



Strategic Waste Initiatives Scheme



Project No 3308 - Sustainable Painting Program

Final Project Evaluation Report



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GreenPainters – Sustainable Painting Program GreenPainters Ltd

ABN 74 1333287644 ACN 133 287 644

GreenPainters is a not-for-profit organisation promoting sustainable products and trade practices in the painting industry. It is the national sustainability initiative for the painting industry, and trains painting contractors in environmental best practice. GreenPainters also provides accredited education, training, resources and information for architects, builders, and consumers.

GreenPainters has delivered the accredited Course in Sustainable Painting Practices (22002VIC) to 93 painting contractors and retailers in Western Australia. This training has resulted in the issuing of nationally recognised qualifications in sustainability for participants. Learners have learned to create Sustainability Action Plans, Environmental Management Plans, reduce, recycle and reuse. On completion GreenPainters has monitored progress and will continue to provide support for businesses that implement the changes.

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Acknowledgements:

GreenPainters would like to sincerely thank the following organisations and businesses for their support:

- Australian Construction Training Services provided and monitored AQTF training qualifications, course moderation and compliance.
- Bauwerk Colour: WA based paint manufacturer supplied sponsorship, GECA Certified sustainable products for demonstration purposes and promoted the program to its applicators
- Astec Paints WA: Manufacturer of heat-reflective coatings provided samples, guest speakers, sponsorship and logistics
- Rockcote WA: Provided sponsorship and guest speakers
- Sustainability Victoria provided IP license, course materials, assessment tools and training kits
- Painters Registration Board W.A. provided awareness of program through newsletters.
- Enviro Paintware provided samples of tools made from recycled materials
- Construction Matters is a media partner, providing media coverage and promotion

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Project Overview:

GreenPainters conducted a marketing campaign to all registered painting contractors in W.A. (3077) to invite them to attend the accredited course. This was done through direct mail-outs, email marketing campaigns, brochures at retailers, and by telemarketing. In addition, we marketed the course in areas where painters are not required to be registered, such as the Pilbara region. We experienced some difficulties engaging with the industry in remote areas, and this required us to postpone some courses until we had contacted businesses in these areas.

Although we were unable to train as many painters as we were aiming for (120), most of the participants were managers or business owners, so the impact of the training will reach many more painters than simply the students. Some participants have up to 22 employees, and they have been implementing the changes through education and staff engagement.

The Painters Registration Board participated by sending its board members to the course, to educate them in sustainability. Substantial change is required by the W.A. painting industry to reduce manufacturing waste, and raise awareness of sustainability. By working with government bodies and leadership, faster results can be realised, and co-operation has been forth-coming. Major obstacles to sustainable painting practices have been discussed and resolved, such as the need to encourage contractors to use low-VOC products. These products have a much lower impact on the environment during manufacture, use, and are more readily recycled.

The course was delivered in multiple centers (Perth, Busselton, Albany, Esperance, Geraldton, Port Hedland and Broome) to enable maximum attendance. Media were invited to raise awareness of training opportunities and sustainability issues in the painting industry. Participants in the program responded extremely positively once they attended the course, and contributed many good ideas and initiatives. Both retailers and contractors have embraced the principles of recycling and reducing waste.

Participants attended 8 hours classroom instruction, and then were allowed 4 hours to complete assessment tasks in own time. Assessment tasks include producing a Sustainability Action Plan for the business detailing how they will reduce, recycle and reuse materials and resources. GreenPainters then monitored the progress of businesses as they worked towards these goals.

Eighty six participants who attended course have been issued with a nationally recognised Statement of Attainment. Contractors who implemented changes in business have been formally accredited as 'GreenPainters', and listed on a data-base www.greenpainters.org.au as environmentally preferable contractors.

Consumers and builders have been encouraged through the media to support contractors who have become accredited. A brochure has been distributed to retailers across W.A., 'Painting Sustainably', aimed at contractors and consumers. The Strategic Waste Initiatives Scheme funding was acknowledged in all brochures, marketing, media interviews, web-sites and e-marketing campaigns by the use of the Zerowaste WA logo and the words "This program is supported by the Waste Authority's Urban Landfill Levy Fund".



