

ZERO WASTE EVENTS TASMANIA

PILOT PROGRAM
SUMMARY AND EVALUATION REPORT

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ACKNOWLEDGEMENT OF COUNTRY



Tasmania is Aboriginal land. We acknowledge the palawa and pakana, the Tasmanian Aboriginal people, as the Traditional Owners and continuing custodians of the lands, seas and waterways of lutruwita, Tasmania on which this project has been conducted. We recognise their continuing connection to land, waters and culture and pay our respects to their Elders past and present, and we acknowledge emerging leaders. Moreover, we express gratitude for the knowledge and insight that Traditional Owners and other Aboriginal and Torres Strait Islander people contribute to our shared work in Australia.

We pay respects to all Aboriginal and Torres Strait Islander communities. We recognise that Australia was founded on the genocide and dispossession of First Nations people and acknowledge that sovereignty was not ceded in this country. We embrace the spirit of reconciliation, working towards self-determination, equity of outcomes, and an equal voice for Australia's First People.

EXECUTIVE SUMMARY

Events, where people come together in space and time, have many complexities. One of these is the management of 'waste'. In recognition of the organisational and technical complexities around waste, 'Visit Northern Tasmania', in conjunction with RMCg, successfully applied for funding from Events Tasmania. The Zero Waste Events Tasmania (ZWET) pilot program was developed and delivered using this funding to facilitate adoption and acceleration of change in waste behaviours of event organisers and their patrons.

The overall aim of ZWET was to provide support and information to event organisers including an increased understanding of 'waste' and its flow, and how to improve practices. ZWET included three key activities: delivery of events and coaching and development of resources.

The ZWET Program ran for local event organisers and key stakeholders including local councils and others such as Events Tasmania representatives and members of the Tasmanian Waste and Resource Recovery Board. Events included:

- An initial workshop focussed on current practices, opportunities and challenges in event waste and resource recovery as well as a future vision and possible tools to assist in reaching that vision
- A briefing session in response to a high impact change/disruption (temporary suspension of acceptance of compostable packaging by City of Launceston)
- A site visit to MONA FOMA's portable dishwashing and crockery reuse system
- A final seminar and workshop to bring together participants in the Program and determine possible future actions to manage and reduce event waste.

Coaching of event organisers was a second activity offered. Technical one-on-one iterative support was taken up by ten events to varying degrees, depending on their staff availability.

Resources were developed to support events towards the goal of zero waste from their event. These included a guide, a suite of templates and educational videos. Videos can be accessed here:

<https://visitnortherntasmania.com.au/ZWETasmania>

ZWET participants were exposed to current and existing event policies and initiatives from both within Tasmania and elsewhere (where do we need to be, what is possible). They examined current practices (where are we now), had input to future actions (what do we need to do) and access to support in the form of coaching and resources (how can we work to get there). Overall, ZWET had good engagement with local events with 21 participating in some way. Nine other organisations such as local or state government departments also attended the events. Given the relatively small geographical reach of ZWET, and that over half of the participants continued to be engaged across the 18 months, this work can be considered as having been useful for local event organisers and associated stakeholders. In an end of project feedback survey, 8 participated and reported, 100% support of a ZWET 2.0 and 100% support for ongoing delivery of more ZWET events.

KEY RECOMMENDATIONS

It is important to act on the growing momentum to reduce single-use consumables, drive 'waste' avoidance and increase diversion from landfill, which has been building at community and government levels throughout the 18-months of the ZWET program. Leadership and collaboration are required to maintain momentum and:

- Seek continued funding for delivery and further development of a ZWET 2.0 program
- Support the forming of a working group/event coalition to act on key issues in a united manner
- Consider including additional activities/ initiatives in ZWET 2.0, such as standardised signage, investment in shared bin infrastructure and development of an accredited ZWET certification/standard.

INTRODUCTION

The Zero Waste Events Tasmania (ZWET) Pilot has been a multifaceted program. The aim has been to test an approach for facilitation of adoption and acceleration of change in waste behaviours of event organisers and their patrons. The project was managed by Visit Northern Tasmania (VNT), supported by the Tasmanian Government through Events Tasmania Regional Events Recovery Fund and delivered by a team of key partners.

