Less waste at the source. More from every waste dollar.

Progress you can prove.

Second Nature is waste behaviour intelligence for Queensland councils, a Luminair Systems product. We help councils evolve the programs they already run, so each waste dollar keeps more out of landfill. We work across people, programs and policy: what drives behaviour, what council runs to change it, and the services, conditions, contracts and local laws that hold change in place.

1 · DEMAND

Waste is outgrowing capacity

Queensland's waste grew 4.5% in 2024–25 against 2.3% population growth, and tonnes above the levy baseline carry the full State levy.

2 · SPEND

Spend is rising faster than results

Programs grow, but it is hard to see which ones move tonnes. Each extra tonne diverted can cost more than the last.

3 · PROGRESS

Progress is hard to prove

Waste Reduction and Recycling Plans need targets, actions and measured progress, while growth masks good work.

HOW IT WORKS · THE HOLDFAST METHOD™

Diagnose. Prioritise. Make it second nature.

01 · DIAGNOSE

Build your Lever Map

On-the-ground observation, conversations and your weighbridge, contractor and program data, with a per-person baseline separating everyday load from visitor and event peaks.

02 · PRIORITISE

Set your Priority Levers

A short, costed list of the changes that will shift the most tonnes, usually adjustments to programs you already run, linked to your plan targets.

03 · MAKE IT SECOND NATURE

Track the shift

Your Ideas to Impact Map shows what each initiative returns every quarter: what to scale, refine or stop. Leaderboards keep change moving.

WHERE WE WORK

Places, people and events.

PLACES

Parks, foreshores, sporting grounds, facilities, precincts and destinations, where council controls the setting.

PEOPLE

Residents, visitors, businesses and schools, where council must influence what people do.

EVENTS

Festivals, markets, sporting and community events, where waste peaks fast.

ENGAGEMENT

Discovery Session

$4,300

Your challenges, opportunities, priorities and resources. Credited in full against your pilot.

Tipping Point pilot

From $26,200

One site, precinct or event over 4 to 8 weeks: baseline, Lever Map and trialled Priority Levers.

Full diagnostic

From $38,000

Your full Lever Map across programs and sites, with Priority Levers costed per tonne.

Tool licences

From $2,000 a year

Ideas to Impact Map, leaderboards, field observation kit and more. Priced per tool.

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CASE STUDIES

Where the method has been applied.

EVENTS

State-wide Event Waste Pilot · State government and local government pilot

Examined events across metropolitan, regional and remote Queensland to understand the relationship between local infrastructure and event waste; reviewed the event waste mix and options; observed and interviewed attendees, with data spanning audiences of more than 200,000 attendees and 2,700 survey responses; designed organiser resources; and worked with a council on what could change at local government level. Result: Queensland's first event landfill versus diversion baseline and 14 recommendations.

PLACES

Queensland's major venues authority · State venues across metropolitan and regional Queensland

A portfolio of more than 100 sustainability initiatives within one department, competing for limited resources. We put common measures in place across venues and contractors and separated base operating load from event load, so the authority can monitor interventions, choose those best suited to each venue, report to its board on sustainability KPIs and join efforts with operators toward one goal.

PLACES AND PEOPLE

International visitor precinct · Discussion paper for an international destination authority, 2025

A high-visitation precinct with visitors and residents from many cultures, and persistent littering and graffiti. We applied the three-layer method to resident and visitor behaviour and set a roadmap from clean-up to prevention, matched to each audience.

TEAM

People who know how councils work.

Stefanie Wilson

CEO · Waste Economics & Behaviour Strategy

Almost 25 years in and around councils. Led Queensland's first event sustainability pilot and directed water, waste and energy reporting across major venues. Former Chair of Go Circular; observer at the 2026 ISO/TC 354 events sustainability committee; invited speaker to Queensland Parliament and UN COP29.

Stephanie Lebeau

Sustainability and operations

Former Corporate Sustainability Manager, SUEZ Australia and New Zealand; National Sustainability Officer, Metcash; Corporate Environment Manager, CHANEL.
Sustainability Lead, ICF Canoe Slalom World Championships Sydney 2025.

Keiran Travers

Waste and resource recovery

More than two decades delivering waste, resource recovery and circular economy projects for councils and operators, including procurement, funding, approvals and advice on the Queensland waste levy. Former Project Development Manager, Veolia.

PROCUREMENT

Local Buy pre-qualified supplier for Queensland local government.
Queensland Government approved supplier; Victorian Government State Purchase Contract (standing offer) supplier; Brisbane 2032 registered supplier with completed works; invited guest speaker, Queensland Parliament.
Luminair is a certified B Corporation.
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Start with a Discovery Session, credited in full against your pilot.

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