



Recycling - Fraser Island

At 123 km long, covering an area of 166,038 ha, World Heritage-listed Fraser Island is the largest sand island in the world. The island receives more than 365,000 visitors per year, bringing a number of impacts to this highly sensitive environment, including waste.

Recycling on the island had been tried in the past but had failed due to high general waste contamination in the recycling bins.

The Department of Environment and Resource Management's (DERM) Public Place Recycling (PPR) Program set up a project group with Fraser Coast Regional Council and Rainbow Recovery Services, to introduce a new best practice recycling system to Fraser Island.

Establishing baseline data

To establish the composition of recyclable material in the waste stream, a waste audit was undertaken by consultants Envirocom.

Glass	30%
Paper	14%
Metal	5%
Plastic	2%
Waste	49%

It was found that, on average, 50 per cent of all waste generated by weight on Fraser Island was recyclable, the majority being glass. The findings revealed that a large majority of packaging waste could be diverted from going to landfill.

A twelve-month pilot was initiated by the project group to identify servicing frequency for recycling collections and the associated costs. The results from the pilot would then be presented as a business case to those responsible for waste management on Fraser Island.

Implementing a new recycling system

Observations were made of the existing waste transfer stations and improvements were suggested, including:

- Establishing distinct areas for recycling and waste in each waste transfer station, away from entrance points.
- Making existing waste bins more uniform to avoid confusion, as yellow is the standard colour for recycling.
- Educating the public to separate recycling from waste at the campsite and minimise the risk of contamination in the bulk bins.



The project group agreed to trial four existing waste transfer sites, initially on the south of Fraser Island including Eurong, Central, Cornwells Break and Happy Valley, so that continuous improvements could more easily be made.

Plans were drawn up for each waste transfer site, identifying new recycling



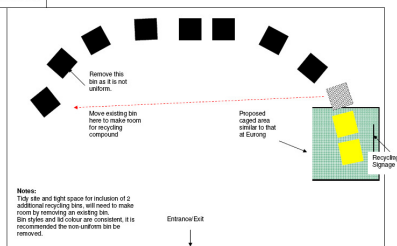
do the right thing use the RIGHT BIN



compound areas and ensuring the lids on waste bins were painted black.

Queensland 4WD Association and Toyota Fishing Expo competitors.

HAPPY VALLEY



New plastic bulk bins were selected that would be suitable for the existing front-lift waste contractor service and that would endure a corrosive sand environment. Signs were developed to raise awareness of the new recycling compounds.

Pilot outcomes

The results of the pilot were especially positive. On average, 3.5 tonnes of recyclable material per month were diverted from landfill, with minimal contamination experienced.

Over the 2008 Easter Weekend, an exit survey of visitors was undertaken to establish support for the new recycling system on Fraser. More than 72 per cent supported and used the new recycling system during their visit.



With the new bulk bin arrangement, it was agreed that visitors would need encouragement to separate recycling from waste at the campsite if contamination was to be avoided at the recycling collection points.

A reusable bag solution was developed to educate visitors about the new recycling system. The new reusable bag was distributed with vehicle permits, along with a leaflet in nine languages.

More than 100 residents on the island were given 60L wheelie bins to collect and deliver recycling to the waste transfer stations.



To launch the trial, DERM partnered with Toyota to deliver the new recycling message to repeat visitors such as the

Following the success of the pilot, the recycling system has now been rolled out

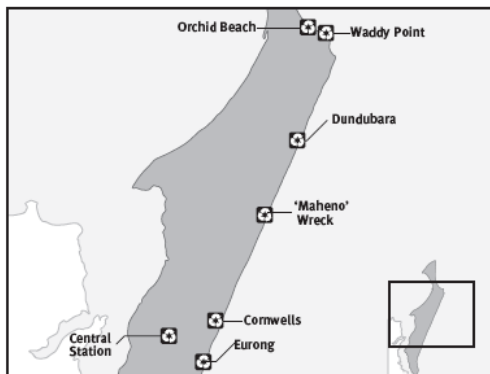


do the **right thing** use the **RIGHT BIN**



to the whole Island for visitors and residents. Project partners have also agreed to cover the costs for the additional recycling service.

To ensure the bag system continued beyond project completion, sponsorship was sought. In 2009, Toyota agreed to sponsor the Fraser Island recycling system by supporting the provision of the yellow recycling bags.



The PPR Program continues to monitor the progress of the recycling system and provide suggestions for improvement. The recycling system on Fraser Island on average now diverts over 11 tonnes of material from landfill per month, making Fraser Island the largest yielding project partner under the PPR Program.

