



BOOMERANG
ALLIANCE

COMMUNITIES TAKING CONTROL

REDUCING **YOUR**
PLASTIC
FOOTPRINT

OVERVIEW DOCUMENT

'At least 8 million tonnes of plastic leak into the ocean every year. By 2025 the oceans will contain one tonne of plastic for every three tonnes of fish and by 2050 more plastic than fish'

Joint EM Foundation/World Economic Forum Report Davos 2016

Communities Taking Control (of plastic packaging)

A Plastic Free Noosa Community Plan*

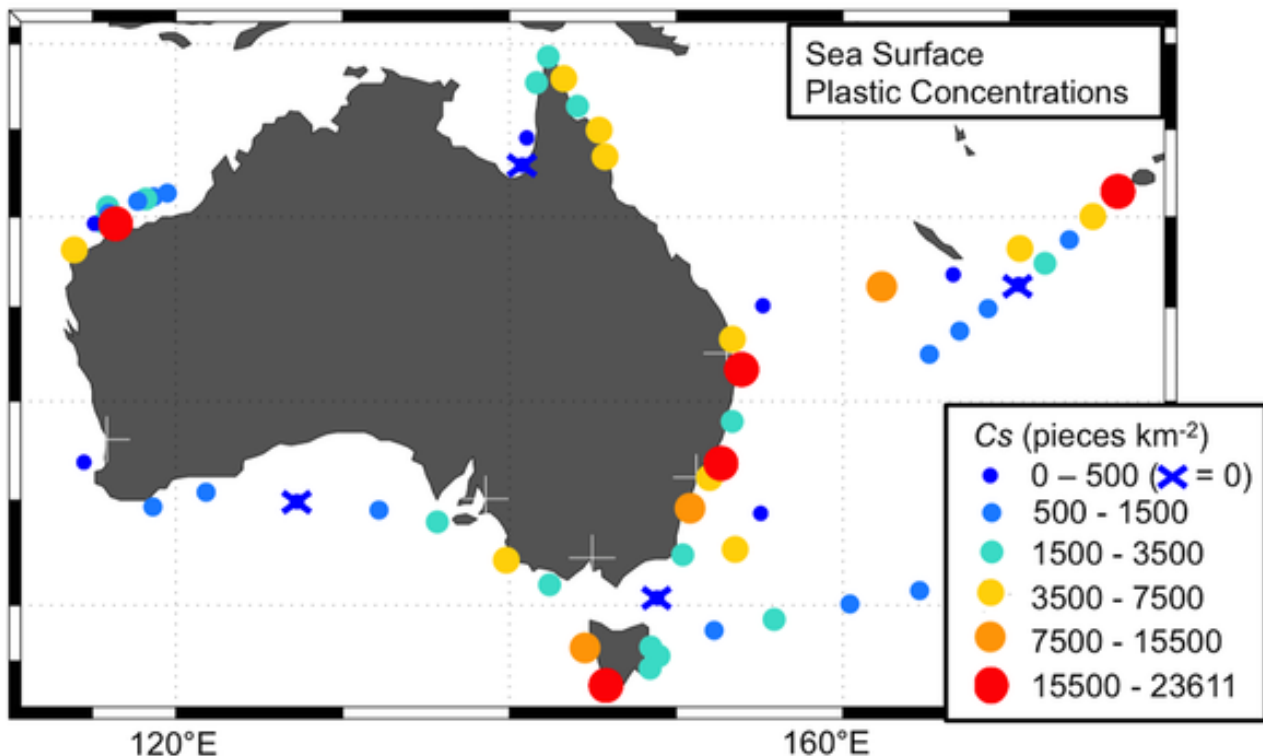
* As Identified in Responsible Plastic Living Kit (Noosa)

Introduction

Globally 95% of all plastic packaging is used once and then wasted, often as litter. In its 2014 Marine Debris report in Australia, the CSIRO stated that, 'two thirds of the marine debris found along our coastline is plastic, most from local sources.'

The National Litter Index (2015) has cited Queensland as the most littered state in Australia.

The CSIRO has identified SEQ as a marine plastic debris hotspot.





Queensland is Changing

In 2017 both the State Government and the Queensland LNP took significant steps towards addressing Queensland litter and plastic pollution problems. Both have publicly backed a ban on lightweight plastic bags and a cash for container scheme in Queensland, starting in 2018. These are recognised as the first steps in addressing plastic pollution of our environment.

