



HAIRDRESSERS CUT WASTE in the City of Yarra

A case study for the business and precinct shopping recycling projects - City of Yarra

Background

This recycling project targeted businesses in six shopping strips in the City of Yarra. Successive audits have shown that businesses in these shopping strips typically have not recycled well. Hairdressers in the area have displayed a range of attitudes to recycling saying they understood the benefits of recycling but were too busy to participate in this activity. As a result, Yarra saw a need to implement a recycling education campaign for these local businesses. The campaign aimed to change awareness and behaviour around recycling and landfill bins while also exploring opportunities to improve space for bin storage.

Response

Council worked with hairdressing salons Zowie Evans and Carpe Diem to discuss their needs for waste, recycling and bin space. Council participated in one-on-one discussions with salon owners and provided information about correct recycling practices along with yellow corflute recycling bins to help sort recyclables from inside the shop.

After engaging with Yarra through this campaign, Zowie Evans boosted their recycling of magazines, shampoo and conditioner bottles, aerosol cans, and aluminium foil from hair treatments. "We saved our balls of aluminium foil - about the size of a cricket ball - until they took up most of the boot of the car! Then we realised what a difference we could make," said proprietor Zowie. "The yellow corflute bins helped us sort and recycle swiftly, and now we're collecting our food leftovers and taking them to a compost bin." Zowie confirmed that recycling is now a daily activity in the salon and even comes up in conversation with their many clients.

Carpe Diem did not have a recycling bin or recycling service due to concerns with limited space. Yarra worked with staff at Carpe Diem to clarify costs for recycling services and to explain how easily aerosol cans, plastic detergent bottles, aluminium foil, cardboard and magazines can be recycled. Yarra also referenced Zowie Evans as a case study for what could be achieved in business recycling.

Behaviour changed and Carpe Diem embraced recycling as a way to better organise and streamline what they do, empowering staff and lifting morale. Carpe Diem followed the Zowie Evans model, and are now recyclers of hard plastic containers, aerosol cans and aluminium foil.

Benefits

Hairdressers handle quantities of clean hard plastic, aluminium and cardboard that is easy to recycle. By installing corflute recycling bins and using existing recycling services, recycling everyday products can be made easy. Hairdressers can also spread the story of recycling to their customers when they're having their hair cut. When proprietor Zowie was told that her story was used to encourage other hairdressers to recycle right, she said, "That's fantastic! It surprises me how many don't."

For more information about this project contact Recycling and Waste Services at the City of Yarra on (03) 9205 5555.

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