

# Sustainable Event Spotlight

## Vogue Festival Launch

Type	Ticketed event
Location	Rundle Mall
Month	October 2018
Patronage	175
Organiser/Contact	Rundle Mall Management Authority & <i>Vogue</i> Australia

### Waste Actions

- Three-stream waste separation was set-up back-of-house.
- Stage materials were saved and reused for other events.
- Balloons and large vinyl banners were upcycled at the city-based Adelaide Remakery.
- Local artisans crafted tote bags and craft items from marketing materials.
- Organic materials were composted locally.
- Vendors provided compostable serving-ware.

### Supply Chain Actions

- Local produce was showcased by the food and beverage provider.

### Measurement, Marketing & Engagement

- Community education was undertaken on waste management and conscious resource use before and during the event.



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## Lessons Learnt

- This was an internationally governed event with standard operating and branding procedures. As approvals were required from international authorities, flexibility around certain sustainable actions proved challenging.
- Practical pre-event staff education could further improve waste separation through the delivery stage.
- Key insights gained post-event around banner upcycling included:
  - Branded sections of banners could not be upcycled due to sponsor contractual commitments pertaining to intellectual property.
  - Branding and air flaps in banners limit the amount of usable material. Producing a mix of tote bag sizes helped maximise the reuse of vinyl.
  - Cleaning of material is required prior to reuse, which should be included when sourcing quotes relating to reuse initiatives.
- There may be opportunities to engage more broadly with other city-based fashion events to improve the impact of sustainability actions and achieve local operational efficiencies.

## Outcomes

- Banners were recycled into 91 totes, 16 clutches and one dress by local artisan collective, The Adelaide Remakery.
- Balloons were recycled into various artistic and fun pieces like hacky sacks.
- Fresh floral arrangements were composted locally.
- The bulk of materials from the launch event area consisted of co-mingled recyclables (5kg) and were sent to appropriate recycling facilities.

