SORT brings a fresh new view of how to manage our resources and cut waste.

We want to use new media, new technology, new insights into the life cycles of the products we use.

And we want to work with industry to sort out the waste from the soils, oceans, rivers, and tress that we enjoy so much.

Our Aims:

1. To put in place the systems and practices across the community that allow us to manage waste within the full life cycle of the products we use
2. To provide pathways for young people to jobs in the new industries that emerge from this activity.

## How we work

* The SORT Campaign connects across communities state-wide to identify the gaps in waste management practice
  + We start with a social media campaign driven by the Social Media Interns of the Young Networks Foundation
  + We follow this up with local campaigns involving SORT Teams and volunteers who link with residents and businesses to develop a detailed picture of the gaps in their waste management systems
  + We then work with business, industry and government to fill these gaps
* The SORT Recycling Centres Where necessary, we support the establishment of new services and new practice, with the use of cutting edge technology and social media campaigns
  + Through our partnership with the Young Networks Foundation, we find new ways of training young people to step onto these new services.

## The SORT Organisation

* The SORT Campaign is managed by SORT Limited, which is made up of local, small and relatively autonomous Campaign Teams across South East Queensland.

## The SORT Directors

* Darren
  + Government Liaison
  + Industry advice
  + Project Manager for new services
  + Business Tools development
  + Training - sales staff
* Tom
  + CEO?
  + Financial and HR Management
  + Campaign Coordination and Management
  + Community Engagement Strategies
* Julian
  + Link with YNF
  + Social Media Campaign Director – with Social Media Interns
  + Industry Liaison
  + Business Tools development
  + Partnerships and Funding?
* Melissa?
  + Marketing and SORT Campaign Manager
  + Business Tools development
  + Industry Liaison
  + Telemarketing Coordinator
  + Training - sales staff

## The SORT Campaign HQ

* Based at Caboolture
* Provides management support to the Campaign Teams in the following areas:
  + Liaison with government and industry on broad policy, strategy and funding
  + Developing and consulting on long-term services investment strategies
  + Developing appropriate Business tools, using expert advice and new technology as required
  + Developing the Marketing Plan and Sales Campaign
  + Developing Campaign Identity and promotion material
  + Lead generation though centralised tele-marketing
  + Setting Campaign goals and targets overall and in each region
  + Financial and HR Management for the Campaign Teams
  + Development of new services options

The SORT Campaign HQ applies a management fee to the Campaign Teams of XX% for this support.

The SORT Campaign HQ also hosts the Campaign Teams for the Moreton Region and works closely with the Social Media Interns (Caboolture Hub) on the State-wide SORT Campaign. Caboolture will be the first site of any new SORT processes and services.

## The SORT Campaign Teams

The Campaign Teams drive the local SORT activities – not only the Campaign, but also the development of long-term local strategies to remediate waste. These strategies may include investment in new processes and services, in line with state-wide priorities.

## Locations

The main Campaign Teams are based in:

* Caboolture – CBEC?
  + This is the SORT Campaign HQ
  + Tom to Coordinate?
* Gold Coast – Southport
  + By arrangement with New Media Gold Coast?
  + Brendan to Coordinate?
* Brisbane – Visible Ink Valley?
  + Julian to Coordinate?

Additional Campaign Teams can be set up in other local areas as the SORT Campaign proceeds.

## Staffing

Campaign Teams comprise:

* The local SORT Coordinator (a paid position)
* SORT Business Liaison Officers (paid, usually PT positions)
* SORT Volunteer Coordinator (a paid position)
* SORT Volunteers

The Campaign Teams operate within the State-Wide Campaign framework to achieve local gaols and aims

The role of the Campaign Team is to:

* Collaborate with the SORT Campaign HQ to generate leads
* Generate leads through their own networks and strategies
* Configure local Campaign activities, using local volunteers, to develop awareness of the Campaign and generate additional leads
* Follow-up the Leads with direct calls to local businesses, using the Business Tools to detail the opportunities for improved waste management
* Submit the outcomes of these calls to SORT Campaign HQ for expert advice on options, where necessary
* Close the deal with the local business owner and present first invoice
* Follow-up on process and invoice
* Identify local priorities for investment in new processes, in line with agreed State-wide policy
* Manage these investments.

