

Waste Diversion & Education Strategy 2020-2025

Kerbside Waste, Council Building Waste & Public Place Litter Bins



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1.0 Introduction

Everybody in the City of Melton Council area produces waste; residents, business owners, workers, students and visitors. All of these people purchase, use, consume and dispose of materials on a daily basis.

City of Melton Council is charged with providing the most economically and environmentally responsible means to manage waste through the provision of collection, processing, diversion and disposal services, however it is the behavioural choices made by purchasers, consumers, users and disposers that have the greatest impact on the success of these services. In other words, the responsibility for waste management and resource recovery is shared.

City of Melton Council has committed to sustainable waste management within the region and the state through development and management of best practice infrastructure, collection services, and policy. Council acknowledges the need to assist all stakeholders to become more aware of, and engaged with, the issues associated with waste minimisation, resource recovery and correct disposal through a comprehensive and strategic community engagement and education program.

Education and community engagement that combines proven educational techniques with innovative, inclusive and inspiring initiatives will be the visible cornerstone to this leadership.

This Waste Diversion & Education Strategy (**WDES 20-25**) provides an overarching framework that will guide annual education plans over the next five years, combining techniques from the fields of education, behaviour change, social marketing, advertising and training. **WDES 20-25** is focussed on the following waste streams only:

- Council Kerbside Collection Services
- Council Building Waste
- Public Place Litter Bin Services

It is acknowledged that Council also manages waste streams at the Melton Recycling Facility and via the Hard Waste Service – however, these streams are considered to be ‘out of scope’ for the purposes of this strategy.

Educational programs developed within the strategy aim to identify, inform, involve, and assist stakeholders to recognise and overcome the barriers that prevent people from adopting sustainable waste and resource management behaviours. Each program initiative will be evaluated against key performance indicators to ensure they are meeting the needs of the community and Council’s overall waste minimisation goals over time.

1.1. City of Melton Council Local Government Area (LGA)

The City of Melton LGA (527.3 km²) has a population of just over 164,000 (.id forecast January 2019). The population grew 5.4% from 2017 to 2018, making Melton the 3rd fastest growing municipality in Victoria. The Rockbank – Mount Cottrell area was the fastest growing locality in Australia. The population comprises around 55,000 households.



The population includes a significant proportion of non-English speakers (including migrants from India, Philippines, Vietnam, Malta, North Macedonia, Sri Lanka, China, Italy, Egypt and Pakistan)¹.

The City of Melton is located to the North West of Melbourne and comprises of the city of Melton itself and other largely suburban population centres including Caroline Springs, Taylors Hill, Hillside and the smaller towns of Diggers Rest, Eynesbury and Aintree. Melton shares borders with Brimbank, Wyndham and Hume Councils, and the Shires of Moorabool and Macedon Ranges.

1.2. Strategic Links and Key Considerations

1.2.1. Council Plans and Frameworks

The strategic approach outlined in **WDES 20-25** considers and is aligned with the following documents.

City of Melton Council and Well Being Plan 2017-2021

The City of Melton **Council and Well Being Plan (CWBP) 2017-2021 (revised 2019)** provides an update which “...highlights the ongoing transformation of Council’s goals and aspirations into tangible outcomes and benefits for our community”.

Specifically, consideration is given to **Theme Two – A thriving and resilient natural environment**; where the following objectives, performance indicators and strategies are relevant (Table One):

Table One: Extract from Theme CWBP

Objectives	Relevant Performance Indicators	Relevant Strategies
2.1 A resource efficient City	• Kerbside collection waste diverted from landfill	2.1.3 Consider the waste hierarchy to promote a whole of life cycle approach to purchasing decisions 2.1.4 Facilitate municipal waste management strategies to reduce waste to landfill
2.3 A city with healthy waterways, biodiversity and ecosystems	• Council responsibilities towards the environment	2.3.4 Reduce the inflow of contaminants and litter in water bodies
2.5 An environmentally aware community that appreciates the City’s unique environmental assets	• Participants (including volunteers) that attend environment and sustainability events coordinated or supported by Council • Community sustainability events coordinated or supported by Council	2.5.1 Educate and engage the community in local environmental and sustainability issues

¹ Nationalities listed in order of magnitude (largest to smallest by population size) of non-English speaking community members – based on information from <https://profile.id.com.au/melton/non-english-speaking-by-birthplace> (accessed 4th March 2020)

City of Melton Environment Plan 2017-2027

Council's Environment Plan is designed to demonstrate how Council will work to improve environmental outcomes in the municipality over the decade (2017-2027).

