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Centre for
Organic &
Resource
Enterprises

CORE news

www.corebusinessnet.com

Winter 2009

• Collaboration • Research & Development • Advocacy • Marketing



A quarterly newsletter for members, collaborators in the resource recovery industry.

National Organic Week 2009: Friday 16 to Sunday 25 October

BE ORGANIC

"Taste the Difference, Feel the Difference, Make a Difference"

Now in its second year, the Centre for Organic & Resource Enterprises (CORE) in collaboration with Biological Farmers of Australia (BFA) are hosting and promoting National Organic Week (NOW).

NOW is 10 days of targeted media and locally-staged activities designed to increase awareness of the benefits of organic products and farming production systems and accelerate the uptake of these in the wider Australian community and environment.

All organic stakeholders are invited to participate by running in store promotions, holding events and take advantage of promotional sponsorship opportunities. Log on to the NOW website www.organicweek.net.au for more details.

Please contact Fanny Renoux from CORE should you wish to be directly involved in this major industry event on 02 9922 1591 or fanny.renoux@corebusinessnet.com

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Healthy Parks, Ovals and Waterways Program

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The Healthy Parks, Ovals and Waterways (HPO&W) Program, coordinated by Metropolitan Waster Management Group and CORE, is a pilot project being delivered to promote the uses of recycled organics products. The program aims to work initially with five councils who nominate project(s) that could use recycled organic products in applications such parks and gardens, sporting ovals, reserves, erosion control and stormwater improvement.

Demonstration sites will be established to show case innovative uses and case studies will be developed. A tour of the completed sites will take place with all metropolitan councils invited along.

The closing date for nominating a council urban amenity project is Friday 21 August 2009. So, if you wish to participate, complete the [Project Nomination Form](#) and submit it to MWMG at zandy.tibballs@mwmg.vic.gov.au or by fax on 03 9699 3840. For more information, please contact Chris Rochfort on 02 9922 1591 or chris@corebusinessnet.com.

International Composting Awareness Week 2009

International Composting Awareness Week (ICAW) 2009 was held in conjunction with Compost Australia for the 4th consecutive year, from Sunday 3rd to Saturday 9th May. More than 100 events have been organised all over Australia and the new local government program achieved success. In addition, 5,700 ICAW compost bags have been distributed to the Industry and the local governments. Concerning the media campaign, 3 778 664 Print Opportunities To See, 24 radio interviews, hundreds of articles and links on the web have been achieved. Finally, since its launch, the www.compostweek.com.au has recorded 17,119 unique visitors; 23,480 visits and 99,366 viewed pages. The week was a great success and our thanks go to you who participated in and supported this event. We look forward to ICAW 2010 (2-8 May 2010).

Americana 09

The Americana 09 trade mission to Canada was regarded by all participants as a success. The mission consisted of eight participants from the public and private sectors and included meetings in Vancouver, Toronto and Montreal. Participants gained useful knowledge on the latest trends and advancements in resource recovery and sustainability. The participants also gave presentations at the Americana Conference and were guests at a Quebec Government briefing session on resource recovery and bio-products. A mission is being planned for late November 2009. So, if you are interested in attending please contact Chris Rochfort on 02 9922 1591 or chris@corebusinessnet.com

Agri-Tour 09

The inaugural Agri-Tour to North America was conducted in June and while it coincided with the worldwide outbreak of swine flu, the tour went off without any problems. The Agri-Tour itinerary included visits and meetings with organic farms, retail organic outlets and influential government and private sector stakeholders. The tour included destinations including California, British Columbia, Saskatchewan and Quebec. Important linkages were made with the Canadian Government's organics industry experts and cluster groups such as Ag-West Bio in Saskatoon. For more information about the tour contact Eric Love on 0419 619455 or eric@corebusinessnet.com

WaterStars Program

CORE has launched a new market development program – "WaterStars" that aims to increase awareness and usage of products containing recycled (organic) materials for water treatment and reuse. Supported by the NSW Government's Climate Change Fund, CORE is engaging businesses in the industrial sector to help transform their reliance on potable water supply into an increase in the reuse of industrial water and stormwater through the use of reactive filter media technology. Participants within the initial phase of the program include Bunnings, Flower Power and BOC Ltd.

The CORE WaterStars program has now been extended nationally and will include similar businesses to those participating in the NSW program but will also include sediment and erosion control as well as water treatment and reuse. This program will have multiple benefits to assist members to promote their products with program participants.

For more information about the WaterStars program, contact Sarah O'Brien on 1300 885 566 or sarah.obrien@corebusinessnet.com

Market Update

Signs that we are heading out of the economic downturn is boosting retail demand however, a sharp decrease in major construction developments in the capital cities means that demand in the amenity sector is still flat. This has led to very competitive pricing in the market that will put pressure on margins. Government infrastructure stimulus packages will help but it's not expected to impact our industry in the near future. There could be some pent up retail demand for the upcoming spring season that could offset the downturn in major construction projects.

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