This project commenced early in 2022 and reached completion in mid 2023. It has included three types of outputs: events, coaching and resource development. These have sought to deliver technical information to the region, engagement of event stakeholder managers and staff and an applied coaching element. The project has:

- Researched current existing event policies and initiatives in Tasmania, Australia and internationally.
- Engaged in a workshop with event organisers to understand current practices and barriers to change, as well as to seek input for what type of assistance is desired and needed.
- Analysed existing information applicable to Tasmania's events industry and from this identified the gaps in information, adaptation, and facilitation required.
- Developed a Tasmanian specific suite of resources that complement existing resources.
- Designed and delivered an event coaching program.
- Engaged and facilitated networking through a seminar, briefing session and site visit.

BACKGROUND

The idea of the ZWET came from an identified need for information and coordination to address the issues for events in the region. Managing material and waste at events is a problematic issue needing attention for the following reasons.

- Events are temporary in time and space, so setting up new systems are by nature difficult. Events have evolved to be reliant on single-use items for construction of temporary sites and venues as well as for the distribution of consumables and non-consumables (food, show bags, etc.). This has traditionally generated a large volume of material requiring recycling, processing or waste disposal.
- Events are often located in, or adjacent to, open natural spaces such as harbours, river lands, parks or farmland. The open nature of events makes the single-use items more likely to become litter (through wind, rain) that pollutes sites, land and waterways.
- Changing practices for reliance on single-use packaging and construction material as well as on plastics has lagged in regional areas and for smaller events.
- It is difficult for an event to change practices alone and drive behaviour change both of patrons and stallholders and contractors.

As such, the need for a consistent and coherent approach is required. This includes information and on-ground assistance to bridge the gaps in understanding, resourcing and skills development.

INTRODUCTION

OBJECTIVES AND GOALS

The overarching goal of the ZWET program was to deliver and assess the need, efficacy and impact of a range of activities required to meet the outcome goals for event organisers to:

- Collaborate to facilitate practice change and drive regional behaviour change.
- Be empowered to be leaders, to amplify change throughout Tasmania and beyond.
- Reduce environmental impact by reducing material use, especially food waste and single-use items.
- Redesign event set-ups and delivery systems to strive for regeneration.
- Achieve zero waste to landfill by increasing recycling and thus reduce emissions and pollution.
- Contribute to behaviour change at events and normalise improved behaviours for a diverse range of patrons beyond the time and space of the event.

THIS EVALUATION REPORT

This report

- Summarises the activities of the ZWET program and the lessons learned (Section 2).
- Evaluates activities' relevance, effectiveness, efficacy, impact and sustainability (Section 3).
- Provides recommendations for next steps (Section 4).



Photo: Jorge Serra

ZWET PROGRAM ACTIVITIES

EVENTS – WORKSHOPS, SITE VISIT & BRIEFING SESSION

INITIAL WORKSHOP

On 15th of February 2022, a ZWET workshop was held at Tailrace Conference Centre. The session ran between 15.00-17.00 and was attended by 30 people representing events (Cityprom, Festivale, Panama, Agfest, Pepper Silo Hotel - functions & events, Blooming Tasmania, Gardenfest, Seed Street, Dragon Trail Mountain Bike Race, Mona Foma, AgriCULTURED, Tamar Valley Cycling Challenge, Sustainable Living Festival, Vibestown), councils (City of Launceston, George Town, Northern Midlands) and organisations (Visit Northern Tasmania, Events Tasmania, Tas Tafe). The workshop included sessions focussed on:

- Discussion 1: Current practices of events attended or seen elsewhere, considering initiatives that have (or have not) been implemented. Exploring the challenges to practice and behaviour change.
- Discussion 2: Visioning the future of what ideal material use and management could look like.
- Discussion 3: Enablers, opportunities and outputs of this project, capturing what knowledge gaps there are and what tools, coaching or other initiatives could facilitate change.

Key points from discussion 1 and 2 are summarised in Table 1.

TABLE 1: KEY POINTS FROM DISCUSSION 1 AND 2 IN ZWET WORKSHOP.

