

TAO Forum

Date: 12 February 2019

Time: 11am -12.30pm

Location: Teleconference

Present: Alec McNeil (Marlborough District Council); Jennifer Elliott (Wellington City Council); Parul Sood (Auckland Council); Ross Trotter (Christchurch City Council); Sophie Mander (Queenstown Lakes District Council)

Facilitator: Jenny Marshall (WasteMINZ)

Apologies: Donna Peterson (Invercargill City Council); Natasha Hickmott (Palmerston North City Council); Charlotte Catmur (Hamilton City Council)

No.	Agenda item	Action point	Person responsible	Deadline	Status
1.	Welcome Introduction Apologies	<p>Changes to the Committee:</p> <ul style="list-style-type: none"> • Roderick Boys has resigned from the WasteMINZ Board so Parul Sood will replace him as board champion. • Emma Richardson from Wellington City Council has gone on maternity leave. The Wellington Region WMMP steering group officers have nominated Jennifer Elliott to represent the Wellington region on the TAO Forum Steering Committee. However, she won't have voting rights as she is a secondee. • Charlotte Catmur has also gone on maternity leave but would like to remain on the Steering Committee at this stage and may dial in at the next meeting. 			

2.	Rethinking Rubbish and Recycling Waste Minimisation Funding:	<p>Update on Rethinking Rubbish and Recycling Waste Minimisation Funding:</p> <ul style="list-style-type: none"> • Discussions are continuing with MfE. It was agreed that the Project Governance would comprise the TAO Forum Steering Committee and include a representative from MfE. Two Technical Steering Committees have also been set up; one for data and for Communications and Behaviour Change. Both of them will also include an MfE representative. • In terms of the proposed waste audits of 600 household rubbish and recycling bins/bags/crates the Committee agreed on two key aims of the data analysis: <ol style="list-style-type: none"> 1. To gather baseline information on tonnages of household recyclables diverted from landfill by waste stream and product type. This would focus in particular on plastics as it would enable government and industry to identify both the opportunities and capacity needed for on-shore processing. It would also focus on tonnages and count of containers that could be included in CDS. This would provide the data to model the implications if certain types of containers were in or out of scope for CDS. It was agreed that more work needed to be done to see if a detailed analysis of fibre is also needed. Jenny to follow up 2. To examine missed capture (i.e. items put in the general rubbish that are accepted for recycling locally) and contamination (i.e. items put in the recycling when they are not accepted). The former indicates the scope to improve the quantity of capture; the latter the quality. • The budget is sufficient to audit four locations for five days each. Tasman District Council would be keen to be an audit location as they were planning some similar research. If any other council is keen to be an audit location, please email Jenny@wasteminz.org.nz to signal your interest. • Jenny met with the Ministry for the Environment to discuss the possibility of national campaigning around Plastic Free July in conjunction with the ban on single use plastic bags. Jenny will be organising a meeting with MfE officials and Rebecca Prince Ruis from Plastic Free July to discuss further. 			
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3.	Plastic bag ban Implementation	<ul style="list-style-type: none"> At this stage MfE is planning to begin messaging to retailers at the end of March/early April and will be creating a toolkit with factsheets and posters for businesses. Research from Australia showed that 50% of businesses were unaware that their business would be impacted by the bag ban, so it is important for councils to be talking to their Business Associations and Chambers of Commerce to make sure they are aware of this issue. In particular, chemists, clothing retailers and fast food outlets may not be aware that the ban will apply to them. WasteMINZ has sent out an email to councils and community groups on how to promote alternatives to plastic bin liners and is also creating a factsheet on how to deal with doggy poo. 			
4.	Love Food Hate Waste	<p>Project Completion</p> <ul style="list-style-type: none"> The 3 year Love Food Hate Waste campaign finished on 31st January. All key performance indicators were met <ol style="list-style-type: none"> WasteMINZ will record website statistics and report on the following targets: <ul style="list-style-type: none"> KPI of 120,000 unique visitors per annum -achieved 207,757 unique visitors per annum KPI of 200,000 user sessions per annum achieved 308,358 user sessions per annum 350,000 page views per annum achieved 591,219-page views per annum Marketing collateral and media kits are created and used by 90% of participating councils. <ul style="list-style-type: none"> The participation rate of councils was 93% and 679 events were held by councils over the three years. A three-year campaign is delivered and WasteMINZ will use appropriate analytics tools to report on the following targets for reach and efficacy of the campaign: <ul style="list-style-type: none"> 1,000 newsletter subscribers by end of campaign – achieved 13,600 newsletter subscribers 20,000 Facebook likes for the Love Food, Hate Waste page by end of the campaign -achieved 41,170 Facebook likes 			

