



## Pop-Up Drive Thru Recycling Days City of Whitehorse; City of Greater Dandenong

### Free drop off events decrease landfill

#### Why?

Residents want to see their pre-owned household items reused to benefit the community or responsibly recycled to save natural resources. Councils want to see as much reusable and recyclable material as possible diverted from landfill. At the same time, illegal dumping is a problem for many municipalities, and councils' waste management costs are rising.

City of Whitehorse and City of Greater Dandenong partnered with SCR Group to run 'Pop-Up Drive Thru Recycling Days' in 2017 to provide residents with a free and convenient way to drop off their larger unwanted household items for reuse or recycling at a local drop off location.

'Pop-Up Drive Thru Recycling Day' locations are selected to provide equitable access for residents living either close to or further away from a transfer station. Aside from the convenience they provide, the community is drawn to support these events due to the social benefit they provide through diverting valuable items to local charities.

City of Whitehorse has been running 'Renew Drop-Off Days' since 2010 in partnership with SCR Group. In 2017 SCR Group re-branded the event as a 'Pop-Up Drive Thru Recycling Day,' with City of Greater Dandenong being the first council to run the event under this new name.

While SCR Group has run the drop off days in numerous municipalities for almost a decade, the name change describes the event's purpose clearly and taps into contemporary trends regarding impermanent shopping venues and food vans.

#### How?

Promotion is vital; participation is widely encouraged via council branded direct mail, council websites, news media advertisements, print and e-newsletters.

Promotional packs outline what can be brought to drop off days, with the focus on car and small trailer loads rather than commercial loads. Both councils use the SMS/Email reminder service that SCR Group offers, ensuring preparedness and maximising attendance on the day.

SCR Group offers councils a tiered approach to the events' costings enabling councils to decide their best fit. For example, furniture can be included or the focus can be on whitegoods and e-waste. Mattresses, which are costly to dismantle and recycle, can also form part of a package.





The drop off days are usually held on a Saturday during drier months. City of Whitehorse has traditionally held them at its council depot, and City of Greater Dandenong held its two events at large council carparks. The 'drive thru' element is essential; for safety reasons residents stay in their cars while SCR Group's event staff unload and sort their items. With up to 1,000 cars entering the site on the day, traffic management to ensure efficient flow is important, both in terms of adjacent roads and onsite.

Depending on which package councils choose, numerous items are collected, including TVs, fridges, computers, whitegoods, smaller electrical items, furniture, bicycles, clothing, books, toys and bric-a-brac.

SCR Group works closely with local charities – such as Eastern Emergency Relief Network, Outlook, Vinnies and Bikes 4 Life – offering them reusable goods, while recyclable goods are sent to SCR Group's partner recycling companies.

## What were the results?

In the past eight years City of Whitehorse's drop off days have seen council divert more than 196 tonnes of unwanted items from landfill and over 5,300 residents' vehicles have used the service.

Incredibly, City of Greater Dandenong's first two drop off days saw 95 tonnes of material recycled or reused from 1,934 residents' vehicles. Council was excited about the events and residents were overwhelmingly supportive; City of Greater Dandenong plans to continue to run the events and ratepayers are enthusiastic. For their part, City of Whitehorse residents say the drop off days could be run twice a year.

'Pop-Up Drive Thru Recycling Days' demonstrate that residents will make the effort to recycle material if services are free and convenient. They are a win-win for councils, charities and residents.

Drop off days can complement councils' suite of waste and recycling services and can also help to reduce

councils' waste management costs when compared to the expense of hardwaste collections, managing landfills and illegal dumping. For example, it can be more cost effective for council to provide 1,000 residents with access to a 'Pop-Up Drive Thru Recycling Day' than an at-call hardwaste collection service or even a waste transfer station.

Further savings to councils can also be found in reduced collection costs of illegal dumping. City of Greater Dandenong is assessing the impact that 'Pop-Up Drive Thru Recycling Days' have on incidents of illegal dumping and subsequent costs in its municipality.

Promotional [videos](#) of the events in action have been produced which include interviews with residents, councillors, SCR Group, charities and Metropolitan Waste and Resource Recovery Group (MWRRG) representatives in attendance. City of Greater Dandenong's video has been featured in MWRRG's e-newsletter along with an invitation for officials from other councils to attend and view City of Whitehorse's drop off day in May 2017.

The 'Pop Up Drive Thru Recycling Day' concept is continually evolving and improving. SCR Group provides overall event management planning which includes an experienced and professional consideration of site suitability, traffic management, OHS and promotional opportunities. Councils provide local knowledge regarding the site selection and in particular community activities and traffic conditions within the vicinity, to ensure vehicle access and minimum disruptions to traffic flow on the day.

With effective organisation, promotion and local charity involvement, SCR Group's 'Pop-Up Drive Thru Recycling Days' have a positive future as part of councils' cost effective community resource recovery and recycling services.