

Central Coast Council

# Sustainable Events



# Sustainable Events



Events and festivals, both large and small, can be the lifeblood of our community; bringing people together to celebrate and enjoy experiences that reflect our creative, cultural and sporting life. They foster community pride, encourage personal interaction and engagement and help develop a positive community identity.



Central Coast Council (CCC) has long recognised the benefits that events can provide the community and the region's economy.

CCC is committed to sustainability, we seek to meet our needs and aspirations without compromising the ability of future generations to meet theirs. CCC is also dedicated to ensuring we better manage our environment, and strive to meet community expectations by assisting events to operate in a sustainable manner.



# What can you do?

All aspects of your event can provide opportunities to make environmental and cost savings; particularly the areas of water, energy, waste, transport and purchasing.

Take pride in your efforts and use every opportunity to inform your patrons and the wider community of your commitment to sustainability.

Your event can be a powerful tool to build community awareness around sustainability issues, so think beyond your current event. You have the potential to access large audiences and positive sustainability messages may be spread via your interactions, assisting us all to build more environmentally sustainable and connected communities.

Here are some ideas to get started, but remember!

## It's not all or nothing!

It may not be possible to do everything. Start with a single initiative and work from there.

### Did You Know?

Developed countries represent 25% of the global population but use 80% of its resources and produce 75% of its waste.

## If you don't measure, you can't manage!

To better understand your sustainable opportunities, start by reviewing your event to see where resources are being used and where waste is being generated.

### Did You Know?

80 million plastic bags end up as litter in Australia annually and seven billion cigarette butts end up in Australian waterways, streets and parklands each year.





**Did You Know?**

Buildings consume 32% of the worlds resources including 12% of its water and up to 40% of its energy while being responsible for about 40% of waste going to landfill.



# Sustainable Venue



# Venue

A good place to start your sustainable event planning is by analysing your venue options.



- Choose a venue that is close to public transport opportunities.
- Ensure your venue's capacity reflects the number of expected participants.
- Request rooms with natural ventilation and natural lighting.
- Run events during the day to reduce energy use from lighting and heating.
- Consider your venue's suitability for your anticipated demographic.



- Prioritise venues with accredited green power and/or green star accreditation for construction and building requirements.



- Speak to Customer Contact on (02) 4350 5555 for availability of Central Coast Council halls, parks and reserves.
- Develop a partnership with commercial venues that can supply mutual long term benefits to all involved.



Did you know?  
Transport accounts for a significant amount  
of our personal greenhouse gas emissions  
and 25% of all our personal car journeys are  
less than 3km.



# Sustainable Transport



# Transport

Because you'll be encouraging people to attend your event, consider in advance how they may arrive.



## Tips

- Actively promote the use of public transport by providing directions and appropriate train and bus timetables in your promotional material.
- Set up a car pool or organise a bus service for your event.
- The lowest emission transport is human power. If your event is close to its target audience, encourage attendees to walk or bike to the event.
- Offer a special prize for those who walked, rode a bike or arrived by public transport.
- Source contractors located close to the event venue.

## Try

- Consider a carbon offset scheme (paying a fee calculated on the amount of carbon you will use) on those who arrive by private vehicle. There are companies operating in Australia where you can offset your emissions. Try and choose companies that offset your emissions by investing in local renewable energy.

## Tools

- For public transport options visit [transportnsw.info](http://transportnsw.info) or call 131 500.
- For a map of shared pathways Check out [wyong.nsw.gov.au/discover-wyong-shire/cycleways-and-footpath](http://wyong.nsw.gov.au/discover-wyong-shire/cycleways-and-footpath) and [gosford.nsw.gov.au/arts-culture-and-recreation/leisure-venues/pedestrian-and-cycleways](http://gosford.nsw.gov.au/arts-culture-and-recreation/leisure-venues/pedestrian-and-cycleways)

Recycle metal cans

Recycle plastic bottles

Recycle glass bottles

# Recycling Bins



Glass & Plastic Bottles

Did you know?  
The average waste generated by each person in Australia is 400kg per year.

NSW residents throw away more than \$2.5 billion worth of edible food every year.



# Sustainable Waste

# Waste

Aim to minimise your waste production at every stage of your event. A good place to start is to implement a waste reduction policy that:

Reduces waste  
Reuses waste wherever possible  
Recycles waste when it cannot be reduced or reused



- Make informed purchasing decisions – research and prioritise suppliers and equipment that support the use of recycled materials or has recycling potential.
- Monitor expected attendance numbers to ensure the supply of bins is adequate.
- Supply enough bins, both recycling and general waste, and supply relevant information at the waste collection point for patrons to make an informed decision on where their waste should go.
- Encourage composting of organic materials, particularly from food providers.
- Ensure all food sold at the event is supplied in compostable or biodegradable packaging.
- Request all stallholders to provide an alternative to plastic bags for patrons.



- Remind your patrons and participants to dispose of their waste and recyclables correctly during your event by providing announcements, posters and volunteers at waste stations.



- Contact CCC Waste Education Officer on (02) 4350 5555 for further information regarding the supply of bins.