The plan provides a set of guiding principles to inform planning and decision making.

In particular, **Theme 3 – Resource Use**, considers consumption activities and waste and at 3.2 states:

Council considers waste as a resource and adheres to the waste hierarchy. The following objectives are noted:

- **3.2.1** Implement strategic approaches to waste management across the organisation
- **3.2.2** Reduce waste going to landfill from Council owned, managed and leased buildings

Community Engagement Guidelines 2015

Council's **Community Engagement Guidelines (2015)**, are a part of Council's Community Engagement Framework. Specifically, the approaches outlined in **WDES 20-25** consider Council's approach to community engagement as outlined in Table Two below (extracted from the Community Engagement Guidelines).

Table Two. Council approach to community engagement (from International Association for Public Participation (IAP2))

Inform	Provide the community with balanced and objective information, to assist them in understanding the issues, alternatives, opportunities and/or solutions.
Consult	Obtain community feedback on analysis, alternatives and/or decisions.
Involve	Work directly with the community throughout the process to ensure that community concerns and aspirations are consistently understood and considered.
Collaborate	Partner with the community in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.
Empower	Providing opportunities and resources for communities to contribute to solutions by valuing local talents and skills and acknowledging their capacity to be decision makers in their own lives.

1.2.2. Strategy Partners

The following key stakeholders are acknowledged as partners with critical involvement in **WDES 20-25**:

- J.J. Richards & Sons Pty Ltd (JJ's Waste & Recycling) – collection contractor
- VISY – recyclables processor
- Veolia – FOGO processor
- Relevant Council departments – including Waste; Communications; Facilities etc. (as required)

1.2.3. Key Points of Reference (*External*)

The following key points of reference are noted for consideration in the strategic approach outlined in **WDES 20-25**:

[2018 National Waste Policy: Less waste. More resources](#)

[Statewide Waste and Resource Recovery Infrastructure Plan \(SWRRIP 2018\)](#)

[Victorian Organics Resource Recovery Strategy](#)

[Victorian Waste and Resource Recovery Planning Framework - \(Division 2AB of the Environment Protection Act 1970\)](#)

[Victorian Waste Education Strategy](#)

[Victorian Market Development Strategy for Recovered Resources](#)

[Metropolitan Waste & Resource Recovery Plan 2016](#)

[Recycling Victoria A New Economy February 2020](#) (The Circular Economy 10 year action plan²)

² Critically this plan, just released, introduces the proposed Four-Bin waste and recycling system and Victorian container deposit scheme (CDS)

2.0 Current Waste Services and Scope

The following section details the current waste services provided by City of Melton Council. These services are considered to be within the scope of **WDES 20-25** and are listed below in *order of priority*.

2.1. Kerbside Collections

City of Melton Council currently provides residents with a comprehensive mobile garbage bin (MGB) collection service for three waste streams; Garbage, Recycling and Garden Waste. This service incorporates:

- An 80L or 120L MGB for garbage (increased fee for 120L) – collected weekly
- A 240L MGB for recycling – collected fortnightly
- An optional 120L or 240L MGB for garden waste – collected fortnightly

Table Three provides a summary of services and acceptable materials for each waste stream.

Table Three. Summary of Council waste collection services provided to residents

Waste Stream	Collection	Mobile Garbage Bin Capacity	Acceptable Materials
Garbage (red lid)	Weekly	80L or 120L	General waste including: polystyrene; dust; ceramics; non-recyclable plastic/films and composite plastics; rubber; nappies; tissues; food waste; animal waste; crockery; non-recyclable glass.
Recycling (yellow lid)	Fortnightly	240L	Recyclable materials including steel and aluminium cans, aerosols and foil; milk and juice cartons; plastic milk, juice, soft drink and detergent bottles; yoghurt cartons etc.; glass jars and bottles; newspapers; magazines; pizza boxes; advertising materials; cardboard.
Optional Garden Waste (green lid)	Fortnightly (alternate to recycling service)	120L or 240L	*Garden materials including: leaves and bark; garden prunings; small logs grass clippings; weeds; flowers.