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Ninety-three painters and paint retailers were trained in W.A. under the GreenPainters Sustainable Painting Program.

- Stylemaster Painters
- Design FX
- Creative Décor
- Bernie Leef Painting
- Hopkinson Painting
- John Schaap Painting
- Amity Painting and Decorating
- Hoogen and Co
- Passione Painting
- Sultans Painting and Decorating
- Painters Registration Board WA
- Enviropaints WA
- Grasstree Painting and Decorating
- CJ Painting
- Pilbara Paint Place
- Design With Pryde
- Andrew Branson Painting
- The Decorators
- Bryant Painting
- UPC Painting
- CJ Contractors
- CMPC
- Berruex Painting
- John Finnis Painting
- JC Whalley Painting
- Goodline
- Cool Roof Coatings
- Tony's Painting Service
- J and K Painting
- Len Lawson Painting
- Feature Paints
- Paint Recyclers
- Bauwerk Colour
- Astec Paints WA
- Planet Ark
- Peter Benzing Painting
- Elton Clay Painting
- Mario's Painting
- JJJ Painting
- Bert Kingdom Painting
- Primer Facie
- Bob's Painting
- DJT Painting Service
- CC Miller painting
- Doug Brown Painting
- PG Turner Painting
- Trinity Painting



Above: Enviro Paintware features tools made from recycled plastic and replaceable bristle heads, which can cut waste by 40%



Painters were trained to use strategies that minimise waste, including improved estimating, and better storage of tools

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Above: Painters were trained to use paint waste-water treatment units, which reduce water consumption and eliminate pollution



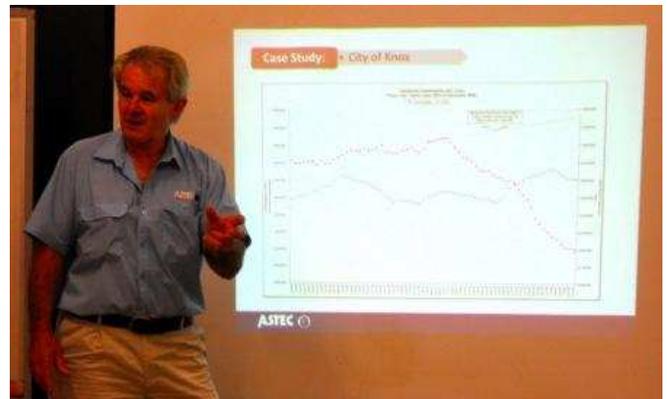
Above: Esperance Course, Oct 1st



Above: Painting contractors in Geraldton, representing businesses employing over 45 painters, Oct 5th 2010



Above: Perth, Sep 21st, 2010



Above: Guest speaker Barry Batiscombe from Astec Paints WA explains solar-reflective coatings technology to paint retailers and contractors in Port Hedland. Solar-reflective coatings can cut electricity consumption by 25%



Above: Painters at the course were educated to create sustainability action plans



Above: Painting businesses were encouraged to support recycling programs and services, like Paint recyclers, a Western Australian business that accepts unwanted paint, and repackages it for resale.

www.paintrecyclers.com.au



Above: Painters and retailers at Feb 9th, 2011 course held at Master Builders Association, West Perth

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Project Goals

The objective of this program was to promote sustainable paints and coatings, to educate painters in sustainable trade practices, and to establish a network of painting contractors who were committed to environmental best practice. Western Australian consumers are now able to obtain accurate, up-to-date advice and service from professional tradesmen using products which:

- improve Indoor Air Quality. CSIRO studies have shown that poor Indoor Air Quality is costing the Australian Community \$12 billion a year. Occupants of new Western Australian homes may be exposed to up to 20 times the maximum allowable limits of indoor air toxics for up to ten weeks after completion.
- reduce VOC emissions and smog producing compounds. The Australian paint industry emits approximately 80,000 tonnes of VOCs a year. The cumulative VOC emissions from architectural painting operations exceed the combined emissions from a variety of industrial operations, and is accounts for 16% of all emissions (Dept Of Environment, Climate Change and Water NSW) VOCs from solvent and paint emissions contribute to harmful ozone formation and peroxyacetyl nitrate. VOCs also react in the atmosphere to create greenhouse gases. Ozone irritates eyes, nose, throat and lungs, reduces breathing capacity even in healthy adults and children, increases susceptibility to infection, hospital visits and admissions, causes damage estimated to cost over millions of dollars per year to crops and buildings (source:Master Painters Association) The production of solvent-based paint has a 30:1 waste ratio, with major problems with storage and treatment of waste.
- use renewable resources. Conventional paints are manufactured from petroleum, a non-renewable resource. Western Australia uses a higher proportional amount of solvent-based paint compared to other states. We have worked with industry to cut the use of solvent-based products. These products are still being used in most areas in W.A. due to out-dated trade practices. New low-VOC paint products have been made available in many areas for the first time as a direct consequence of GreenPainters training. These products have a much lower impact on the environment during manufacture and use.
- reduce a building's greenhouse gas emissions. New paint technologies using heat reflective nano-ceramics and pigments have been developed and have been introduced to WA as part of the GreenPainters program. These products are now being investigated for use by the City of Port Hedland and the City of Broome, in addition to many mining companies

The GreenPainters® service is carried out using methods that:

- reduce resource wastage, including water by up to 90%
- eliminate contamination of ground-water or stormwater drains. One litre of acrylic paint can contaminate 40 million liters of water (The Greenhouse Trust, 2006)
- Disposes of, or recycles waste using EPA recommendations. WA is behind all other states when comparisons are made of recycling rates of construction and demolition materials. (Hyder Consulting, 2006) Painters trained under the program now recycle or reuse 95% of packaging.

The GreenPainters organisation provided co-ordinated accreditation of tradesmen, and a web-based resource to educate consumers. It has formed partnerships with manufacturers who are producing sustainable products or innovative technologies.

There has been resistance to the uptake of new sustainable technologies by most painting contractors because of perceived higher cost, and lack of education.. In addition, many contractors are worried that

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consumers will not accept the new products, and they are not familiar with their use. GreenPainters helped painters see the importance of making the changes, and helps them stay viable businesses by marketing their new knowledge and skills to consumers who want it.

The GreenPainters program has now expanded to help DIY consumers choose sustainable products and provides information to help them clean-up responsibly. It also conducts seminars to educate architects and builders.

The GreenPainters web-site was upgraded and expanded to become interactive, with a log-in forum, and easy to navigate web-pages. The GreenPainters web-site is used to find sustainable paints or painting services by over 5000 consumers, architects and builders a month. (source: Google Analytics)

During the course, participants created a Continuous Improvement Plan or Sustainability Action Plan, which detailed how they could cut resource consumption in all aspects of their business, from supply chain to waste disposal. They then used this as a basis to measure their current consumption and implemented strategies to cut waste. This information was then reported back to GreenPainters, where we collated the results.

To summarise our findings, we are able to report that Accredited GreenPainters were able to achieve

- an average 38% drop in water consumption
- a 98% increase in recycling and reusing of packaging
- a 55% decrease in excess paint going to landfill

