



Make the Switch

# HALF YEAR PROGRESS REPORT

'Make the Switch' Project



This project is a NSW EPA Waste Less, Recycle More initiative funded from the Waste Levy



## ABOUT 'MAKE THE SWITCH'

'Make the Switch' is a community project to reduce Byron Shire's plastic footprint. It is based on the successful '[Plastic Free Noosa](#)' project, run by [The Boomerang Alliance](#), as part of their 'Communities Taking Control' campaign, which focuses on achieving wide scale change away from plastic pollution.

'Make the Switch' is executed by Boomerang Alliance with Plastic Free Byron under funding provided by Byron Shire Council. This project is a NSW EPA Waste Less, Recycle More initiative funded from the Waste Levy

This year, 'Make the Switch' set a goal to reduce the use of identified single-use plastic packaging used by our member food retailers, events and markets in Byron Shire by 50% by June 1, 2019. We targeted six single-use plastic items which represent problematic and prolific sources of the litter stream; water bottles, foodware (cups, cutlery, plates etc.), straws, coffee cups/lids, takeaway containers and plastic bags.

To achieve reductions, we engage directly with food outlets, events and markets to join as a member and switch from single-use plastics to better alternatives. Switching practices means avoiding products, providing reusables or 100% compostable items.

We also encourage individuals to take up a plastic-free lifestyle.

# KEY ACTIVITIES AND OUTCOMES 2018

## OUR PARTNERS

Byron Shire Council, Plastic Free Byron, North East Waste, Clean Coast Collective, Santos Organics, Bay FM and The Echo. Funding is provided by Byron Council under the NSW EPA Waste Less, Recycle More Initiative funded from the Waste Levy.

## OUR PROGRAM MATERIAL

Website ([www.plasticfreebyron.com/maketheswitch](http://www.plasticfreebyron.com/maketheswitch)), Instagram and Facebook (@plasticfreebyron, #maketheswitchbyron), shopfront and in-store signage, web badges, flyers, brochures and member guidelines for café's/restaurants and events/markets.

The collage features three main pieces of promotional material:

- Left Panel (Yellow background):** A flyer titled "Joining is free, and there are some significant benefits for your business". It lists benefits such as access to information, website listings, and promotional opportunities. It includes the website [www.plasticfreebyron.com/join](http://www.plasticfreebyron.com/join).
- Center Panel (Aerial beach view):** A "MEMBERSHIP GUIDE" for "CAFE/ RESTAURANT". It states "Make the Switch is an initiative of" and lists partners: Boomerang Alliance, Waste Warriors, Santos Organics, Clean Coast Collective, and The Echo. It also mentions funding from the EPA and the NSW EPA Waste Less, Recycle More initiative.
- Right Panel (Beach cleanup):** A poster titled "LET'S MAKE BYRON PLASTIC FREE". It features a large pile of plastic waste on a beach and encourages businesses to reduce their plastic footprint. It includes the website [www.plasticfreebyron.com](http://www.plasticfreebyron.com).

## OUR LAUNCH

'Make the Switch' was officially launched by Councillor Sarah Ndiaye at the Waste Free For The Sea event held at Peace Pole Park, Byron Bay on July 8th, followed by a screening of the film Blue at Byron Theatre.

The day involved stalls, presentations and activities undertaken in conjunction with Byron Shire Council, Plastic Free Byron, Positive Change for Marine Life, Northeast Waste and National Parks and Wildlife.

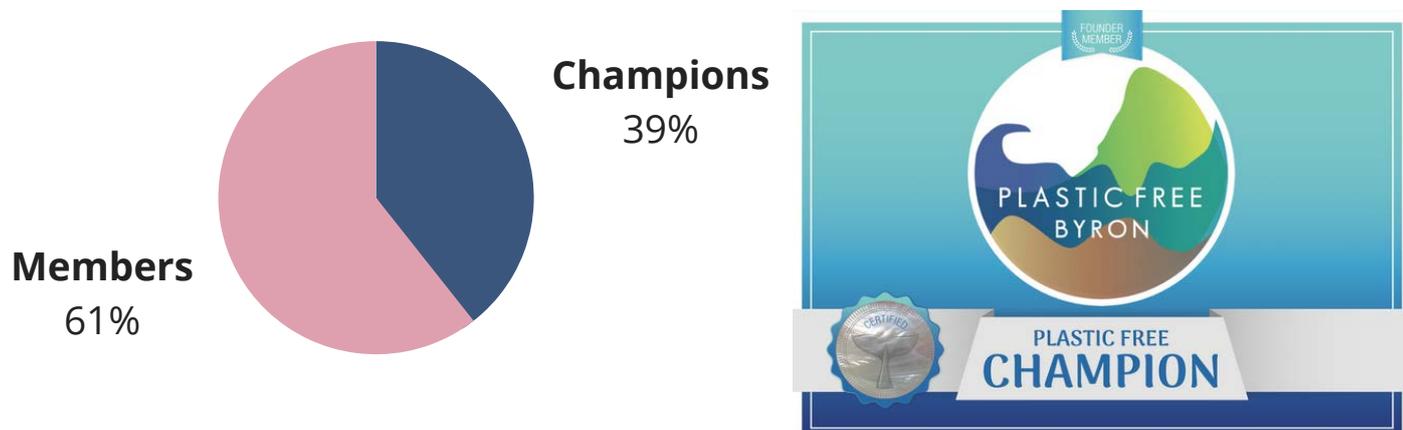
The poster is for the "WASTE FREE FOR THE SEA" launch event, held on Sunday 8 July 2018. It features a surfer on a beach and lists the following details:

- Event Location:** PEACE POLE PARK (NEXT TO SURF CLUB) BYRON BAY
- Event Schedule:**
  - 1:30 - PRESENTATIONS, ACTIVITIES, GIVEAWAYS
  - 4:30PM - SCREENING OF THE FILM 'BLUE'
  - 7:00PM - TIX: <http://www.byroncentre.com.au>
- Event Goals:** BUTT FREE BYRON SHIRE, MAKE THE SWITCH, PICK IT UP AND BIN IT, DONT BE A SUCKER

## CAFES & RESTAURANTS

Primary targets for the project, we directly work with each member to help them transition away from plastic. This involves looking at what they are currently using, offering them alternatives and where to get them, and giving them advice, resources and follow up support. Members who eliminate all six of our identified single-use plastic items become 'Plastic Free Champions'.

We currently have 33 food retail members, and more than a third of them have achieved Champion status.



## EVENTS & MARKETS

We directly assist events and markets to run 'Plastic Free' events. This involves working with organisers and vendors to only supply preferred products and assisting with source separation, signage, collections and transport to a commercial composter.

We are currently working with two events (the Mullumbimby Agricultural Show and Byron Bay Surf Festival), plus five markets (including the two North Byron Farmers Markets and three Byron Markets).

## SUPPLIERS

We engage with suppliers and manufacturers of packaging products which is a key component to program success. This has facilitated businesses maintaining current supply chains, reduced the incidence of suppliers providing misleading advice and 'green-washed' products, and created a system which reduces time and effort to find and order suitable products.

## PROMOTION

- Regular radio and newspaper segments/ advertising space
- Speaking engagement opportunities
- Promotional video is currently being created with a local filmmaker
- Regular member newsletters
- Regular social media postings



## PHOTOS



## Contacting Us

Coral:

✉ coral@plasticfreebyron.com



[www.plasticfreebyron.com/maketheswitch](http://www.plasticfreebyron.com/maketheswitch)



@plasticfreebyron #maketheswitch