## The social media campaign

The SORT Campaign is guided by a State-wide social media strategy that is developed by YNF Social Media Interns in Brisbane, Caboolture and the Gold Coast

Julian will manage the Social Media Interns in the development of:

* The social media marketing tools in line with the overall Marketing Plan
* Local social media campaigns, in conjunction with the Campaign Teams in their area, to reflect local concerns
* The Business Tools – Apps, etc.

Social Media Interns will volunteer their time; SORT will meet any associated costs (software, etc.).

## Role of the Campaign Teams

The Campaign Teams are responsible for sales of the SORT Business Services.

Under the direction of the Coordinator, the Campaign Teams first develop a local profile, using guidelines developed by HQ (Darren and Melissa?). These will show the best type of prospects, the local services (including Council services), etc. On the basis of these profiles they will:

1. Identify prospective leads and notify HQ for telemarketing
2. Follow-up any leads qualified by HQ and arrange a site visit
3. Undertake an initial audit, using the Initial Checklist, on an iPad
4. Review the initial audit to determine the prospect of subsidy
5. Take one of the following actions:
   1. If it seems likely that the plan is straightforward and a subsidy is likely – move to point 6
   2. If this is unclear, seek advice of HQ and provide the business with an update
   3. If it is unlikely, propose to the business that we will continue to search for options, and regularly review
6. Complete a Service Agreement with the business
7. Secure payment of deposit
8. Undertake a detailed audit using the Business Tools, on an iPad
9. Collate and analyse the information locally, or seek HQ advice
10. Manage the development of the new Contract
11. Assist the business to complete the application and submit to the Department.

# Priorities

The Business Plan for SORT and in particular the priorities and activities will be largely shaped by the two large government initiatives:

1. The Australian Government … Stewardship
2. The Queensland Government Waste Reduction and Recycling Business Plan 2011–2015

### The Australian Government … Stewardship

### The Queensland Government Waste Reduction and Recycling Business Plan 2011–2015

This Business Plan sets out a very high level of Queensland Government expenditure over the next four years, which covers all of the SORT core business areas. This is shown at Appendix 1.

These grants come online this year and next, as shown below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | ESTIMATES ONLY | | |  |
| Project | Yr. 1 | Yr. 2 | Yr. 3 | Yr. 4 | Total to 30 June 2015 |
|  | Waste infrastructure grants | | | | $28,062,331 |
|  | Waste equipment rebate | | | | $3,121,759 |
|  | Waste busters for business | | | | $3,829,835 |
|  | Partnerships | | | | $2,556,908 |
|  | Communication and education | | | | $2,629,764 |
|  | ReThink business waste services | | | | $6,975,733 |
|  | Business & industry networking sessions | | | | $336,550 |
|  |  | Market development grants | | | $4,606,062 |
|  |  | Applied research & development grants | | | $4,606,062 |
|  |  | Training and educational grants | | | $2,456,204 |
|  |  | Business waste avoidance grants | | | $2,453,832 |
|  |  | Community grants | | | $1,842,746 |
|  | **Total RELEVANT program funding** | | | | **$121,487,286** |

**Extract: WARE fund budget from 1 December 2011**

The optimum way to capture the available funds is to bring our programs on in line with the availability of funds. Thus:

This year: Commence work by end June 2012 on:

* Waste infrastructure grants
* Waste equipment rebate
* Waste busters for business
* Partnerships
* Communication and education
* ReThink business waste services
* Business & industry networking sessions

Next year: Plan now, commence next fiscal year

* Market development grants
* Applied research & development grants
* Training and educational grants
* Business waste avoidance grants
* Community grants

# Appendix: DERM Waste Reduction and Recycling Business Plan 2011–2015: Priorities and direction

# Theme 1—Waste infrastructure and market development

## Waste Infrastructure Grants

### Purpose:

Internal expertise, stakeholder meetings and consultation have identified lack of infrastructure as a significant barrier to reaching targets in the strategy. For example, in Queensland there is a lack of processing infrastructure dedicated to large-scale mixed commercial and industrial waste sorting and recovery.

