

# Sustainable Event Spotlight

## WOMADelaide Festival 2019

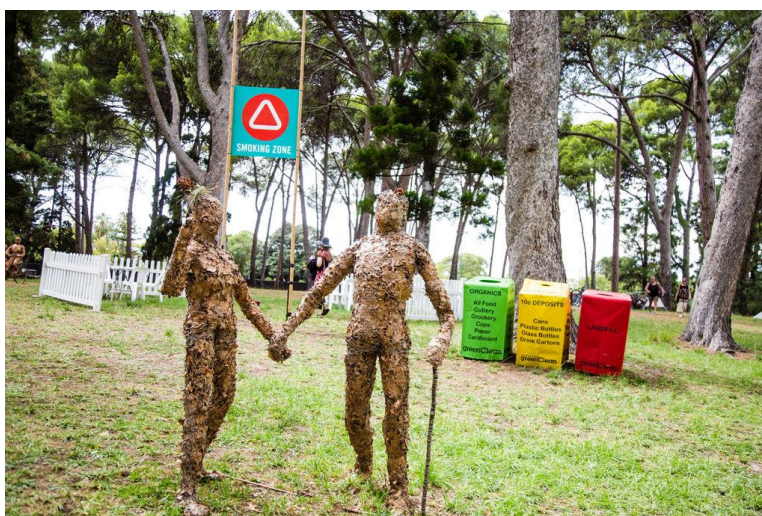
Type	Community Festival of Music, Arts and Dance (Ticketed/Outdoor)
Location	Botanic Park and Frome Park
Month	March 2019
Patronage	18,000 – 20,000 people per day
Organiser/Contact	WOMADelaide Foundation, Arts Projects Australia and WOMAD Ltd

WOMADelaide is a four-day festival of music, arts and dance, celebrating cultural and creative diversity held since 1992. The festival is set in the natural outdoor environment of Adelaide's beautiful Botanic Park / Kinka Wirra and Frome Park / Nellie Raminyemmerin, underpinning an emphasis on environmental consciousness.

The festival has led the nation and won awards for environmental initiatives in reducing waste, offsetting carbon footprint and educating and inspiring audiences. In 2019, WOMADelaide was a finalist as the City of Adelaide's Carbon Neutral Adelaide Partner of the Year Award.

### Waste Actions

- Waste Management Plan.
- Pre-event information sessions/guided tour of a waste facility for stallholders.
- Excess waste and single-use items discouraged.
- Stallholders and suppliers encouraged to use reusable and upcycled materials.
- Waste education volunteers assist patrons with waste management.



# Sustainable Event Spotlight

- Bin systems consistent with Australian standard waste management.
- All waste created by patrons is sorted onsite into separate waste streams.
- Separate collection of vendor soft plastics and cardboard.
- Data reports provided by waste contractor for continuous review.
- Certified compostable serving-ware used by all food vendors.
- Reusable drinking cups and bottles provided (or compostable options).
- Free BYO water refill stations centrally located for reduced single-use plastics.
- Reusable cable tie trial to reduce reliance on single-use cable ties.
- Recycled cardboard art installation made with Botanic High students
- Smoke-free event, with designated smoking areas & butt bins provided
- Organic waste (over 16 tonnes) composted locally and delivered back to the Adelaide Botanic Gardens.



## Energy Actions

- Pre-event assessment for efficient energy management.
- Energy Management Plan centered around energy efficiency.
- Equipment specifications noted in contracts, energy efficient equipment utilised and turned off when not in use and data is monitored and recorded for improvements.

## Transport Actions

- Central location close to public transport.
- Promote active transport (cycling/walking) or public transport, highlighting best routes and options on the website.
- Staff assisted and secured free bike racks at each main entrance.
- Site traffic impacts reduced with restricted access, shared deliveries and transit pathways.



# Sustainable Event Spotlight



## Water Actions

- Botanic Park / Kinka Wirra is efficiently irrigated with professional direction from The Botanic Gardens of South Australia.
- Majority of irrigation of Botanic Park is done with water from the River Torrens/Kawrawirra Parri. Only additional, site specific irrigation is conducted with potable water so as to minimise use of potable water in irrigation.
- Misting equipment used in above 30°C temperatures.

## Supply Chain Actions

- Purchasing of environmentally and socially responsible services and products where possible, including:
  - Compostable packaging for all patron food packaging, or reusable and BYO with single-use items discouraged.
  - Bulk deliveries for stallholders organised so as to minimise onsite traffic + food miles.
  - Use of recycled materials in infrastructure i.e. furniture and art.
  - Actively seeking alternatives, i.e. reusable cable ties and investigating biodiesel options for generators.

## Measurement, Marketing & Engagement

### Measurement:

- Sustainability related data monitored and reported annually.
  - Ambition to be a completely zero-waste-to-landfill festival.
  - Gathering data to offset event carbon footprint with Greening Australia. Every ticket purchased contributes to native biodiverse tree planting in SA.



# Sustainable Event Spotlight

- Sustainability messages:
  - Promoting Botanic Park / Kinka Wirra as the 'green heart' of Adelaide, educating and encouraging patrons to respect our natural environment.
  - Currently diverting 98% of all waste from landfill.
  - Free BYO bottle water refill stations to reduce single-use plastic bottles.
  - Patrons encouraged to take active or public transport.

## Engagement:

- Planet Talks engage audiences in live conversations about environmental conservation and sustainable relationships with the planet.
- Encourage other individuals/organisations to tackle climate change and offset emissions and participate in Carbon Neutral Adelaide Partners Program.
- Champion the event industry and stakeholders to share stories, address challenges and explore opportunities.

## Lessons Learnt

- The events industry is shifting towards more sustainable practices.
- Ensuring a level playing field allows for shared actions and responsibilities.
- Implementing closed-loop economy through mandated supply chain.

## Outcomes

- Educating and inspiring the events scene.
- Reducing environmental impact and the impact to Adelaide Park Lands.
- Establishing benchmarks for sustainable events in South Australia.

## Future Actions

- Considering Climate Action for carbon neutral certification.
- Investigating renewable energy options e.g. biofuel/solar.
- Investigating a re-usable foodware system to radically reduce number of single-use items (& waste) generated by the festival.
- Cable ties being investigated for more sustainable options and/or processing.
- Setting a target of zero waste to landfill.
- Commitment to become one of Australia's first carbon neutral major festivals and inspiring to lead, educate and inspire individuals and businesses to create a sustainable future for the next generations and the planet.

For further information visit: [www.womadelaide.com.au](http://www.womadelaide.com.au)

