedback on how you have supported them in their change to becoming plastic free. Looking back at all of the stalls we have and items they sell, you have drastically reduced the plastic usage. The community have really appreciated the change too! We have been so fortunate to have you support and guide us in this process. Not only have you changed the Old Perth Rd markets to a plastic free event it has pushed the Council to make all Council events Plastic free now too'.

**Old Perth Road Markets, Bassendean**



## 9 COUNCIL ADVISING

- Advising interested Perth councils on plastic-free policies
- Advising councils on alternatives to single-use plastics within internal procurement and operations.

## 10 PROMOTION (EXAMPLES BELOW)

- Regular media releases which are sent to all media contacts.
- Speaking engagement opportunities including Bassendean Business Network and Earthcarers.
- Regular social media postings.
- Council communications.

## SELECTED MEDIA ARTICLES

<https://www.communitynews.com.au/eastern-reporter/news/wa-plastic-free-project-rolls-out-in-bassendean/>

<https://www.communitynews.com.au/eastern-reporter/news/town-of-bassendean-and-the-boomerang-alliance-join-forces-to-create-a-plastic-free-bassendean>

<http://wastemanagementreview.com.au/city-bassendean-go-plastic-free-boomerang-alliance/>

<https://www.theurbanlist.com/perth/a-list/bassendean-plastic-free>

<https://www.abc.net.au/radio/perth/programs/focus/plastic-free-bassendean/10377866>

<https://www.bassendean.wa.gov.au/news/plastic-free-bassendean/188>

## SOCIAL MEDIA



**waplasticfree** • Following

waplasticfree Have you heard the news? WA Plastic Free would like to welcome @tothewoodscafe to the Plastic Free Champion family.

They've worked hard to eliminate the six single-use plastic takeaway items that are on our hit list. Be sure to thank them next time you visit!

#weareplasticfree #bassendean #plasticfreeperth

Liked by greencaffeen and 24 others

APRIL 11



**waplasticfree** • Following

Bassendean, Western Australia, Australia

waplasticfree We're kickstarting the WA Plastic Free project with a special pilot program in Bassendean. This here is Amy, our Program Coordinator who will be working directly with local cafes, restaurants, the markets and other businesses to reduce single use plastic within the Town of Bassendean. If you're a local business who would like to become a Plastic Free Champion stay tuned...we'll be launching our website very soon. In the meantime follow along this account and be sure to tag us in your own photos.

#weareplasticfree #bassendean #plasticfreeperth

Liked by plasticfreebyron and 25 others

NOVEMBER 28, 2018



**waplasticfree** • Following

waplasticfree The @bayswatergrowersmarket kicked off on Saturday with the goal of being 100% single-use plastic free from the beginning. Vendors like @little\_dutchies are only serving in compostable packaging, with the packaging being composted on site by @write\_solutions\_australia. This means the composting bins were full and landfill bins were almost empty by the end of the day.

Liked by plasticfreeenoosa and 47 others

SEPTEMBER 10

Add a comment... Post

# QUANTIFYING IMPACT

KPI's for the project are the amount of identified plastic items removed from use by our members, and the number of businesses/events who sign up as members to the project.

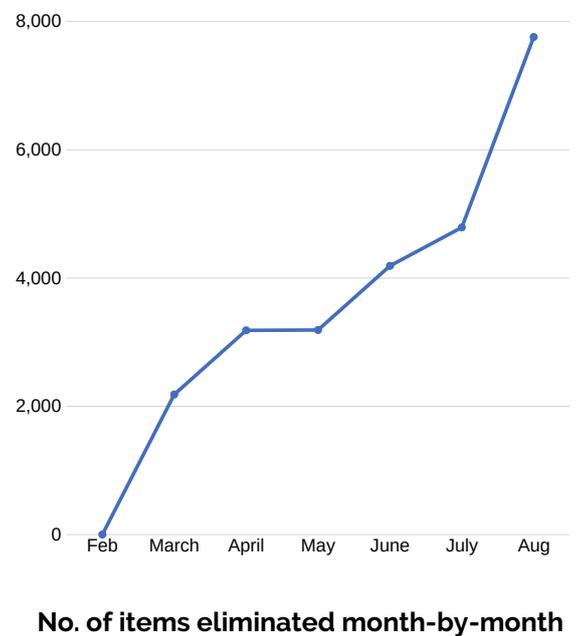
We collect ordering data from our members and their suppliers. For data collection, we generally use members who have reached or near reached Champion status because we know they have made the required changes and we can assign a date to which those changes have occurred by.

