

B-Alternative 2024-2025 Annual Impact Report



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Introduction

B-Alternative is an **Australian social enterprise** at the forefront of regenerative practice. We design and deliver environmental solutions that are innovative, cost-effective, and built for long-term impact. Our work is grounded in circularity, behavioural change, and systems thinking, empowering communities, councils, and businesses to transition from linear models to regenerative operations.

Our work is grounded in **five core principles** that shape every project we deliver:



REGENERATION FIRST:

We move beyond sustainability, designing systems that actively restore ecosystems and strengthen communities.



COLLABORATIVE IMPACT:

We build powerful partnerships with councils, businesses, and communities to co-create scalable, circular solutions.



PRACTICAL, ACTIONABLE CHANGE:

Our strategies are tailored, hands-on, and focused on turning waste into opportunity with measurable results.



TRANSPARENCY MATTERS:

We prioritise honest reporting, data-driven insights, and open communication to build trust and track progress.



CREATIVE INNOVATION:

We challenge norms and pioneer future-focused solutions that shift behaviours and drive long-term impact.

Overview of this year's Achievements:

B-Alternative's impact across the 2024–2025 financial year reflects a bold evolution of our mission: moving beyond sustainability into systemic, community-led regeneration. Through partnerships with councils, festivals, businesses, and Traditional Owners, we expanded our scope, deepened community impact, and scaled circular solutions in Victoria and the East Coast of Australia.

This year, we serviced **19 major events** reaching over **151,700 patrons** and 135 vendors with reusables, resulting in the diversion of over 7.5 tonnes of packaging waste from landfill. Our programs facilitated more than **28,000 regenerative conversations** and mobilised over **1,500 volunteer hours**.

Our regeneration work flourished, from tree planting and coastal cleanup across Kuku Yalanji and Thiithaarr warra Country to over **169,000 kg of shellfish shells recovered** through the *Shuck Don't Chuck* program, now restoring more than 22 hectares of shellfish reefs.

Flagship festivals such as **Strawberry Fields** and **Lost Paradise** demonstrated how innovative waste education and infrastructure can prompt positive behaviour change and reduce environmental impact at scale. The successful rollout of the *Reuse Revolution* with **Mornington Peninsula Shire** saw community events equipped with localised reuse systems, setting a replicable model for councils nationwide.

We launched impactful environmental consulting, conducting waste audits across schools and councils, embedding circular economy frameworks, and **directly auditing 3.2 tonnes of waste**.

As we look to scale our model, our commitment to actionable, transparent, and collaborative transformation remains at the core of everything we do. This report captures the momentum of a growing movement, one where waste is reimagined as opportunity, and regeneration is the standard, not the exception.



Festivals & Events

We provide comprehensive sustainability solutions for events across Australia.

B-Alternative played a key role in delivering impactful sustainability initiatives across 19 Australian festivals and events this year, preventing over 7.5 tonnes of single use packaging waste from landfill. At *Strawberry Fields*, a 50-person team led our camp-care and reusable program, demonstrating what's possible when organisers commit to meaningful change. The response from event attendees was been overwhelmingly positive.

A standout achievement was the launch of the B-Alternative's Bin Fairies at Moonee Valley Council Events, a bold council-led initiative that actively supported community members and event attendees to separate and recover resources. Friendly waste educators encouraged proper sorting habits and fostered a culture of environmental responsibility.

At *Lost Paradise*, our Camp Care program brought peer-to-peer waste education directly into campsites, creating a significant shift in behaviour towards **partying with the planet**.

Our partnerships extended to the education sector where we helped Swinburne and Melbourne University with low-waste event strategies from reusable catering and bin signage!

Together, these activations show our growing influence in transforming event waste culture.



Discover how Strawberry Fields became a leading example of scalable reuse and circular systems in action:

“B-Alternative brings true sustainability to life. Professional, adaptable, and always a pleasure to work with on-site.”

