

International Composting Awareness Week 2007

A Compost Australia Event



A Division of the WASTE MANAGEMENT ASSOCIATION OF AUSTRALIA

Facilitated by



Evaluation Report

JULY 2007

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1 Introduction

International Composting Awareness Week (ICAW) was held from the 6th to the 12th May, 2007. The ICAW 2007 campaign was the first year the event was held under a formal arrangement between Compost Australia and the Centre for Organic & Resource Enterprises (CORE). The formal implementation of the program commenced on the 5th February, 2007. Some planning had commenced prior to this date and dialogue had been established with the Canadian, United States and United Kingdom organisers where the event has been held over the past ten years. These organisers develop poster and promotional materials that are used as the basis for the Australian event.

A national stakeholder committee was formed in early February involving representatives from each state to oversee the ICAW event's development. A management committee involving Compost Australia and CORE personnel was also formed to manage the delivery of key milestones and responsibilities of each organisation. In addition to specific task (internal) team meetings, CORE also held weekly general meetings with all staff to plan strategic, work plan and operational aspects of ICAW 2007. Presentations and updates were also provided during state Compost working group meetings and on COMPOST Australia teleconference committee meetings.

Due to the embryonic and multi stakeholder nature of ICAW 2007 a strong emphasis was placed on evaluation of the event to provide feedback and direction for the event in future years. All event packs included an evaluation form that participants were encouraged to complete. The following aspects were addressed:

- Appropriateness
- Effectiveness
- Efficiency
- Process

This evaluation report has been produced to address these objectives. This report aims to summarise the predetermined evaluation criteria from information gathered prior, during and following the event.

2 Scope

This Evaluation Report addresses Composting Awareness Week as an entire event and represents Stage 5 in the Key Deliverables as agreed between Compost Australia and the Centre for Organic & Resource Enterprises (CORE). Key activities, launches and other events are identified and some community events are included as case studies. It is not the purpose of this report to provide a detailed analysis of each Composting Week event or to provide industry estimates of changes in sales of compost related products.

As the second year of International Composting Awareness Week (ICAW) in Australia, and the first year of such magnitude, ICAW represented a week of coordinated promotional activities, events and publications designed to increase awareness of composting in the Australian Community and associated spin-off publicity before and after the week.

3 Objectives

The basic goals of Composting Week were to:

1. Increase the diversion of organics from the main waste stream through increasing awareness of, and participation in organics diversion initiatives; and
2. Increase awareness of and use of compost products.

The key objective of the project was to provide resources to assist stakeholders to organise and deliver events, promotions and publications associated with ICAW.

Secondary objectives included:

- CORE is to seek and secure sponsorship in cooperation with Compost Australia;
- Document the ICAW event / activities undertaken by other stakeholders in Australia;
- Where possible coordinate activities with other stakeholders;
- Increase the profile of ICAW with Government;
- Position "Composting" as an agenda topic in the wider community; and
- Link composting with relevant key media topics (e.g. water, drought).

4 Key Deliverables

- Stage 1 - Sponsorship Prospectus Finalised (\$10,000 Sponsorship Secured In Writing)
- Stage 2 - Implementation Plan Finalised
- Stage 3 - Sponsorships Finalised
- Stage 4 - Compost Week Delivery
- Stage 5 - *Annual Evaluation and Follow-Up***

5 Criteria for Success

Criteria for success were determined in the Implementation Plan prior to the commencement of Composting Week. These are discussed below.

5.1 Number of sponsors for the event

2007 was the first year that actual sponsorship was sought in Australia to provide support to ICAW events and resources. Funding was received from New South Wales, Western Australia, Victoria, Queensland and South Australia, from both the public and private sector. Sponsorship was available in a range of categories and total sponsorship is summarised in Table 1.

Table 1 - Summary of Composting Week Sponsors

| Level of Sponsorship | Number of Sponsors | |
|----------------------|--------------------|-----------------|
| Diamond | 3 | \$30,000 |
| Platinum | 3 | \$15,000 |
| Industry | 17 | \$17,000 |
| Total | 23 | \$62,000 |

The following list identifies the key corporate sponsors who were pursued:

- Alcoa
- CSR
- Energex
- Fosters
- IAG
- Mitsui
- NAB
- Nestle
- NRMA
- Optus
- Power Corp
- Qld Rail
- Shell
- Suncorp
- WBC
- Gloria Jeans
- Virgin airlines
- Starbucks

Unfortunately none of these companies supported ICAW in 2007. However this was the first contact with ICAW. Approaches will be made for ICAW 2008.

5.2 Number of participants from each stakeholder group

As an awareness campaign, stakeholder participation is crucial to the success of Composting Week. Stakeholder groups identified in the ICAW campaign include:

Table 2 - Stakeholder Participation

| Stakeholder Group | Description | Number of Participants |
|-----------------------------|--|-----------------------------|
| Government | State | 3 State Government Sponsors |
| | Local | 1 Local Government Sponsor |
| Compost Processors | NSW | 6 Sponsors |
| | Victoria | 5 Sponsors |
| | Western Australia | 2 Sponsors |
| | South Australia | 2 Sponsors |
| | Queensland | 2 Sponsors |
| Compost Users | Parks & Gardens, Landscaping, Individuals | 1 Sponsor |
| Organic Waste Generators | Restaurants, Golf Courses, Tree Companies, Parks & Gardens | unquantifiable |
| Compost Retailers | Garden Centres | unquantifiable |
| Active Composting Community | Including Community Gardens Active Gardeners and Individuals | unquantifiable |
| Allied Industries | Includes Landscape Contractors, National Farmers Federation | unquantifiable |
| Broader Community | Includes Indigenous and Ethnic Community Groups | unquantifiable |
| Educators | | unquantifiable |
| Schools | | unquantifiable |

