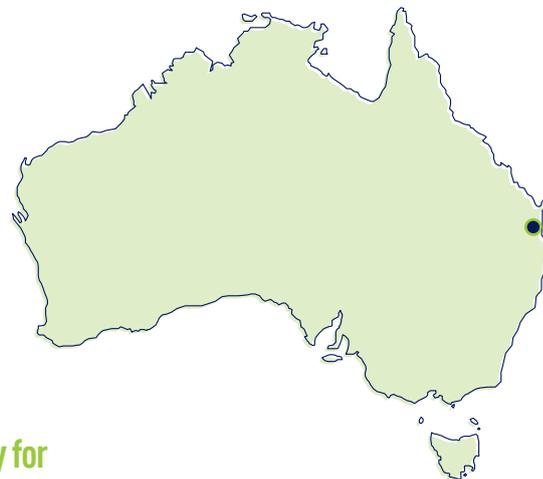


Partners in diversion



At Hyperdome Shopping Centre, true partnership has paved the way for innovation and engagement, delivering impressive results across the spectrum of waste management.



Hyperdome's colour-coded docks make sorting waste easy for everyone



The Hyperdome team in the organics waste collection zone

Located 20 minutes south of Brisbane in Logan, Hyperdome is a bustling retail mecca. Australia's largest single-storey shopping centre, it is home to more than 220 stores including major retailers and supermarkets and offers dining and entertainment options for the whole family.

For owner QIC, optimising waste management at the centre has long been a complex challenge. Operations Manager Bernard Pirnke says that engaging SUEZ as its waste provider has heralded a transformation on site – with rapid and impressive results.

"We're aiming to exceed 50 per cent diversion across the centre, and in less than a year we've already gone from 18 to over 40 per cent," Mr Pirnke explains. "That comes down to SUEZ really working with us to get the mechanics of our waste and recycling right."

Introducing new and innovative waste and recycling streams has been an important part of the strategy, with the site transitioning from an initial four streams to more than ten.

122% INCREASE IN DIVERSION

achieved in the first 12 months

"We've worked closely with the centre and retailers to embed innovation into everyday waste management, from introducing food organics bins to onsite glass crushing and polystyrene baling," says Adam Gardner, SUEZ Major Account Manager responsible for Hyperdome.

"Cleaners sort co-mingled waste on site to minimise contamination. Our bin weighing technology saves QIC money by eliminating unnecessary collections, and also enables us to monitor and report on the waste produced by individual tenants so we can work with them to improve diversion results."

With the turnover of junior staff within retail, absolute clarity around the collection of each waste and recycling stream has been crucial

in ensuring every employee – regardless of their role and tenure – knows exactly which bin to use when out on the waste docks.

"We've used simple but powerful visual tools such as floor-to-ceiling colour-coding of the docks to denote waste stream collection points, accompanied by large and readily understood signage," Mr Pirnke explains.

"This has made it so easy for our tenants and the feedback has been overwhelmingly positive."

Mr Pirnke says that the primary difference lies in SUEZ's preparedness to work with Hyperdome and retailers as an equal partner in the business – an ideal foundation for sustained innovation and growth.

"There's a real sense of trust, collaboration and ownership on all sides, which began even before the contract was awarded," he explains. "It comes down to people; everybody is committed and passionate, and that partnership has created the flexibility for us to move forward."

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