

Zero Waste Challenges the basic assumptions that waste is inevitable and it can be just thrown away or disappear. Waste is market failure, design failure, production failure and systems failure. Why not give the title to an organisation that has a charter to change this?

Why government? Has direct influence, can direct funding, can facilitate, can provide policy direction, can provide consistent information and data collection, monitoring and evaluation, shift to a greener economy.

Drivers for 'Zero Waste'


- Resource scarcity
- Community demanding better
- Green jobs/ the new economy
- Landfill capacity/ need for new
- Greenhouse emissions and climate change
- Pollution of land, water and air
- Globalisation of economies



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Waste Management

1. Policy Maker 
2. Regulator (EPA)
3. Revenue Collector (EPA)
4. Operator
5. Client
6. Planner
- and 7. The Change Agent!

(Whiteman 2011)



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6 institutional functions are required- Policy maker; Regulator; Revenue Collector; Operator; Client; Planner. The 7th function is one of a leading person, movement or organisation that has been the driving force behind a step-wise change. ZWSA was highlighted along with ANGED Tunisia as examples.

A solid structure to deliver certainty

- | | |
|-----------------------|--------------------------------------|
| • Legislation | <i>Zero Waste SA Act 2004</i> |
| • Funding | Waste to Resources Fund |
| • Organisation | Zero Waste SA |
| • Policy | SA's Waste Strategy |
| • Planning | ZWSA Business Plan |
| • Guidance | Board of Zero Waste SA |
| • Support | Partnering / Collaboration |



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We have a stand alone Act of Parliament – although nothing is certain in Government - politically, this is more difficult to de-construct and this gives the organisation some surety going forward. The Act sets up the department, its purpose and functions. Clear mandate on what have to do. We are a small agency – there is only 22 of us proving the old adage that size isn't important.

We have a small dynamic group of enthusiastic, dedicated public servants. Your people are your most important asset.

We have a dedicated fund. Again this gives some measure of surety going forward. Because of this funding surety we are able to prepare a 3-year rolling Business Plan going forward.

The Act requires Zero Waste SA to prepare a State Waste Strategy. This Strategy becomes Government policy,

Although you won't see the Strategy on your coffee table at home, because it is regarded as Government Policy it becomes an influential document within Government circles.

I will talk about something at the end that will end up on your coffee table (or your dentists)...leave that thought with you for now!

Because we are a small organisation we rely on partnering with others to achieve our goals and objectives. Collaboration and partnering has also been

Change: what is the best approach?

- **Command and control (regulation)**
 - Innovation
 - behaviour change
- **Price signals**
 - (fees, charges, levies, taxes, incentives, rewards)
- **Changing values and behaviours (education, awareness, knowledge, guidance, advocacy)**



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In theory ZWSA has range of approaches to bring about changes that reflect the direction provided by the Waste Strategy and I have mentioned some of them already.

And in relation to those on the screen now the answer is all of the above and then some.

I work in a department that has waste policy officers, some waste technical expertise, we have economists and even climate change experts. What I don't have is a behavioural psychologist. In other words I think our industry lacks skills and expertise in this area.

We need to reverse engineer our consumption behaviour using the same marketing intensity that encourages us to buy stuff.

I want to finish up by talking about behaviour change.