5.3 Registered Events

There are around 75 registered events (compostweek.com.au, accessed July 12th, 2007) including the following:

National

| | | |
|-------------------|--|-----------|
| Ends 8 May | Australian Photography Competition - OFA | Australia |
|-------------------|--|-----------|

New South Wales

| | | |
|-----------|--|-----------------|
| 27 April | Composting & Wormfarming Workshop | Lakemba |
| 28 April | Radio Interview with 2UE's Jason Hodges and Prue McSween | NSW |
| 29 April | Composting & Wormfarming (Rosebery Community Centre) | Rosebery |
| 1 May | Eco-friendly Education Day For Schools | Casino |
| 1 May | Eco Friendly Community Projects | Casino |
| 5 May | Wormfarming Workshop (Watershed Sustainability Resource Centre) | Newtown |
| 5 May | Wormfarming Workshop (Watershed Sustainability Resource Centre) | Newtown |
| 7 May | Composting Workshops (Wollongong City Council) | Wollongong |
| 7-14 May | Shopfront Display & Info (Watershed Sustainability Resource Centre) | Newtown |
| 8 May | NSW State Launch | Hyde Park North |
| 8 May | Compost/Worm Farming Workshop (Woollahra Council Chambers) | Woollahra |
| 8 May | Tree Planting Using Compost Products | Mascot |
| 11 May | Compost Ball (Compost NSW) | Leichhardt |
| 11 May | Composting Demonstration & Display (Wollongong City Council) | Wollongong |
| 11-12 May | Composting Fair (North Sydney Council) | North Sydney |
| 12 May | Compost Giveaway Day | Lakemba |
| 12 May | Composting Workshops (Hornsby Shire Council) | Hornsby |
| 13 May | Kimbriki Recycling & Waste Disposal Centre: Intro to Ecogardening | Terrey Hills |
| TBC | Practical Composting: Earthworks Course (Blue Mountains Council) | Blue Mountains |
| 6-12 May | Compost Bin Competition for Schools | Woollahra |
| 16 May | Composting & Worm farming (Randwick City Council) | Randwick |
| 27 May | Composting & Worm farming (Rosebery Community Centre) | Rosebery |
| 29 May | Composting & Worm farming (Watershed Sustainability Resource Centre) | Newtown |

Victoria

| | | |
|----------|---|--------------------|
| 9 May | Victorian State Launch | Melbourne |
| 9 May | Launch of Compost Certification Brand | Melbourne |
| 9 May | Healthy Plants Need Healthy Soil (Home Composting Education) | Bulleen |
| 10 May | Edible Schools - Compost Gardening, Organic Produce & Tree Planting (Southern Cross Primary School) | Endeavour Hills |
| 11 May | BFA Organic Roadshow | Melbourne |
| 11 May | Marvelous Maccy's Creative Composters Day (Macclesfield Primary School) | Macclesfield |
| 6-12 May | Edible Gardens Event (Held by Cultivating Communities) | Multiple locations |
| 17 May | Competition - Win a Sustainable Garden Assessment | Greater Melbourne |

Western Australia

| | | |
|----------|---|---------------------------|
| 5 May | Western Australia State Launch (City Farm) | East Perth |
| 5 May | City Farm Organic Growers Market | East Perth |
| 5 May | Introduction to Biodynamic Agriculture | Fremantle |
| 6 May | Perth City Demonstrations: Worm Farming with Kevin Smith | Murray Street Mall, Perth |
| 7 May | Perth City Demonstrations: Worm Farming with Kevin Smith | Murray Street Mall, Perth |
| 7 May | Free Tour at City Farm (City Farm) | East Perth |
| 7-11 May | Regional Resource Recovery Centre Tour | Canning Vale |
| 7-11 May | Eastern Metropolitan Regional Council - Composting Display | Belmont |
| 7-11 May | City of South Perth Composting Display | South Perth |
| 7-11 May | City of Armadale Composting Display | Armadale |
| 7-11 May | City of Waneroo Compost & Wormfarm Display | Wanneroo |
| 8 May | Great Gardens Workshop | Canning Vale |
| 8 May | Living Smart: Creating Sustainable Communities | Naragebup |
| 9 May | Perth City Demonstrations "Healthy Soil Healthy Body" | Murray Street Mall, Perth |
| 9 May | Denmark TAFE Organic Horticultural Group: Compost Making Workshop | Denmark |
| 9 May | City of Gosnells Composting Workshop at the Green House | Maddington |
| 10 May | Perth City Demonstrations: Worm Farming with Kevin Smith | Murray Street Mall, Perth |
| 10 May | Learn How! Composting Making Workshop | East Perth |
| 11 May | Perth City Demonstrations: Worm Farming with Kevin Smith | Murray Street Mall, Perth |
| 11 May | Free Tour at City Farm (City Farm) | East Perth |
| 11 May | Great Gardens Workshop | Ellen Brook |
| 12 May | "How To" Composting & Wormfarm Workshop | Maddington |
| 12 May | Earth Carers Composting Workshop (Mt Claremont Primary School) | Mt Claremont |
| 12 May | How to Make & Manage Garden Compost | Bunnings Outlets in WA |
| 12 May | City Farm Organic Growers Market | East Perth |
| 12 May | Learn How! Composting Making Workshop | East Perth |
| 12 May | Food Scraps to Fertiliser Workshop | Maylands |
| 12 May | Join the Compost Builders at Men of the Trees | Hazelmere |
| 12 May | Perth City Demonstrations: Worm Farming with Kevin Smith | Murray Street Mall, Perth |
| 12 May | Composting, Wormfarming & Bokashi Workshop (Environment House) | Maylands |

