

Partnering With Local Councils

PHOENIX 



Brotherhood of St Laurence
Working for an Australia free of poverty

About Phoenix

Collects donated fridges free of charge, which are either:

- Refurbished for sale in Brotherhood stores
- Degassed and recycled



About Phoenix cont.

Phoenix has achieved a high profile as a social enterprise, both in Victoria and around Australia because;

- It is a sustainable business
- It creates desirable social outcomes
 - refugee resettlement and training
 - fridge affordability
- It has immense environmental benefits
 - refurbishing old fridges so they are more energy efficient
 - recycling fridges and materials which would otherwise become landfill
 - CFC recovery



Phoenix Achievements

In the three years of its operation, Phoenix has demonstrated its ability to reduce carbon emissions and change lives

Operational outcomes	
Fridges collected	7,453
Environmental benefits	
CFCs collected from degassed fridges	7.4 tonnes (equivalent to 25.2 tonnes of carbon)
Social outcomes	
Number of trainees over three years	24

Benefits of partnering with Phoenix Fridges

- City of Darebin is now complying with the law
 - CFCs are no longer being released into the atmosphere
 - City of Darebin staff are no longer exposed to harmful gases
- More white goods are being reused, reducing the demand to use resources manufacturing new white goods
- The amount of material sent to landfill is reduced, creating environmental and cost savings for the City of Darebin
- There are more fridges in Brotherhood of St Laurence stores, providing opportunities for low income earners to purchase refurbished fridges at affordable prices
- The fridges sold in Brotherhood of St Laurence stores also contain information about running costs, assisting low income earners
- Darebin residents can now dispose of more material in their hard waste collection as the items collected by Phoenix do not count towards their hard waste allocation
- The Australian Services Union supports the City of Darebin's partnership with Phoenix Fridges

Measuring success

Statistics

From June 2010 to August 2010, 143 fridges have been collected from the City of Darebin.

Reporting

The Brotherhood of St Laurence can provide your council with basic data:

Suburb	June '10	July '10	August '10
Northcote	11	11	19
Thornbury	3	9	7
Preston	9	4	17
Reservoir	12	6	12
Alphington (part)	1	3	2
Fairfield (part)	1	1	2
Bundoora (part)	2	2	1
Kingsbury	1	1	1
Macleod (part)	3	0	2
Total	43	37	63

Supporters



Moreland
Energy
Foundation



City of
DAREBIN

Case study: Working with the City of Darebin

Background

- Previously the City of Darebin collected white goods as part of its annual hard waste collection for residents
- A compactor truck was used which meant that:
 - useful items were crushed into scrap metal
 - fridges were not degassed before crushing, releasing harmful gases into the atmosphere and creating an OH&S risk for City of Darebin staff



City of
DAREBIN

City of Darebin

- **Testimonial**

“The City of Darebin supports the Brotherhood of St Laurence’s (BSL) goals and outcomes for Phoenix Fridges. The experience has been a positive one for the City of Darebin and the process of establishing a good working relationship with the BSL has been very easy and very beneficial on many levels. I encourage other councils to consider working with the BSL and I am happy to discuss our experience and answer any questions.”

*From Russell Gladigau
Environment Officer - Water and Waste
City of Darebin*

Darebin – promotion activity

- Media release
- Website updated
- Sustainability newsletter article
- Brochures in their customer service area at council headquarters



City of Darebin Media Release

[News](#)>Free Old White Goods Collection Service for Darebin Residents

Free Old White Goods Collection Service for Darebin Residents

 Printer Friendly

MEDIA RELEASE, 2 June 2010

Darebin residents and the environment will benefit from a free collection service of white goods to be launched in Darebin to coincide with World Environment Day, 5 June 2010.

"Council has teamed up with the Brotherhood of St Laurence to deliver the Phoenix program to residents across Darebin as an ongoing program throughout the year. It is an innovative program that aims to assist the community by collecting old and unused fridges and white goods for free and recycling or disposing of them responsibly," said Darebin Councillor, Nick Katsis.

"Residents will be doing something good for the community and the environment by donating their unwanted white goods as the Phoenix program has many great environmental and social benefits," said Cr Katsis.

"Anyone who has an old fridge or other white goods to donate can call the Phoenix phone number at any time to book in a time to have it collected."

Fridges and other white goods are repaired and retrofitted whenever possible to improve energy efficiency. The retrofitted appliances are sold through a number of Brotherhood of St Laurence Community Stores at affordable prices.

Fridges and white goods that are unable to be repaired or that contain CFCs are removed from the community, degassed and recycled as scrap metal.


"As well as the many environmental benefits, the program helps to create jobs through traineeships and new employment opportunities," said Cr Katsis.

Trainees are recruited from the refugee community and study towards a Certificate II in Electronic Assembly; the program helps participants gain Australian work experience and a qualification which assists with their transition into mainstream employment.

The Phoenix program has been helping to reduce greenhouse gases, enabling low-income earners to cut household costs and make their homes more energy efficient, as well as offering training and employment opportunities since 2005 when it was first launched by Brotherhood of St Laurence.

City of Darebin website

Hard Waste

 Printer Friendly

Darebin households are entitled to **one free** hard waste collection per year.

What Items Can Be Collected?

- Hot water services
- Carpet (one room size limit)
- Household and outdoor furniture such as beds, chairs, tables
- Household appliances eg: computers, TV
- Broken toys and bikes
- Tools and equipment
- Mattress (limit of 1 per collection)
- Pottery, ceramic and chinaware



Free collection of Whitegoods

The Brotherhood of St Laurence and the [Phoenix Program](#) collects white goods and retrofits secondhand fridges to improve energy efficiency.

Phoenix removes fridges containing chlorofluorocarbon refrigerants (CFCs), degasses them in accordance with Australian Standards and recycles the scrap metal.

To arrange a collection call 1300 366 283 or visit Phoenix Fridges.

What Items ~~Will Not~~ Be Collected?

- Car parts
- Green waste, household waste and recyclables
- Glass
- Paint and oils
- Building materials (ie. doors and windows)
- Toxic and hazardous materials
- Toilets

Darebin's Sustainability Newsletter

Council and Phoenix white goods recycling program

Residents of Darebin will benefit from a new FREE additional waste collection service for fridges and other whitegoods. Council have developed an innovative partnership with the Brotherhood of St Laurence who operates the Phoenix Fridges Program. As a social enterprise of the Brotherhood of St Laurence, the Phoenix Program is committed to reducing household energy consumption by collecting old and unused fridges as well as other whitegoods for recycling and responsible disposal. The Phoenix Program is a world-first – an innovative approach to tackling the inefficiency of household fridges which are major contributors to ozone depletion, climate change, increased energy costs, waste disposal and landfill limitations. Phoenix degasses and decommissions inefficient fridges and retrofits suitable fridges to acceptable commercial energy efficiency standards for sale.

The fridges, as well as other collected whitegoods are sold through Brotherhood of St Laurence Community Stores at prices which are accessible to low income earners. In addition to the numerous environmental benefits, Phoenix provides valuable work experience and a qualification to unskilled and long term unemployed members of the community and assists their transition into mainstream employment. A number of trainees have successfully obtained apprenticeships, employment and further education.

Residents who have unwanted fridges or other whitegoods can have the items collected for **free**. Simply call 1300 DONATE (1300 366 283) to arrange a booking.

Promotional kit available

- Media release template
- Key messages for your website and call centres
- Supply of Phoenix Fridges brochures