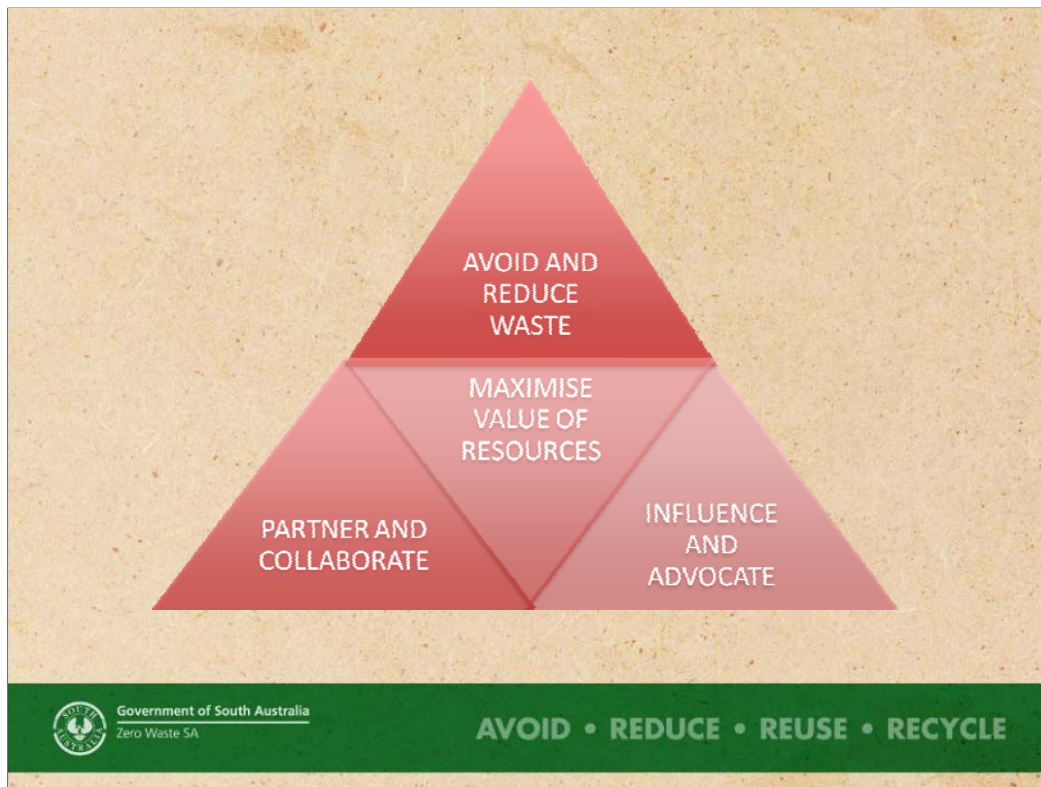
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South Australia's Waste Strategy 2011-2015



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The new Strategy has two objectives. The first objective – *‘Maximising the value of our resources’* - follows on from the first strategy. It continues to focus attention on local infrastructure, economic interventions and incentives for change. It also aims to maximise the social and economic benefits from the resources we consume.

The second objective – *‘Avoiding and reducing waste’* requires a more thoughtful approach to the way we use resources and the choices we make as governments, businesses and individuals. This is about long term living choices focusing on behaviour change and engagement.

And no Strategy is without its targets:

70% diversion of household waste by 2015

75% diversion of C/I waste by 2015

90% diversion of C/D waste by 2015

Other issues addressed in the Strategy are:

Improved education and awareness to support informed choices by consumers, regulators and the market.

Extended Producer Responsibility and of every party along the value chain, Not just councils bearing the costs at the end.

Collaboration

Zero Waste SA works closely with industry,
local government and the community.



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We are small, so we HAVE to work collaboratively