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South Australia

| | | |
|----------|--|---------------|
| 7-11 May | Installation of a Compost Tumbler & Composting Education (Portside Christian School) | Port Adelaide |
| 20 May | Community Garden Visit... Gardening with Compost, the Way to Grow! | Fullerton |

Queensland

| | | |
|----------|---|-----------------|
| 30 April | Current & Future Composting in a Large School Community | Gatton |
| 4-6 May | Tree Planting (Qld Folk Federation Inc promoters of Woodford Folk Festival) | Woodford |
| 7 May | Queensland State Launch | Brisbane Square |
| 8 May | Composting & Worm Farming Workshop | Caboolture |
| 10 May | Composting & Worm farming Workshop (Beaudesert Shire Council) | Beaudesert |
| 10 May | Compost Bins & Making Compost Through Student Participation | Mt Whitestone |
| 11 May | Composting & Worm Farming Workshop | Bribie Island |
| 12 May | Permaculture Open Day (Maroochy Community Permaculture Group Inc) | Yandina |

5.4 Media profile

Media releases were sent to the following organisations in Radio, TV and Newspaper.

RADIO

| | |
|---------------------|--|
| 2GB | Reporter |
| 2UE | Reporter |
| Nova and Vega | Reporter |
| Triple M | Reporter |
| 2Day FM | Reporter |
| The ABC | Reporter |
| Triple J | Reporter |
| WS FM | Reporter |
| SBS Radio | Reporter |
| 2SM | Reporter |
| 89.7 FM Eastside | Reporter |
| FBI | Reporter |
| 2UE | Producer - Weekends with Glenn Wheeler |
| 2UE | Producer |
| Community radio 3CR | Reporter |
| Community radio 3CR | Reporter |
| ABC Radio 774 | Reporter |
| 3AW | Reporter |
| 2UE | Reporter |
| 2UE | Reporter |

TELEVISION

The ABC
 Seven
 Nine
 Ten
 SBS
 The Today Show
 Channel 7
 Landline
 Gardening Australia
 Maresi's Garden

NEWSPAPER

| | |
|--------------------------------|--------|
| The Penrith Press | Editor |
| The North Shore Times | Editor |
| The Liverpool Leader | Editor |
| The Hills Shire Times | Editor |
| The Parramatta Advertiser | Editor |
| The Fairfield Advance | Editor |
| The Manly Daily | Editor |
| The Northern Beaches Weekender | Editor |
| The Penrith City Star | Editor |
| The Liverpool City Champion | Editor |
| The Hills News | Editor |

| | |
|--|---------------------------|
| The Inner City Courier | Editor |
| The Sun Herald | Environment Reporter |
| The Sydney Morning Herald | Environment Reporter |
| The Australian Financial Review | Editor |
| The Sydney Morning Herald | Editor of the Eco Section |
| The Australian | Environment Reporter |
| The MX | Editor |
| The Daily Telegraph | Environment Reporter |
| The Sunday Telegraph | Environment Reporter |
| The Southern Courier | Editor |
| The Inner Western Suburbs Courier | Editor |
| The Wentworth Courier | Editor |
| The Eastern Suburbs Spectator | Editor |
| The Hornsby & Upper North Shore Advocate | Editor |
| The Sydney Observer | Editor |
| The Glebe & Inner Western Weekly | Editor |
| The Cooks River Valley Times | Editor |
| The Village Voice | Editor |
| The City News | Editor |
| The St George & Sutherland Shire Leader | Editor |
| The Mt Druitt & St Marys Standard | Editor |
| Cumberland Newspapers | Editor |
| The Fairfield City Champion | Editor |
| The Weekly Times | Editor |
| The Parramatta Sun | Editor |
| The Northern District Times | Editor |
| The Mosman Daily | Editor |
| The Auburn Review Pictorial | Editor |
| The Balcktown Advocate | Editor |
| The Canterbury-Bankstown Express | Editor |
| The Bankstown-Cantebury Torch | Editor |
| The Blacktown Guardian Weekend | Editor |
| The Blacktown City Sun | Editor |
| Dicksonia Rare Plants Nursery | Editor |
| The Darwin Sun / Palmerston Sun | journalist |
| The NT News | Editor |
| The Alice Springs News | Editor |
| The Catholic Leader | Editor |
| The Australian | Environment Reporter |
| Brisbane News | Editor |
| The Ipswich Advertiser | Reporter |
| The Ipswich Advertiser | Senior Reporter |
| The Courier Mail | Environment Reporter |
| The Sunday Mail | Environment Reporter |
| The Advertiser | Environment Reporter |
| The Sunday Mail | Environment Reporter |
| The Australian | Environment Reporter |
| The Ipswich Advertiser | Editor |
| The Australian | Environment Reporter |
| The Advertiser | Environment Reporter |
| The Sunday Mail | Environment Reporter |
| The Independent Weekly | Editor |

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| | |
|--------------------------------|--------------------------|
| Messenger Community Newspapers | Editor |
| The Adelaide Review | Editor in Chief |
| The Sunday Tasmanian | Editor |
| The Mercury | Editor |
| The Launceston Examiner | Editor |
| The Advocate | Editor |
| The Herald Sun | Environment Reporter |
| The MX | Editor |
| The Australian | Environment Reporter |
| The Sunday Herald Sun | Environment Reporter |
| Q Magazine | Editor |
| The Age | Environment Reporter |
| The Sunday Times | Editor |
| Post Newspapers | the community journalist |
| The West Australian | Environment Reporter |

Media kits (see folder "Media Kit and Key Releases" in CD provided) were sent out to media in all participating states.