These measures will dramatically reduce plastic litter and act to build community awareness about the dangers of plastic litter. The next step is to address the many other forms of disposable plastics.

The fact is that plastic litter in the environment is an eyesore, a pollutant, a threat to wildlife and, according to recent reports, a potential threat to human health

Let's Make a Difference

Many individuals, governments and businesses have become aware of the plastic pollution problem and are changing habits and practices. However, what we lack is a whole community taking a systematic approach to addressing disposable plastic packaging litter/use, and showing others how this could be avoided and resolved.

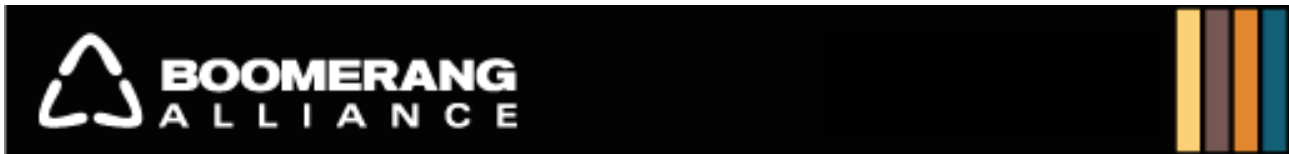
Why Noosa should be that Community?

Noosa is an environmentally-aware aware community. Its political and community leaders, Council, local businesses and community have all supported efforts and acted to reduce their plastic packaging footprint. Noosa is the perfect place to become a plastic-free* community, protect its environment, enhance its reputation as a responsible and active environmentally-friendly community and show others how this can be achieved.

The Community Plan

Boomerang Alliance proposes a community plan aimed at reducing the use of identified single use plastic packaging in Noosa by 50% by July 2018. A principal measure of the campaign will be the number of cafes, markets, events and individuals who have joined the plan and changed their plastic habits.

This will involve Noosa Council, local businesses (specifically hospitality/retailers), local media, community organisations and schools, event organisers and active individuals.



The plan will target the use of identified single use, disposable plastic items*, often a significant part of the litter stream. This would include plastic food ware, plastic straws and water bottles, plastic coffee cups/lids, takeaway containers and even bait bags.

* As Identified in Responsible Plastic Living Kit (Noosa)

In the first year, we want:

- the hospitality/retail sector to agree to supply preferred products (alternative to single use plastics) to the public,
- schools and event organisers to hold plastic-free events and
- individuals to take up the plastic free challenge.

All participants will be advocates and ambassadors for the plastic free plan, explaining the purpose and outcomes and inspiring both locals and visitors to follow suit.

Council, representative and community organisations will be the facilitators and promoters of the plastic free plan. Local media participating will be media partners, promoting the Noosa Plastic Free Plan and featuring players and activities in regular articles.

With a plastic bag ban expected in 2018, the campaign will also target plastic bags to have them removed from circulation, ahead of a ban. The introduction of a cash for containers scheme (July 2018) will give an opportunity for community organisations, schools and business in Noosa to set up collection services for cans and bottles.

Our Proposals in Brief

- A community initiative involving Council, local businesses (specifically retail and hospitality), key agencies, markets and festivals, local media and community organisations.
- Focused on promoting and adopting better practices and alternative products to the use of disposable, non-biodegradable plastic items, often found in litter and landfill. *
- The project will concentrate on adopting better practices in the hospitality sector, making festivals, markets, fetes and events plastic free* and encouraging individuals to reduce their own plastic footprint by changing behaviour and choices.



- The initial pilot project would run for one year (ideally with a promoted start in July 2017), with the option of being extended as a longer term initiative that supports a plastic free agenda and Noosa Councils waste reduction goals
- Promotional collateral will include shop signage and display, press coverage, advertising and events, newsletters and community notices, new guidelines for events, promotion at strategic events, stalls, word of mouth. A website with a domain name, *plasticfreenoosa.com.au* has been secured.
- Its success will be measured by the amount of identified plastic items removed from use (audit of participants' procurement/audit of wastes received) in Noosa, and the number of local businesses/agencies and individuals who sign up as partners in the project.
- A report on the project will be produced to outline its outcomes. This will include advice on what could not be achieved and recommendations on potential next steps. It will contribute as a guide for others with advice for stakeholders on future directions. (Please note: BA is also undertaking a similar project in Wollongong, NSW)

*Plastic free refers to a list of disposable plastic items to be targeted only. This includes coffee cups/lids, straws, takeaway containers, utensils, single-use water bottles, plastic bags and utensils.

