

**PLASTIC-FREE**



**PLACES**



**VIC PARK**



# OUTCOMES REPORT FEBRUARY 2021



**BOOMERANG**  
ALLIANCE

# PLASTIC FREE PLACES VIC PARK OVERVIEW

In July 2020, The Town of Victoria Park in Perth 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 towards reusable or compostable options, over a six-month period.

**17 businesses elected to take part** in the 'Plastic Free Vic Park' trial, which commenced on August 3, 2020 and concluded on January 31, 2021.

The Town of Victoria Park provided social media and media support, as well as incentives to encourage participation and behaviour change. This included the Renome Reusable Cup Network trial.

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

Most of the participants eliminated at least one stream of single-use plastics during the trial, with seven businesses reaching Plastic Free Champion status. An additional six businesses will be plastic-free in the coming months, if they continue with their action plans. Most businesses were extremely proactive, with some going above and beyond the scope of the program.

The trial was very successful, with over **125,000 pieces of plastic eliminated** during the six-month period. These savings will continue to grow over time.

## Trial participants

Sonder Coffee  
The Imp Cafe  
Blini Pancake Café  
Flowers and Flour  
Little Raw Deli and Raw By Chris  
Loving Hut  
Cocoa and Rose  
Social Manna  
Yuuma  
Wild Oats Coffee Co  
Tammy's Bakery  
Green Bunch  
Boronia Pre-Release Centre for Women  
D'Frent Cafe  
Donut Worry  
Modus Coffee  
Milan Gelato



# PARTICIPANT ENGAGEMENT AND 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 Milan Gelato we made the choice to become plastic-free just a few months after opening, because as a gelato shop we create a lot of waste every day. My partner and I had a conversation on how to become more sustainable, then we saw the program and decided to contact Amy at WA Plastic Free. She was super professional and booked an induction with us straight away, giving us all the alternative supplies to order. We are proud to say after only 3 months we are almost plastic free! Thank you, without your help that wouldn't have been possible!

**SARA, OWNER - MILAN GELATO**

Program participants now understand the issues of single-use plastics and know what alternatives to choose that suits their needs. Importantly, they have the **tools to continue to improve their practices**.

The majority 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 was offered to participants and gave them a fun way to **involve the community in reducing waste**.

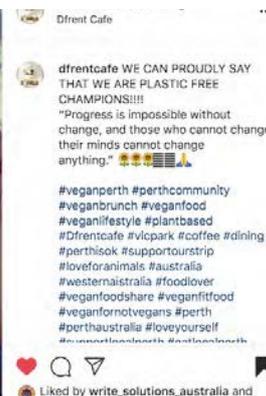
**Eight participating businesses also joined the Renome reusable cup network**, a 'swap and go' system, with positive feedback from both business owners and customers. Several businesses are also members of a composting service or looking into joining one.

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'** - Sonder Coffee has been particularly vocal in encouraging their customers to embrace reusables. The support from the local community as a result has been outstanding.

As the program progressed and more businesses eliminated all identified plastic items and reached 'Plastic Free Champion' status, they shared their success, including new cafe D'frent, who from the outset wanted to be completely plastic free.



We have been using the Renome cups which is a great system, and have benefited from the advice and strategies you delivered. I'm sure that we will soon be plastic free! Thank you for all your help and for doing this valuable work.

**Kathleen - LITTLE RAW DELI**

# QUANTIFYING IMPACT

KPI's for the program are the amount of identified plastic items removed from use by participating businesses, through ordering data. When an item is eliminated, we calculate average monthly ordering quantities of each eliminated item. The first eliminations occurred in September. Eliminations occurred until the very end of the trial, however those occurring near the end of January were not counted in the final data figures as we ceased data reporting at the end of the trial period. However, as at the end of the trial 35,017 pieces of plastic were being saved per month.