Media coverage of interest includes:

National

Mention on Landline

NSW

Eric interview on 2UE

Daily Telegraph article on Compost Ball, Sunday 13th May 2007

Sydney Morning Herald upcoming events section, Wednesday 2nd May, 2007

SA

Garden Gurus segment on ABC TV

VIC

Andy Monk interview with 3AW

Andy Monk interview with ABC

WA

No media identified

QLD

Radio coverage on QUT local radio

5.5 Evaluation questionnaire

Two weeks after Composting Week, questionnaires were sent via email to all sponsors and event coordinators. In total, 115 forms were sent. Twenty (20) responses are received.

Summary of results:

1. The respondents consist of:

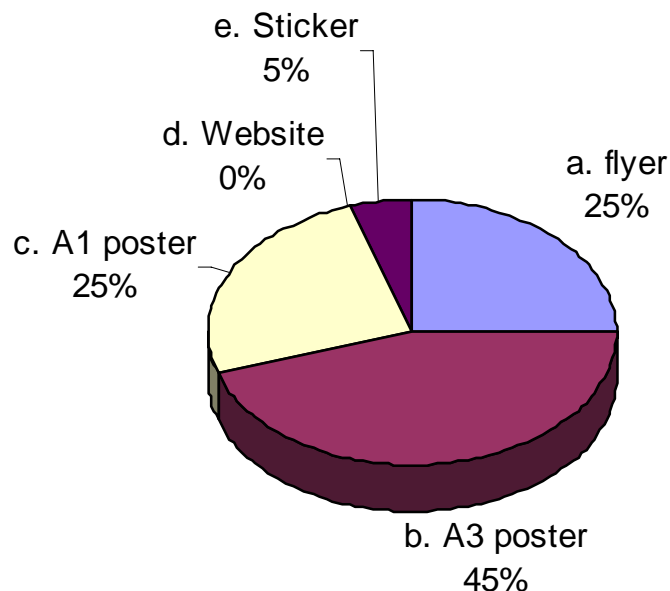
- Organisers of the event - 57%
- Funding bodies - 19%
- Speakers - 14%
- Attendees – 10%

2. 95% of respondents like the promotional theme: "Compost... For a Healthy Earth"!

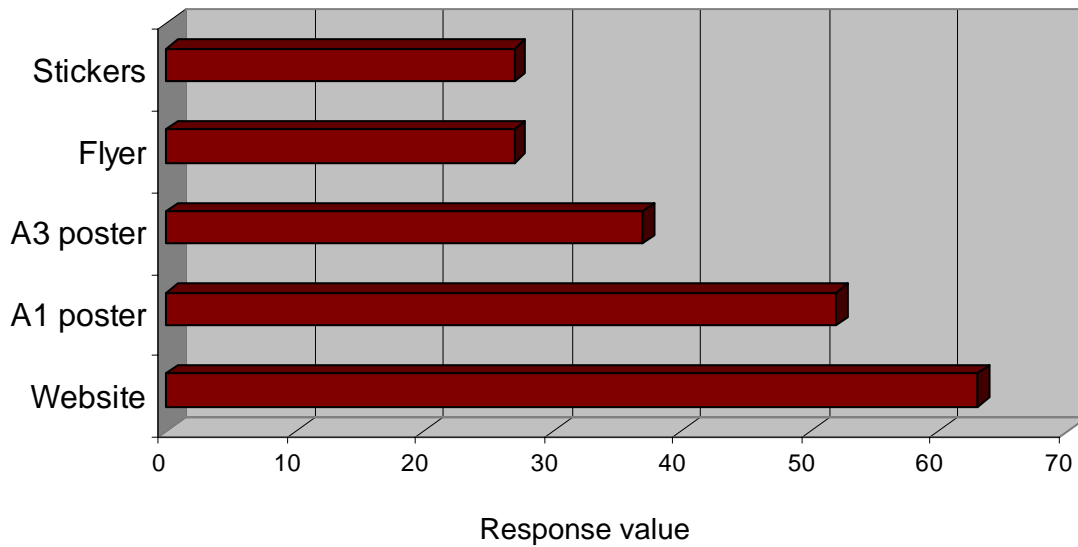
3. 90% of respondents like the promotional image of the 'compost' globe against a 'space' background.

4. 79% of respondents consider they received enough promotional material.

5. Promotional materials found most useful to the respondents:



6. Extent to which Promotional Materials were useful.



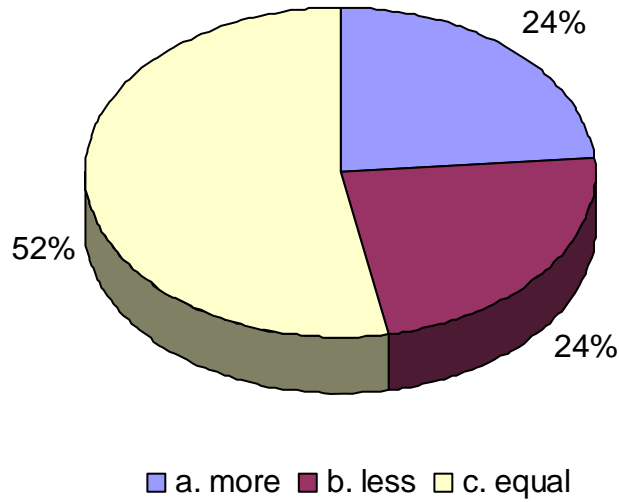
7. 94% of respondents visited the Composting Awareness Week website (www.compostweek.com.au) before or during Composting Awareness Week.

