



EcoMatters

ZERO WASTE EVENTS WEBSITE REPORT 2019-2020

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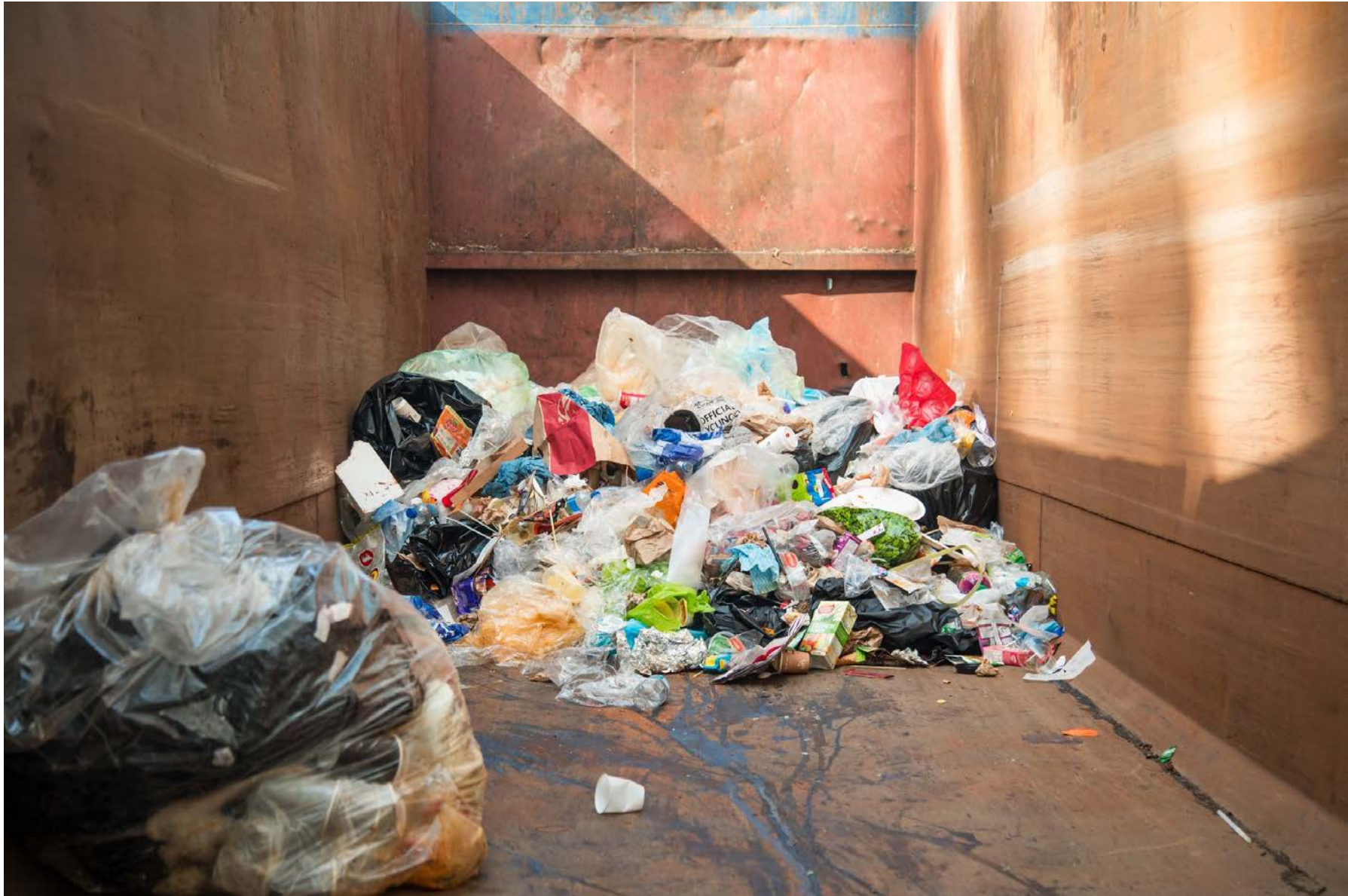
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NEW ZERO WASTE ADVISOR JOINS THE TEAM



Jamie Annandale is the newest member of the [Zero Waste Events](#) advisor team. Now living on Waiheke Island, she grew up in Te Puke, where she says the 'tall pines' and 'abundant fruit trees' she was surrounded by first ignited her love for the environment.

Jamie is one of three [Zero Waste Advisors](#) who provide free support to event organisers about running a successful zero waste event.