This grant program will ensure Queensland develops the infrastructure required to effectively divert waste from landfill. The program will enable Queensland to reach the levels of investment and innovation of other states, and take a leading role in maximising the value of our resources to meet the goals of the strategy.

Example projects may include conveyers, sorting, crushing and compacting equipment, bailing equipment, materials recovery facilities, treatment technologies and recycling centres.

### Aims:

* Fund transfer stations, materials recovery facilities (MRFs) and recycling centres to improve sorting and recovery processes, create jobs and cost effectively divert tonnes of waste from landfill
* Fill an immediate gap in regional areas requiring waste infrastructure
* Support development of efficient waste and recycling industries and associated jobs in Queensland
* Ensure e-waste, tyres, plasterboard, liquid waste, carpet, glass, leather, organics, concrete, textiles and other priority wastes are processed for resource recovery

## Waste Equipment Rebate

### Purpose:

Infrastructure is required at all levels to assist in the expansion of material resource recovery services within Queensland. While the waste infrastructure grant is designed to generally assist the resource recovery processing sectors, it has also been recognised that a lack of small scale infrastructure is a barrier to implementing new resource recovery systems at a business level.

Correctly separating recyclable materials improves the efficiency and extent of resource recovery. As such, this program aims to assist Queensland businesses establish standardised internal resource recovery and source separation systems.

Example equipment available under the rebate includes bin infrastructure such as mobile garbage bins and office recycling bins; and awareness raising signage.

### Aims:

* A catalogue of bin products (including bin enclosures, bin lifters) and signage accessible to businesses at fixed unit pricing
* Rebate programs offered to business to implement effective source separation systems

## Market Development Grants

### Purpose:

Markets exist in Queensland for recovered materials. However, there is considerable scope to improve the number and range of businesses dealing with diversion, recovery and processing of waste from landfill.

Key areas of interest for market development grants will be industry, business, local government and community organisations with the capacity to use recycled materials What about educational facilities?

On the other side of the spectrum is reprocessing industries providing feedstock.

Success in this area will come from effectively identifying Queensland businesses currently offering processing capacity and those that could develop additional capacity through new technologies, processes or support.

Knowledge and expertise needs to be developed across various waste streams, including difficult to handle materials. The initial focus will be on priority materials identified by DERM. What are they? This program will target industry, business, local government and community organisations.

Possible projects include employment of market industry development officers, procurement focussed initiatives, and projects which increase consumer demand for high priority products and materials.

### Aims:

* Create opportunities for Queensland-based industry, business, local government and community organisations to develop new markets for recovering, processing and diverting materials from landfill
* Expand the number of jobs in waste management and resource recovery
* Implement technology to reduce waste disposal, improve resource recovery and create new products for markets
* Support the development of viable markets for waste streams in geographic locations which lack existing provision
* Promote or develop standards and certification programs to improve market quality and ensure products are fit for purpose

# Theme 2—Applied research and development

## Applied Research and Development Grants

### Purpose:

There is potential for many industries to reduce waste generated and sent to landfill. Realising this potential may involve testing, implementing or proving new technologies and techniques relating to Queensland. Accordingly, this fund will provide support for pilot or demonstration projects where innovative technologies and systems are planned to be used in Queensland, providing models for improving resource recovery.

Example projects include applied processes for repurposing industrial by-products, off cuts or residuals into new, marketable products; demonstration and piloting of technologies; and processes and techniques to improve resource recovery.

### Aims:

* To assess technology and techniques that are proven and in use outside of Queensland but need to be assessed or trialled in a Queensland situation
* Piloting of new technologies and techniques (including prototypes) developed through research and trials that require proving prior to commercialisation
* Production of case studies that will facilitate adoption of successful projects

# Theme 3—Capacity building

## Waste Busters for Business

### Purpose:

Many small to medium businesses do not have the capacity to review their waste management activities and identify areas for improvement.

Waste Busters for Business will employ Business Waste Busters around the state to raise business awareness, participation and commitment to waste avoidance and resource recovery. These professionals will provide local expertise and advice, conduct waste assessments and help implement resource recovery practices.

An example of assistance available includes help for businesses to undertake waste assessments and identify ways to improve resource recovery and minimise waste.

