

@WAPLASTICFREE

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PLASTIC FREE PLACES



2022 - Western Australia

We assist food retailers as they transition to more sustainable practices for our community, our health & our planet.



Government of Western Australia
Department of Water and Environmental Regulation



Forward

To support implementation of the Western Australia's [Plan for Plastics](#), the WA State Government has partnered with us, the Boomerang Alliance, to deliver our **Plastic Free Places** program, operating in Western Australia as **WA Plastic Free**.

In a nutshell, **Plastic Free Places is a hands on behaviour change program that works directly with food retailers**, events, markets and other organisations to assist them to switch from single-use plastics to better alternatives, such as reusable (preferred) or certified compostable items.

We differ from other sustainable cafe initiatives by working directly with the business owners in person, in a coaching / consulting capacity. Our program offers targeted advice that leads to lasting and empowering change for business owners & their staff. Our coordinators from across Australia have a wealth of knowledge and experience, with a dedicated research and communications team behind the scenes supporting them.

If you have any enquiries about the communications material, or would like assistance in disseminating this material, please reach out to our Communications Support Officer Birte Moliere - birte.moliere@boomerangalliance.org.au

For specific WA Plastic Free program enquires please contact our on-ground Coordinator Bree Jennings - bree.jennings@boomerangalliance.org.au

We look forward to assisting WA transition through the ban and beyond.

Regards,

Amy Matheson

Communications Coordinator

Plastic Free Places | Boomerang Alliance



about Plastic Free Places

Plastic Free Places is run by the Boomerang Alliance. We are the peak community not-for-profit organisation working on waste minimisation and recycling in Australia, formed in 2003 and currently comprised of 51 national, state and local allies. We research key issues, develop policy, undertake education, and campaign for best practice laws and programs by government and business.

Plastic Free Places is the hands on element of our organisation. It is a behaviour change program that works directly with food retailers, events, markets and other organisations to assist them to switch from single-use plastics to better alternatives, such as reusable (preferred) or certified compostable items.

But... that's just the beginning. We also work with state governments, councils, suppliers, manufacturers, waste transport operators and composters to deliver real solutions to the issues we face.

On top of this our aim is to inspire our community members to make changes in their own life and support those businesses that do too.

WA Plastic Free is our Western Australian chapter of the Plastic Free Places program. We currently operate in various other communities Australia wide. This latest instalment of WA Plastic Free comes with the introduction of the single-use plastics bans and builds on our previous trials in Bassendean & Victoria Park in 2019/20.

Our team



Dr Elizaveta (Lisa) Novoradovskaya

WA Program Coordinator

Lisa completed her PhD in environmental psychology at Curtin University in 2021, focusing specifically on what motivates people to choose reusable cups over single-use plastics. Her primary focus is in individual & community behaviour change, shifting to more sustainable practices.



Bree Jennings

WA Program Coordinator

Bree is an experienced educator with an interest in waste and community education. Growing up in Kalgoorlie, Bree is acutely aware of the challenges faced by rural & regional communities. Her focus is on ensuring all our communities, no matter their location are equipped with the knowledge and knowhow to build more sustainable businesses.



Amy Matheson

Communications Coordinator

Amy is an experienced environmental campaigner and waste educator who specialises in community engagement & communications. She was also the original WA Plastic Free coordinator, running our trial programs in Bassendean and Vic Park. As the Communications Coordinator she now supports all Plastic Free Places programs, Australia wide.



Kellie Lindsay

Program Manager

Kellie oversees the management of the Plastic Free Places program (which WA Plastic Free falls under) and helps develop the systems and partnerships that drive it. She has managed the program since its inception in early 2017, and prior to this, helped to implement successful campaigns for a container refund scheme and plastic bag ban in Qld.

Our impact

We work in communities across Australia. Below is the combined impact of all of our programs as at **February 1, 2022**.



788

Business members

28

Event & market members



203

Plastic Free Champions

+10 million

Pieces of plastic eliminated



Target items

We targets the **six most littered food & beverage packaging items**. It goes beyond the WA single-use plastic ban. A business is awarded Champion status once they've eliminated these plastic items.

- Plastic **Water bottles**
- Any thickness plastic **bags**
- Plastic **Coffee cups & lids**
- Plastic **Straws**
- Plastic **Takeaway Containers**
- Plastic **Cutlery & other food ware** (including plastic cups, plates etc.)

We work within businesses current supply chains to make switching easier, while also encouraging & assisting them to explore reusable options.

Testimonial

“It was great to have the support of WA Plastic Free to help us move away from single-use plastics. We discovered them through Instagram, where we noticed a lot of other businesses were earning their plastic-free status. We had already made some changes to our packaging and the official plastic-free status gave us the extra push we needed to finally get rid of our last single-use plastic products.” - **Old Lira, Bassendean**



Our approach

1. **We work in person with businesses** to find the best solution of their situation. Our coordinators are essentially waste consultants that specialise in hospitality.
2. **We utilise a participants existing supply chains** (where possible) to make the transition as smooth as possible for them.
3. **We work on implementing waste avoidance & reusable systems** first and more most. For all single-use options we recommend certified compostable products (packaging) and have specific steps for water bottles.
4. **We offer additional Champion Coaching programs** for the more sustainably aware/advanced businesses, ensuring they strive for continual improvement. Eliminating takeaway single-use plastics is the start of the journey. Once they reach Champion status we offer them the chance to enrol in the **Reusable Champion course** (intensive one-on-one coaching & a PR campaign) as well as a **Back-of-House Plastics course** to work on improving kitchen operations.



How to support engagement

To ensure that the program is successfully implemented in your area we have a number of tried and tested methods for getting word out to prospective participants.

Where Councils & local community groups have worked with us to effectively communicate the program, we have had the most success. The stand out example for us is working with the Cairns Regional Council, who have stepped up to offer their full support to ensure the program is a success locally. As a result 131 businesses in the region have joined the program.

We have developed a communications framework to assist you get the word out (see attached). Please get in touch to discuss this and additional steps you can take. By working together we can assist businesses & the community adapt to the single-use plastic free future.