CHALLENGES	INITIATIVES	FUTURE VISION
<ul style="list-style-type: none"> • Cost of alternatives • Contamination • Weather impact • Accessibility of alternative services and resources for all scales of events • Event producers (i.e., stallholders and site operators, contractors) lack of understanding of waste generation and collection processes • Waste/resource recovery is not prioritised by event organisers/boards and often not budgeted • Ineffective signage • Single-use consumption 	<ul style="list-style-type: none"> • Sorting of camping waste stream into 7 streams • Reuse timber signs • Ticket seeds (plants trees for each ticket sold) • Reusable cups, plates, cutlery and washing systems • Mobile TasWater refill stations • Storytelling and celebration of events that are doing well • Carbon offsetting • Shared infrastructure • Stallholder and patron communication and education 	<ul style="list-style-type: none"> • Streamlining a waste management system for all council areas • Strong relationship with waste contractors • Cultural shift • No plastics • Strong basic framework for the state • Clear stages as standard • State-wide waste challenge/competition • Champion people who are doing it well

The topic of discussion 3 was focused on the three phases of event management: planning, delivering and evaluating. For each phase, the groups were asked to discuss and outline the required/helpful:

- type of information,
- tools and templates, and
- coaching and training elements.

This activity was of particular importance for the ZWET program. The templates and information identified has been captured in the ZWET resource development and there was strong support for a coaching role.

ZWET PROGRAM ACTIVITIES

BRIEFING SESSION

In 2022 several Australian states, including Victoria and NSW, implemented state-wide bans on including compostable packaging in FOGO collection and composting operations. In early December 2022 City of Launceston announced a:

“Temporary suspension of the inclusion of compostable packaging in its organics processing facility, which means that for the short term, event compostable packaging cannot be accepted or processed at the Launceston organics facility”

(email from Michael Attard 06/12/2022)

Many of Northern Tasmania’s events had been, or were planning on, using a FOGO service to divert compostable packaging and food waste from landfill. With this option removed at short notice there was confusion around the nuances of the issue as well as a need to develop a consistent line of communication and alternative solutions. The ZWET program reacted to this need and developed a paper and delivered an online briefing¹ on the 11th of January 2023. The paper and briefing included definitions, explanations of reasoning for the decision of the suspension as well as a discussion of short-term alternative solutions.

Twenty-five people attended from City of Launceston (CoL), events (Pangea, Vibestown, Panama, Festivale, Ag Fest, Harvest Markets), organisations (VNT, Visit Northern Tasmania) and government departments (Events Tasmania, Department of Natural Resource and Environment). ZWET organisers worked with CoL to consider continuing to offer a FOGO service for food-only diversion and to develop transparent communication. As a result of this work CoL developed a landing page with information² for events and patrons. CoL also created a QR code linking to the landing page, so that event organisers could include this on signage for patrons seeking more information. The encouragement of food-only services was taken up by several events, including Festivale, Party in the Paddock and Panama. There was also a robust conversation about developing a regional approach to reuse infrastructure.

¹ PFAS & Compostable packaging article and Presentation access:

<http://www.dropbox.com/s/cl/fo/2ldv66bdj3jb1a3ul694g/h?dl=0&rkey=evt6nmrvgp6txqyrgskg47q4>

² COL Media release:

www.launceston.tas.gov.au/News-Media/FOGO-awaits-new-national-standards-for-compostable-packaging

SITE VISIT

In response to the conversations at coaching events and from the briefing session the ZWET program organisers arranged a site visit on the 18th of January 2023, to Mona Foma’s portable dishwashing shipping container and reuse system. The aim was to show what a dishwashing set-up can look like and break down barriers of it being complicated. This was attended by Mona staff, City of Launceston, World Street Eats, Party in the Paddock and ZWET organisers. This activity established relationships between event organisers and Mona Foma and has also resulted in Mona expressing a willingness to lease their set-up/s to other events.

