

BIN TRIM IS REDUCING SHOPPING CENTRE WASTE



Case Study



Site-specific waste assessments for shopping centre retail outlets have led to huge waste savings for this large shopping centre.

Reducing waste in over 340 shops

“The EPA Bin Trim Program has provided the support we needed to take our recycling performance to the next level.”

Nick Milton
Facilities Manager, Westfield Liverpool

Westfield Liverpool: Scentre Group

Westfield Liverpool is a major shopping centre located in the commercial and retail hub of Liverpool, in Sydney’s south-west. Catering to 614,000 people in the local area, it houses over 340 shops, two food courts, many cafés and restaurants and a cinema complex. The Liverpool region is culturally diverse, with 46% of residents born outside Australia or New Zealand¹, 140 different languages spoken and 150 different nationalities represented².

The Westfield shopping complex is owned and operated by Scentre Group, and is one of 34 shopping centres it owns throughout Australia. As part of the Group’s commitment to environmental sustainability continually looking for ways to improve waste and recycling systems is a core business activity for Scentre Group facility and sustainability managers.

NSW businesses send 1.8 million tonnes of waste to landfill each year, but 70% of that could be re-used or recycled. Shopping centres contribute a huge amount to this volume. As well as diverting useful resources from landfill, businesses that cut waste and recycle can reap significant cost savings.



This project is a NSW Environment Protection Authority Waste Less, Recycle More initiative funded from the waste levy.
epa.nsw.gov.au/bintrim



“I absolutely recommend Bin Trim. The program improved our existing waste management practices without impacting on our time and resources.”

Benjamine Duncan
Energy and Sustainability
Manager, Scentre Group

Waste is generated from many sources across shopping centres, from product packaging and damaged stock, to plate waste from food courts. Reducing this waste involves many different people, from retail business owners to suppliers, service providers and customers. In addition, many retail businesses are time poor and have a high turnover of staff.

How Bin Trim helped

When Benjamine Duncan (Energy and Sustainability Manager for Scentre Group) and Nick Milton (Facilities Manager Westfield Liverpool) were introduced to the NSW Environment Protection Authority (NSW EPA) Bin Trim Program, they jumped at the opportunity to get involved.

Benjamine and Nick realised the Bin Trim Program could help them build on and improve the centre’s existing waste management practices, while minimising the impacts on their limited time and resources. They recognised the great value in Bin Trim’s strategy of engaging tenants by providing site-specific, independent professional advice.

Funded by the NSW Government, Bin Trim helps businesses identify simple actions to reduce their waste and boost profits. Through Bin Trim, eligible businesses receive a free waste assessment to clarify their waste collection, separation and management processes. The assessment identifies opportunities for savings and improvements and provides each business with site-specific advice, including achievable targets and an action plan.

The numbers

- Food waste recycling behaviour change across Westfield Liverpool
- 24+ additional tonnes of waste diverted from landfill in 6 months
- Program rolled out at 10 more Westfield centres
- Savings on waste bills

The benefits

-  **Less waste going to landfill**
-  **Lower waste removal costs**
-  **More re-use and recycling**
-  **Increased achievement of sustainability goals**
-  **Improved staff training**
-  **Higher staff morale**



Above: Nick Milton and Benamine Duncan discuss approaches with a Bin Trim Assessor.
Right: Centre cleaning staff use a waste sorting system.

The Bin Trim waste reduction project at Westfield Liverpool was unique in that the waste assessments were conducted across the entire centre, as well as for 64 individual retail tenant businesses. Of these 64 tenants, five were retail stores and the rest were fresh or fast food retailers.

With commitment and support from Scentre Group, Benamine and Nick worked with Bin Trim to plan and roll out the waste reduction program across the centre:

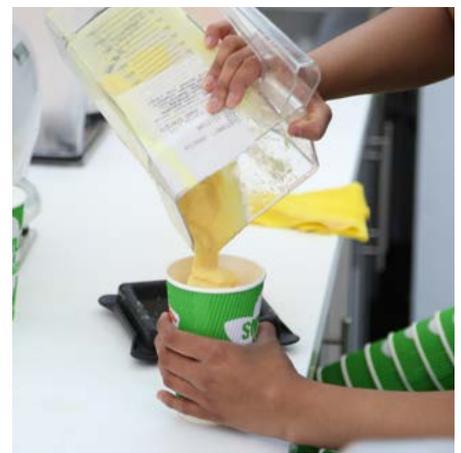
- Nick met with the key stakeholders including centre management, tenant businesses, retail staff, cleaning contractors and waste service providers to bring them all on board.
- All retail tenants were sent a letter introducing the Bin Trim Program. The letter outlined what the shopping centre was trying to achieve, why tenants should get involved, who they would be working with, and what involvement and time would be required.
- Registration forms were used to formalise participation and commitment to the Bin Trim Program.

This engagement was pivotal to removing barriers to getting involved. It meant that all the participants were aware of the project aims and knew when and why a Bin Trim assessor would be visiting their business to contact a waste assessment.

Bin Trim assessors then completed free waste assessments for all the businesses that had signed on. Each business also received a tailored waste management action plan.

“Engagement was pivotal to getting our tenants and key centre stakeholders involved – and the Bin Trim assessor was essential to that process.”

Nick Milton
Facilities Manager, Westfield Liverpool



Results

With help from the Bin Trim Program, Westfield Liverpool has been able to implement a more comprehensive recycling system, yielding outstanding and ongoing results.

- Waste Management Action Plans were developed for Westfield Liverpool as well as 64 tenants.
- Since the Bin Trim Program was completed, 24 more tonnes of waste have been recycled compared with the same period the previous year.
- Centre-wide waste bills have reduced.

The Bin Trim waste reduction project at Westfield Liverpool was such a resounding success the program has now been rolled out at 10 other Westfield sites in New South Wales.

Results

The success of the Westfield Liverpool project provides considerable learnings for delivering similar waste reduction projects at other shopping centres.

Advice for shopping centre managers

Westfield Liverpool management recommend:

- providing source separation bins for businesses
- providing tenants with stronger and larger quantities of biodegradable food waste bags if there is a waste service provider for food waste
- increasing cleaning services and waste collections
- making wheelie bins available to tenants for easier transport of heavy waste from business outlets to central waste collection points
- providing clear signage showing the location of recycling services
- using clear and consistent signage with images to show tenants what is recyclable
- translating signage and stickers for staff who don't have English as a first language
- ongoing communication about waste management with tenants.

Advice for retail tenants

Some common recommendations and actions for tenants include:

- using space-saving bins
- educating staff about simple waste separation actions to avoid contamination
- using signage and stickers with pictures to show which materials go in each bin
- translating signage and stickers for staff who don't have English as a first language.

Take action

Could your business save on waste?

Register your interest to join 22,000 businesses recycling more through the Bin Trim program.

Visit

www.epa.nsw.gov.au/bintrim

Email

Bin.Trim@epa.nsw.gov.au

Call

131 555

(ask for the Business Recycling Unit)

References

1 Disposable Coffee Cups Options Paper: Practical Actions for Disposable Coffee Cups, Prepared by NSW Environment Protection Authority (unpub), April 2018

NSW Environment Protection Authority

Email: info@epa.nsw.gov.au

Website: www.epa.nsw.gov.au

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