



PLASTIC
FREE
Elsternwick

OUTCOMES REPORT
APRIL 2020



BOOMERANG
ALLIANCE

PLASTIC FREE ELSTERNWICK OVERVIEW

In October 2019, Glen Eira City Council in Victoria engaged [The Boomerang Alliance](#) to conduct a single-use plastic reduction and elimination trial as part of our [Plastic Free Places](#) program.

Our role was to assist local businesses to transition away from single-use plastics over a six-month period, as well as help Council better understand how they can continue to best support local businesses to transition in the future.

The **Glen Huntly Road precinct** was chosen as the location and **18 local businesses self-elected to take part** in the 'Plastic Free Elsternwick' trial, which ran from October 6, 2019 to April 6, 2020.

During the trial, participating businesses aimed to eliminate identified single-use plastic items such as coffee cups, takeaway containers and straws.

Boomerang Alliance staff spent a week in the community in early October working with each business, followed up by regular communication and visits to keep them on track and assist them as needed. Glen Eira City Council provided social media and media support, as well as incentives to encourage participation and behaviour change.

The trial was successful, with over **25,000 pieces of plastic eliminated** during the six-month period. These savings will continue to grow over time.



Trial participants

- Wishbone Cafe
- Bang Bang RC
- Benjamin's Cakes & Biscuits
- Hanoi Hannah
- The One Korea
- Creswick Natural Fibres
- Blights Shoe Repairs & Tobacconist
- Cocomamas
- Dalgarno's of Elsternwick
- Hunter & Co
- Glo Health
- Hattam Stores
- Dirito's Quality Fruits
- Healthy Point
- Party Bazaar
- Tokyo Deli
- Trialto Meats
- Bad Liar

PARTICIPANT ENGAGEMENT & OUTCOMES

Our program placed a focus on **quality engagement with participants**, which was received positively and assisted businesses to switch away from single-use plastic, and in some cases, to think about waste reduction more broadly.

“ At Wishbone we believe that moving toward a sustainable future is the key not only to success but also to the wellbeing of ourselves, our customers and our planet. We are so grateful to have been a part of this incredible opportunity that has guided us in a positive direction towards sustainability and embracing all the resources that are available to make this goal a reality. Thank you everyone at the plastic free trial, we couldn't have done it without you and your tremendous support!

GEORGIA, OWNER - WISHBONE ”

During the trial, a good number of businesses **switched to compostable alternatives** and started encouraging their customers to reduce their use of disposables and/or only offering items on request. Signage given to participants gave them a fun way to **involve the community in reducing waste**.

Some businesses also took up reusable systems like 'swap and go' cup and container network Returnr. One business made the next step to **compost their food waste and compostable packaging**.

These initiatives not only reduce waste but also act as a medium for **positive messaging to the community**, which is enhanced by social media marketing by members to promote their own good actions.

Positive 'influencing' - Reusable straws are now used in all recent social media posts by **Hanoi Hannah**.



Cocomamas also now only uses reusable glass straws in their social media posts.



Bang Bang shows off their new compostable packaging



QUANTIFYING IMPACT

Key Performance Indicators (KPI's) for the program are the **amount of identified plastic items removed from use** by participating businesses. When an item is eliminated, we calculate average monthly ordering quantities of each eliminated item. The first eliminations occurred in November.

Note that data below **does not include figures from the removal of plastic bags** due to the Victorian bag ban coming into effect during the trial. We have quantified separately on the next page removal of thicker plastic bags where we feel the program influenced this change.

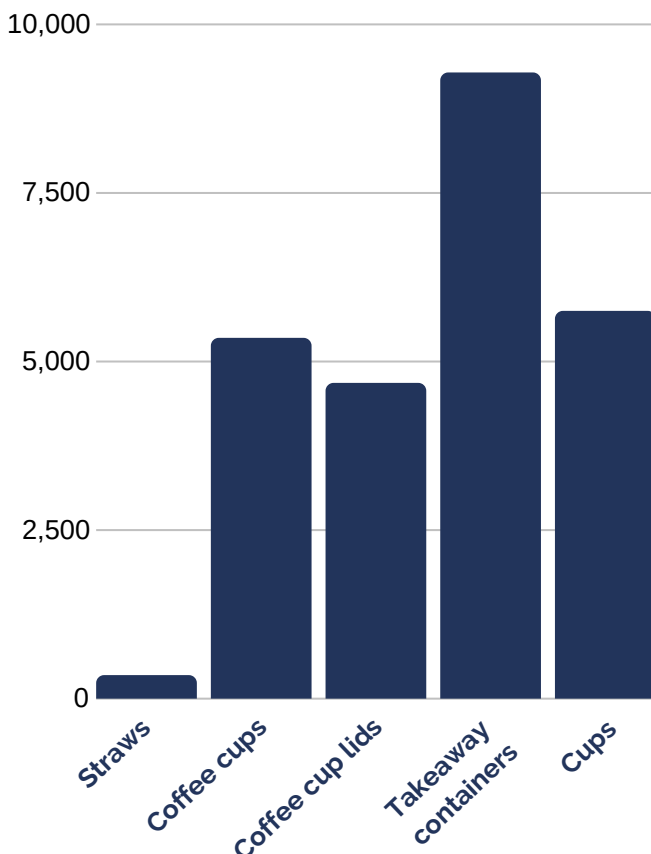
KPI's - 6 OCT, 2019 - 31 MAR 2020 (PLASTIC BAGS NOT INCLUDED)



*Plastic Free Champions have eliminated all of our key plastic items (straws, coffee cups & lids, takeaway containers & lids, food ware (cutlery, plates, cups etc), water bottles & bags).

