

MEDIA RELEASE

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New Central Geelong Study 'towards zero waste'

The Barwon Regional Waste Management Group in partnership with Central Geelong Marketing, City of Greater Geelong and Sustainability Victoria has launched a \$50,000 study to further reduce waste going to landfill and increase recycling and reuse of waste materials within Central Geelong. A framework will be provided to maximise resource recovery in the Central Geelong precinct.

Barwon Regional Waste Management Group Director and Waste Wise Ambassador Cr Barbara Abley said 'In many Australian cities, including Geelong, the level of recycling and resource recovery has been poorer in CBD commercial areas than residential areas. The opposite applies in many European cities where inner city commercial collections are a high priority and have achieved high recycling yields. This project will provide a blueprint for the future of Central Geelong. The project is aimed at improving the sustainability of businesses and the amenity of the laneways in the City which are currently congested with rubbish bins. These laneways are a great asset for the City and should be put to better use than waste bin storage'.

It is proposed that the framework will:

1. Recommend leading edge solutions to maximise resource recovery for businesses in the Central Geelong precinct
2. Highlight opportunities to be more cost effective
3. Meet the needs of key stakeholders including businesses, collection contractors and the community

Primary aims of the framework are to improve competitiveness and increase the sustainability of Central Geelong businesses, and to assist in meeting statewide 'Towards Zero Waste' and National Packaging Covenant resource recovery targets.

Resource recovery specialists from Hyder Consulting have been engaged to produce the framework and in the coming months Hyder Consulting will be approaching businesses to gain their cooperation in collecting the data that the framework will be based on. Hyder Consulting will also be approaching other key stakeholders, particularly the current waste collection contractors who service the Central Geelong precinct.

Businesses will be asked to complete a survey to find out how they manage their waste and for their views on the barriers and opportunities to increasing resource recovery. Some businesses will also be asked for their cooperation with sample audits of waste streams that will be undertaken by Hyder. This measurement of waste will provide baseline data from which the framework will be developed and future improvements can be measured.

At the end of the study it is anticipated that actions and programs may be implemented that will see Central Geelong as a leader in sustainable business practices.

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