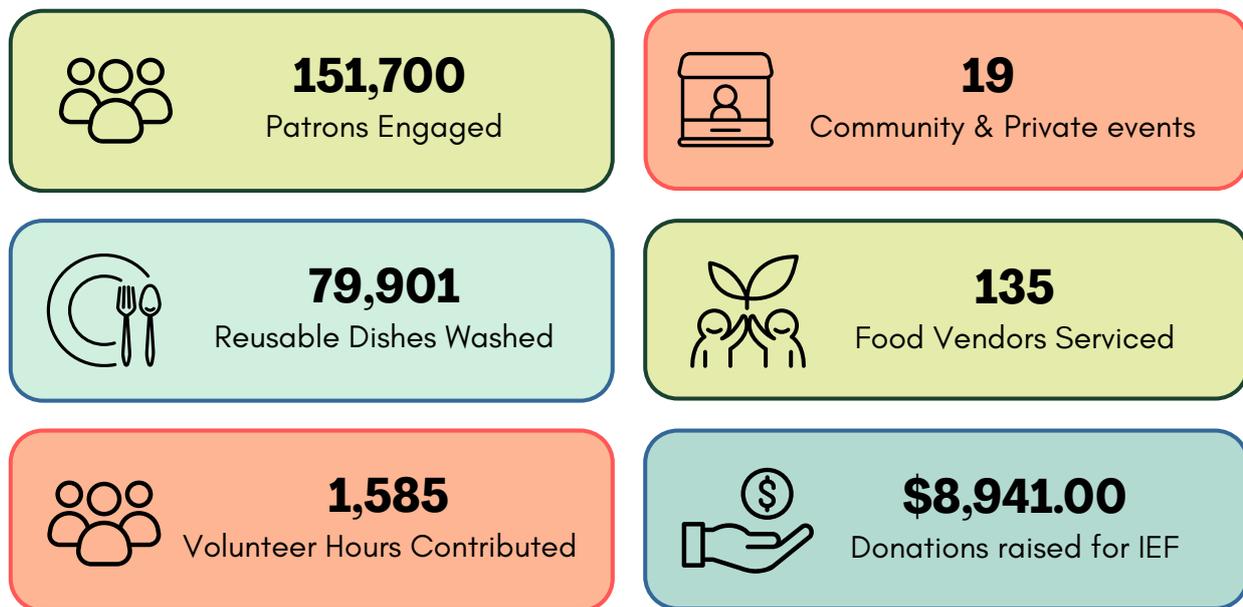
Tara Medina, Director, Strawberry Fields

[**Strawberry Fields Case Study**](#)

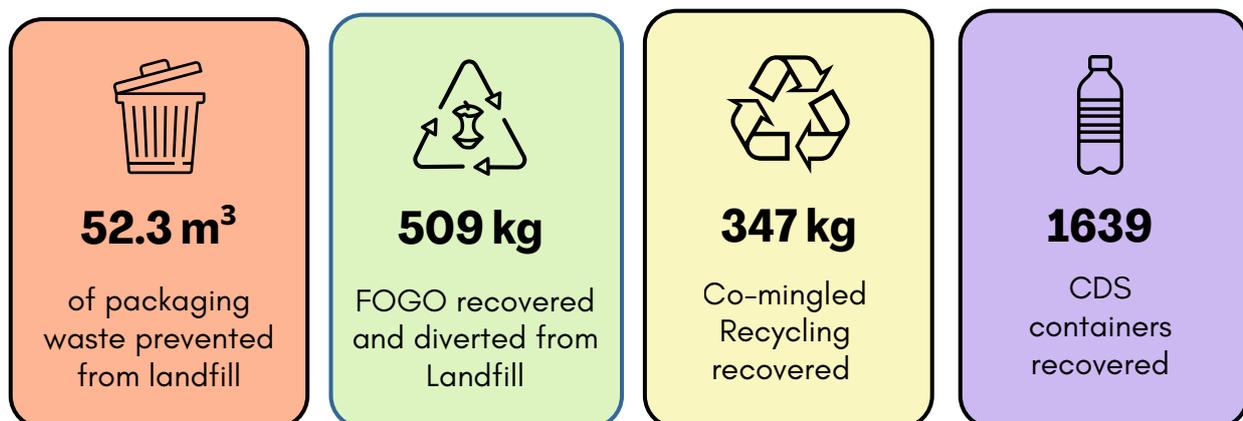
Key Festival & Event Outcomes:

These events demonstrate B-Alternative's leadership in reducing event waste, shifting behaviours, and embedding reuse as a standard across councils, schools, and the festival sector.

Overview:



Waste Diverted From Landfill:



Measured weights reflect a fraction of unmeasured weights.



Reuse Revolution

We lead the charge in eliminating single-use waste through high-impact, scalable reuse systems.

