




Village Centre and Bridge Plaza

SUCCESS STORIES IN COMMUNICATING SUSTAINABILITY

KEY FIGURES ACHIEVED	
 TV Campaigns	BTL WIN ad plus local print and TV ads featuring new slogan <i>Working Towards a Sustainable Shopping Experience</i>
 communication	Comprehensive and external internal communication Won 2010 Batemans Bay Business Awards Best Green Initiative category
 Increased tenant involvement	Increased tenant involvement and behaviour change Customers more aware of Centre's commitment Achieved 5 star NABERS rating

How did they do it?

- Green Power Tenant Board. The Village Centre and Bridge Plaza have made Tenant Green Power agreements visible to the general public by putting a symbol next to the tenant on the tenants board
- Enviro Bag Posters – promoting Enviro Bag awareness
- One of 2010 Santa's Giveaways - a book for kids about saving energy
- Have their slogan, *Working Towards a Sustainable Shopping Experience* on a banner at the top of the travelator
- Display the BTL plaque in their office
- Run advertisements with sustainability slogan in local print and TV
- Participated in the BTL WIN ad program.
- Media releases
- Incorporate sustainability into retailer training
- Run an annual community Environmental "Green It We Mean It" expo.

Case study

The Village Centre and Bridge Plaza is an open air shopping centre in Batemans Bay on the NSW South Coast. They are owned by Local Government Super who is responsible for their environmental strategy and have taken a leadership role in sustainable retail and property management.

The Village Centre and Bridge Plaza has been part of the Department of Environment Climate Change and Water's Sustainability Advantage program, facilitated by Business Treading Lightly since 2009 and has consistently worked hard to meet targets to reduce greenhouse gas emissions, water use and waste sent to landfill.

Village Centre and Bridge Plaza Envirobank

Envirobank reverse vending machines look like a typical vending machine but instead of inserting coins to receive a drink you can insert your empty can or drink container in exchange for prizes or vouchers in a tech savvy twist on cash-for-cans.

Bring your can to Australia's first reverse vending machine, located at the Village Centre, to be 'crunched' and learn how the machine:

- will reduce the 116,000 tonnes of recyclable material that ends up as landfill each year by using technology that recognises recyclable and non-recyclable material
- crunches cans, and plastic drink bottles on site
- sorts cans on site
- rewards with fun prizes or vouchers
- educates using its LCD screen
- records all material inserted by scanning barcodes
- supplies environmental reports
- can be used as a community fundraising tool with a swipe card function or touch screen options



How the BTL Reward and Recognition Program worked for them

The Village Centre Marketing Manager, Michelle Edwards says the plaque and program made the changes 'visible' and it was good to have a recognition program which the Centre could use at Expos and other promotional events.

She also mentioned how the competitive nature of the plaque worked for them.

Any competition is good when you want to beat everyone else!

Michelle Edwards,
Village Centre Marketing Manager

Stories from the front line

The Village Centre Marketing Manager, Michelle Edwards says once the tenants were educated and given the right facilities they became very vigilant, especially about recycling.

In addition, they have worked so hard to save water that the tenants refuse to let the Centre Management turn on the fountains unless it is rainwater or recycled!



GREEN THUMBS: Sunshine Bay Public School students Casey Evans, Jade Hampson and Owen Gordon plant native grasses along Perry Street on Friday.

Kids get their hands dirty

Local school children replace weeds with natives at The Village Centre