**From July 1 2020, residents with an optional green lidded bin will be able to dispose of food waste in the green lidded bin as the service changes from a Garden Waste service to a Food Organics Garden Organics (FOGO) service. All food materials will be accepted in the FOGO service alongside garden waste. In line with the new Recycling Victoria Plan, all residents will receive a separate 4th bin for glass, this is expected to be implemented at the end of the current kerbside collection contract (expires 30 June 2026, policy requires service to be implemented by 2027).*

2.2. Council Offices and other Council Facilities

Waste generated by Council's own operations and the provision of Council run facilities is included within the scope of this document. These facilities afford Council opportunities to demonstrate leadership in this space. Facilities include Council's Civic Centre, Operations Centre, Libraries, Community Hubs and Childcare Facilities. A number of recreation centres and sporting grounds are also serviced by Council.

2.3. Public Place Litter Bins

City of Melton Council provides a city wide coverage of public litter bins, these are a mix of street based (shopping strip) bins and park/recreation bins. These bins are maintained by Council and serviced by Council's waste collection contractor. The service also incorporates public place recycling in certain locations however these have been limited due to contamination. Through the delivery of the WDES, Council plans to extend the provision of public place recycling where contamination can be managed. The impacts of litter will also be studied and addressed in a strategic manner.

3.0 Strategy Aims and Objectives Strategy Aims

The aims of **WDES 20-25** are to:

- Research existing waste related attitudes and behaviours and the (external/internal) influences on these behaviours. Use this knowledge to identify and prioritise desired user behaviours in regards to waste diversion opportunities
- Take this understanding of the Melton community and apply the principles of behaviour change to develop a strategic and targeted approach to education and engagement, to maximise waste diversion opportunities across the waste streams / services and minimise litter.
- Acknowledge and promote waste as a resource by addressing community barriers and misconceptions through improved awareness and understanding. Promote and encourage waste avoidance and resource recovery behaviours as a community goal and social norm
- Facilitate communication and engagement for the adoption of best practice usage of available waste services / services

3.1. Broad Strategy Objectives

The objectives of **WDES 20-25** are to ensure that all community engagement and communication initiatives:

- are researched, strategically planned and delivered
- provide flexibility to meet changing council and community needs over time
- are prioritised according to sustainability, policy and infrastructure needs
- incorporate Council's resource recovery goals
- provide defined key performance indicators linked to broader resource recovery indicators
- include robust evaluation and community feedback mechanisms
- encourage the development of partnerships across sectors and stakeholder groups
- are consistent in content and key messaging
- link appropriately to regional and state waste minimisation and education initiatives



4.0 Targets and Baseline Data

City of Melton Council has identified the following Targets for the **kerbside, council building and public place waste collection services** included in **WDES 20-25** (Table Four).

Table Four. Key Result Area Targets (Kerbside Collection Services)

Waste Stream	Target	Timing
General Waste	(a) Reduce overall waste to landfill volume from 57% to 25% (comprising 20% to FOGO diversion and 12% to recycling streams). (b) Monitor waste streams to ensure e-waste and other valuable resources are not included in the kerbside waste stream	(a) 1st July 2025 (b) Biennial audits
Recycling	(a) Reduce contamination by 50% (from ~18% to 9%) (b) Reduced contamination by a further 50% (from 9% to 4.5%) (c) Consider the introduction of recycling bins in public realm areas (i.e. where only garbage bins are provided) (d) Introduce a 4 th kerbside glass bin for residents by 1 July 2027 (in line with Recycling Victoria Policy)	(a) 1st July 2022 (b) 1st July 2025 (c) 1 st July 2025 (d) 1 st July 2027
Garden / FOGO	(a) Introduce FOGO to existing opt-in service (b) Introduce FOGO / organics recovery services in key Council buildings (staffed facilities) (c) Measure contamination in FOGO service (d) Sustain or reduce contamination levels year on year (3.37% at August 2019) (e) Explore opportunities for additional organics recovery in Council buildings	(a) 1 st July 2020 (b) 1 July 2020 (c) 30 th November 2020, then annually thereafter (d) Ongoing year on year (e) 1 July 2022
Litter	(a) Reduce the presence of litter in public areas with a view to improving the outcomes of the public litter bin service.	(a) Annually

In addition, **WDES 20-25** will provide the framework for setting specific actions, as well as baseline data and measurables against these actions.