		<ul style="list-style-type: none"> • Minimum of 200 social media posts per annum – achieved average of 220 social media posts on Facebook per annum • 800,000 post reach per annum -achieved 4,262,862 post reach per annum • 50,000 post engagements per annum – achieved 151,900 engagement per annum <p>Project Outcomes</p> <ul style="list-style-type: none"> • The bin audits found that households who had heard of Love Food Hate Waste threw out 27% less food waste than those who hadn't. This means on average they are throwing away only 0.8kg of food per set out. If the set-out rate for rubbish is assumed to be weekly, then households who had heard of the campaign reduced their food waste by 41.6kg per annum. • The bin audit survey found 22% of the population were aware of Love Food Hate Waste, while the online survey recorded a 19% awareness. Using an estimated household population of 1,758,900¹, the reduction in food waste to landfill from households who have heard about the campaign could range from 14,000 tonnes (19% awareness) to 16,200 tonnes per annum (22% awareness). • The cost of food wasted per household is \$644 per annum, down from \$647 per annum in 2014/15. When the 2.7% increase in the cost of food since 2014/2015 is taken into account, that equates to a saving of \$20 per household or \$35 million per annum for New Zealand households. • The financial return on investment for this campaign is \$95 to \$1. For every \$1 invested by the New Zealand government and councils, households have saved \$95. <p>Love Food Hate Waste ongoing</p> <ul style="list-style-type: none"> • Councils have agreed to fund the ongoing costs of maintaining the website and paying the license fee for use of the brand and a small amount of 			
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¹ <https://www.stats.govt.nz/information-releases/dwelling-and-household-estimates-december-2018-quarter>

		<p>funding will be available to run an annual targeted campaign. WasteMINZ is currently in negotiation with WRAP over the licensing fee moving forward. WasteMINZ will manage the website, social media channels and coordinate the annual campaign free of charge as a member service.</p>			
5.	Recyclers working group	<ul style="list-style-type: none"> • A working group has been set up with representatives from all the main waste companies to start exploring whether there are opportunities to standardise recycling rules regionally and/or nationally to allow for more shared messaging. An initial focus will be wash v rinse; squash or not; lids on lids off etc i.e. rules which reduce contamination. If progress is made in those areas the conversation will shift to what can be collected for recycling e.g. aerosol cans; tetrapaks etc. • This is in response to the research done by WasteMINZ last year which looked at understanding the differences and consistencies between councils in terms of what is collected for recycling and also recycling rules. 			
6.	Tackling event waste	<ul style="list-style-type: none"> • Nelson hosted its first major music festival this year (Bay Dreams). In common with other festivals, the waste generated was mind boggling, despite the reassurance from the event organiser that waste minimisation was in place. Issues included lack of vendor engagement, poor backroom sorting and lack of engagement between organisers and volunteers. And of course, the ongoing issue of seas of \$20 tents being trashed, etc. Are other councils having any success with this? • Totaranui Campground in Tasman, which is run by DOC, has been trialling a pack in and pack out for waste over the summer. It was incredibly successful. Don't underestimate people's willingness to take responsibility for their own waste provided they are given plenty of warning. • Auckland Council also has some regional parks with a pack in and pack out policy which works well. They also having a rule in the bylaw relating to larger scale events. Talk to organisers early in the piece is key. Auckland Council is already talking to America's cup organisers. • The composting of compostable cutlery is an issue for some events. Tasman is talking to Hirepool about reusables being available to loan out. • Is any council doing a good job of minimising waste at council owned event facilities such as halls, stadiums, arenas etc? No one was aware but 			

		<p>everyone was keen to learn if anyone was. If your council has implemented effective waste minimisation in these kinds of facilities, please contact jenny@wasteminz.org.nz</p> <ul style="list-style-type: none"> • Related to the event waste issues, the Wellington region is working on a regional basis to develop consistent TA and/or regional online resources including: <ul style="list-style-type: none"> ○ Event Waste Management Guide ○ Food Vendor Guidelines ○ Bylaw standards (if adopted by councils) ○ Waste Minimisation Plan templates (medium and large size events) ○ Event waste minimisation video series ○ Recycling bin/lid hire form 			
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