Who is Involved?

Agencies and organisations who have already expressed support and interest in participation include: Noosa Council, Noosa Biosphere Reserve Foundation, Boomerang Alliance, Noosa Community Biosphere Association Inc., Tourism Noosa, Boomerang Bags, Surfrider Sunshine Coast, Sunshine Coast Environment Council, University of Sunshine Coast, ZEN Waste, Noosa Chamber of Commerce, Coastcare, Sunshine Coast Environment Educators' Alliance. Other organisations will be added as the plan progresses.



Appendix

Proposed Partner Roles and Responsibilities

Councils -support local business who stop use of single use plastic bags (from July 2017-a state-wide ban will be implemented in July 2018), promote PFNP program, adjust any regulations to support business/community organisation changes to practice, review collection services and audit on plastic reductions at landfill, provide funding for program. Assist with coordination of plan.

Chamber of Commerce/Trader Associations-promote the program to members. Supply data on reduced disposable plastics purchased by business. Assist with coordination of plan.

Local Agencies (ie. NBCA/Noosa tourism/USC)-promote program, advise, set rules/guidelines for stakeholders, play role in delivery. Assist with coordination.

Hospitality/café businesses-participate in program by adopting new practices and being promoters/educators to their customers, assist with funding for program.

Local plastic free/environment and community organisations-adopt plastic free arrangements for any events. Promote plastic- free living kits and practices. Coordination of the plan.

Surf shops/surf schools-promote the program to their customers and change any relevant practices.

Schools/education facilities in area- plastic free events, educate pupils and parents on reducing plastics in school and promote plastic free living.

Local Festivals/markets - promote the program and arrange for only compostable food ware and reusable plastic cups at venue.

Local/regional media- promote plan, regular features on players and activities.

Boomerang Alliance -will play a coordinating role engaging with all partners, keeping the program on track and assisting with advice as required. We want local ownership so expect that participants will be running most of activities and engagement. As much as possible BA will participate in face to face activities but have limited resources.

Individuals -Use Responsible Plastic Living Kits and inform others on how to reduce plastic footprint and avoid identified disposable plastics.

Draft Responsible Plastic Guide (Noosa)

The Plastic Free Noosa Plan has identified 6 disposable plastic items which are regularly discarded as litter or waste. These littered or wasted items can be addressed through changed practices and the use of readily available alternatives. Most of these alternatives are price comparable with currently used products.

Polystyrene cups and containers of any kind should be avoided and eliminated from use. They are harmful in the environment and never likely to be recycled. Better alternatives exist for these products

Item	Best Option – Reusable	Alternative Options (preferably with collection and processing services)
Plastic water bottle	BYO/ reusable water bottle	Recycle. Plastic bottles will have a 10 cent refund on return after July 2018
Coffee cup/lid	Use café crockery cup Provide a return coffee cup service Encourage customers to bring BYO reusable cup/lid (with discount)	Cup (can include liner) and lid, certified commercial compost standard (AS 4736) Cup that meets home composting standard (AS 5810) preferred but may not be readily available
Polystyrene cups, food ware, containers	Never use	Provide biodegradable containers (AS 5810) home compost standard only
Non-biodegradable plastic packaging (plastic takeaway containers)	Don't use/provide and support return service for customers	Provide biodegradable containers (AS 5810) home compost standard only
Plastic straw	Don't use or BYO reusable straws	If absolutely required, provide waxed paper straws
Plastic food ware (plate, knife, fork, spoon, chopsticks)	Use reusable plates and utensils	Provide wooden/plant-based or 100% compostable plates and utensils (AS 4736) Food ware that is plant-based or meets home composting standard (AS 5810) is preferred but may not be readily available
Plastic bags	Don't use/customers bring BYO bags (Note: Lightweight bags will be banned in QLD from July 2018)	Provide/sell BYO bags for customers



Note on Takeaway Practices

The best option is always to use reusable plates, utensils and containers and is always a preference to single use items. If single use products are used, the preference is for organic/plant-based or certified compostable products. In most cases, neither recyclable or compostable products are currently collected in away from home situations, and end up in landfill. In this event, the compostable products will at least degrade.

One outcome the Plastic Free Noosa Plan will identify is the urgent need for better collection services and commercial composting facilities in the region for these products.