Collaboration, facilitation, enabling change

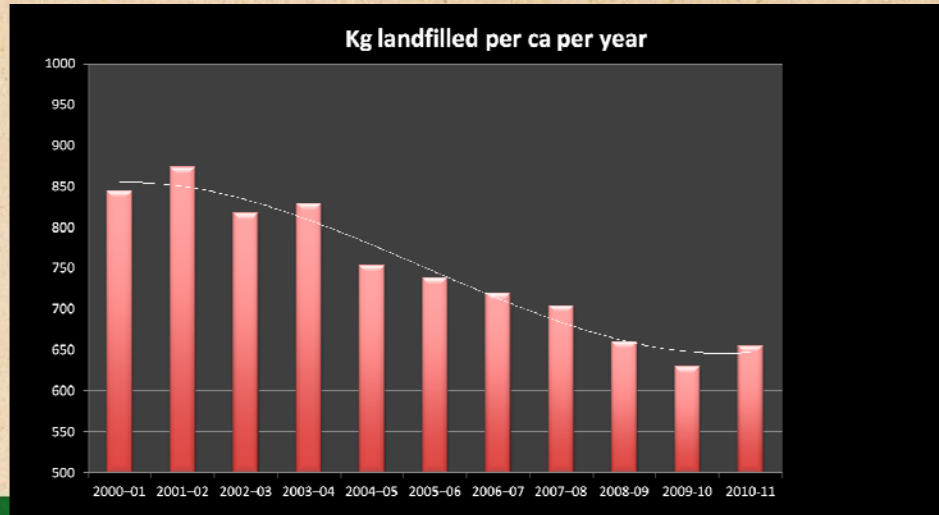


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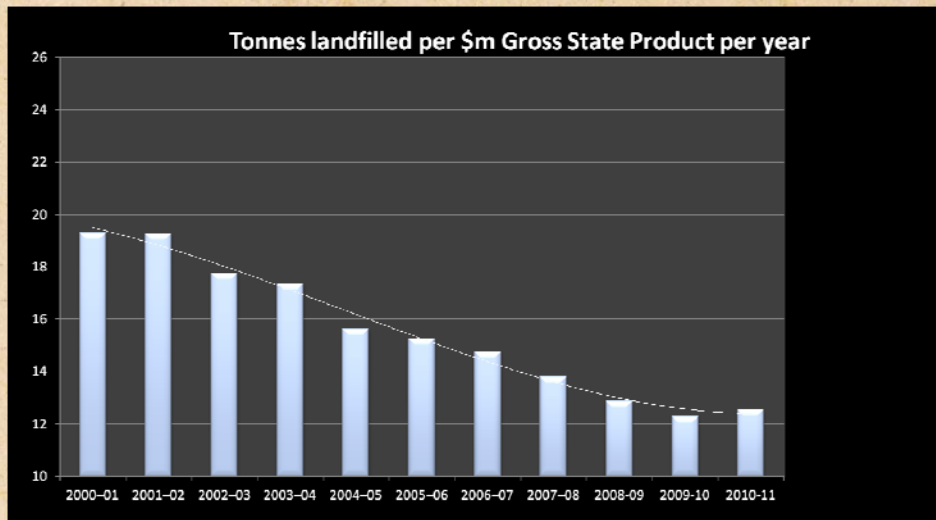
Kg per capita landfilled '01/ '02 – '09/ '10



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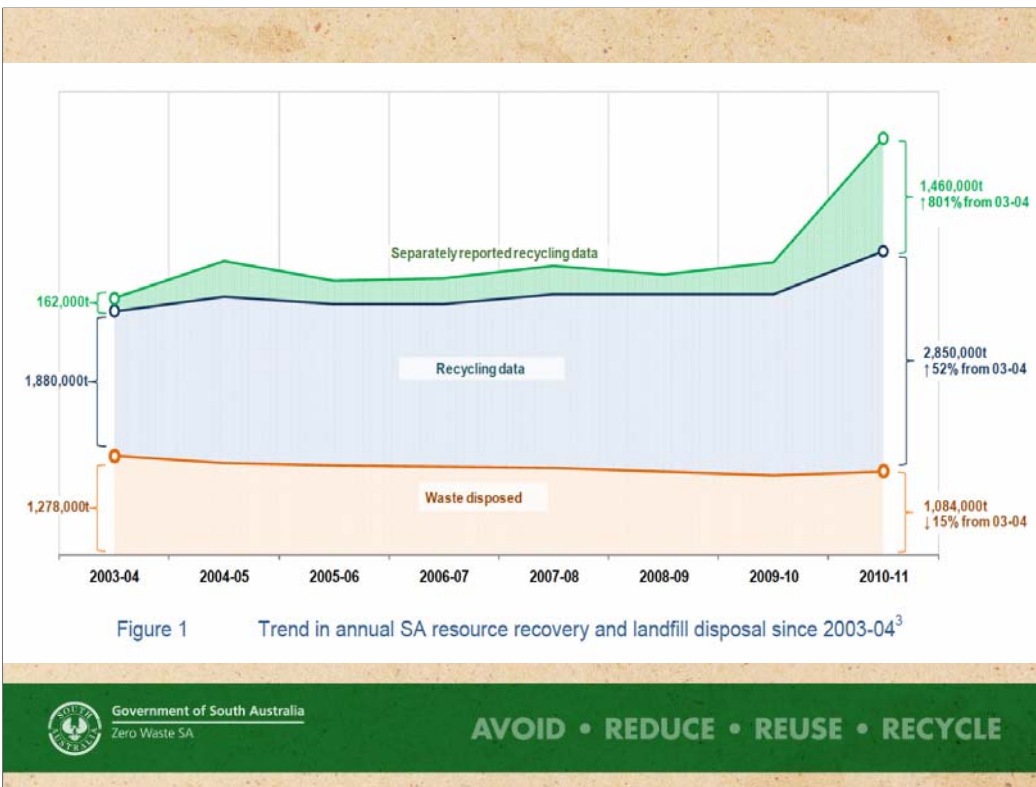
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Gross State Product vs tonnes landfilled



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The first waste strategy policy position of **source separation**

Un-mixing the waste unlocks the value.