8. Did the event require an RSVP?

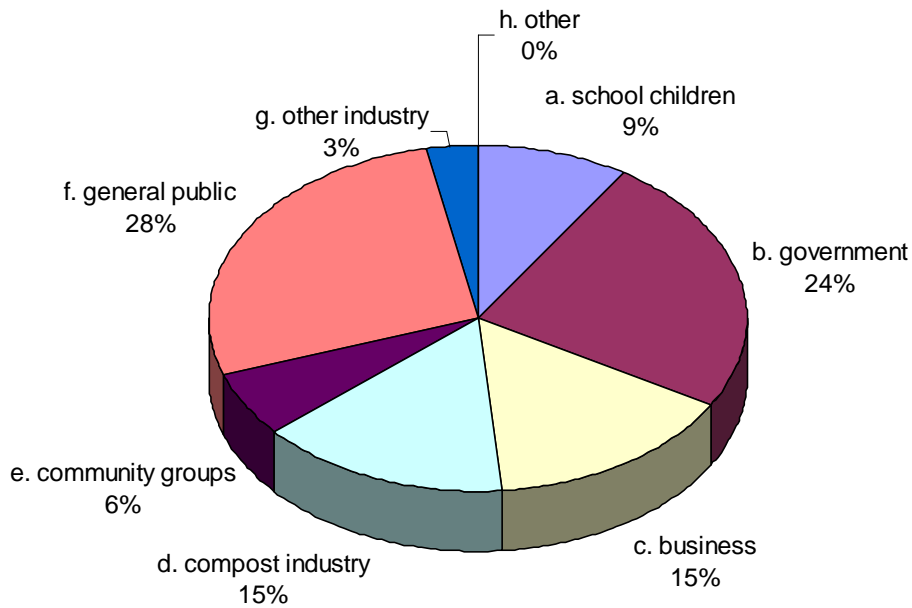


9. 763 people are identified by respondents as attending events.

10. How did respondents consider that the number of attendees matched expectations?



11. What are the types of people that respondents identified as attending ICAW events?



12. Useful/interesting comments made by respondents from people attending events.

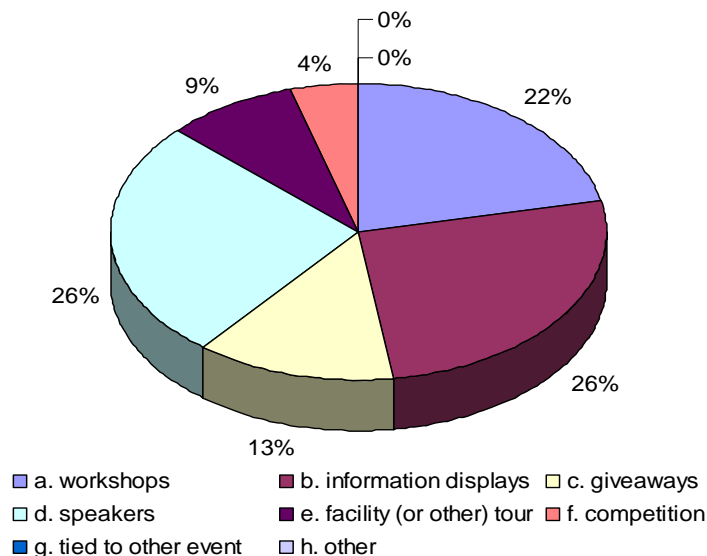
Positive comments

- Members of public showed high level of interest - but this is also a reflection of the type of people that visit City Farm and Organic Market
- Would like more events the same
- Very interesting and should be promoted more
- Contact with organic farming rep's
- Positive feedback from Minister Firth
- They enjoyed our workshop and learnt a lot of information
- People wanted more exposure from the week
- Good to explain the science of composting in a practical, fun way that children will talk to their parents about
- Quite a number of questions about what ICAW is all about
- Learned that landscaping industry had poor knowledge of compost and its benefits
- Only need to invite them & they will come
- Most people haven't thought of the connection between healthy food being grown in healthy soil/compost. Peter shows them how important this is.
- Students & the community are always very interested & engaged by the green house & its performances. Composting & worm farming are integral parts of the delivery anyway. Due to the lack of promotional material for ICAW it was really, business as usual at the events, although we did use the fact- that it was ICAW as an added incentive to the students to commit to progressing composting etc. at their school/home. RVC provided free bins & farms to schools & there events (which they don't normally)