Reuse Revolution is **B-Alternative's** flagship program tackling single-use waste through **scalable, community-first solutions**. Launched in 2024, it combines mobile wash stations, reusable dishware and vendor training to support low-waste operations at events, markets, and public spaces. By partnering with councils, businesses, and communities, it makes circular practices simple, accessible, and impactful.

In mid 2024 B-Alternative consulted with the **Mornington Peninsula Shire** on the design, construction and implementation of their own mobile wash station. Supported by **Sustainability Victoria**, this mobile wash station is set to support local markets, functions and community events to eliminate single use food packaging. Alongside the purchase of B-Alternative reusable dish ware for use in their wash station, we have also provided templates and system training to ensure a simple and successful transition to reusables at events.

B-Alternative is contracted to manage the operations of the Mobile Wash Station for the next 12 months. *Click [here](#) to see video of the **Mornington Peninsula Shire - Wash Against Waste (WAW) Trailer** .*





Reuse Revolution Outcomes:

Since the launch of the Mobile Wash Station, the trailer has helped eliminate single use at the Shoreham Community Market and Our Survival Day in January 2025. Held on Bunurong Country the event is a powerful community-led collaboration that celebrates Indigenous resistance, culture, and survival.

This first-year success story sets the stage for expansion and offers a replicable model for other councils and businesses to embrace circularity at scale.



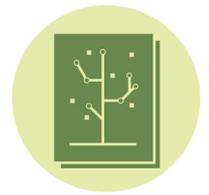
Explore how this new trailer has become a replicable council model:

“B-Alternative’s support has been invaluable—practical, professional, and empowering our community to confidently transition to zero-waste events.”

Jessica Cooper, Zero Waste Officer
Mornington Peninsula Shire

**Wash Against Waste Trailer
Case Study**





Environmental Consulting:

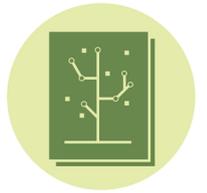
We support organisations and local governments in designing and implementing tailored strategies to reduce waste and improve environmental performance.

B-Alternative's Environmental Consulting services support councils, schools, and organisations in **designing and implementing smarter, circular waste strategies**. In 2024-2025, we delivered tailored waste audits across education settings, public land, and government sites, providing clear data to drive decision-making. Our work included the review and integration of circular economy principles into local council policies, helping shape more sustainable frameworks at the municipal level.

We focused on **developing practical, implementable strategies that reduce waste and encourage long-term behaviour change**, while aligning with the United Nations Sustainable Development Goals (SDGs) to position our work within a global vision for sustainable futures.

A standout project was the East Gippsland Shire Council Waste Audit, where we delivered two waste audits of kerbside residential bins and public place bins throughout peak and off-peak season. As B-Alternative's largest regional audit to date, the project provided East Gippsland with a high-resolution waste baseline that supports future improvements in infrastructure, signage, education, and long-term planning.

B-Alternative was grateful to contribute to the Surf Coast Shire Plastic Wise Policy Review in early 2025. Our review provided recommendations for alternatives to common single use items at shire events as well as guidelines to support plastic ban implementation. Public feedback is currently being reviewed before the final plan is submitted to council later this year.



Environmental Consulting Key Outcomes:

- Delivered **five waste audits**, supporting more sustainable waste management practices and embedded circular economy principles into schools & councils.
- Supported East Gippsland Shire Council with detailed recommendations towards a Food and Garden Organics Recovery roll out.
- Supported Kardinia College with their annual waste audit, tracking their yearly progress towards zero waste.
- Provided circular economy principle education across 3 schools.
- Worked across Wurundjeri Woi Wurrung, Wadawurrung, and Gunaikurnai Country in collaboration with community partners.
- Audited a total of **3,254 kg** of waste across schools, public land, and councils.



Explore how consulting is shaping smarter waste systems in the East Gippsland:

[**Waste Audit Case Study**](#)



Regeneration Works:

We actively restore and regenerate natural systems through hands-on initiatives.

At B-Alternative, we are committed to making regeneration the norm through practical, community-driven services.

In partnership with The Nature Conservancy, the **Shuck Don't Chuck program** diverts restaurant shellfish waste from landfill to help **rebuild shellfish reefs** and restore the marine ecosystems of Naarm, Port Phillip Bay.

In partnership with Traditional Owners, B-Alternative is committed to regenerative initiatives such as tree planting and ocean debris removal.