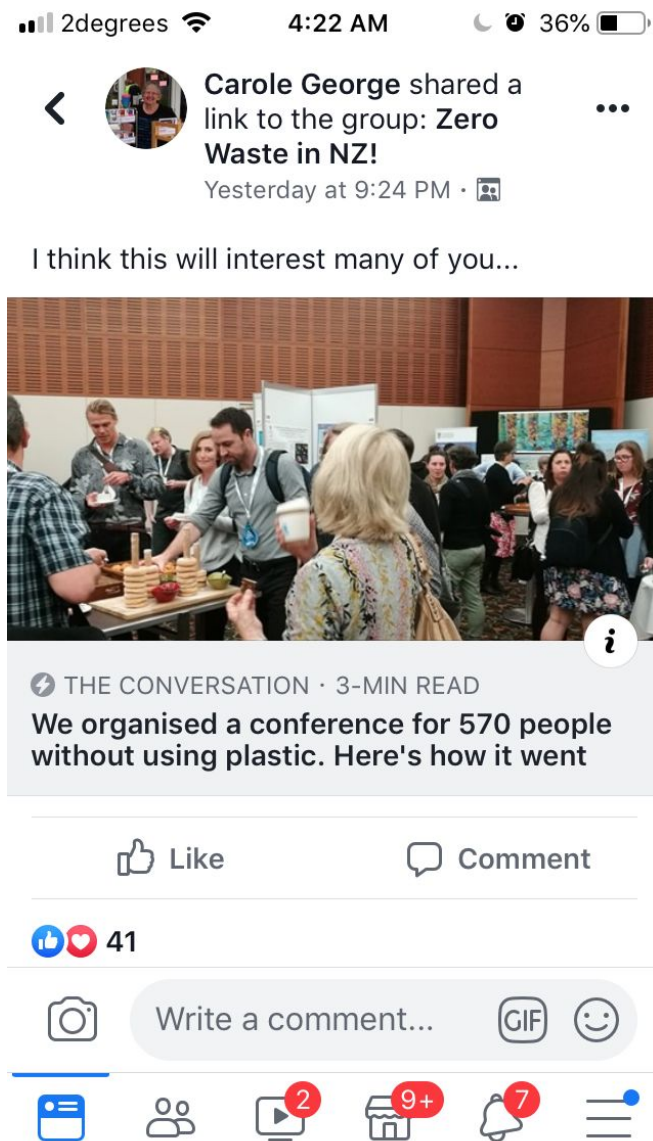
Event organisers shouldn't feel overwhelmed about running a zero waste event, says Jamie. "Getting started is easier than you think, and we are here to help, so please get in touch."

PROMOTION



Is your school planning a summer event? As a sustainable school, you will want to make sure your gala, festival or fundraiser aligns with your school's waste practices. The good news is that there's a great resource available free of charge at zerowasteevents.org.nz to help you get it right. This website sets out everything you need to know about planning a successful zero waste event. You can also contact zero waste event advisors for free personalised support and borrow gear such as signage and bin toppers to use at your event.

PROMOTION



Sharing website to Zero Waste in NZ! Facebook group

PROMOTION

Zero Waste Event Advice



EcoMatters has partnered with Auckland Council to provide a one-stop 'how to' guide for anyone interested in running zero waste events. Along with information about event planning, compostable packaging and case studies, you'll also find bookable zero waste loan gear and contact details for zero waste event advisors.

Visit the [Zero Waste Events website](https://ecomatters.org.nz/zerowasteevents)

Permanent website link from ecomatters.org.nz/zerowasteevents

ZERO WASTE EVENTS WEBSITE ANALYTICS

MOST VISITED PAGES

1.



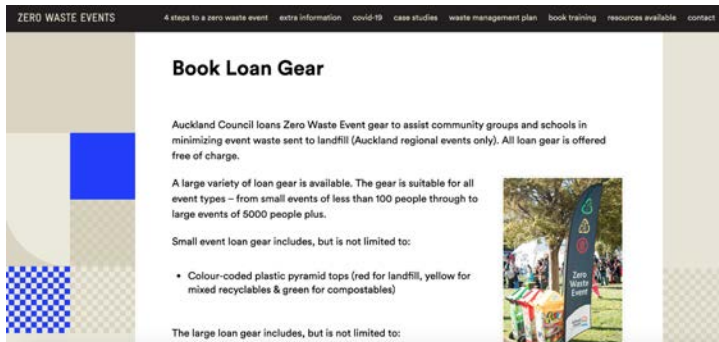
Home page - **up 4.50%** from last year

2.



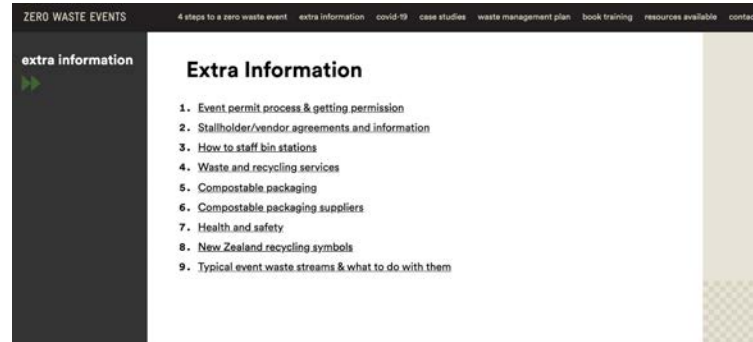
Waste plan - **up 60.59%** from last year

3.