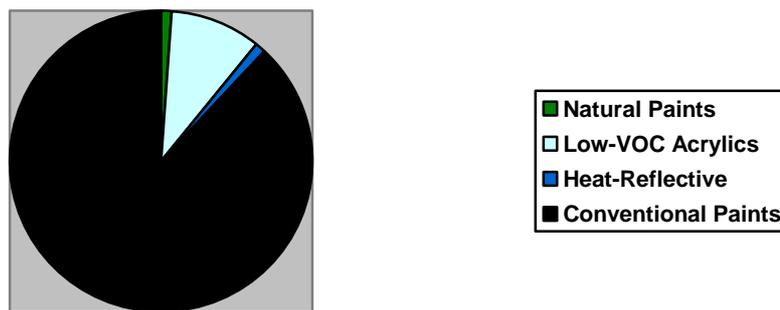


Figure 1 Conventional Painter Product Use

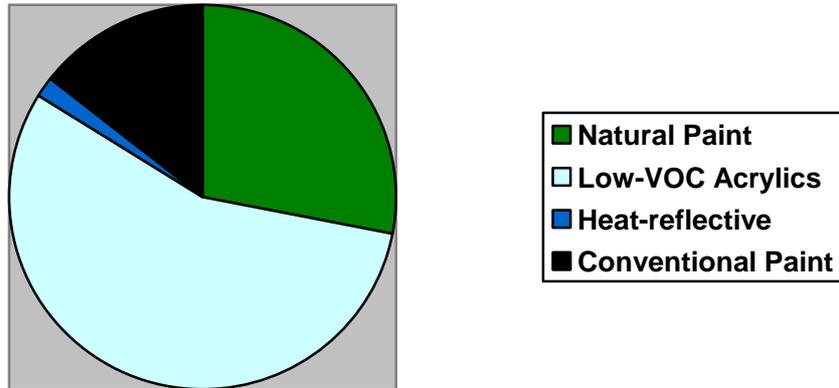


Figure 2 GreenPainter Contractor Product Use

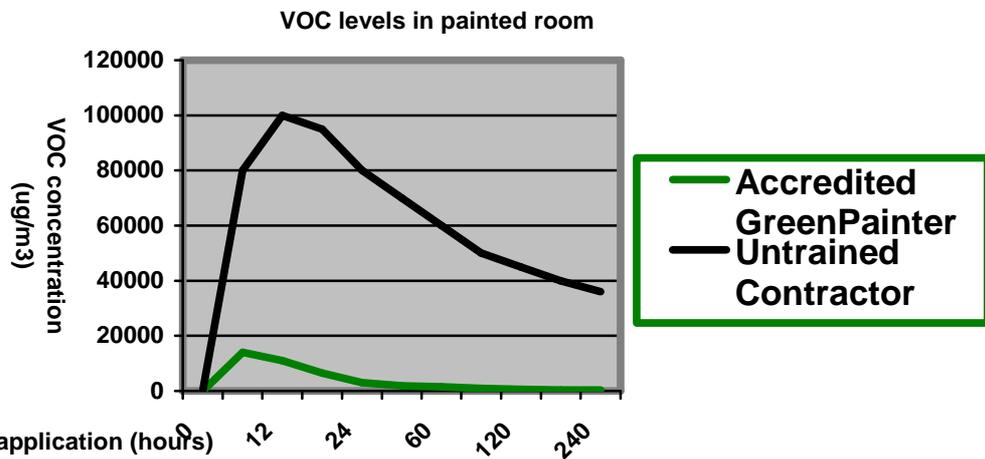


Figure 3 Based on chart published by Wattyl Group

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Resource Consumption

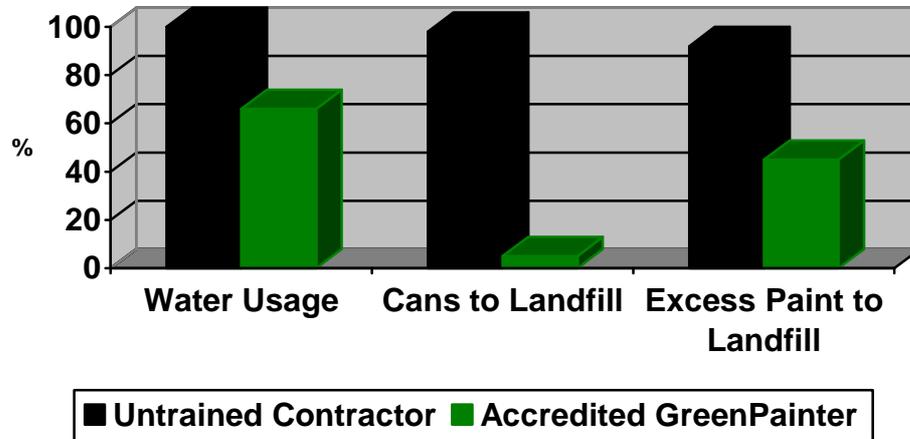


Figure 4 Figures are based on Sustainability Action Plans

Case Study: Painting Contractors

StyleMaster Painters (Daniel Mauri) Perth Metro



"Becoming a GreenPainter has changed my life. I no longer have head-aches, and my health has improved. I also have an arrangement with my supplier to reuse all my buckets and tins. I return them and they refill them. I get paid \$5 per bucket, so it's worth the effort. My business has grown and more builders use me because they want to work with a painter who looks after their clients and the environment" – Daniel Mauri, Stylemaster Painters, Perth