Shuck Don't Chuck Outcomes:

B-Alternative's Shuck Don't Chuck program plays a critical role in The Nature Conservancy's (TNC) shellfish reef restoration efforts across Australia. Through partnerships with seafood wholesalers, restaurants, and markets throughout Victoria - used oyster and mussel shells are collected and **diverted from landfill**. These shells undergo a six-month sun-curing process, which eliminates biosecurity risks and prepares them for reuse. Once cured, the shells are layered over limestone rubble and seeded with native oyster spat, creating the essential foundation for the restoration of shellfish reefs along Australia's degraded coastlines.



169,070 kg
of shell waste diverted



1040
shell collections per year



12 hectares
of shellfish reefs restored in
Port Phillip Bay since 2021



34
hospitality, wholesale &
market partners



Impact delivered on Wadawurrung, Wurundjeri Woi-wurrung
and Bunurong Country

Dive into how Shuck Don't Chuck is turning shell waste into restored marine ecosystems in the SDC Case Study

[**Shuck Don't Chuck Case Study**](#)





Shuck Don't Chuck Community Impact:



“B-Alternative’s delivery of The Nature Conservancy’s Shuck Don’t Chuck program demonstrates consistent, and reliable service. The friendly team makes participation easy, and we’re proud our shells help restore reefs while reducing waste.”

Shaun Greaney, Stokehouse



“B-Alternative has transformed shell recycling into a powerful movement—delivering more than logistics. They educate, engage, and inspire.”

Andy Bossie, The Nature Conservancy





Regeneration Works: Coastal Cleanup and Tree Planting Overview

Partnering with local Traditional Owner groups and aligned with our national commitment to regeneration, B-Alternative delivered two high-impact environmental initiatives in Far North Queensland in May this year:

Rainforest Rescue – Cape Tribulation

- 300 volunteers engaged
- 120 reusable dishes washed
- 120 native trees planted on Kuku Yalanji Country

Cape Bedford Coastal Cleanup

- 23 volunteers engaged
- 2,060 kg marine debris removed
- 100 kg eligible containers recycled via CDS on Thiitharr-warra Country
- Equipment Support from Parley Australia.



Future Forward Strategic Outlook: 2025–2030

As B-Alternative enters the next phase of its evolution, the 2025–2030 Strategic Plan sets a bold course toward national impact, scaling our vision to **make regeneration the norm**. Grounded in the principles of circularity, waste reduction, and community-led action, our strategy is aligned with several UN Sustainable Development Goals (SDGs), including Responsible Consumption and Production (SDG 12), Climate Action (SDG 13), and Sustainable Cities and Communities (SDG 11).

Our mission is clear: to empower organisations, communities, and events to eliminate single-use waste and embrace regenerative practices through consulting, reusable systems, waste diversion services, and education.

Be Involved in the Transition

We believe in building a reciprocal relationship with the natural world, one where resources are respected, waste is redefined, and regeneration becomes the norm. Join us in creating systems that serve both people and planet.

Join the movement - volunteer, partner with us, or follow our journey on social media to help drive real, regenerative change.

