


Sustainable Event Spotlight

New Year's Eve Event 2019

Type	Free open community event
Location	Elder Park (Part of Tartanya Wama (Park 26), River Torrens (Karrawirra Parri)
Month	December 2019
Patronage	More than 80,000 people
Organiser/Contact	City of Adelaide

Waste Actions

- Local food and drink vendors were required to use compostable packaging to serve up their treats.
 - Single-use plastic straws were eliminated with compostable or reusable straws available to those who required one to drink safely.
 - The community was encouraged to bring reusable containers and drink bottles to reduce single-use plastic.
 - Free water refill stations were used by the community, staff and artists to reduce single-use bottles.
 - Four stream waste stations supported by roving waste education performers and waste warrior volunteers helped the community correctly dispose of waste and recyclable materials.
 - New recyclable signage was trialled.
 - Designating the event 'balloon-free' was another strategy to reduce waste and pollution.
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- Roving 'Waste Performers' were on song in delivering their educational message.*
- Local entertainers were engaged to provide children's activities without landfill material and to encourage interaction with nature.
 - Six-stream back-of-house waste stations were used with vendor information supplied.
 - Cable ties were minimised, and necessary ties were recycled.



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Transport Actions

- The community was actively encouraged to use public and active transport or to car-pool in pre-event promotions, including via social media, artist voxpops and the event webpage.
- Details of electric vehicle charging stations across the city were included in online event information.
- Secure on-site bike parking was available.

Water Actions

- Free BYO bottle water refill stations were provided and advertised in advance.
- The site was irrigated with Glenelg to Adelaide Park Lands Recycled Water.
- Water usage was metered to make sure resources were being used efficiently.



Free refills! Helping patrons stay hydrated more sustainably.

Supply Chain Actions

- Local contractors were selected for products, services and entertainment to reduce carbon emissions and support the local economy.



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Measurement, Marketing & Engagement

- Ways for the community to participate more sustainably in all communications were actively promoted leading up to the event.
- Communications included headline performers producing videos for social media talking about:
 - the availability of water refilling stations and encouraging the community to bring reusable water bottles and cups with them.
 - the event's straw-free status and use of the correct waste management bins on site.
 - free public transport to the event.
- Roving waste performers helped educate attendees in a fun and engaging way.
- A team of proactive volunteers provided information and advice on the night.
- Utility usage was monitored and recorded for optimal efficiencies.



Volunteer team on hand to give advice and information on the night.



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Challenges

- Waste management at a large open event can be challenging as materials brought to the event by patrons are often not compostable or recyclable.
- Lighting at night cannot be too bright as to change the atmosphere or waste energy but must light appropriate infrastructure effectively.
- Crowds entering the site from the Adelaide Oval presents a logistical challenge.

Lessons learnt

- Engaging with event stakeholders early (1-2 months) ahead of the event helps to ensure clarity of goals, time for questions and amendments as well as to build relationships for shared commitments.
- Peak crowd movement times must be appropriately accommodated for with services and infrastructure.
- Recent bushfires and extreme heat led to some community members questioning whether fireworks are an appropriate celebratory element. This may influence entertainment choices for events in the future.
- Ensuring that appropriate support staff are available to stakeholders before and during the event helps to facilitate optimal outcomes.

Outcomes

- Compostable packaging was used by all food and drink vendors.
- Waste and pollution were reduced by designing the event to reduce plastics and encouraging the best waste management behaviours including roving educational performers and infrastructure design.
- Pre-event communications actively engaged the community, encouraging participation in creating a more sustainable event. This included promoting free public transport, encouraging patrons to bring reusable drink bottles and containers as well as promoting good waste management practices.
- Local performers entertained the children with waste-free activities that had a focus on interacting with the natural environment.
- New forms of reusable signage were successfully trialled and will be used again.
- The new four-stream waste stations were in place and supported by waste warrior volunteers and roving waste education performers to streamline waste management.
- Overall weight of waste was reduced to around half that of previous years.
 - 74% of all materials (by volume) were diverted from landfill. Of this:
 - 25% was composted locally, double that of 2018
 - 36% was recycled, with specialty recycling for 2.2kg of cable-ties
 - 2000 Litres of soft plastics from vendors was recycled
- 31 skilled and passionate volunteers, including five students from a single share house, assisted the community with information.