Under the terms of the Waste Collection Contract, EnviroCom Australia will propose a list of actions to be delivered in the community each financial year, these actions shall align with the targets specified in the **WDES 20-25** and will be measured against the targets as outlined above. More information is provided in Section 5 below.

5.0 Education for Waste Minimisation and Resource Recovery

5.1. Principles of the Waste Diversion Education Strategy

It is proposed that the strategic approach to be adopted through the **WDES 20-25** aligns closely with behaviour change theories and mechanisms. While a number of behaviour change models exist, they generally agree that for effective behaviour change to occur, three critical factors are required:

1. **Problem focus:** Identification and prioritisation of the issue/ problem or area/s for focus
2. **Behaviour focus:** Understand drivers and barriers to behaviours, prioritise behaviours and develop strategic, influencing interventions.
3. **Impact focus:** Trial/test the interventions and undertake an evaluation and analysis of the strategic approaches in response to the outcomes.

While categorising behaviour change approaches into three mechanisms is highly simplified, it does clearly demonstrate how waste education can be strategically structured to generate a high quality behaviour change program.

To achieve this, EnviroCom, in collaboration with Council, will consider the overarching aims, focus areas and targets of the WDES 20-25 in the development of an Annual Waste Education Plan (WEP) for each financial year. To enable sufficient time for planning and evaluation, it is proposed that the annual plan reflect the targets and actions to be delivered over a 10 month period (1 July to 30 April) as this allows for the implementation of effective and robust evaluation and provides opportunity to implement change(s) in direction to accommodate community needs.

The purpose of the annual plan is to prioritise action areas and provide targeted structures against which specific and strategic community education and engagement initiatives are delivered and reviewed. Discrete educational program elements can span a number of annual plans if found to be effective and efficient within the evaluation structures.

The following features will be present within each annual education plan:

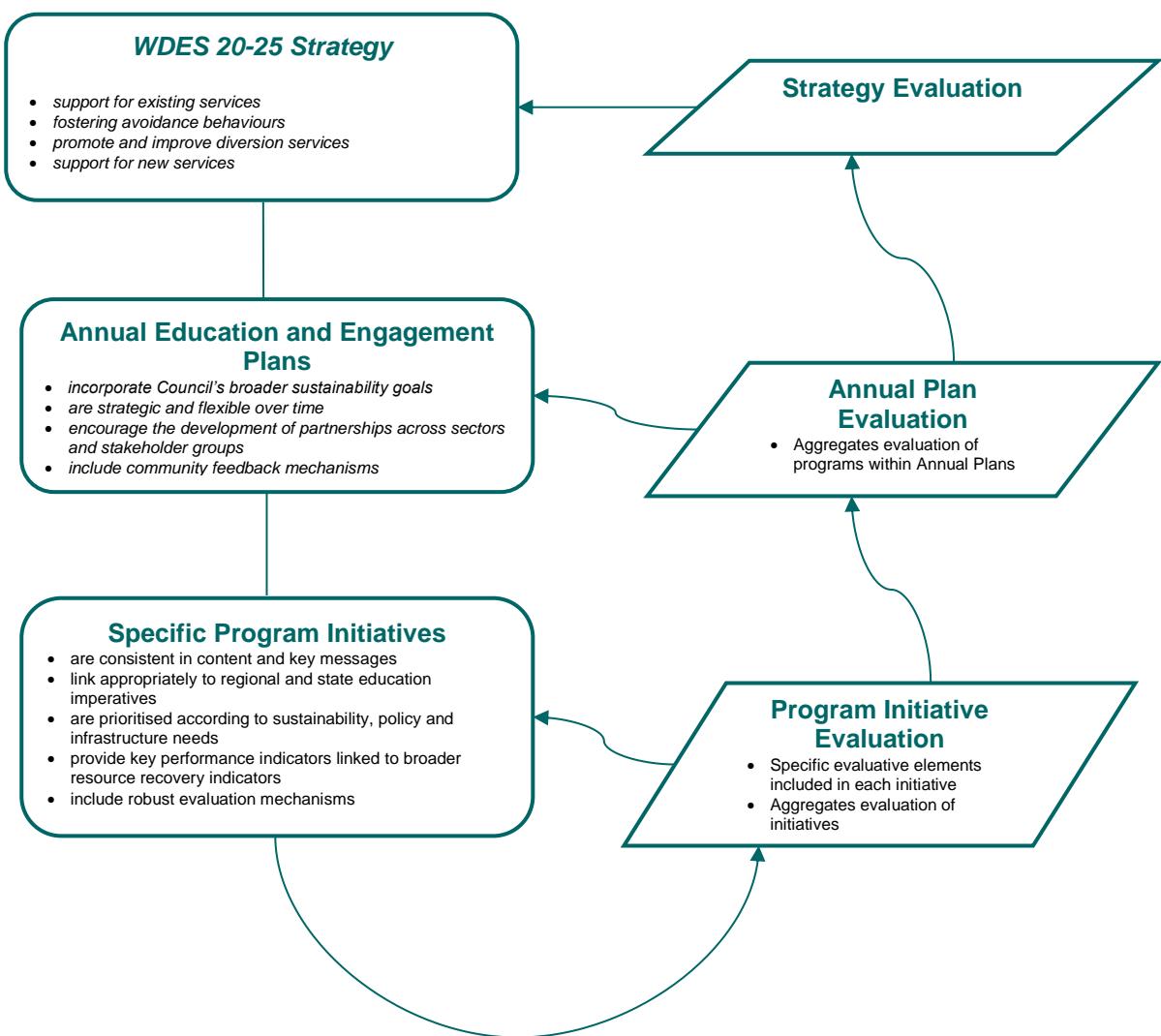
- incorporation of Council's aims and objectives
- a variety of sectors will be targeted
- development of partnerships across sectors and stakeholder groups
- community feedback mechanisms
- evaluation and review

Key features of each initiative within the annual plans should include:

- provision of key performance indicators linked to broader resource recovery indicators
- inclusion of robust evaluation mechanisms against delivery

The diagram (Figure One) on the following page outlines the strategic framework for development of the education delivery on an annual basis in alignment with **WDES 20-25**.

Figure One. Strategic Framework for Education and Engagement – Development, Delivery & Evaluation



5.2. Key Focus Areas and Target Community Sectors

In order to ensure that the specific key result area targets set out in Table Four above are continually addressed by the education initiatives to be developed and delivered through each financial year, the following strategy focus areas are identified:

Focus Area 1 – Improve householder use of recycling services to reduce contamination and increase resource recovery (Recycling Targets (a) & (b))

Focus Area 2 – Improve householder use of FOGO services to increase landfill diversion and maintain or improve contamination rates (General Waste Target (a); FOGO Targets (a), (c) & (d))

Focus Area 3 – Improve Council Office and other Council operated buildings use of waste services to reduce contamination and increase resource recovery (General Waste Target (a & (b); Recycling Targets (a) & (b); FOGO Target (b) & (d))

Focus Area 4 – Improve Public Place Litter Bin waste services (General Waste Target (a); Recycling Target (c), Litter Target (a))

Focus Area 5 – Improve householder knowledge of council services and sustainable practices to reduce waste to landfill and encourage the re-use or recovery of material (General Waste Target (a); Recycling Targets (a) & (b); FOGO Target (c))

The following table (Table Five) outlines the target recipients/audience for the delivery of the identified education initiatives.

