



Environmental Sustainability Event Management Policy

Phase One

Created: 1/3/2017

The *Celebrate Mooroolbark* Committee have prepared this Sustainable Event Management Policy as phase one of a three-phase drafting, analysis and implementation process. We welcome community participation in the process, so please contact us to provide your feedback and suggestions.

Event Scope

Mooroolbark's premier community festival attracts approximately 10,000 attendees annually. Held on the 3rd weekend in March, *Celebrate Mooroolbark* includes *Red Earth UnEarthed* on Friday evening and a free community festival on Saturday.

Where: Red Earth Park and Mooroolbark Community Centre,
74 Brice Avenue, Mooroolbark 3138

Objectives

Celebrate Mooroolbark provides a unique opportunity for local organisations to promote their enterprise in a festival environment. The event is a major attraction on the Yarra Ranges calendar and involves a large number of schools, community groups and businesses from Mooroolbark and surrounds.

The objective of this Policy is to embed environmental sustainability into all aspects of the festival. This Policy identifies the following areas that must be considered when organising and conducting the event:

- waste minimisation
- resource recovery
- greenhouse gas reduction
- energy conservation
- water conservation

Benefits of Sustainability

- Encourage community participation
- Provide an example for children and the wider community and other festivals
- Reduce the ecological footprint of the festival
- Educate the public about sustainability and environmental preservation
- Work toward a greener future for Mooroolbark
- Protect the precious natural resources of our local area

Policy Statement

Celebrate Mooroolbark commits to the following measures:

Waste Minimisation & Resource Recovery

Our festival has the ability to generate large amounts of waste. It is essential to have in place procedures to ensure that waste is minimised to a reasonable level, as follows:

- Wherever possible, recycle items that can no longer be used, including organic waste and packaging.
- Ensure that the sorting and recycling process is operating effectively for paper, cardboard, organics, plastic, glass and aluminium.
- Reduce waste through sustainable purchasing of biodegradable/recycled materials.
- Budget for adequate waste management.
- Encourage stall holders to minimise their use of packaging and other materials that will contribute to waste such as plastic bags, balloons, single-use plastic toys, etc.
- Encourage food vendors to use bamboo, paper or other biodegradable cutlery, plates, cups, lids, straws etc.
- Encourage attendees to reduce rubbish, by bringing their own reusable bags, cups, drink bottles, etc.
- Promote and encourage applications from stallholders who use or sell home-made, pre-loved, recycled, upcycled, local, ethically-made, organic/pesticide free, low impact, environmentally friendly products.

Energy Use

Festivals can be high energy consumers. It is important to develop and implement measures to minimise energy consumption and to communicate these measures to participants and stallholders.

This will be achieved by implementing the following practices:

- Reduce energy use through purchase/hire of energy efficient equipment to power stalls, rides, stages, etc. Eg. biodiesel/solar powered generators.
- Monitor participant compliance with minimising both energy and water use.
- Implement a bring-your-own cup program to encourage the use of tap water for drinking rather than disposable bottles.

Event Promotion

Event promotion can be resource intensive. The *Celebrate Mooroolbark* festival committee must consider a range of promotion opportunities to minimise the impact of the event.

This can be achieved by adopting the following practices:

- Minimise the usage of non-reusable items (for example, promotional flyers) and

- maximise those that are reusable (for example, reusable banners and signs)
- Wherever possible, utilise promotional methods that do not involve printed products. These include web/online, radio, electronic signage and social media outlets.
- Ensure that, when printed promotional materials are necessary, sustainable or recycled paper products and eco-friendly inks are used in their production.

Equipment & Supplies

Equipment and supplies made of resource intensive materials can often travel large distances before finally being put to use. Transport (and therefore distances travelled) is a major contributor to greenhouse gas emissions. *Celebrate Mooroolbark* must consider the lifecycle of equipment and supplies associated with the event to ensure sustainable purchasing decisions are made.

This can be done as follows:

- Purchase products and services that are less greenhouse gas intensive in their production, transport and use.
- Choose products that have minimal packaging.
- Seek partners whose values align with our own objectives (for example, food vendors that use only biodegradable and recyclable food containers).
- Explore the feasibility of offsetting greenhouse gas emissions for transportation of supplies and hired equipment.

Transportation

Transport is a major contributor to greenhouse gas emissions. There are a range of sustainable transport alternatives available for organisers and event participants.

These include:

- Encourage visitors and staff to use more environmentally friendly methods of transport for commuting to and from the event. Implement a show-us-your-bike program in exchange for a voucher for participants to use at the festival.
- Promote physical activity through our Active Living Hub demonstration area.
- Where possible, use local suppliers and encourage local stallholders to apply to minimise travelling distance to the festival.
- Explore the feasibility of offsetting greenhouse gas emissions for transportation of visitors and staff to and from the festival.

END OF POLICY

PHASE TWO REVIEW: 1 Sept 2019 - 1 Dec 2019

PHASE THREE REVIEW: 1 Sept 2021 - 1 Dec 2021

If you would like to make a suggestion or provide feedback regarding the above policy, please contact us at admin@celebratemooroolbark.com