FINAL SEMINAR AND WORKSHOP

On 23rd of May 2023, a ZWET seminar and workshop was held at Penny Royal, Launceston. Twenty-five people attended from councils (City of Launceston, Northern Midlands), Visit Northern Tasmania, Events Tasmania, Waste and Resource Recovery Board and events (Harvest Markets, Tassie Scallop Fiesta, Panama, AgriCULTURED, Party in the Paddock, Peppers Silo Hotel events, Festivale). The session ran from 13.30-17.00 and covered:

- **Program overview:** Presenting resources from ZWET program.
- **Coaching participant Q&A:** Panel discussion with Kimberly Eaton (AgriCULTURED) and David Dunn, (Festivale).
- **Reuse and engagement opportunities for Tasmania:** Presentation from Victorian company B-Alternative on advanced reuse, share and education programs.
- **Collaborative lead change - lessons from Festival City Adelaide:** Presentation from Green Industries South Australia on an example of a public-private collaborative program for sustainable change at events.
- **Workshop session 1: Where to from now?** – group discussion on what changes is desired/required.
- **Workshop session 2: How do we get there?** – group discussion on how changes can be achieved.

The panel and presentations were followed by interactive questions and answers. The topics of “reuse” and “collaborative lead change” from the presentations became key focus topics for the groups’ discussion workshops. Key workshop findings are outlined in Table 2.

TABLE 2: SUMMARY OF GROUP DISCUSSIONS.

SESSION 1: VISION Where to from now? Where would you like to get to?	SESSION 2: ACTIONS What actions are needed to achieve the vision? How do we get there?
<ul style="list-style-type: none"> • Reduction of waste, reduction of single-use items and materials. • Investing in more staff to deliver zero waste events. And need for funding of these positions. • Developing reuse options for Tasmania <ul style="list-style-type: none"> - group suggested that research or a feasibility study around establishing a start-up in Tasmania like B-Alternative was needed. • Standardised event waste service provision and educational messaging. • Elevation of avoidance through practice change. • One group focused more on the experience of smaller community events. They proposed that shared, reusable products and infrastructure should be locally based and provided for in Tasmania, forming a community resource. They weren't sure if a large peak body was relevant to small events, stating that the task of coordinating with a peak body may itself be a barrier for small events. They agreed that better connectivity, communication and networking were needed, but weren't sure if a state-level peak body was the best way to achieve this. They said a 'network' may be better, to help with coordinating shared resources, funding, etc. • Other key insights included the challenge posed by the lack of consistency across Councils, the need for standardised waste processes, and the need to elevate avoiding waste altogether, rather than just replacing it with other products which claim to have less impact. 	<ul style="list-style-type: none"> • A vision shared by all discussion groups was the need for a peak body to act as a 'node' for events across Tasmania. The ideal peak body would help events to access: <ul style="list-style-type: none"> - Funding - Advice - Education • Reusable products and infrastructure. • Some attendees felt that reinventing a peak body was a fruitless exercise when organisations exist that have similar intended functions, for example, Rethink Waste Tasmania. Though the scope of existing bodies may currently be limited, some felt that it would be better to expand the scope of exiting organisations rather than try to establish an entirely new one. • The attendees proposed that a working group made up of event organisers and business representatives be formed that could advocate to the state government for funding and support to expand the ZWET pilot program. • An effective peak body would mean that each event "...doesn't have to reinvent itself" every time. • The continuation of the momentum generated through the ZWET pilot project is essential. A peak body could take the concept and spread it further, ensuring that the momentum built carries forward instead of dissipating once the pilot project ends. • Another group suggested looking to existing state and federal assistance, highlighting that many sustainability goals and strategies already exist, and so support or funding may be available to achieve these existing commitments. • The idea of a progressively increasing landfill levy was brought up. • One group suggested focusing on very specific and small targets to build towards zero-waste, for example, focusing just on providing reusable plates as a starting point.

CHALLENGES AND LEARNINGS

- Events were well attended and feedback positive. Participants strongly supported more workshops and seminars for events to be exposed to tips and ideas as well as to make meaningful connection leading to collaboration.
- The initial workshop identified that there are a lot of initiatives, infrastructure and skills within the Northern Tasmanian event community. The feedback from events and ZWET participants is that sharing of ideas and establishing the connections for collaborations effectively occur at in-person events.