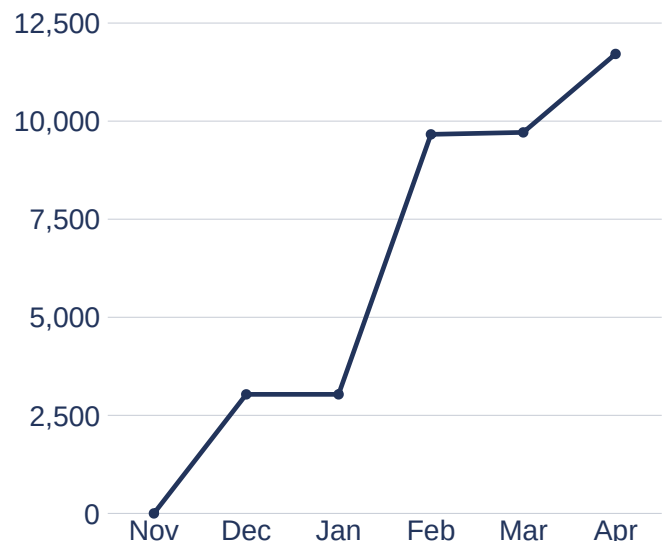
KPI BREAKDOWN

NO. OF ITEMS ELIMINATED BY CATEGORY (TOTAL) 6 OCT, 2019 - 31 MAR 2020



NO. OF ITEMS ELIMINATED MONTH-BY-MONTH 6 OCT, 2019 - 30 APR 2020

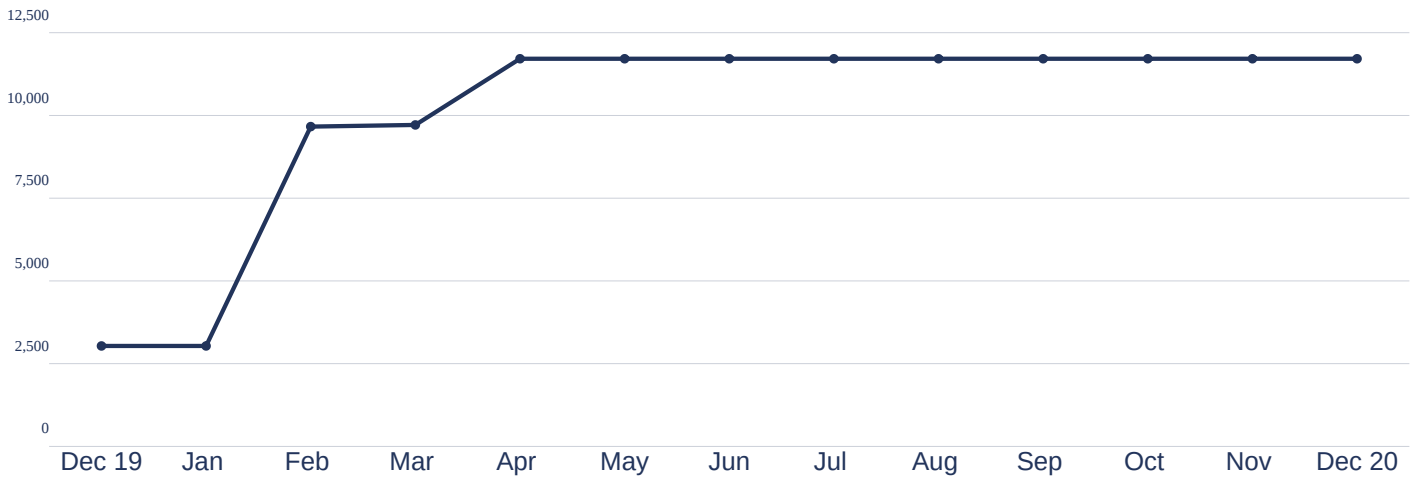
While the figures above reflect program totals to March end, note that **changes made in the latter part of March were not reflected**. This is because changes made after the 15th of any given month are counted from the following month. Below we include April data to reflect these changes.



EXTRAPOLATED FIGURES

To demonstrate how these **savings can accumulate over time**, we have extrapolated out the monthly plastic savings to the end of 2020. Experience from our other programs shows that businesses generally stick to changes made under the program.

The below graph shows changes made until the end of the trial, and those changes projected forward. The data shows that we could expect the elimination of **130,863** pieces of single-use plastic by the end of 2020.



THICKER PLASTIC BAGS

Due to the Victorian bag ban coming onto effect we did not include plastic bag elimination data.

However there were a **number of businesses we worked with to switch to paper and reusable bags** (rather than thicker plastic bags), and/or to cut down though signage encouraging customers to skip bags, or to introduce a bag fee.

For those businesses who did switch away from using thicker plastic bags with our help, we calculated **6195** thicker plastic bags were eliminated through the program to the end of March.



ADDITIONAL OUTCOMES

While the data gives a good representation of progress, there are **other measures of success** which result in flow-on reductions of single-use items. These include:

- utilising information and educational signage
- uptake of reusable items

- reductions in disposable items given away
- uptake of supporting actions e.g. composting.

Almost all participants undertook **at least one additional measure**, with the use of signage and customer education the most widely utilised.