We provided grant money to encourage the adoption by councils of common high performing household systems. 3-bin system now commonplace across most of metropolitan Adelaide and some regional centres.

The adoption of common systems allows better education and awareness campaigns to reduce contamination.

To strive for the Waste strategy diversion targets we knew that we had to look at getting food waste out of the waste bin and into the organics bin.

Challenges ahead



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Here are just a few of the challenges that lay ahead for ZWSA.

Municipal Solid Waste

- **Source separation will continue to be our policy focus**
 - food waste (film plastics, nappies, textiles, crockery, etc)
 - can we do something innovative with the residual e.g. fuel/ energy?
 - volume and price issues
- **Source separation**
 - multi unit dwellings



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New waste strategy continues to promote source separation.

As we continue to encourage diversion of food waste into the organics recycling stream the question arisesis there anything smarter or innovative we can do with the residual.

Volume of material and price are significant challenges when competing with landfill. Difficult to make cost effective alternatives viable.

Don't often associate Adelaide with high density urban form, however the 30 Year Plan for Greater Metropolitan Adelaide envisages an increase in these sorts of developments and we now have to ask whether 3-bin systems are compatible with this form of urban development. Will certainly draw heavily on work undertaken in other jurisdictions and by leading South Australian Councils.



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Commercial and Industrial Waste

- **Recycling in commercial premises**
 - Incentives vs mandatory systems
 - Source separation
 - Food waste
- **Infrastructure investment in new technologies**



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A significant amount of waste to land fill is from this sector.

In South Australia there are about 80,000 small to medium enterprises generating all manner of diverse waste streams.

Large volumes of recyclables and in particular cardboard and plastics continues to find its way to landfill.

Well – the idea seemed simple enough.

With co-funding from the Australian Packaging Covenant, ZWSA works with 11 waste collection companies to introduce new source separated and co-mingled dry recycling systems and/or organics collection systems. Funding is made available to these companies based on the number of new recycling bins (both front lift and rear lift) provided to new recycling customers and the program offers incentive payments on tonnes of recyclables collected.

Changing behaviour



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Let's face some stark realities...the World faces some big and serious problems...we have a growing population...the pool is getting crowded.

Globally, progress towards achieving quality of life indicators has been limited, with over a billion people continuing to live in extreme poverty.

Damage and degradation of ecosystems across the world is serious, widespread and ongoing.

Some of the challenges that face are due to systemic, structural problems that remain stubbornly intact, in spite of many efforts to spur lasting change. There are always powerful vested interests and the inertia of entrenched political institutions have frequently prevented major in-roads being made. It took a decade to get EPR in place.

One of the most neglected factors in pushing for change is the **set of values that motivate people** – Some of the more cynical of us may say...that's easy it's cost.

If we don't resort to legislation or price signals, then tapping into peoples values may bring opportunities to bring about lasting systemic change.

ZWSA attributes

- **MOTIVATED PEOPLE**- Encouraged to try, develop, test, **DELIVER**, and grow- they see the changes



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- **DIRECTION AND FOCUS-** identified in the Act, the Strategy, and the **BUSINESS PLAN.**



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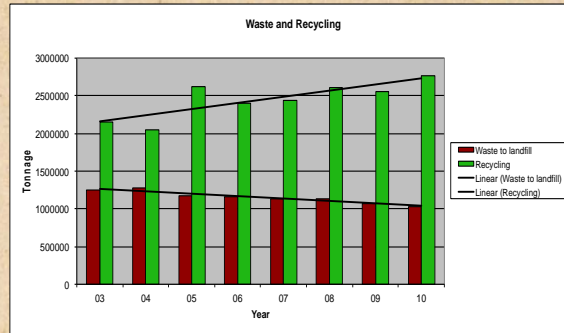
- We **STICK** to the **PLAN**, in a flexible and nimble way



