

Modern Cloth Nappy Subsidy (behaviour change program)

The City of Vincent have teamed up with Switch Your Thinking and The Nappy Guru (Kam) to provide City of Vincent Residents with a subsidised Cloth Nappy Library Program. The Nappy Guru is the only local provider of a nappy library, which provides a great level of service while building a local business.

Aim

- **Introduce residents to Modern Cloth Nappies and reduce waste overall**
- **Reduce nappy waste in landfill**
- **Reduce contamination in bins**
- **Provide a low investment option to people who are modern cloth nappy hesitant**
- **Provide support to residents to overcome their barriers to using Modern cloth nappies**
- **Encourage a re-use mentality**

How a Modern Cloth Nappy Library works

1. Attend a free Cloth Nappy Workshop hosted by the City of Vincent, Switch Your Thinking and The Nappy Guru. This is your chance to learn about and ask Kam your questions relating to the use of Cloth Nappies in person!
2. You will be directed to contact Kam, who will request proof of address to confirm your eligibility and a \$100 refundable bond and a short survey. Kam will suggest one of the two package options below:
 - a. The newborn nappy library. See attached.
 - b. The bigger kids pack (Kam calls this the Brand Trial pack). See attached.
3. Receive the nappy kit in the post with professionally cleaned nappies. Try these nappies for 4 weeks and complete a second short survey.
4. Return the nappy kit (clean) back to the Nappy Guru. The Nappy Guru professionally cleans the nappies and lends them to then next family.
5. Debrief with Kam, where you'll be encouraged to buy your own Modern Cloth Nappies, to use full-time or part-time. Buying second hand is also encouraged to reduce environmental footprint and reduce costs. There is a thriving second hand nappy market on gumtree and Facebook marketplace and that this is both clean and socially acceptable. Residents are also encouraged not to engage in collecting nappies (i.e. limited edition prints etc) as this is unnecessary, costly and has a negative environmental impact.

Health Risks

A cloth nappy library rents a pack of Modern Cloth Nappies to try for a limited period of time (usually four weeks). Between hires, the nappies are professionally cleaned before being passed on to the next family. The Environmental Health Officers in the City of Armadale, City of Gosnells and Shire of Serpentine Jarrahdale have approved the cleaning method as appropriate and deemed that a nappy library does not pose a risk to the public.

Investment

Rental of a modern cloth nappy library is \$140 plus postage, for 4 weeks. This includes enough nappies to trial around the clock for 3 days and the other equipment needed to use modern cloth nappies.

The City of Vincent offers a \$70 subsidy rebate for the Cloth Nappy Library, bringing the out of pocket amount to \$70 plus postage, per hire.

An additional \$100 refundable bond is required.

Vetting residents

The City of Vincent and Switch your thinking requires the resident to prove they live in the local government area to access the subsidy. A picture of a bill, rates, licence or other reasonable method which does not breach their privacy is provided to the Nappy Guru at the time of registration. The Nappy Guru has agreed to guarantee siting the evidence and provide their name and address to the City of Vincent.

The Nappy Guru's details

The Nappy Guru (Kam Andrews) | kam@thenappyguru.com.au | 0427 917 655