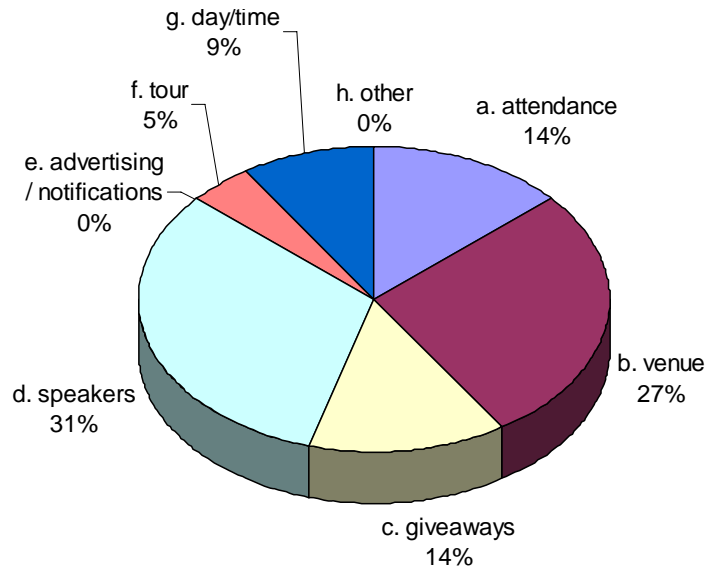
Negative comments

- Waste of time!! Should have been cancelled. Organised too late. Not enough resources
- More practical, less talk!

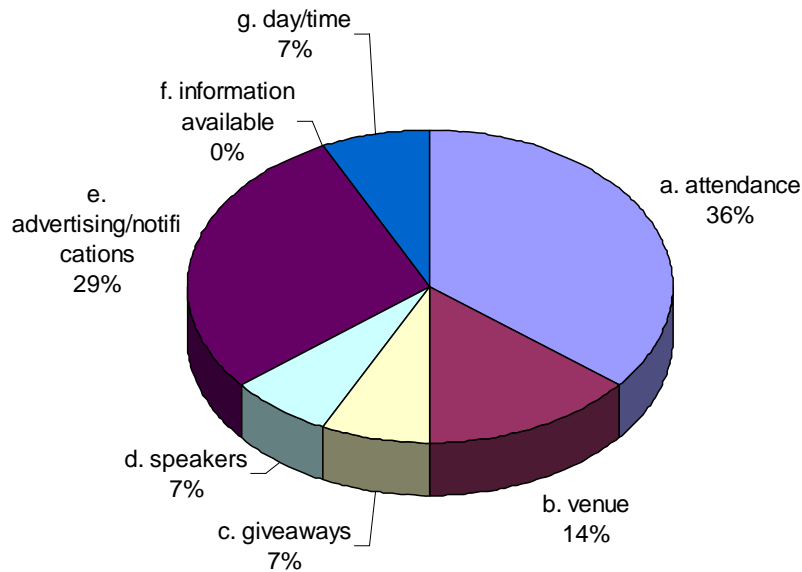
13. Main attractions of respondents' events.