### Aims:

* Have Business Waste Busters available throughout the state to help businesses transition to a low- waste economy and increase individual commercial benefits
* Raised awareness of the new Queensland waste strategy with local businesses
* Give businesses tools and resources to make changes in practices across the entire waste hierarchy, from avoidance, reduction, recovery, recycling through to more efficient disposal

## Partnerships

### Purpose:

The partnerships fund is a program designed to support DERM to engage in strategic partnerships.

Achieving improved waste management and resource recovery involves collaboration across sectors. Some mutual benefits of partnerships include improved knowledge and capacity, increased leverage, improved efficiency, expanded networks and heightened performance.

For example, DERM’s current partnership with Planet Ark has supported a centralised resource recovery providers’ database, expanded education opportunities and built on an established interstate network.

The partnership program has a broad scope and may cover all aspects of waste management and resource recovery, such as community awareness, waste avoidance, litter prevention or improved manufacturing.

Example partnership projects must be able to demonstrate they help achieve the goals and targets of the strategy. Projects could range from agreements with other government departments through to community resource recovery initiatives. We could partner with CBEC, DEEWR, Harvey Norman etc

### Aims:

* Achieve innovative solutions to waste management, and increased economies of scale through regional collaboration
* Form effective partnerships between the Queensland Government, industry, local government and the community to deliver the waste strategy’s objectives

Queensland has the capacity to divert 60 per cent of paper and cardboard from landfill by 2015, reaching 70 per cent by 2020. The development of local markets will increase capacity and support economic development and sustainable employment.

## Training and Educational Grants

### Purpose:

Training and education grants will support up-skilling across all aspects of the waste management cycle, with an emphasis on the resource recovery sector.

* analysing key training and education needs
* a targeted partnership program With youth connections and schools perhaps EQ
* supporting existing and new training and education programs

Recognition will be given to the different approaches needed for metropolitan, regional and remote areas.

Example projects include those that build on existing training and education packages; projects that address gaps in training and education needs; and those that results in up-skilling and certification.

### Aims:

* Develop a comprehensive picture of available waste management, recycling, resource recovery training and education programs in Queensland, and an understanding of key gaps
* Establish partnerships with registered training organisations, developing and implementing programs to increase skills and expertise in the resource recovery sector
* Ensure staff are skilled in the use of existing and new technology, operations and practices, and better career and skills pathways made available to people working in the waste sector
* Foster appropriate skills and training planning within the waste sector

## Communication and Education

### Purpose:

Knowledge builds understanding and capability, and helps ensure commitment to, and compliance with, waste management practices and objectives. Promotional materials will be made available to program partners for distribution to their stakeholders to engage communities across Queensland through electronic and print media. The program will also partner with local governments to build on their successful education initiatives.

* Communities and businesses know about avoidance and recycling options—focusing on organics, green waste, plastic, paper and metals recycling, and reducing recycling stream contamination
* Encourage all communities to improve their existing practices by concentrating on reducing, reusing and recycling their waste, including knowing how to manage and dispose of household toxic or hazardous wastes
* Raised awareness about legislative changes relating to litter and illegal dumping

## reThink Business Waste Services Project

### Purpose:

There are barriers to the broader uptake of resource recovery by business. One is a perception that it is cost- prohibitive and time-intensive to investigate and assess resource recovery options.

To help businesses transition to more resource efficient practices, DERM will provide subsidy payments to individual businesses, or property management groups acting on behalf of individual businesses, to introduce new resource recovery services.

An example of an eligible resource recovery service under this program would be introducing a new cardboard recycling service to divert more material from going to landfill.

### Aims:

* Encourage Queensland businesses to improve resource recovery practices
* Stimulate new markets in rural areas by capping rebates to business applicants in south-east Queensland
* Encourage business to evaluate existing waste management arrangements to divert more materials from landfill and reduce operating costs

## Business Waste Avoidance Grant

### Purpose:

Many businesses do not have capacity or resources to review their production processes to identify and fund changes aimed at improved resource efficiency and waste avoidance.

To help businesses meet this challenge, the funding will assist businesses to conduct process reviews.

Funding will also be available for implementing proven technologies or processes avoiding production of low value by-products, low recycle value of by-products and/or encourage cleaner production.

Example projects include identifying improvements in a manufacturing process; implementing technologies to improve efficiencies and reduce waste; or developing beneficial reuse opportunities for by-products that otherwise would become waste.