Did you know?  
97% of the planet's water is undrinkable salt water, 2% is trapped in ice caps and glaciers; only 0.003% of all the earth's water is available as fresh water.

A silhouette of a crowd of people with their arms raised, located at the bottom of the page.

# Sustainable Power & Water



# Power & Water



Water is our most precious resource, so aim for best practice in your water management.

Reducing your energy consumption will have a positive effect on our environment and save you money.

- Investigate the use of composting toilets or low flush conventional systems.
- Use low flow showerheads if applicable.
- Use products that are low in salts and phosphates.
- Ensure the use of non-toxic, low impact cleaning products at the venue or with cleaning contractors.
- Investigate ways to encourage patrons to refill containers for drinking water, and dissuade the provision of bottled water.
- If using generators, choose a biodiesel fuel.
- Appoint someone to be responsible for ensuring unnecessary lighting and power is turned off and all equipment is turned off at the switch when not in use.
- Utilise your event as a platform to promote best practice water and energy use by encouraging local utilities, authorities and suppliers to attend with displays or workshops.
- Source your own biodiesel if your hire company cannot supply.

Did you know?

Paper makes up more than 50% of office waste. Save water and trees - It takes 1L of water to make 3 sheets of A4 paper.

Daily worldwide sales figures of pens exceed 14 million: A plastic pen in landfill will still be there in 50,000 years.



# Sustainable Equipment & Operations



# Equipment & Operations

What you choose to use, and how you manage your event will provide many opportunities for creative thinking and sustainable choices.



Tips

Try

Tools

- Reuse printed signage annually.
- Where printing is unavoidable try using recycled paper, vegetable inks and double sided printing.
- Encourage your caterer or food stalls to use fresh, local and in season organic food or food that is fair trade.
- Use informative signage throughout your event to assist with broader education on environmental issues. Catchy phrases help people remember messages.
- Use recycled items for decorations.
- Consider your meeting schedule before the event, limit meetings and use locations central to participants.
- Ensure the reduction of printed material where possible by using technology to communicate.
- Do not permit the use, sale or distribution of balloons at your event.
- Incorporate a design competition within your event for the best recycled decoration or installation. You will not only assist with the promotion of your event, but save money and labour too.
- Use foodware that is reuseable or biodegradable.
- Properly informed staff, volunteers and patrons will achieve the best outcomes in sustainability. Use every opportunity to remind and encourage all involved and in attendance to be aware of your initiatives.



# Your Future

The long term sustainability of your event depends on more than just environmental considerations. Financial security and a sustainable organisational structure really do matter.



Tips

Try

Tools

- Remember that large, popular events take time to nurture. Consider the crawl, walk, run philosophy when planning your event's growth.
- Develop a financial plan that reflects realistic growth and attendance numbers.
- Investigate all opportunities for income generation.
- Actively seek sponsorships and partnerships to limit your reliance on grants.
- Incorporate a democratic decision making structure in your management and be proactive in attracting people to assist with your event.
- Respect different opinions, ideologies and cultures and embrace the opportunities diversity of thought presents.
- Actively acknowledge the efforts of all contributors to, and supporters of your event.
- Develop relationships and partnerships with other events or groups with a similar focus and share resources where possible.
- Give strong consideration to your events theme, image and focus. Incorporating singular and innovative ideas into your marketing and promotion will help distinguish you from other events and potentially provide better opportunities for attendance and support.
- Contact CCC Grants Officer at [Community.Grants@centralcoast.nsw.gov.au](mailto:Community.Grants@centralcoast.nsw.gov.au) for information on funding opportunities.

# Further Information

While two thirds of all people on earth use less than 60 litres of water a day, the average Australian uses more than twice that amount during a shower.

[centralcoast.nsw.gov.au](http://centralcoast.nsw.gov.au)

[epa.nsw.gov.au/your-environment/recycling-and-reuse/business-government-recycling/waste-wise-events](http://epa.nsw.gov.au/your-environment/recycling-and-reuse/business-government-recycling/waste-wise-events)

[www.kab.org.au](http://www.kab.org.au)

[www.landcareaustralia.com.au](http://www.landcareaustralia.com.au)

[www.cleanup.org.au/au](http://www.cleanup.org.au/au)

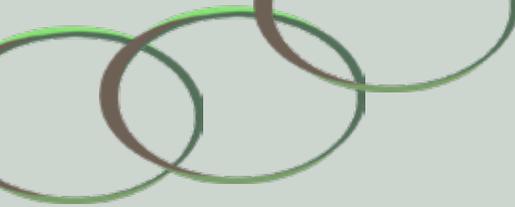
[www.environment.nsw.gov.au/sustainingourevironment.htm](http://www.environment.nsw.gov.au/sustainingourevironment.htm)

[www.lovefoodhatewaste.nsw.gov.au](http://www.lovefoodhatewaste.nsw.gov.au)

[www.goodguide.com](http://www.goodguide.com)



The average household throws away almost 13,000 pieces of paper each year. Most is packaging and junk mail. A tonne of recycled paper saves 13 trees, 2.5 barrels of oil, 31,780L of water, 4 tonnes CO<sub>2</sub> and 4m<sup>3</sup> of landfill.



# Central Coast Council

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