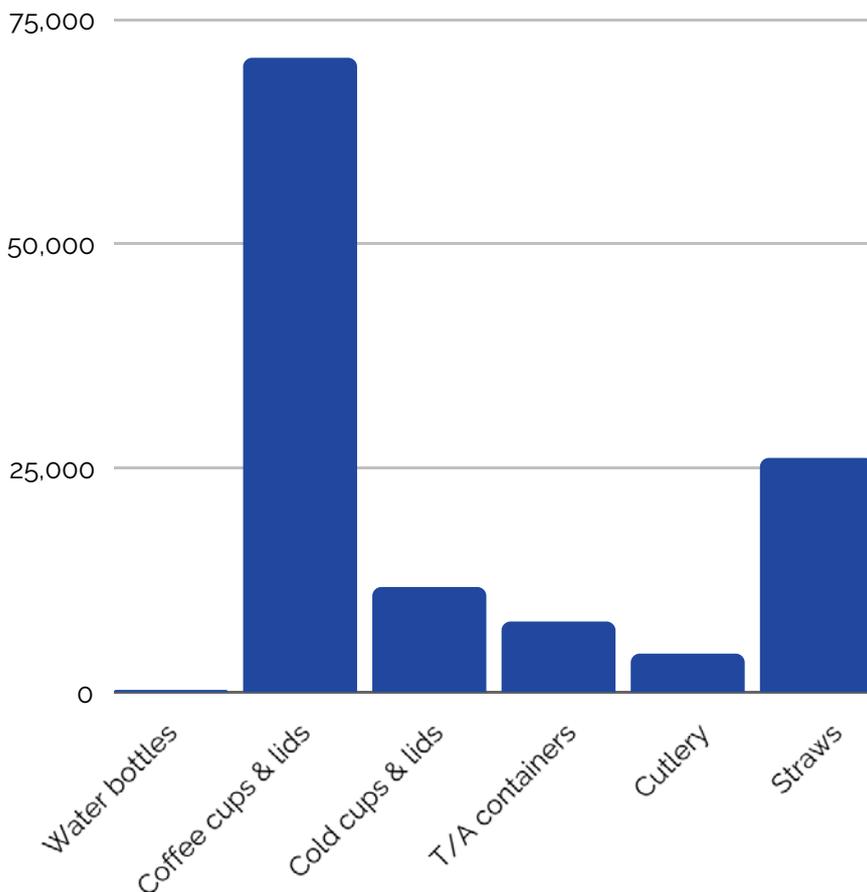
## KPI's - 5 AUG, 2020 - 31 OCT 2020



\*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) 5 AUG, 2020 - 31 JAN 2021



NO. OF ITEMS ELIMINATED MONTH-BY-MONTH 5 AUG, 2020 - 31 JAN 2021





## #USEYOUROWNCUPDAY

@ Sonder Coffee

Boomerang Alliance is aiming to build a reuse culture and show that reuse is possible and more beneficial than single-use to businesses and our communities.

As a way of getting things started, in each of our Plastic Free Places communities (Adelaide, Perth, Cairns, Townsville and Byron Bay) we chose at least one cafe to run a pilot reusables campaign with over the month of January.

While this was not a direct part of the Vic Park trial, we chose to partner with trial participant Sonder Coffee to support the existing behaviour changes happening within the Vic Park community.

For 3 weeks, from the 8 - 29 January we worked with Sonder to supercharge the number of their customers using reusables, culminating in #useyourowncupday on the 29th January, **where they eliminated single-use for the whole day.**

Each week, Sonder tallied up how many of their customers used reusable cups. The goal was to see the percentage of reusables increase over the weeks as their customers started to form better reuse habits.

Follow-up from the three week campaign suggested very positive results amongst the community, with many regulars converting from single use to reusables as a consequence of the increased attention to this issue.

To engage customers they implemented several initiatives including:

- a mug library,
- the Renome reusable cup network,
- stamped their single-use cups with a reminder for their customers to BYO next time,
- held a competition for repeat customers,
- continued to offer a 50c discount for reusables,
- encouraged customers to dine-in if they forgot their own cup.

This pilot was so successful across Australia that we're now in the process of developing a toolkit for other cafes to replicate the process.