Table Five. Target Audience – External and Internal

Community Members	Council Staff
Householders: - Single unit dwellings - Multi-unit dwellings - CALD community	Internal departmental management
Education facilities: - ELCs, - Primary and secondary students - Tafe/ colleges etc.	Facility / Operational / Outdoor staff
ELC educators, teaching staff & parents (via children)	Service / Administration staff
Property managers/leasing agents/owners corporation managers	Council facilities – halls; community health; libraries, child care (internal and external users)
Community organisations	Special events managers
Tourists and visitors	Waste collection contractors
Waste collection contractors	Council building lease managers
Sports and Recreation building users/tenants	Local Businesses

5.3. Delivery Methods

A variety of delivery methods can be used to bring about community change, develop skills and increase awareness. Individuals learn and engage with information in different ways. It is difficult to identify which demographic responds best to individual methods of delivery. Some individuals respond best to visual stimuli such as billboards and posters, others prefer more information rich mediums such as brochures and

handouts. Some people learn more from facilitator-led workshops or training sessions while others prefer to self-learn through information available online for example.

It is therefore essential to utilise a range of delivery methods to appeal to a larger proportion of the demographic.

Methods and mediums are generally classified into seven broad groups with Table Six listing some initiatives within each category:

1. **Written materials** (often focused on raising awareness, delivering general information to broad audiences or delivering specific information to limited audiences)
2. **Visual media** (generally developed to prompt additional engagement, discussion and community consideration of issues)
3. **E-media** (to deliver broad messages to a general audience in both a proactive and reactive form)
4. **Incentive programs** (developed in response to specific barriers)
5. **Face to face engagement** (critical for the delivery of specialised knowledge and skills as well as promoting motivational outcomes, reinforcing acceptable behaviours and addressing community questions/concerns on a personal level)
6. **Traditional media** – newspapers, radio, television (delivers broad messages to a general audience in both a proactive and reactive form; alert to upcoming program initiatives and provide feedback to community)
7. **Tools** (tangible objects that assist in overcoming barriers to actions and prompt specific behaviours)

Table Six- Methods and Mediums

Written materials	Visual media	Electronic media	Incentive programs	Face to face engagement	Traditional Media	Tools
Brochures	Display materials	Website	Community competitions	In home action programs	Radio advertising	Kitchen bins for organics recycling
Fact sheets	Posters	E-news	Linkage programs delivery tools	Workshops	Radio interviews	Subsidised infrastructure
Guidelines (how to kits)	Road banners	Social media	Awards and recognition	Community events	Regional television programs	
Curriculum documents	Bus shelter advertising		Barrier reduction initiatives	Presentations	Newspaper articles and advertising	
Training modules	Bus advertising			Facilitated forums		
Stickers / tags	Council/contractor vehicle (messages)			Skill based training		
	Signage at transfer facilities and diversion points			Intercepts		
	PowerPoint presentations			Bin inspection and monitoring programs		
	Cinema advertising			Facility tours		
				Special events – Public place displays Recycling monitoring and engagement		

Demonstration sessions
Community commitment activities

5.3.4. Feedback, Assessment and Evaluation

A critical element of the approach outlined in **WDES 20-25** will be that the content of **WDES 20-25** and each annual waste education plan; and each initiative will be subject to constant review, based on feedback received during delivery of the initiatives and programs subsequently designed and delivered. Through the management and reporting framework outlined in Council's Waste Collection Contract, EnviroCom will document the activities undertaken and track the performance of each action against the agreed targets. Each year EnviroCom will prepare an annual report for Council by 30th April, which will allow for evaluation of the performance of the plan and document the outcomes for Council to review prior to the commencement of the following contract period (July 1). This review shall assist parties in agreeing the plan for the following year and enable adjustments where performance against targets are not being achieved. In that respect the strategic approached is designed to be responsive and open to critical review and change on an ongoing basis (refer to Figure One above).

5.3.5. Annual Plan and Performance Tracker

The attached template (Schedule 1, Annual Plan Template and Performance Tracker) outlines the proposed delivery plan, initiatives and how they align with the Focus Areas listed in Section 5.2. Performance and targets will be reviewed at the end of each financial year to ensure program outcomes are set to achieve the best possible outcomes for waste diversion. An annual report will accompany the JJ Richards monthly report for June each year, representing the outcomes of the program for the full financial year.



Schedule 1 - Waste Diversion & Education Strategy

Annual Plan Template and Performance Tracker