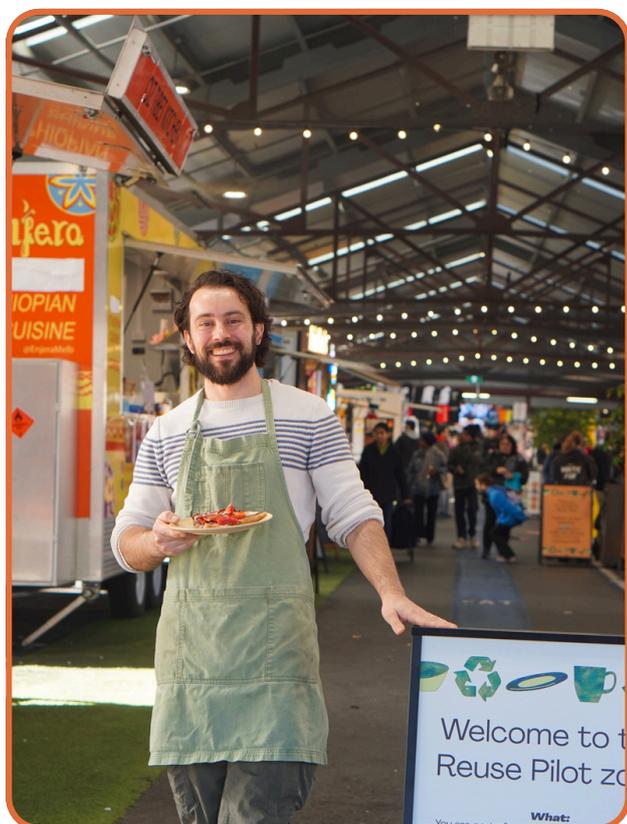




QVM Reuse Pilot

B-Alternative has been appointed to lead the flagship Reuse Pilot within Queen Victoria Market's (QVM) Purpose Precinct. This three month pilot is part of **The City of Melbourne**' newly appointed **Circular Economy Precinct** in partnership with **STREAT**. The Reuse Pilot initiative aims to eliminate single-use food and beverage packaging and affiliated waste by trialing reusable and waste collection systems with vendors across a designated zone.

As one of Melbourne's most iconic destinations, QVM presents a unique opportunity for B-Alternative to model circular economy leadership at scale. This pilot was able to prevent over 40,000 single use packaging items from landfill and help recover over 2000kg of Organic waste from landfill.



Explore how the QVM Reuse Pilot is setting a new benchmark for zero-waste markets in the QVM Pilot Case Study

[**QVM Pilot Case Study**](#)



Empowering Indigenous Futures through Circular Support

In 2024/2025, B-Alternative contributed over \$8,970 in funding and volunteer support to the Indigenous Education Foundation (IEF), **advancing Indigenous-led ecological and cultural education across the Asia-Pacific.**

Partnership Key Outcomes:

- \$8,970 in financial contributions to Indigenous-led initiatives
- Awaiting data from Rob on what they achieved with donation

B-Alternative partners with the Indigenous Education Foundation (IEF) to support Indigenous-led education, cultural preservation, and ecological restoration, values that align closely with our mission. Through a donation-for-service model, we contribute \$100 for each IEF volunteer who supports our waste systems at events, creating mutual impact.



Our Community & Employment Pathways



This past financial year, our team has been the driving force behind our mission. Through our work at festivals and events, we created over 2,200 hours of paid work for 50+ staff, complemented by an incredible 1,800 volunteer hours from 168 dedicated individuals. Two months into our Queen Victoria Market pilot alone, we've already provided over 20 casual jobs and a combined 3600 employment hours.

At B-Alternative, we believe our greatest strength lies in our people. We foster an inclusive, engaging, and welcoming environment where a diverse range of individuals unite around a shared passion for planetary well-being.

As our impact continues to grow, so does our ambition to be a trusted employment provider. We see a clear opportunity to offer meaningful employment pathways for young people entering the environmental sector and for individuals facing challenges in the workforce. Looking ahead to 2026 and beyond, we are ready to take the next step and transition into a **Workplace Integrated Social Enterprise**. This commitment will allow us to expand our impact by creating jobs and building careers, all while driving a more sustainable and equitable future.

“I love BA so much it’s so wonderful working amongst like minded folk alot of which I now call my good friends” - Rex Woods



B-Alternative team at the final Meadow festival in 2025. Providing reusable dishes, camp care, bin fairying and resource recovery.



Yorta Yorta Traditional Owners aka Norma’s Crew - who we have the priviledge of working alongside at Strawberry Fields Festival.



2024/2025 Impact Summary:

B-Alternative empowers communities, councils, and organisations to eliminate single-use waste and embrace circular systems through hands-on education, consulting, and scalable infrastructure. The following impact summary showcases the tangible results of our collaborations over the past year.

19

major events serviced

94,600

patrons reached



79,901

Reusable dishes washed

7,540.9 kg

Packaging Waste Diverted

28,000

Sustainability
Conversations Facilitated



2000+

Dishes washed in the
Mornington Peninsula trailer

12.5 h

hectares of shellfish
reefs restored

5000

Reusable cups & lids
supplied to Melbourne Uni

169,070kg

Shell waste collected



120

Native trees planted on
Kuku Yalanji Country

\$8970

Donated to Indigenous
Education Foundation

2060kg

Marine debris removed
from Cape Bedford

5

Waste audits completed
across schools and councils



3,254 kg

Waste Analysed

The B-Alternative team would like to thank our clients, partners and collaborators for choosing a more planet positive future, and contributing to this financial years' total impact.



About B-Alternative

B-Alternative is an Australian environmental social enterprise revolutionizing sustainability through four key services that drive environmental impact, cost savings, and regenerative practices. We partner with businesses, councils, and communities to reduce waste, drive circular economy solutions and embrace regeneration seamlessly.

