

Queen Victoria Market Reuse Pilot *Case Study*



Project Overview

In a bold move to eliminate single-use packaging in one of Melbourne's most iconic public destinations, the City of Melbourne has partnered with STREAT, B-Alternative, and Queen Victoria Market (QVM) to launch a pioneering Reuse Pilot.

Set within QVM's Purpose Precinct, this initiative tests scalable, vendor-ready circular systems that reimagine how food and beverage packaging is managed in high-footfall urban settings.

The pilot is designed to serve as a proof-of-concept for future market-wide and city-wide implementation, positioning Melbourne as a national leader in urban circular economy innovation.



B-Alternative's Role

As the lead implementation partner, B-Alternative is delivering an end-to-end solution, drawing on deep experience in reuse logistics, stakeholder engagement, and behavioural systems design. Core responsibilities include:



Planning & Stakeholder Coordination

Facilitating inception workshops, aligning deliverables, and finalising implementation plans with Council, STREAT, and QVM leadership.



Logistics & On-Site Operations

Staffing dedicated reuse facilitators to oversee dish collection, cleaning, and redistribution within the precinct—ensuring efficiency and hygiene compliance.



Vendor & Public Engagement

Providing training to vendors and real-time education to market-goers to ensure successful uptake and behaviour change.



Monitoring & Reporting

Designing comprehensive data collection systems to capture waste production, reuse usage rates, contamination, and user feedback for continuous improvement.



Infrastructure Implementation

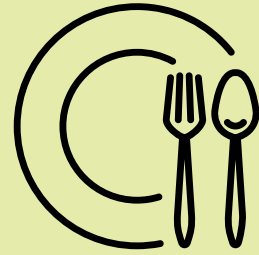
Supplying durable, attractive reusable crockery (plates, cups, bowls) and strategically placed return bins to maximise ease of use and visibility.



Communications & Campaign Design

Development of a targeted signage and awareness campaign to amplify public understanding, engagement and support ease of use.

Key Outcomes



40,757

Reusable items washed



946.2 kg

Estimated prevented
from landfill



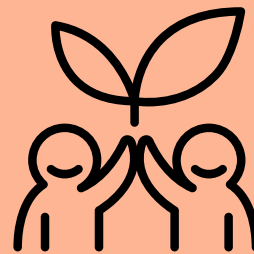
2000kg

Organic Waste Diverted
from Landfill



14

Food Vendors Serviced



97.7 %

Return per use rate



\$ 10,000

Estimated packaging
cost savings to vendors

Are you a council, market, or business looking to eliminate single-use waste?

Partner with B-Alternative to implement scalable reuse systems tailored to your community's needs.



Contact: enquiry@b-alternative.com

Be the Change | B-Alternative

B-Alternative is an Australian Social Enterprise revolutionising sustainability through four key services that drive positive environmental change and champion circularity. Our solutions empower businesses, events, and communities to embrace regeneration seamlessly.



Our Service Offerings



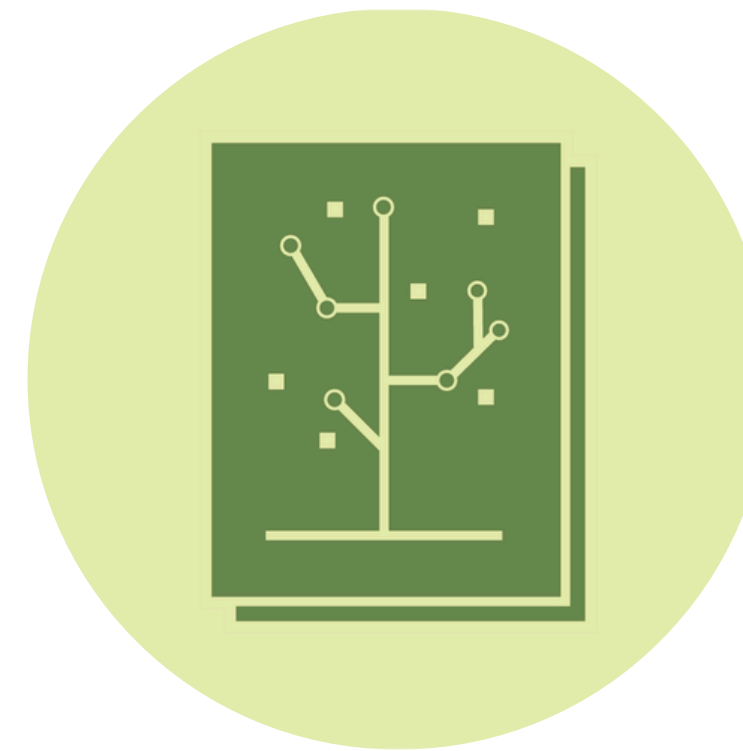
Reuse Revolution

Our flagship circular economy program provides mobile wash stations, dishware, and systems design to help communities transition away from disposables.



Regeneration Works

We run place-based programs that restore ecosystems, reduce waste, and foster community resilience through shell recycling, education, and habitat regeneration.



Environmental Consulting

We support councils, businesses, and organisations with waste audits, reuse strategies, and sustainability planning tailored to local needs and circular goals.



Festival & Events

We deliver zero-waste solutions for events, including reusable dishware systems, waste audits, and hands-on support to eliminate single-use packaging.

Wurundjeri Woi-Wurrung Country

B-Alternative acknowledges Wurundjeri Woi-wurrung people as the Traditional Custodians of the lands where the Reuse Pilot Takes place.

We strive to recenter Indigenous perspectives and acknowledge the significant history of place the market holds as an aboriginal and settler burial ground.

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