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- **EVIDENCE BASED- we have data!**



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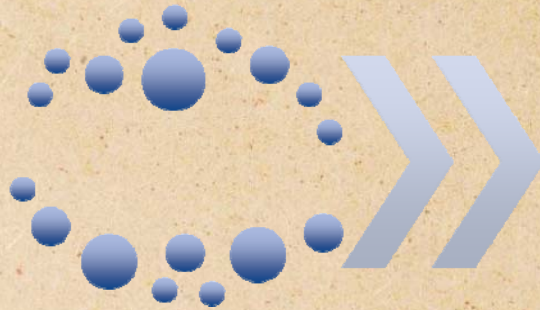
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- **WE MUST COLLABORATE and PARTNER- we are too small to deliver on our own**
- **COLLABORATION- delivers INNOVATION**



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PROGRAMS are
interlinked-
learning
transferred
across
programs



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- **SUCCESS-** delivers support and recognition which motivates people.



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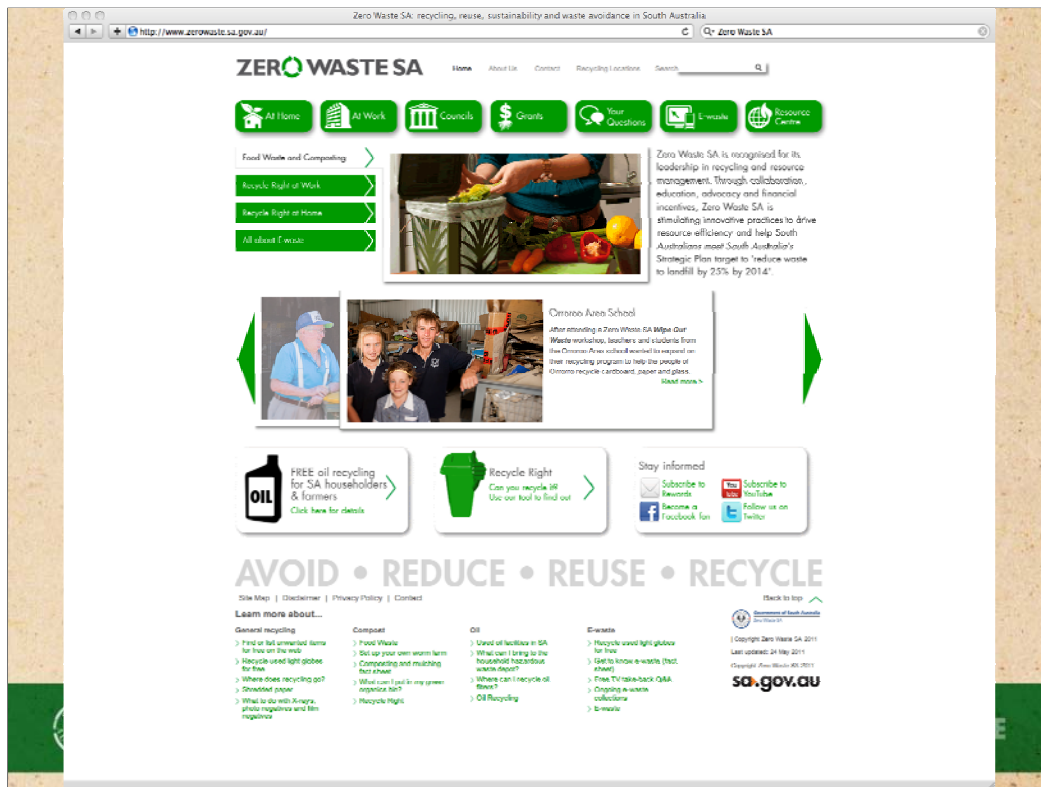
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- **GOOD GOVERNANCE- A BOARD that is confident and ADDS VALUE**



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New stuff on:

- Hard waste collections
- Business plans
- Recycling activity
- Review of Solid Waste Levy
- Review of grants programs