

PRIMEX: SUSTAINING INDUSTRY, LIFESTYLE AND ENVIRONMENT

Finding solutions to sustain primary
and related industries, lifestyle and
the environment.



LEAD SUSTAINABILITY PARTNERS



OUR VISION & MISSION

As the organisers of Primex, we are challenging ourselves and endeavouring to challenge everyone linked with our event to address the issues associated with sustainability. We believe the long-term sustainability of our regional communities requires primary and related industries to achieve a balance between economic, social and environmental considerations.

We will achieve this by partnering with leading organisations and businesses to provide guidance, awareness and knowledge-sharing, answers and solutions that contribute to sustaining our current needs without compromising those of the future on a local, regional and national basis.

SUSTAINABILITY INITIATIVES

Primex is undertaking a number of initiatives to reinforce its commitment to sustainability:

Planning, Policy and Review

- Development of this Sustainability Program.
- Annual planning, implementation and review process for sustainability initiatives.
- Annual calculation and reporting of environmental footprint.
- Primex organisers undertaking business sustainability program.

Energy

- Purchase of Green Power from 2009.
- Managing event operating hours to minimise power use.
- Passive ventilation and natural lighting in pavilions.

Water

- Minimising water use through dual flush toilets and waterless urinals.

Waste

- Undertaking a strategic Waste Management Program in partnership with Richmond Valley Council and the North East Waste Forum (NEWF) to make Primex a 'Waste Wise' Event.
- Educating exhibitors and visitors about infrastructure and practices to increase recycling and minimise waste to landfill.
- No helium balloons and plastic bags policy.

Transport

- Providing information on public transport options to/from the event.
- Encouraging our visitors to carpool to the event.
- Encouraging locals and visitors to Casino to walk or cycle to the event.

Procurement

- Reducing the use of printed materials for promotions and marketing.
- Ensuring publications use sustainably sourced paper and inks.
- Annual recycling of timber site pegs.
- Woodchip sourced locally and used minimally for site dressing.

Natural Environment

- Revegetation of the Primex site through native tree plantings.

Exhibitor Engagement

- Partnering with our exhibitors to increase sustainable practice.
- Encouraging the exhibit of environmentally friendly products.
- Reward and award sustainable exhibitors through a Green Exhibitor Recognition Scheme.

PARTNERING WITH PRIMEX EXHIBITORS

We are asking you as an exhibitor to partner with us to increase your sustainability through the planning and operation of your exhibit.

EXHIBITOR REGISTRATION

This Program provides formal recognition through our Sustainability Partners, Media, Advertising, Program and Publications associated with Primex. All Exhibitors wanting to partner must register their formal written nomination that includes an acknowledgement of and commitment to address these specific criteria in addition to any of their own initiatives. Only those exhibitors registered will receive the benefits outlined and be judged within the two award categories. Registration forms are available by contacting Primex or through the website www.primex.net.au

EXHIBITOR CHECKLIST

Energy Use

- Power down equipment, appliances and lighting when not required.
- Ensure all non-essential equipment is powered down at end of day.

Consumables, Waste and Litter

- No use of helium balloons or equivalent.
- No use of plastic bags.
- Minimise paper-based marketing, promotional material and product information.
- Consider using customer email distribution lists.
- Provide visitors with website links or access to materials via USB download.
- Ensure promotional items are environmentally sensitive, useful and/or have a positive environmental outcome.
- Avoid excess and non-recyclable packaging of goods in favour of reusable and recyclable packaging materials.
- Use the provided waste and recycling services correctly to minimise waste to landfill maximise the collection of recyclables.

ENVIRONMENTALLY PREFERABLE PRODUCTS

- Use this opportunity to promote your environmentally friendly products.

FOOD & CATERING RELATED EXHIBITORS & STALL HOLDERS

(additional considerations)

- Minimise disposable food and drink packaging.
- Avoid the use of non-recyclable food and drink packaging such as polystyrene and plastic wrap.
- Supply drinks in recyclable containers e.g. paper cups, aluminium cans, plastic or glass bottles, cartons (milk & juice) and request customers to dispose of them correctly.
- Avoid the use of individually wrapped items such as sugar, salt, pepper etc and provide in bulk dispensers or shakers instead.
- Use the recycling facilities provided to dispose of all cardboard boxes and cartons (flattened), aluminium and steel cans, plastic bottles and containers, glass bottles and jars.
- Give consideration to the social and environmental impacts of food production and transport by using fresh, locally grown or produced foods and support certified organic and fair trade producers.
- Consider collecting your own back of house organic waste (food scraps and compostable paper) and take it home for the chooks or to compost.

PROGRAM SUPPORT & RECOGNITION

Sounds all too hard? We are here to help! Part of our role is to help others on the path to sustainability, so please don't hesitate to contact us. Primex in conjunction with its Sustainability Partners North Coast TAFE and Southern Cross University, have provided contact details for any exhibitor of Primex who may need advice and or support with this program.

For further information on being 'Waste Wise' go to www.northeastwasteforum.org.au

We are acknowledging the efforts of our Primex exhibitors in this area with two awards:

- **Best Application of Site Sustainability**
- **Best Sustainable Product Exhibited**

Judging of Awards

1. Independent judges will be appointed by our Sustainability Partners and will visit all sites where the exhibitor has formally registered in the Primex Sustainability Program.
2. Judging will be based on the outlined criteria and any other sustainability initiatives undertaken. The awards will then be presented during Primex.
3. The decision of the judges is final and conclusive and no discussion or correspondence shall be entered into. Entries not complying with the format or other conditions of entry will not be judged.
4. There will be formal recognition through our Sustainability Partners and selected media, advertising, Primex Programming and Official Publications.
5. Only those exhibitors registered will receive benefits outlined and judged within the two award categories.
6. Registration forms are available by contacting Primex or through the website www.primex.net.au