ZWET PROGRAM ACTIVITIES

COACHING

The ZWET program design included contacting a ZWET coach to deliver direct support to events. The responsibilities of the coach were to be summarised below.

- Provide initial engagement meeting with each event organiser/s to establish an understanding of the event's operational attributes and waste generation and management attributes.
- Collaborate with event organisers to develop a plan for each event to improve practices such as introducing reusable cups/crockery, introducing recycling/composting bins, education and communication signs, tools, and assets.
- Provide ongoing advice to event organisers on how to seek information to facilitate the changes outlined in the plan.
- Attend event set ups and potentially coaching a volunteer organiser to deliver waste management training.
- Attend event and facilitate the capturing of the changes attributable to the program such as taking pictures of bins, inspection of bin content, waste audits.
- Follow up post event to debrief and ensure that reporting and monitoring will be ongoing.

The process of seeking participants included an expression of interest (EOI) online form. Ten (10) events signed up and were selected for participation. The ZWET Coach organised preliminary meetings with the events involved and provided them with ZWET resource (i.e., guide and templates). The ZWET coach then arranged meetings to help organisers creating a waste management action plan and plan the ongoing support. Four (4) of the applicants dropped out due to lack of resourcing after the initial engagement. The 6 events that participated have engaged to varying degrees with the coach and their key engagement and outcomes are summarised in Table 3.



Photo: Claudia Ciapocha



Photo: Rob Burnett

ZWET PROGRAM ACTIVITIES

TABLE 3: ZWET COACHING KEY ENGAGEMENT POINTS AND OUTCOMES FOR PARTICIPATING EVENTS.

EVENT	ENGAGEMENT AND OUTCOMES
agriCULTURED	<ul style="list-style-type: none"> • Meetings, phone calls and emails from July to August (Estimated number, frequency) • Sharing and support to use key templates from ZWET program • Review and support operations to produce an Action plan and Audit report
Party In the Paddock	<ul style="list-style-type: none"> • Sharing and support to use key templates from ZWET program • Participation with developing content for educational videos • Review and support operations to produce an Action plan and Audit report
Blooming Tasmania	<ul style="list-style-type: none"> • Meetings, phone calls and emails (Estimated number, frequency) • Site visit pre-event to discuss layout and provide ideas for waste goals • Review and support for operations waste audit results
Festivale	<ul style="list-style-type: none"> • Meetings, phone calls and emails from July to August (Estimated number, frequency) • Specific advice around communications and service provision. Specifically, suggesting the use of back-of house food scraps buckets and transparent communication around how to handle the ban on FOGO • Site assessment and visit with waste service provider and board member • Provision of a suggested site layout for location of bins
Penny Farthings Championships	<ul style="list-style-type: none"> • Meetings, phone calls and emails (Estimated number, frequency) • Site visit to provide location-based advice for services which was... • Provide advice for seeking pathways to improve service provision to include FOGO and recycling
NORTH festival	<ul style="list-style-type: none"> • Meetings, phone calls and emails (Estimated number, frequency) • Targeted advice around service and education messages, providing contacts to key contractors • Commitment from organisers faded closer to the event with the key reason being that there was no dedicated staff and thus their workloads required prioritisation elsewhere for the event.

CASE STUDY - KIMBERLY EATON, agriCULTURED

The agriCULTURED festival celebrates the contribution of the agri-food sector to the culture, community and economy of Tasmania. Held across a variety of sites in the Launceston and Meander Valley areas during August, agriCULTURED seeks to showcase the Tasmanian agri-food experience.

2023 was agriCULTURED's second festival and organisers participated in the Zero Waste Events Tasmania (ZWET) program. The organisers established a Zero Waste Officer role to design, implement, audit and report on the festival's overall waste management practices and liaise with the ZWET program.

Kimberley, when she started as agriCULTURED's Waste Officer, worked through the ZWET templates with the ZWET coach. Having a coach to email, talk to and to attend the event as well as templates to use was described as "highly useful" to start the journey to practice change with the event. Key achievements included:

- Creation of a Waste Action Plan, setting short- and long-term goals, summarised publicly on the agriCULTURED webpage³.
- Conducting audits at nine of the events to create a baseline data.
- Introduction of FOGO bins and Golden Brown composting buckets to recycled organic waste streams.
- Capturing of the event in and waste audit report.
- Momentum – with really good participation and engagement during the program development, a challenge will be to keep it going. Without ongoing funding, drive, enforced use as part of funding agreements or other incentives, there is a danger that these learnings may be shelved

³ agriCULTURED sustainability communication on website: www.agricultured.com.au/sustainability.