Loan gear - **up 10.81%** from last year

4.



Extra information - **up 12.64%** from last year

5.



Splore case study - **up 4.30%** from last year



Most referrals - **23.33%** - from oneplanet.org.nz

Busiest times of year - **October 2019** and **February 2020**

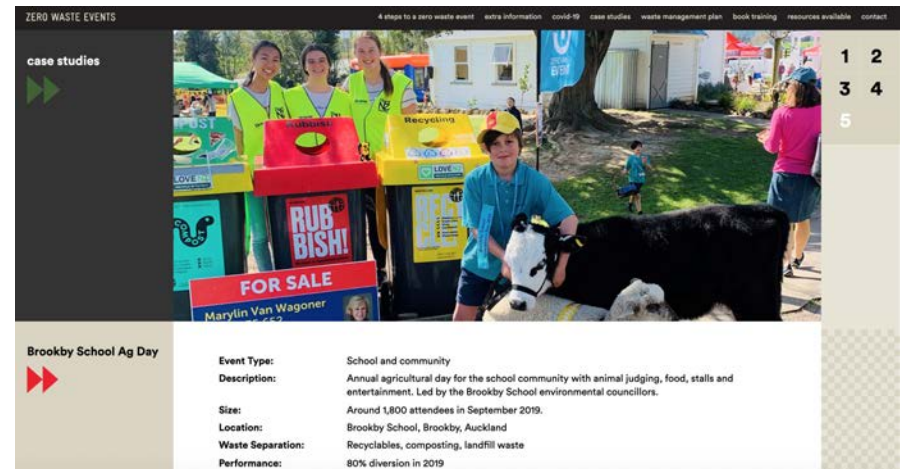
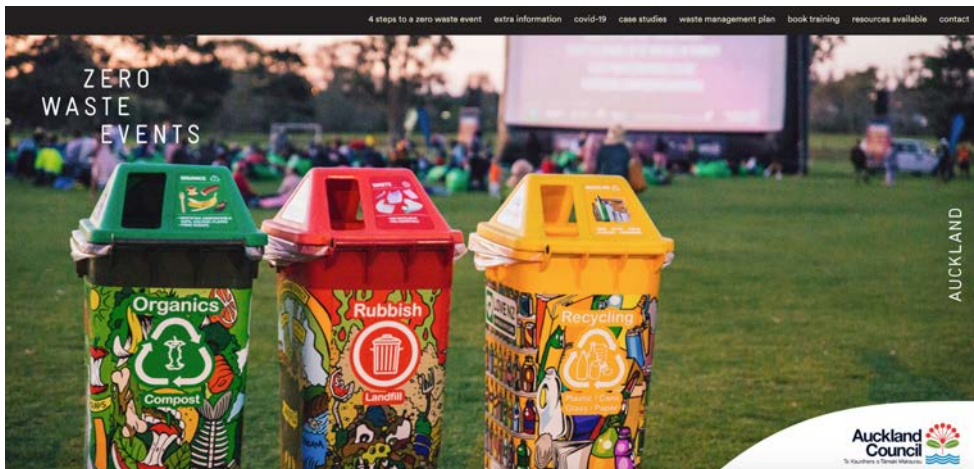
SURVEY RESULTS

We surveyed website users to better understand what's working well and what can be improved, to inform our work plan for 2020-21. There were 38 responses, from which we learned:

- **How did you find out about the website?**
75.7% - Auckland Council, **16.2%** - word of mouth
- **Have you used the website to support you to run an event?**
76.3% - yes
- **Did you find the information you needed on the website?**
92.1% - yes
- **What element of the website do you find most useful?**
37.8% - four steps to a zero waste event, **32.4%** - waste management plan
- **If we offered more workshops, what style do you prefer?**
50% - standard presentation, **23.5%** - Q&A session with handouts
- **Would you like to see more translated information on the website?**
75% - yes

SURVEY - SUGGESTIONS FOR FUTURE IMPROVEMENTS

- Provide an example of a good WMMP plan for different size events
- Have a link to compostable packaging processes (linking to Compost Collective)
- Edit home page image to remove perception of a preferred supplier
- Including more variety of case studies
- Solutions for post event waste such as corflute signs and a list of local event resources
- More workshops about 'how to run a zero waste event' for which you can register your interest on the website.
- Helpful tips for bin monitors with FAQ and reactions from the public.
- Include more languages of our 'guide for a zero waste event' PDF





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zerowasteevents.org.nz