"The course included ideas on washing brushes and mixing paint [waste] with cement to make blocks rather letting the chemicals soak into the ground. All those poisons are going into the waterways" – Bernie, Leaf Painting, Busselton

"We are putting new procedures into place to manage the recycling of out steel paint cans, and to donate unused left over paint from jobs so they don't just end up in our work shed. We want to recycle all our packaging, but there isn't a scheme here in Geraldton" – Michael, Hopkinson Painting, Geraldton

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Case Study 2: Retailer

Paint Recyclers

Paint Recyclers are a Perth-based business that accepts unwanted paint from contractors and the public, and after refining it, sells it as a repackaged recycled product.

Since the commencement of the Sustainable Painting Program, Manager Daniel Radaich has reported that donated product has increased by 200%, so that he now recycles over 300L of paint a week. He has now trained an additional staff member to cope with the increased work load.

Excess waste product has been donated regularly by businesses such as Taubmans.



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Case Study 3: Consumers and GreenPainters

Creative Décor and Catholic Education Property Maintenance



The Catholic Education Property Maintenance Board make decisions about products and services they purchase for the maintenance of their buildings. They actively look for ways of greening their supply chain, and have sought advice from Creative Décor about sustainable paint products.

Creative Décor are a large Perth-based painting company who has made major changes to its business since receiving training under the GreenPainters program. They have trained most of their staff to use sustainable work practices, and have introduced fundamental change to their business ethos and marketing to reflect their commitment to sustainability.

Creative Décor have even rebranded their businesses as 'Green Choice Painting'. They encourage their staff to car-pool, recycle all solvents, and now use Low-VOC paint almost exclusively.

Consumers and builders who use the services of a GreenPainter contribute to sustainability because their project will:

- Use Products that are certified by Good Environmental Choice Australia. These products have had their manufacturing process independently evaluated to make sure they do not use materials or methods which have a high environmental impact.
- Have Improved Indoor Air Quality, and a reduction of emitted VOCs of up to 92%.
- Have a work-site that will comply to EPA requirements
- Use products that meet Section 'J' of the Building Code of Australia, reducing cooling costs by up to 40% and increasing energy efficiency

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Case Study 4: Manufacturer

Rockcote WA



Rockcote is a manufacturer of low-VOC paints, with a manufacturing plant in Perth. It's products are exclusively water-based, and so have a much lower impact on the environment during manufacture and use. Since the GreenPainters training was conducted, sales have increased, and low-VOC products are now stocked in new areas such as Busselton

It is working with major builders such as Dale Alcock Homes, to find ways of introducing products to the W.A. housing market that will cut waste.

Recommendations and Summary:

The W.A. construction industry still has a long way to travel down the road to sustainability. There is a resistance to adopting new methods and technology that have been proven in other states and countries.

Consumers must continue to be educated to use and accept low-VOC products and finishes. These products have gained wide acceptance in the eastern states, Europe, Canada, and many states in the U.S.; and have allowed manufacturers to cut manufacturing waste significantly. In addition, the Australian Standard for the Painting of Buildings must be updated to reflect the new technologies

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available. The Painters Registration Board is required to enforce the Australian Standard, and expressed concern that current guidelines do not reflect changes to industry best practice.

Although all contractors and retailers that attended the training expressed a desire to recycle waste materials, they felt frustrated that there were a lack of facilities or programs to help them do it, particularly in regional towns and cities. There are no recycling stations in Port Hedland, Broome or Esperance, and many painters felt dismayed that even when they made efforts to recycle their waste, 'it all ends up in the same hole anyway!'