CHALLENGES AND LEARNINGS

- Timing of engagement – whilst it is ideal to engage with the event in the early planning phases, often staff are contracted only a short time before the event. As such, strategic changes such as changing of services and corresponding communications can be too late to implement.
 - This highlights the need for support to be on-going so that learnings from one year can be captured in a plan to be implemented for the following year.
- Staff availability/capacity – Other than agriCULTURED, no event had a dedicated Waste Officer so the extra workload of planning and implementing changes was added to that of existing staff. This is one of the key reasons for lack of engagement and includes inability to respond to assistance offered, and inability to develop plans or changes.
 - This highlights the need for financial support for events to have staff dedicated to implementing a ZWET program. Or for the Coach role to be used as an extra staff member by the events, thus requiring more funding and time. It's expected that after a few years, the systems would be such that they can be incorporated into normal operations.

RESOURCE DEVELOPMENT

A guide, suite of templates and educational videos were produced as key legacy outputs from this ZWET program.

ZWET GUIDE

A 2-page 13-step guide was developed and aimed to function as a high-level planning assistance tool and reference for videos and templates.

ZWET TEMPLATES

A range of templates were developed and published as open source to be used by anyone. These included:

- [A. Waste Action Plan](#)
- [B. Waste Minimisation Checklist](#)
- [C. Planning Checklist](#)
- [D. Communication and Education Plan](#)
- [E. Site Infrastructure Assessment and Monitoring Tool](#)
- [F. Patron Survey](#)
- [G. Waste Audit](#)
- [H. Event Evaluation and Report](#)

ZWET EDUCATIONAL VIDEOS

In collaboration with Ideasbanq the ZWET organised the development of a script to bring to life the 13-step guide. Over a period from August 2022-March 2023 Ideasbanq (www.ideasbanq.com.au) shot general content from a wide range of Tasmanian events (Party in the Paddock, National Penny Farthing Championships, Dragon Trail MTB Race, Wooden Boat Festival). Event content was mixed in with the educational scripted sections for 6 videos that included:

- [Video 1: Creating a Zero Waste Event](#)
- [Video 2: Getting to Know Your Waste](#)
- [Video 3: Making a Plan](#)
- [Video 4: Communicating](#)
- [Video 5: Setting Up and Delivering](#)
- [Video 6: Capturing Your Event](#)

CHALLENGES AND LEARNINGS

- Resources are only helpful if they are used. In the initial workshop several remarks were made to suggest that a guide would be helpful. However, as there is a large amount and range of existing resources from local council, state governments and organisations this highlights that even though event organisers are wanting the information/ assistance they are not actively seeking it or not successfully finding it.
 - This indicated that raising awareness around any resources through events and communication is critical.
- Templates were used in adaptive ways to fit into events' own existing documents / plans. This highlights that having the templates adaptable, in Word, was a good approach, rather than a more informative pdf/ factsheet output.

EVALUATION OF ACTIVITIES

TABLE 4: EVALUATION OF ZWET PROGRAM ACTIVITIES.