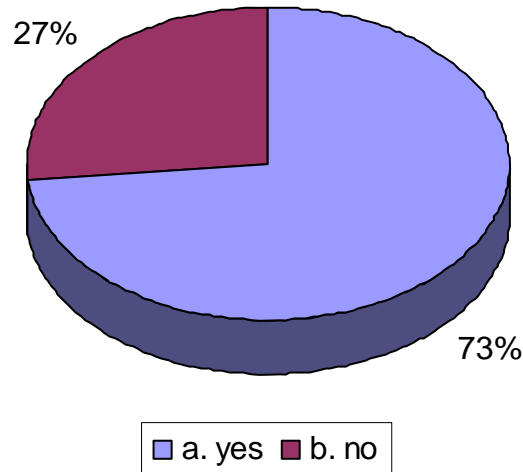
14. What worked best at events



15. What could be improved



16. Did respondents feel they received enough support at their events?

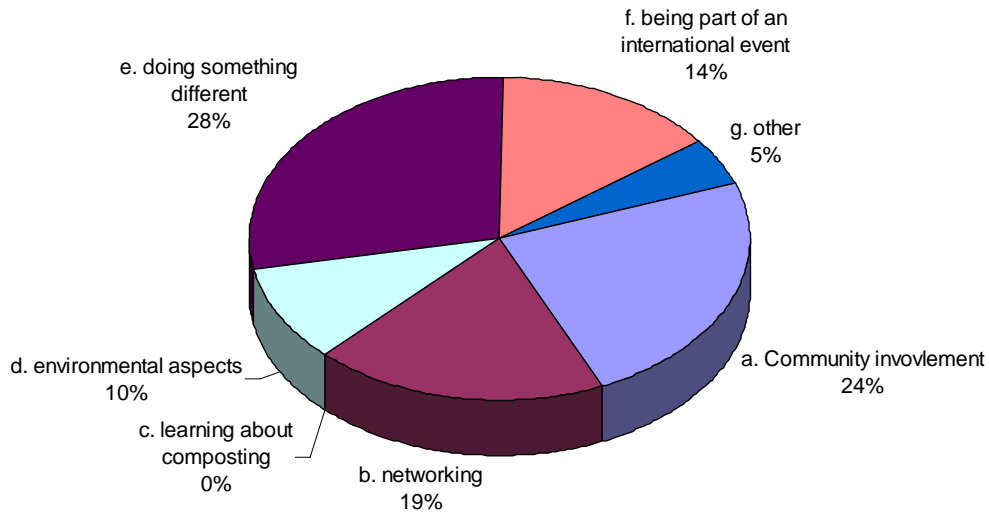


17. What could the Composting Week facilitators (CORE) improve on for next year?

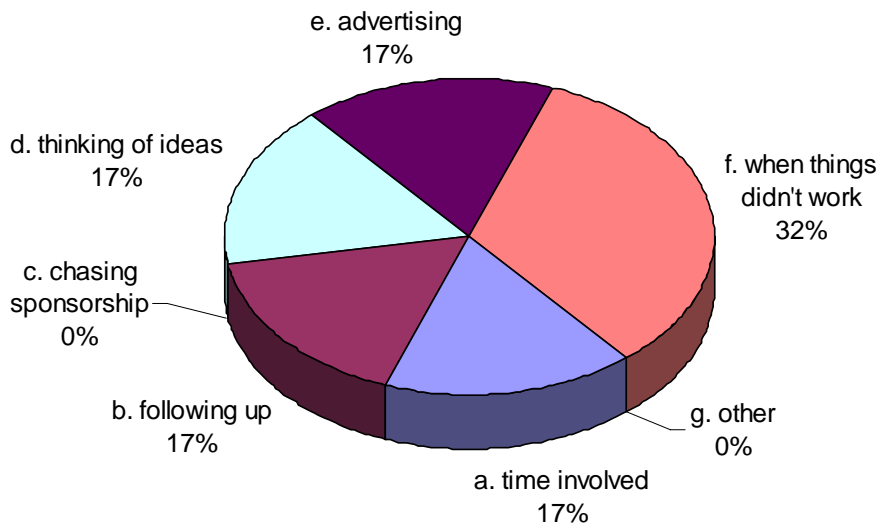
Comments provided:

- Promotional material needed in advance
- Getting materials out in time
- Getting materials to people in plenty of time
- Timing promotional materials to get to event organisers prior to the week
- Timing of poster.
- Lead time
- Pop up cardboard displays
- Timing of launch needs adjusting - for crowds use lunch time
- The organising of Ball. Launch needs public/press
- Get some state based media exposure
- Provide some step by step guide as to how to go about organising particular types of events from the materials you will require, to who to contact, to estimated times to arrange details etc
- Get to Adelaide at least twice now before next year
- Its always going to be difficult without an industry strategic marketing plan to 'fit' into

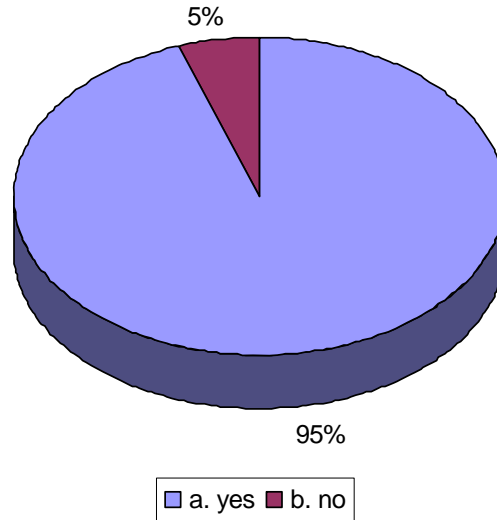
18. What respondents liked most about participating in a compost week event.



19. What respondents liked least about participating in a Composting Week event.



20. Are respondents likely to participate in a Composting week event in the future?



6 Effectiveness of website

The compostweek.com.au website was launched on 18 April 2007.

In addition to the stats shown, there were 5000 hits in April before the current statistics program was installed.

| Month | Unique visitors | Number of visits | Pages | Hits | Bandwidth |
|-----------------|-----------------|------------------|-------|-------|-----------|
| Jun 2007 | 282 | 476 | 709 | 1223 | 138.14 MB |
| May 2007 | 1377 | 1899 | 4132 | 10709 | 539.92 MB |
| Apr 2007 | 305 | 508 | 1565 | 4205 | 142.58 MB |
| Total | 1964 | 2883 | 6406 | 16137 | 820.64 MB |

Table 3 - Summary of website fluctuations in the period surrounding compost week

| Date | Number of Hits | Possible Reasons |
|--------|----------------|--|
| 2 May | 124 | |
| 7 May | 115 | Launch Events on 6 th May |
| 9 May | 270 | |
| 12 May | 176 | Day after Compost Ball, article in Daily Telegraph |

Since the cessation of Composting Week website hits have decreased to as low as 10% of the hits in the week and 20% of the hits in the weeks before ICAW.

7 Concluding Remarks

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It is clear from the evaluation responses that there is overwhelming participant satisfaction with the ICAW 07 event. However, sponsor feedback and industry comments suggest that there are mixed views on how well ICAW was conducted. In subsequent review meetings with Compost Australia and with members of Compost NSW there are some key areas where improvements can be made. Areas identified include:

- Implementation of the NSW and Qld launch events and lack of crowds.
- Late delivery of promotional materials to sponsors and stakeholders.
- Representation by key CORE personnel at some update meetings.
- Packaged product giveaway inconsistencies.
- Sponsorship packages not completely fulfilled.

The Compost NSW review meeting highlighted two main factors that contributed to the above. These are:

1. Insufficient time between formalising an agreement, roles and responsibilities between Compost Australia and CORE resulting in a late start.
2. Planning should be at a state level upwards rather than from a national level downwards with more specific planning at a state level.

It was resolved that should a future launch event be struggling in the lead up that the event should be cancelled with sufficient notice. Linking launch events with other events was seen as a way of ensuring the event is well attended. It was also resolved to use the same basic graphics from the 2007 program for next year which will allow sufficient time for distribution to stakeholders. CORE has agreed to provide a key representative at future planning meetings in NSW given sufficient notice. To address packaged product giveaway inconsistencies the industry is considering to print a generic 5ltr bag with ICAW graphics and information for distribution during ICAW events. To ensure sponsorship tasks are fully met it was decided to hold a sponsor workshop in the lead up to next year's event so that sponsorship benefits are maximised.

