

# MASTEC Bin Roll-Out Delivers the Right Result for Port Adelaide Enfield

When it comes to logistical challenges, rolling out new bins for a residential recycling collection system is up there with the best of them - especially when it has to be achieved in an extremely short time-frame. With that in mind, consider then, if you will, how the complexity of this task would escalate if commercial and industrial clients were also added into the mix!

This exact scenario was played out recently in the City of Port Adelaide Enfield in metropolitan Adelaide, during the roll-out of its new kerbside recycling service which is being provided to both the City's residential and commercial ratepayers.

Alan Richardson, Waste Management Officer with the City of Port Adelaide Enfield explained:

"While there are clearly many factors to consider when it comes to selecting and implementing a new recycling service, our primary focus was achieving the best possible environmental outcome in terms of the total amount of recyclables being collected and diverted from landfill."

"In the past, only a small percentage of businesses throughout the City had been utilising the recycling service, however, Council felt that the introduction of the new kerbside collection service provided an excellent opportunity to expand this involvement. After all, it stands to reason that the more people that use the system, the greater the amount of recyclables we can collect," he said.

With that in mind, when it came time to introduce the new service, Port Adelaide Enfield decided to also make the new

recycling service available to the City's commercial and industrial ratepayers.

The new fortnightly co-mingled recyclables collection recycling service, which replaced the City's old crate-based service, is being provided under contract by Cleanaway. The service utilises a new 240-litre MGB from Adelaide-based bin manufacturing and distribution specialists MASTEC Australia Pty Ltd. For ease of identification and use, the new bins feature a bright yellow lid incorporating a hot-stamped usage guide, which provides an easy-to-read graphic guide as to the contents that can be

placed in the bin.

As well as being awarded the contract to manufacture and supply the City's 54,000 new MGB's, MASTEC was also awarded the contract to assemble and distribute the bins throughout the City.

With the bins selected and decision made to roll-out the bins to both the City's residential and commercial / industrial ratepayers, the next major challenge facing Council was to devise a system that

would actively encourage businesses to participate in the recycling service.

"After considering a number of options, Council decided that the most effective method of encouraging our commercial and industrial ratepayers to utilise the new recycling service would be to offer it to them on an 'opt-out' basis," Alan Richardson said.

"In short, we decided that rather than inviting them to participate, we would deliver the new bins to every commercial and industrial ratepayer in the City. If they



really didn't want to use the new recycling system, or felt that it wouldn't meet their needs, they could let us know that they wanted to 'opt-out', and we would come and collect the bin and use it elsewhere," he said.

"Importantly, even with this added complexity, the bin roll-out went very well. In fact, in many ways, the entire process went significantly better than expected. Information on the 'opt-out' addresses was collected on a daily basis and given to the MASTEC bin delivery crews, who then conducted a 'return run' to collect the unwanted bins. These serial numbers were put 'back into stock' and reused at another address," he added.

The Port Adelaide Enfield roll-out incorporated the distribution of over 54,000 new MGB's and information kits to residential and commercial ratepayers over a three week period. Not surprisingly, the decision to supply the bins to the City's commercial and industrial ratepayers on an 'opt-out' basis rather than a 'by request'



basis has resulted in a significant increase in the number business now using the City's recycling service.

"We're very happy with MASTEC's performance. Despite the complexities of having to roll-out to residents and businesses, and the short time-frame involved, it all went extremely smoothly and was completed on schedule," Alan Richardson said.

"From the logistics of the bin delivery and organising the collection and redistribution of bins from commercial clients who decided to 'opt out', through to logging of the serial numbers and address information for the bins, MASTEC handled all aspects of the roll-out extremely well," he concluded.

For further information, please contact MASTEC Australia Pty Ltd, Phone: (08) 8447 2500, Fax: (08) 8447 2032 or email: [info@mastec.com.au](mailto:info@mastec.com.au) quoting "Waste Disposal and Water Management in Australia".

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