

City of Whitehorse

## A discount for home composting

During February 2007 all Whitehorse households were invited to participate in the first phase of Council's new *Home Composting Incentive Program*.

The program encouraged households to register to receive a 25% discount voucher (up to a maximum of \$50) for a selection of home composting products from two participating suppliers. The participating suppliers, three Bunnings stores within the municipality and Eco Organics, were nominated via a tender process.

Almost 1900 households registered and used a voucher to purchase a variety of compost bins, worm farms and Bokashi Buckets. Some schools and childcare centres also participated. Residents were able to purchase more than one product with their voucher: a total of 2492 products were purchased. The voucher had a unique identification number, which allowed Council to ensure households only received one voucher. Residents were given three months from the date of issue to redeem their voucher.

The program aligns with the City of Whitehorse's commitment to diverting organics, particularly food waste, from the garbage waste stream.

Council chose the voucher system over other financial incentives, such as a rebate, so residents were not required to outlay the full amount of a product up-front.

The program aimed to be accessible to all households and provide a choice of products. Council also offered three free home composting workshops to residents.

Council was pleased with the enthusiasm from households and ran another campaign in October 2007. This 'Spring Campaign' had an educational focus, encouraging residents to participate in composting workshops.



### For more information contact

Ian Barnes  
EcoVision Coordinator  
City of Whitehorse  
Ph 03 9262 6540  
Email [ian.barnes@whitehorse.vic.gov.au](mailto:ian.barnes@whitehorse.vic.gov.au)  
[www.whitehorse.vic.gov.au](http://www.whitehorse.vic.gov.au)



Whitehorse Mayor, Cr John Koutras, joins the managers of the three participating Bunnings stores in launching the discount voucher scheme for home composting products.