EVALUATION CRITERIA	PROGRAM ACTIVITY		
	EVENTS	COACHING	RESOURCES
<p>Relevance/ appropriateness</p> <p>Did the project deliver relevant content?</p>	<p>The events delivered as a part of ZWET were relevant to the attendees. Rather than being organised in a preconceived format and content plan, they were developed to be adaptive.</p> <ul style="list-style-type: none"> • The initial workshop generated interest and facilitated sharing of ideas, networking and collaboration. The outputs from the workshop ensured that the ZWET program captured information and the type and style of resources desired by the event community. • The briefing session and site visit responded to an identified need from unexpected changes. • The final seminar and workshop delivered two key presentations to the events community on topics that the Tasmanian event had shown interest in but were lacking information. These covered reuse systems and an approach to strategic collaboration. These presentations generated a lively discussion and momentum for driving actions to change both for event organisers and for organisations and government (local and state). A small group of event organisers discussed setting up a working group to seek a collaborative solution to reuse infrastructure. Government representatives saw the areas where events need support and understood the willingness to change, provided there is initial support. 	<p>The information and assistance event personnel needed was tailored to their existing skills, desired outcomes and current restrictions. This was different for each event. Some events asked for assistance to develop an action plan, others sought answers to more direct question on what they should do and other benefited most from site visits and in-person conversations.</p>	<p>The ZWET program used the insights gained in the initial workshop to design the information as well as the style of the resources. From the feedback it was clear that some key templates (action plans, check lists, etc.) in Word format were desired but that too much written content was not likely to be effectively used by event organisers. This was where the idea of educational videos was born.</p> <p>The draft templates were tested with the events who participated in the coaching, to see if they hit the mark. Not all templates were used by all events. Some events use parts of templates and integrated them into existing plans. However, no changes needed to be made to the templates, indicating that the content and format were fit-for-purpose.</p>

EVALUATION OF ACTIVITIES

PROGRAM ACTIVITY	
<p>Effectiveness</p> <p>Was the purpose achieved? Did you do what you were going to do?</p>	<p>One of the purposes of including events in the ZWET program was to bring the events community together to share learning, facilitate collaboration and encourage standardisation of approaches.</p> <p>The high attendance at events (30 at initial workshop, 23 at briefing session, 5 at site visit, 25 at final seminar) attest to interest of target organisations in the region.</p> <p>Participants reported that workshops had been insightful. Several connections were strengthened, such as between organisers of PITP, Panama, AgriCULTURED and Festivale, as well as connections between organisers and CoL and collection contractors.</p> <p>The coaching role was designed to help upskill event organiser’s own staff and to support them to implement change. It was explicitly communicated to event organisers that the coach was not to be considered additional free staff.</p> <p>For AgriCULTURED this set up worked as they had committed a Waste Officer to deliver the ZWET program. This officer was able to engage with the coach as intended: going through the guide (13-step approach), explaining templates, reviewing action plan and evaluation report, offering insight to layouts and contracts, etc.</p> <p>However, as the pilot progressed and it became clear that some events were struggling to commit staff hours. The coach adapted to this by offering to take information/insights gained in meetings to develop waste action plans and to do site assessments for the events.</p> <p>The coach had an excess of time and budget as not all registered events were able to engage fully.</p> <p>In summary, some events found the coach effective whilst others required different style of assistance. This indicated that the role should be developed to meet the needs of events who could not make full use of the coach’s capabilities and capacity.</p> <p>The aim of having the guide and the templates was to facilitate the planning, delivery and evaluation phases of an event. Events that used templates in the coaching found it useful.</p> <p>Turning the detailed explanation into videos rather than a hefty written guide was done in response to the event stakeholders’ feedback.</p>
<p>Efficiency</p>	<p>A total of \$100,000 of grant funding was sought from Events Tasmania. These funds, in combination with VNT’s in-kind contribution of a project manager has delivered a diverse set of events, diverse set of informative resources and direct assistance to 5 events.</p>