Regarding insufficient time resulting in a late start to the 2007 program this will not occur in subsequent years as planning has already begun for the 2008 program. The formation of state planning working groups is now an imperative to address item 2 above. This can be coordinated through Compost Australia and the state CA working groups which generally have a wide range of ICAW stakeholders. ICAW has also been added to the agenda for discussion at each monthly Compost Australia teleconference.

8 Budget

Income - Cash Contributions

| | | |
|--------------------------|--|-----------------|
| NSW | Department of Environment and Conservation NSW | \$15,000 |
| | WSN Environmental Solutions | \$10,000 |
| | Camden Soil Mix | \$750 |
| | Growmix | \$750 |
| | Penrith Lakes Development Corporation | \$5,000 |
| | SoilCo | \$750 |
| | Recycling Technology | \$750 |
| | SITA Environmental Solutions | \$750 |
| | Australian Native Landscapes | \$1,200 |
| Victoria | Twigg Group | \$1,000 |
| | Pinegro | \$1,000 |
| | CR Hudson & Associates | \$500 |
| | Organic Recyclers | \$1,000 |
| | Sustainability Victoria | \$5,000 |
| | Greenplanet | \$500 |
| Western Australia | Department of Environment and Conservation WA | \$10,000 |
| South Australia | Jeffries | \$750 |
| | Peats Soil and Garden Supplies | \$1,000 |
| Queensland | Transpacific Industries Group Ltd - Milton | \$750 |
| | Brisbane City Council | \$5,000 |
| | Wood Mulching Industries | \$750 |
| | Total | 62200.00 |

Expenditure

| | | |
|---|-------------------|------------|
| ICAW Staff Costs At Cost (Excluding Web) | 71190.00 | |
| Paper Bags | 127.50 | |
| Stickers - 5000 x 60mm | 699.00 | |
| Stickers - 2500 x 41mm | 128.70 | |
| Banner Printing (2 x roll up) | 770.00 | 4.5.07 |
| Banner (3m x 1m) | 450.00 | 4.5.07 |
| Printer (HP) - cartridges | 1658.95 | to 31.5.07 |
| DL (1 page double sided) x 5000 | 550.00 | 27.4.07 |
| Poster Printing A3 x 600 | 605.00 | 27.4.07 |
| Poster Printing A1 x 23 | 1012.00 | 27.4.07 |
| Postage | 271.50 | 3.5.07 |
| Postage | 253.30 | 2.5.07 |
| Flights - WA and Qld | 500.00 | 28.4.07 |
| Flights - Vic | 400.00 | 28.4.07 |
| WA Event Cost Assistance | 1500.00 | |
| NSW Launch Marquee | 1115.48 | 4.5.07 |
| Vic Event for certification launch (off Sustainability Victoria Budget) | 2500.00 | |
| Key Sponsor Benefits (e.g. Specific Event Assistance/ Mulch Loads) | 2000.00 | |
| Packing & Distribution - Subcontractor | 303.75 | 3.5.07 |
| Website Registration, Hosting with Forms | 439.90 | Mar-07 |
| Daily Website Management and Upgrades | 2000.00 | Estimate |
| Case Studies for Corporate Sponsor | 1000.00 | Estimate |
| WMAA Project Management (10% of Sponsorship) | 6220.00 | Withheld |
| Reporting | 3000.00 | Estimate |
| General Stationary | 350.00 | Estimate |
| Other Costs | 2500.00 | Estimate |
| Transport (Vehicles, Fuel, Public Transport, Cabs, Food) | 900.00 | Estimate |
| Total | 102445.08 | |
| Net Income/ Loss | (40245.08) | |

Tel: 1300 88 55 66 Fax: 02 9929 2252 Email: info@compostweek.com.au

8.1 Program cost of reach

The following table identifies an indicative cost of reach for the ICAW marketing program. Website includes the compost week website only and estimates have been made on the audiences for the TV, radio and print media.

| Media | No of single exposures | Total Cost | Cost of reach |
|------------------------------|------------------------|-------------|---------------|
| SPONSORSHIP EXPOSURE | | | |
| Website | 21,137 | | |
| Identified event attendees | 763 | | |
| Total | 21,900 | @ \$102,445 | \$4.68 |
| | | @ \$62,200 | \$2.84 |
| OVERALL ICAW EXPOSURE | | | |
| Web & events | 21900 | | |
| TV (estimated) | 200,000 | | |
| Newsprint | 200,000 | | |
| Radio | 50,000 | | |
| | 471,900 | @ \$102,445 | \$0.22 |
| | | @ \$62,200 | \$0.13 |

Note: Total costs are shown for the budgeted amount and the actual amount.

9 Program Contacts

Composting Week Project Managers (Compost Australia):

Web: www.compostaustralia.com

Phone: +61 2 8746 5088

Fax: +61 2 9701 0199

| | Name | Email | Phone |
|-------------------|----------------|--|-----------------|
| Compost Australia | Angus Johnston | angus@wmaa.asn.au | +61 2 9701 0199 |

Composting Week Facilitators (CORE):

Web: www.corebusinessnet.com

Phone: 1300 88 55 66

Fax: +61 2 9929 2252

| | Name | Email | Phone |
|------|---------------|--|-----------------|
| CORE | Kevin Morgan: | kevin@corebusinessnet.com | +61 2 9922 1591 |

General Information:

Web: www.compostweek.com.au

Email: info@compostweek.com.au

Appendix A – List of appendices on CD supplied

- Case studies
- Fact sheets
- Media kit & releases
- Promotion & resources
- Prospectus sent