### Aims:

* Businesses review their processes to minimise the generation of waste
* Provide incentives for investment in process and technological solutions aimed at recovering and/or reusing secondary products from manufacturing or process waste
* Expand and develop markets for products diverted from landfill

## Business and Industry Networking Sessions

### Purpose:

For many companies, opportunities to explore new ideas and approaches to waste management with similar businesses or service providers are limited. This program will provide a regular forum space for businesses and the resource recovery industry.

Queensland businesses will benefit from networking and building collaborative relationships with resource recovery service providers, vendors of new technologies and waste management experts.

Example sessions would include presentations outlining new waste avoidance processes and technologies to help businesses reduce and avoid waste, and providing a forum for businesses to develop partnerships and work together.

### Aims:

* Innovative waste management technology developers, vendors and users in Queensland actively participating in networking, knowledge sharing and building collaborative relationships
* Queensland businesses know more about best-practice waste management technologies and processes

Recycling paper reduces the amount of waste to landfill and conserves valuable natural resources. Each tonne of paper recycled saves 13 trees, 2.5 barrels of oil, 4100 kWh electricity and over 31 000 litres of water.

## Community Grants

### Purpose:

Community engagement is essential to achieve long-term sustainable behavioural change in waste avoidance and resource recovery. Community programs in Australian states indicate social enterprises have the potential to achieve considerable outcomes in altering community attitudes, leading to positive behavioural change towards waste reform.

Projects delivered by community organisations promoting waste avoidance and recovery of items for re-use, will build capacity, instil behaviour change within the community and reduce the amount of residual waste going to landfill.

This program will fund Queensland-based community and social enterprises to develop quality initiatives increasing resource recovery and reducing waste disposal to landfill. Is this one of our starting points?

Example projects include neighbourhood focused projects looking at charity waste, textiles, mattresses or food waste avoidance; community gardens and re-use community recycling projects.

### Aims:

* Community capacity and awareness are built to increase waste avoidance, reuse products that have been considered waste, and enhance understanding of the environmental and financial impacts of waste generation and disposal
* Community based not for profit opportunities are supported for waste avoidance, preventing unnecessary food wastage, reducing our impact on the environment, and reducing greenhouse gas emissions
* Community organisations are supported to explore and promote new and enhanced options for the re-use of household products and textiles

# WARE fund budget from 1 December 2011

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | ESTIMATES ONLY | | |  |
| Project | Yr. 1 | Yr. 2 | Yr. 3 | Yr. 4 | Total program budget to 30 June 2015 |
| **Waste infrastructure and market development** | | | | |  |
| Waste infrastructure grants | $5,770,000 | $7,430,777 | $7,430,777 | $7,430,777 | $28,062,331 |
| Waste equipment rebate | $865,000 | $752,253 | $752,253 | $752,253 | $3,121,759 |
| Market development grants | $- | $1,535,354 | $1,535,354 | $1,535,354 | $4,606,062 |
| **Research and development** | | | | |  |
| Applied research & development grants | $- | $1,535,354 | $1,535,354 | $1,535,354 | $4,606,062 |
| **Capacity building** |  |  |  |  |  |
| Waste busters for business | $144,000 | $1,228,611 | $1,228,611 | $1,228,611 | $3,829,835 |
| Partnerships | $714,000 | $614,302 | $614,302 | $614,302 | $2,556,908 |
| Training and educational grants | $- | $818,734 | $818,734 | $818,734 | $2,456,204 |
| Communication and education | $995,000 | $544,921 | $544,921 | $544,921 | $2,629,764 |
| ReThink business waste services | $1,440,000 | $1,845,244 | $1,845,244 | $1,845,244 | $6,975,733 |
| Business waste avoidance grants | $- | $817,944 | $817,944 | $817,944 | $2,453,832 |
| Business & industry networking sessions | $115,000 | $73,850 | $73,850 | $73,850 | $336,550 |
| Community grants | $- | $614,248 | $614,248 | $614,248 | $1,842,746 |
| **Total RELEVANT program funding** | **$10,043,000** | **$37,148,095** | **$37,148,095** | **$37,148,095** | **$121,487,286** |