## KEY PERFORMANCE INDICATORS

**TOTAL NUMBER OF MEMBERS** to the program = **30**.

**TOTAL NUMBER OF PLASTIC FREE CHAMPION** members (i.e. they have eliminated all plastic in accordance with guidelines) = **12**. Plastic Free Champions have made changes since joining (i.e they were not plastic-free when they joined the program).

**TOTAL CALCULATED NUMBER OF PLASTIC ITEMS** eliminated from member cafes and restaurants from February 25, 2019 (date of first member induction) – Aug 31, 2019 (6 months) = **26300**



This data reflects from 10 Bassendean food retail businesses only, as the newer businesses in Bayswater are too new to have meaningful data. There are likely to be additional changes made by members that we have not yet assessed, and some businesses have not yet provided data. Thus the total reflects a minimum of plastic saved, rather than an exact amount.

The data reflects a similar pattern seen in Noosa and Byron, albeit with slower progress due to initial challenges with the small pilot area of Bassendean, as discussed below. In Noosa, data collection after 8 months revealed approx. 300,000 pieces of plastic eliminated. After 12 months - 1.6 million pieces. It is also worth noting that average quantities of single-use items used by individual members in Noosa were larger due many being located in tourist dense areas.

Our expectation is that with an opened up area of operation, WA Plastic Free will increase in membership quickly and plastic savings will increase exponentially, as we have seen in Noosa. We believe this due to the willingness we have seen of local businesses, suppliers and councils to participate, and the interest the program has generated in the local and surrounding communities.



## CHALLENGES & LEARNINGS

WA Plastic Free project has been unlike our other projects, because the pilot area of Bassendean is a community which forms part of a larger city. This has allowed us to adapt our program to a new situation, which has offered challenges as well as exciting possibilities.

Our other projects operate in distinct mid-sized communities. This gives us a large pool of businesses to target. Bassendean is small (approx 20 food retailers). This means that the pool of businesses available to join is limited. Additionally, due to the location of Bassendean outside of main tourist areas, the quantities of plastic used by individual businesses is smaller than that of our other projects.

With most food retailers on board a few months in, we exhausted the potential member pool and decided to expand into neighbouring communities to grow the program. We reached out to City of Bayswater to open up membership there. Other councils have also expressed interested to see the program adopted in their areas.

Another challenge with the adopted model is the lack of local media outlets. Bassendean does not have a local newspaper or radio, and we are yet too small a project to attract the larger Perth media. This means we need to target the community in a different way than we have in other communities.

We feel that these challenges have slowed progress so far compared to other projects. However, the longer term prospects are excellent, as we start to expand our area of operation and thus work with several councils (who can all promote the project and increase our attractiveness to media).

One of the big advantages to working in a community which is part of a larger area is that the resources and materials we have developed (and continue to develop) are directly applicable across the city, thus expanding progressively is possible and desirable. Long-term, we feel this project has greater potential for impact than our other projects. Perth is also a supportive and progressive city with accessible commercial composting collection services for businesses and events, which assists the goals and growth of the program.



## NEXT STEPS

If re-funded, the next steps for WA Plastic Free are:

- Expand the program into other areas and precincts to increase the reach of the project and maximise positive impact.
- Development of key partnerships to increase value of the program to members.
- Research back-of-house alternatives for food retailers.
- Continue data collection to ensure the project meets required outcomes.
- Increase the reusable coffee cup and container network in Perth to create a viable and convenient system for users.
- Implement a water refill network to compliment BYO behaviours in the community. Water refill points (local businesses, water stations) are identified through signage/stickers and can be located on an interactive app ([TAP](#)).

WA Plastic Free is an initiative of



with partner



with funding provided by



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[www.waplasticfree.org](http://www.waplasticfree.org)