



FINAL REPORT JULY 2020



PLASTIC FREE MT MARTHA OVERVIEW

Plastic Free Mt Martha is a trial program which operated on the Mt Martha Esplanade and surrounds to assist participating businesses to eliminate identified single-use plastic items such as coffee cups, takeaway containers and straws. The trial operated from Nov 2019 - Mar 2020, during which time 17 local businesses took part.

The trial was run by The **Boomerang Alliance** (as part of the **Plastic Free Places** program) in conjunction with **Waste Wise Mornington Peninsula**. In November 2019, trained staff and volunteers spent a week in the community to assist businesses with the transition.

This initial visit was followed up with regular communication and visits to keep the businesses on track and assist them as needed.

Waste Wise Mornington Peninsula also provided social media and media support, as well as incentives to encourage participation and change.

The trial was successful, with **over 30,000 pieces of plastic eliminated** by participating businesses during a **3-month period from Jan 2020-March 2020**. This report outlines the progress made by the trial and each of its participants.

Trial participants

- Beachbox Fish & Chips
- Bells Meats
- Cafe 85%
- Chill Gelato
- Cibo
- Higher Ground Cafe
- Josephines at the Briars
- Milk Bar & Co.
- Mount Martha Fine Foods
- Mt Martha Farmers Market
- Mr Curtis Wine Bar
- Providore
- Rasoi Tandoori
- South Beach Project
- Via Battisti
- Via Sole Pizza
- Volpino Pizzeria & Wine Bar



PARTICIPANT ENGAGEMENT AND OUTCOMES

The program has placed a focus on **quality engagement with participants**, which has been received very positively and is acting as a catalyst for businesses to switch away from single-use plastic, and in some cases to think about waste reduction more broadly.

Program participants now understand the issues of single-use plastics and know what alternatives to choose that suits their needs. Importantly, they have the **tools to continue to improve their practices**.

A good number of businesses **switched to compostable alternatives** and started encouraging their customers to reduce their use of disposables and/or only offering items on request. Signage given to participants gave them a fun way to **involve the community in reducing waste**.



These initiatives not only reduce waste but also act as a medium for **positive messaging to the community**, which is enhanced by social media marketing to promote actions.

On our 'Plastic Free Mt Martha' follow up visit today, we're super excited to see **Higher Ground** has made another exciting change, swapping to compostable coffee cups! Other big wins? These guys actively encourage BYO cups and have switched to paper straws and compostable takeaway spoons.

Woohoo! Keep up the good work 🙌👏👏

Boomerang Alliance Sustainability Victoria Zero Waste Victoria



HERE'S OUR SECOND LOCAL LEGEND!

Cibo Mt Martha. Delicious delicatessen - produce, sweet treats, pasta, you name it! Very different to the big supermarkets, the team at Cibo encourage you to BYO container to package your goodies! Check out the certificate of appreciation by our Plastic Free Places partners **Mornington Peninsula Shire** - well deserved!



THRILLED to announce our next waste wise business. **@BellsGourmetMeats** is leading the waste wise way on the Peninsula...

- 👉 Actively encouraging customers to bring their own containers
- 👉 Promoting plastic bag free shopping
- 👉 Displaying produce in reusable trays

Bells Gourmet Meats

Boomerang Alliance
Zero Waste Victoria
Sustainability Victoria



QUANTIFYING IMPACT

KPI's for the program are the amount of identified plastic items removed from use by participating businesses, through ordering data.

When an item is eliminated, we calculate average monthly ordering quantities of each eliminated item.

The first eliminations occurred in February, an expected timeframe allowing for time to run through old plastic stock.

Note that data does not include figures from the removal of plastic bags due to the Victorian bag ban coming into effect just before the trial.

KPI's - 30 NOV, 2019 - 31 MAR 2020 (PLASTIC BAGS NOT INCLUDED)


17
Business members

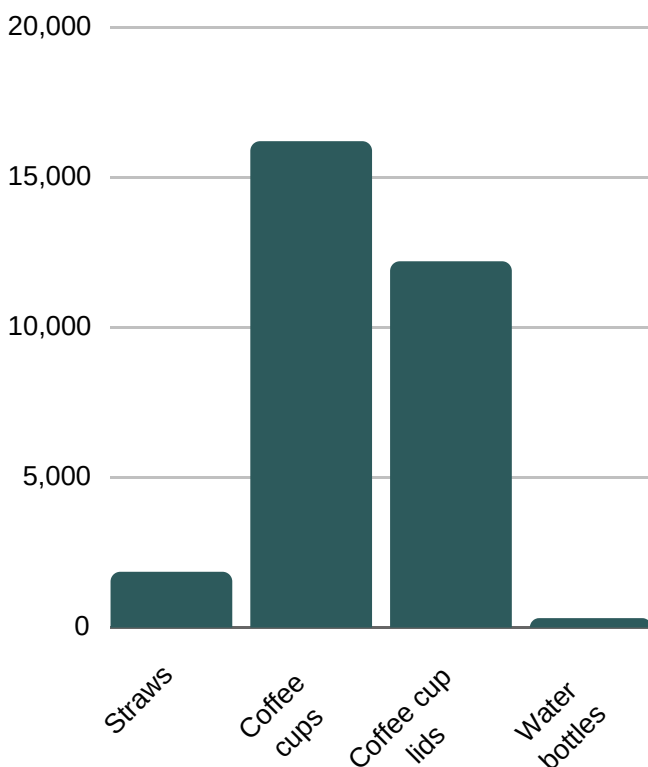

1
Plastic Free Champion*


30,436
Pieces of plastic eliminated

*Plastic Free Champions have eliminated all of our key plastic items (straws, coffee cups & lids, takeaway containers & lids, food ware (cutlery, plates, cups etc), water bottles & bags).

KPI BREAKDOWN

NO. OF ITEMS ELIMINATED BY CATEGORY (TOTAL) 30 NOV, 2019 - 31 MAR 2020



NO. OF ITEMS ELIMINATED MONTH-BY-MONTH 30 NOV, 2019 - 31 MAR 2020

