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# Waste Innovation

**Bingo Industries is transforming the waste and recycling sector; cleaning up the industry's image and implementing changes to improve services for the people of Sydney.**

IMAGES SCOTT EHLER

Over the past decade, Bingo Industries has evolved from being a small, family-owned-and-operated waste management business into a highly professional operation. The company has more than doubled in size over the last two years and today employs approximately 320 employees and owns over 120 vehicles. CEO Daniel Tartak has been with Bingo since day one and has worked in all departments, starting in operations and sales before moving into accounts and management. He says the organisation aims to transform the industry for the better, providing a more effective service for customers all over the city.

"We entered a highly saturated market with many small players, a handful of larger players, and some multinationals," he explains. "One thing was clear, we had to quickly find a way to differentiate ourselves. We identified many ways to do this but decided that the key to everything was to raise the bar entirely in respect to service.

"We started with skip bins, and decided to build a business that could always get a bin to a location quicker than anyone else. We wanted to clean up the way the industry treated customers. We wanted to ensure our bins were in good condition at all times, that our trucks didn't break down and were in great mechanical order to ensure no issues for our clients. We wanted our team highly trained and focused on putting the customer first. We wanted to surprise our clients with timeliness, professionalism, and cleanliness. We set ourselves the goal of 'cleaning up' and we knew if we did these things we would build a company that would lead the industry."

In the early days, Daniel says it was all about embedding these changes into the Bingo culture. >>



Daniel Tartak  
Bingo Industries  
Chief Executive Officer  
Headquarters in NSW, AU  
320 employees

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"CJD Equipment is honoured to work alongside Bingo Industries. The Volvo excavators and wheel loaders are proven to stand up to the rigours of the waste handling and recycling sectors. CJD Equipment also offers a 24/7 nationwide back-up and support network." - Stewart Watt, Sales Manager-NSW, CJD Equipment

"And now, we are performing the same transformation in the commercial waste sector. In less than three years, Bingo has a growing fleet of some 30 front-lift and rear-lift commercial waste vehicles and has large waste compactors in major sites right across Sydney.

"Building sustainable partnerships, providing 'on demand' yet flexible systems, and incorporating all this into contracts to meet customer needs has been the key to our success," he says.

Now the company is very focused on incorporating a whole new level of sophisticated traffic management technology. According to Daniel, these steps have resulted in extraordinary growth and high levels of efficiency.

"Transformation means never fearing to change," he continues. "The world is changing and we need to get in front of those changes. Transformation has been critical because clients are very aware of the changes in environmental issues and the importance of sustainability. We know clients are interested in the entire chain of custody of waste.

"We decided to be the best at separating waste to ensure the highest possible levels of recycling. We have been honing our separation skills and innovating in this space. In 2015, we opened the most sophisticated recycling plant in the Southern Hemisphere, taking our

"Midcoast Trucks has respected and enjoyed a professional association with Bingo Industries since 2006. Throughout growth and changing business environments, MCT has remained a close partner in acquisitions and disposals. Bingo's professionalism, procedures, and forward thinking make it an ideal business partner." - Tony Smith, Managing Director, Midcoast Trucks



**"Transformation means never fearing to change."**

- Daniel Tartak

service, separation, and recycling to levels we believe have never been seen in Australia. We are constantly thinking outside of the box and striving to differentiate ourselves."

Daniel credits the success of the business largely to having a great team. He says the turnover rate of employees is low and that they truly enjoy being a part of the Bingo workplace. "I think that is so crucial," he notes. "I am only as good as my team. We have a relatively young management team who are in touch with their people. They understand the way different people behave both at work and outside of work and are quick to adapt management policies to ensure we provide an environment for our people to strive—this is true leadership. Open, transparent communication is key."

This approach also extends to Bingo's supply chain. Daniel explains the organisation is loyal and committed to helping the companies which have supported it along its journey. An example is the relationship it has with Midcoast Trucks, which has been nurtured over a period of about nine years. All of the trucks Bingo buys come from the family-owned organisation and a strong friendship has been formed over that period of time. "It is not all about

price for us; it is about us looking after them and them looking after us," he adds.

Furthermore, Bingo has been a partner with Planet Ark since 2010. The two work together to help roll out educational initiatives to schools and to host events such as National Recycling Week. "We are the only waste company that has a partnership with them throughout the whole country, so it has been something that has been very good for both parties," Daniel notes. In addition, Bingo supports Cancer Council NSW and the McGrath Foundation.

"When you strive to be the best, you create a buzz; we call it 'The Bingo Buzz'. I have it, my team has it. It's that authenticity which comes from your people and it's real. It becomes very contagious. Others outside your organisation recognise it and want to be a part of it. You naturally attract good people who want to work with you and this brings out the best in your suppliers, partnerships, and alliances."

Bingo works in a highly saturated and regulated market and Daniel says that in the future it will continue to be innovative to drive improved service and further cement its spot as "the best waste company" in Australia. Daniel believes his role is to lead the team by providing the vision and ensuring access to resources to be able to execute plans at a very fast pace.

"One of the biggest values I believe in is that tomorrow is a new world and the time to act is now. We can't worry about when will be the right time; we must act quickly and be prepared to lead through innovation to stay ahead. Our goal is simple: it is to be the best at what we do. To be successful, you simply can't make it to number one by thinking small. We can't fear big ideas. We have come into this market wanting to change the way people look at the waste industry and I think we have really added a fresh approach." ■

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