EVALUATION OF ACTIVITIES

PROGRAM ACTIVITY	
How far the funding (staff, time) contributed to results	The program has been adaptive to changed circumstances. Initial funding was allocated to a 'bin infrastructure kit' and was reallocated to develop video content. This was in response to a desire for visual information identified in the initial workshop. Also, as it was challenging to keep events engaged in the coaching, some of the coach contracted funds were reallocated to deliver the briefing session and this final evaluation report to ensure the lessons learnt and recommendations for next steps were captured.
Impact Did project activities impact events? What happened?	<p>The events delivered a noticeable impact in the form of actions resulting from the content and connections made at the events.</p> <ul style="list-style-type: none"> • From the initial workshop 10 events signed up to the ZWET program • From the briefing session CoL set up a landing page that delivered an option for consistent communication. Also, from this Festivale, PITP and Panama established food-only bin collections to divert the most possible in the face of the compostable packaging to compost ban. • Through the ZWET program a site visit to the MONA washing station was facilitated and this direct connection has also led to an ability for events to lease this infrastructure. • The final workshop led to the commitment of forming a working group to establish a pathway for a strategic solution to facilitate reuse infrastructure in the state. This approach was inspired by the SA experience of having an industry body to pitch ideas and seek funding. This workshop was also attended by a representative from the Tasmanian Waste and Resource Recovery Board who reported the ideas raised were of interest and would be reported to the wider board members. A couple of the board members then requested to be included in any future communications from ZWET. <p>The impact of the coaching role and activities was limited by event organisers commitment to the ZWET program. The lack of commitment stems from lack of additional time existing staff have to engage with new information and incorporate assistance into their current workflows.</p> <p>However, for the events that were able to make use of the coaching, the impact was significant. This included:</p> <ul style="list-style-type: none"> • The advice and support given to festival staff, and thus their ongoing understanding and capacity to make change. • The direct outcomes of the advice and support given including the increased recycling and diversion, the improved and change communications, the commitment to change and ongoing monitoring. This includes initiatives such as <ul style="list-style-type: none"> - food diversion buckets implemented at Festivale, PITP and Panama. - waste audits completed by AgriCULTURED and Blooming. • Events sharing their participation in the program e.g., Blooming Tasmania signage at Harvest Market, agriCULTURED communications on website and e-news (www.agricultured.com.au/sustainability) • ZWET program mentioned in the Examiner Launceston – Chris Griffin editorial 17 March 2022 (www.examiner.com.au/story/7661823/tourism-sector-on-journey-of-sustainability/) <p>The impact of the range of resources will largely be determined in the following years as events can access and make use of them.</p>

EVALUATION OF ACTIVITIES

PROGRAM ACTIVITY

Sustainability

Prospects for the benefits of the project being sustained after the funding is over?

The program has reached many stakeholders, delivered a wide range of information in a several ways, from events, one on one coaching to hard resources (guide, templates and videos). The hard resources will remain accessible and relevant to all of Tasmania's events. As a pilot program, the activities tested have all been successful but there is a need for a continuation of the ZWET program to be able to achieve the objectives and goals set out. Several ideas have been noted and are currently being considered to facilitate the continuation of the ZWET. The establishment of the working group, supported by VNT, is one key facet, with the aim to enable a coordinated voice to seek ongoing funding for program activities and infrastructure.



Photo: Jorge Serra

This report has captured that the ZWET pilot program delivered a wide range of activities. The ZWET program organisers and participants have considered the activities a success. However, as a pilot program, some activities need to be continued for the objectives and goals to be achieved in full. Also, additional activities/ initiatives would improve future outcomes. It is important to act on the growing momentum to reduce single-use consumables, drive 'waste' avoidance and increase diversion from landfill, which has been building at community and government levels throughout the 18-months of the ZWET program.

KEY SUGGESTIONS FOR NEXT STEPS ARE:

- Seek continued funding for delivery and further development of a ZWET 2.0 program, covering
 - An increased program focus to include sustainability more broadly and thus consider carbon footprint, energy usage, water, social aspects, etc.
 - a state-wide geographical reach.
 - funding of a coaching role that can provide
 - o indirect support and guidance (as per this Pilot structure), as well as
 - o direct help by stepping into a project team to actively develop key planning documents, set up structural and service changes and deliver training.
 - delivery of briefing sessions and workshops to bring people together, address challenges and facilitate collaboration and standardisation.
- Support the forming of a working group/ event coalition to act on key issues in a united manner. Explore how this working group could inform/ guide the ZWET team as well as develop a coordinated approach to attract funding to deliver program activities and infrastructure.
- Consider including additional activities/ initiatives in ZWET 2.0, such as
 - Developing a standardised signage package with symbols/ wordings (which can be used as is or integrated into individual events design).
 - Investment in shared physical bin infrastructure to make event waste avoidance affordable and consistent.
 - Developing an accredited ZWET certification/standard for events to use to promote their work.

ZERO WASTE EVENTS TASMANIA

NTH
TAS VISIT
NORTHERN
TASMANIA



Photo: Claudia Ciapocho