Our innovative initiatives—such as the Reuse Revolution and our targeted environmental consulting services—replace single-use systems with practical, scalable alternatives.

From comprehensive waste audits to zero-waste event management, we help organisations achieve their sustainability goals while minimizing environmental impact. By prioritizing regeneration over sustainability, we deliver long-term, measurable change that benefits both people and the planet.

Our Services:



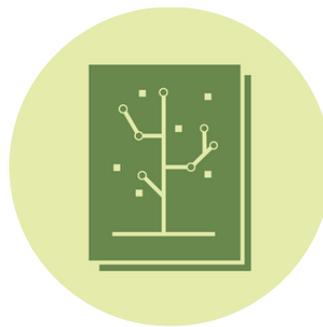
Reuse Revolution

Circular Solutions for a Regenerative World



Festivals & Events

Celebrating with Purpose, Leaving a Positive Impact



Environmental Consulting

Smart Strategies for a Regenerative Future

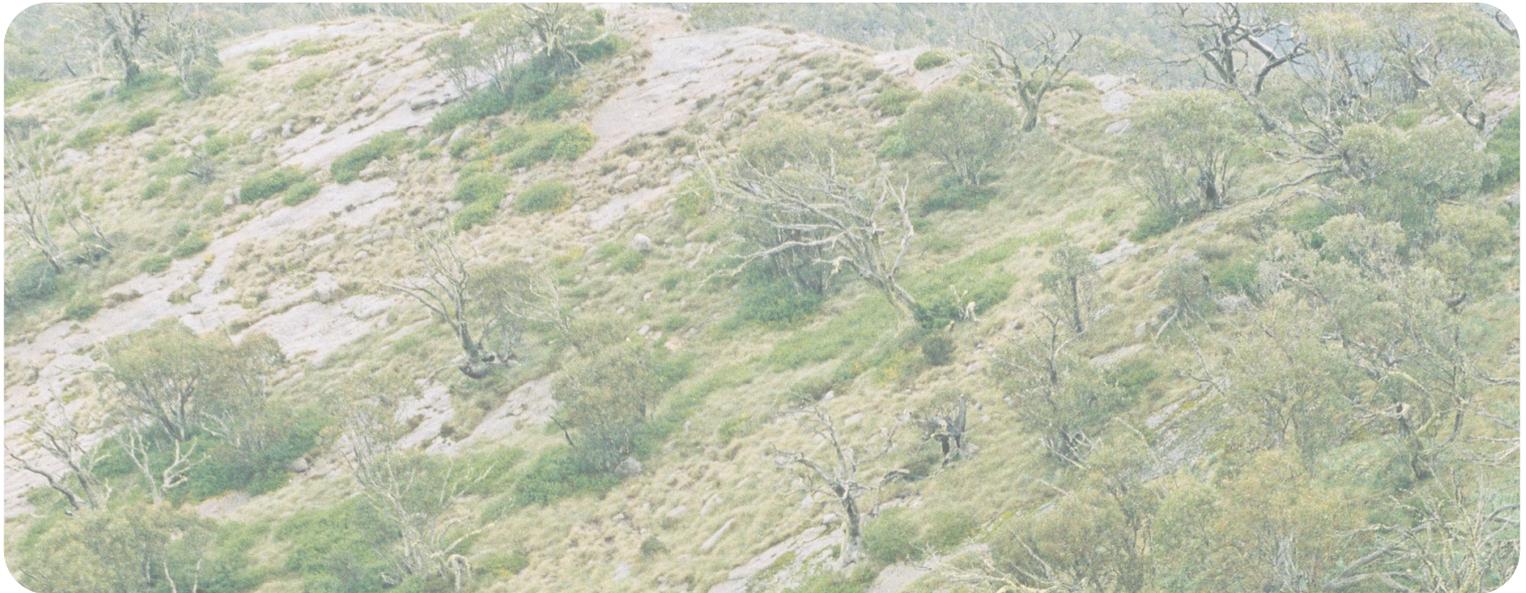


Regeneration Works

Regeneration Through Creative Collaborations



Be the change, B-Alternative



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B-Alternative wishes to acknowledge the Traditional Custodians of the lands on which our team members work and live, predominantly lands belonging to the Wadawurrung, Gunai Kurnai, Woiworung and Boonwurrung people of the Kulin nations.

We wish to pay our respects now and always to Elders past, present and future, and acknowledge that sovereignty was never ceded.