The City of Port Hedland intends to introduce a recycling facility soon, but there is no time frame available. The Master Builders Association reports a lack of interest in green building strategies in Western Australia by builders, because there does not seem to be sufficient incentive to introduce waste recycling on their projects.

All parties expressed a desire for all levels of government to show leadership and create recycling programs and facilities. One idea put forward was for paint retailers in regional areas to apply for funding from SWIS to create waste recycling depots where paint waste and packaging waste could be collected from local contractors and arrangements made for transportation of waste to recycling facilities in Perth. This is far more cost effective than relying on individual contractors to pay for waste recycling.

In the meantime, some retailers have taken the initiative to create informal recycling programs for local contractors, but this is an expense that they may not be able to continue to provide long-term. During the course, contractors were encouraged to think of alternate methods to reuse waste, and to support existing opportunities such as local metal recycling businesses.

The Australian Paint Manufacturers Federation, which represents major manufacturers, have applied for a 2 cent/Litre national levy on retail and trade paint. This will be used to fund a pilot program commencing in Victoria to collect and recycle paint waste. If this scheme is successful it will be rolled out nationally and will be fully supported by GreenPainters and the businesses we have trained. The public will also benefit from a future national paint product stewardship scheme, once the pilot program has been successfully completed. We urge the WA Waste Authority to fully support this initiative.

GreenPainters will continue to offer the course to painting contractors in Western Australia. Application for funding will be made with the Building and Construction Industry Training Board. Participants will have to pay a contribution towards the cost of training, as businesses that pay for training are more likely to value it. Businesses that have completed the course under the SWIS program will be required to conduct an environmental self-audit annually to maintain their accreditation and listing on the web-site. This will provide them an incentive to work to continuous improvement.

The WARRA staff were helpful during almost all aspects of the program. We were a little disappointed that no staff members were available to attend any of the events or were available for any media coverage.

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Media Coverage:

Coverage of the Sustainable Painting Program was found in:

RTR Fm Understorey Program, Perth, Oct 13th 2010

Construction Matters Magazine, Spring edition 2010, 'Using Paint to Improve Building Energy Efficiency'

Geraldton Guardian, Oct 8th, 2010, 'Painters are Going Green'

Busselton Dunsborough Times, October 8th, 2010, 'Painters Find it Easy Being Green'

Esperance Express Oct 15th, 2010, 'Painters Turn Green'

Broome Advertiser 'Green Is Painters Choice' Feb 2011

Pilbara Examiner Feb 11th 2011



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Painters turn green

ESPERANCE painting contractors became a little greener recently when they received training under the GreenPainters program, a national sustainability initiative.

The training is aimed at preparing painters for the needs of the green building industry, eco-conscious consumers, and to improve environmental management in the industry in general.

"Painting has been one of the most toxic and polluting sectors of the construction industry," GreenPainters managing director, Daniel Wurm said.

"Not only has painting led to contamination of water after cleaning up, and off-gassing into the atmosphere of poisonous and unhealthy chemicals, but has also contributed to health issues affecting both tradesmen and consumers."

Local painters who attended the workshop were Doug Brown, Chris Miller, Phil Turner, Dave Tierney, Terry Maloney and Daniel Coles.

Mr Brown said it had been a very rewarding experience.

"Having been a traditional painter, and using the old high volatile organic compounds (VOCs), I learnt a lot about how much gas these old paints give off," Mr Brown said.

"Enamel paints give off around 300 on the scale, while these new green paints might only register nil, or ten or maybe 16.



TERRY Maloney of Feature Paints discusses the virtues of the new 'green' paints with fellow workshop participant, Daniel Coles.

"It's scary to think that a lot of people, when they expecting a baby, paint the nursery and also put down new carpet and don't realise what a toxic environment they are creating," said Mr Brown.

GreenPainters is a non-profit program, established to provide advice, knowledge

and skills to help the painting industry go green.

Their web-site www.greenpainters.org.au provides independent consumer information, DIY tips, and information to help builders and renovators achieve the look they want while being environmentally sensitive and health-conscious.

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