



REGIONAL 'WASTE TO RESOURCES' EDUCATION STRATEGY

2010 - 2015



BACKGROUND

The Rivers Regional Council, comprising the Cities of Armadale, Gosnells, South Perth, Mandurah and the Shires of Serpentine Jarrahdale, Murray and Waroona, was originally formed in June 2001 when the Cities of South Perth, Armadale and Gosnells joined to collectively focus on waste management issues within the region. It is (one of) the largest Regional Councils in Western Australia taking in both metropolitan and non-metropolitan areas and encompasses approximately 4 442sq km. The total population is approximately 300 000 .

The need to address waste management has arisen from increasing consumption and resultant waste generation and the reduction in suitable land areas to dispose of this waste into landfill. The Regional Waste Education Strategy aims raise awareness of these and other issues and educate individuals and organisations within the Region.

The key broad objectives for the Strategy as detailed within the Strategic Waste Management Plan (SWMP) are:

- Increasing the community's awareness of the local, regional and global issues associated with the generation and subsequent management of waste;
- Increasing the knowledge and awareness of the community of sustainable waste management practices and what is happening in the Region, particularly through the SWMP and the RIP, in regards to achieving the vision of Towards Zero Waste*;
- Informing the community on how they can play their part in making the vision of Towards Zero Waste an achievable goal; and
- Target specific community groups, particularly young people, through programs to boost their awareness and involvement.

(* the Waste Authority's vision of 'Toward Zero Waste' was current at the time of preparation of the SWMP)

RRC is unique in that it territory that includes thriving metropolitan city Councils and smaller non-metropolitan Shires and farming communities. This diverse geographic and demographic backdrop presents special challenges for the waste educator.

In order to create a zero waste environment within RRC, significant behaviour change both at an individual and at an institutional level is required. Lasting behaviour change will not be achieved by simply 'raising awareness' nor solely through the provision of services and infrastructure. Avoiding waste in the first instance is ideal and though over the longer term effort will be directed toward achieving this through educating the community to re-think purchasing decisions and manufacturers to re-design the way

products are produced, whilst we continue to consume and produce waste, educating the community to see waste as a potential resource will be an important focus of the strategy.

This strategy recognises that changing people's behaviour is complex and requires a combination of interventions – education, enforcement, the provision of appropriate services and infrastructure, incentives, recognition, ongoing feedback and encouragement. Appropriate financial resources, trained and skilled personnel and a sound understanding of the psychology behind why an individual adopts a particular behaviour will be critical for the successful implementation of the strategy.

Whilst recognising the value of information material, the strategy endeavours to move 'beyond brochures' toward the implementation of behaviour change initiatives which identify and engage the most appropriate stakeholders, are properly resourced, carefully managed and evaluated.

AIM

- Consistent with the River's Regional Council vision, the overall aim of the Regional Waste Education Strategy is to create a zero waste environment within the member councils.

GOALS

- To inform and skill the community in waste avoidance and resource recovery issues so they are able to effectively contribute to achieving a more sustainable environment within the member councils.
- To consolidate and integrate member Council waste education and communication activities/initiatives into an integrated, cohesive regional campaign to achieve cost benefits and more effective education, communication and partnership outcomes for all participants and in so doing to create an enhanced sense of regional identity, purpose and pride.

OBJECTIVES

1. To raise the regional community's awareness of:
 - a. the benefits of recycling and the potential of waste as a resource
 - b. the impact of Household Hazardous Waste on the environment and how to safely dispose or treat HHW
 - c. the impact of litter and illegal dumping on the environment
 - d. the waste-related service and facilities provided by member councils
2. To foster sustainable behaviour change by implementing targeted behaviour change projects/programs in partnership with relevant organisations that focus on:
 - a. increasing recovery and recycling of materials
 - b. reducing the level of contamination in the recycling stream
 - c. improving opportunities for recycling at major community events
 - d. reducing waste generation

STRATEGIES

1. Research:
 - a. existing waste-related education programs currently operating within schools, businesses and member councils in the region
 - b. waste minimisation practices and waste education/training requirements of schools, businesses and member councils in the Region
 - c. existing waste-related/recycling behaviour and attitudes of residents living in member Councils
2. Public Information, Media and Advertising
3. Community Education
4. Community Development and Involvement

TARGET AUDIENCES

The activities of the Regional Waste Education Strategy will focus on four main target audiences:

1. Residential (Municipal Solid Waste)
 - a. Home owners
 - b. Tenants
2. Business
 - a. Commercial and Industrial
 - b. Construction and Demolition
3. Community Events and Festivals
4. Member Councils

PRIMARY STAKEHOLDERS

Residents, schools, businesses, sporting/leisure associations, environmental organisations and staff within:

City of Armadale
City of Gosnells
City of Mandurah
City of South Perth
Shire of Murray
Shire of Serpentine Jarrahdale
Shire of Waroona

OTHER STAKEHOLDERS

Minister for the Environment

WALGA/MWAC/FORC

Department of Environment and Conservation

Waste Management Branch
Keep Australia Beautiful Council
Waste Wise Schools Program

Waste Authority of WA

Waste Management Association of Western Australia

Landfill Working Group
Compost WA
Waste Educators Working Group
Young Professionals
WA Carbon Committee
Construction & Demolition Working Group
Alternative Waste Treatments Working Group

Waste collectors/processors:

Cleanaway
SITA
Veolia
Visy
Amcor
All Earth

Not-for profit environmental organisation/programs:

Mobile Muster
Planet Ark (NRW, cartridge recycling)
Cansmart
Drum Muster
'Just Do Something' (Bottled Water Campaign)
Landcare (World Environment Day)
Conservation Council of WA
South East Regional Energy Group (switch your thinking!)
SERCUL

TARGETED WASTE STREAMS

The activities of the strategy focus on raising the community's awareness of the resource potential of the following waste streams and developing appropriate positive 'waste behaviour'. Other waste not identified will be addressed in response to community needs.

Residential waste:

Plastic bottles and containers
 Paper, cardboard and magazines
 Steel and aluminium cans
 Glass jars and bottles
 Leftover paint
 Car batteries
 Household (dry cell) batteries
 Household Hazardous Waste
 Fluroescent tubes
 Mobile phones
 Tyres

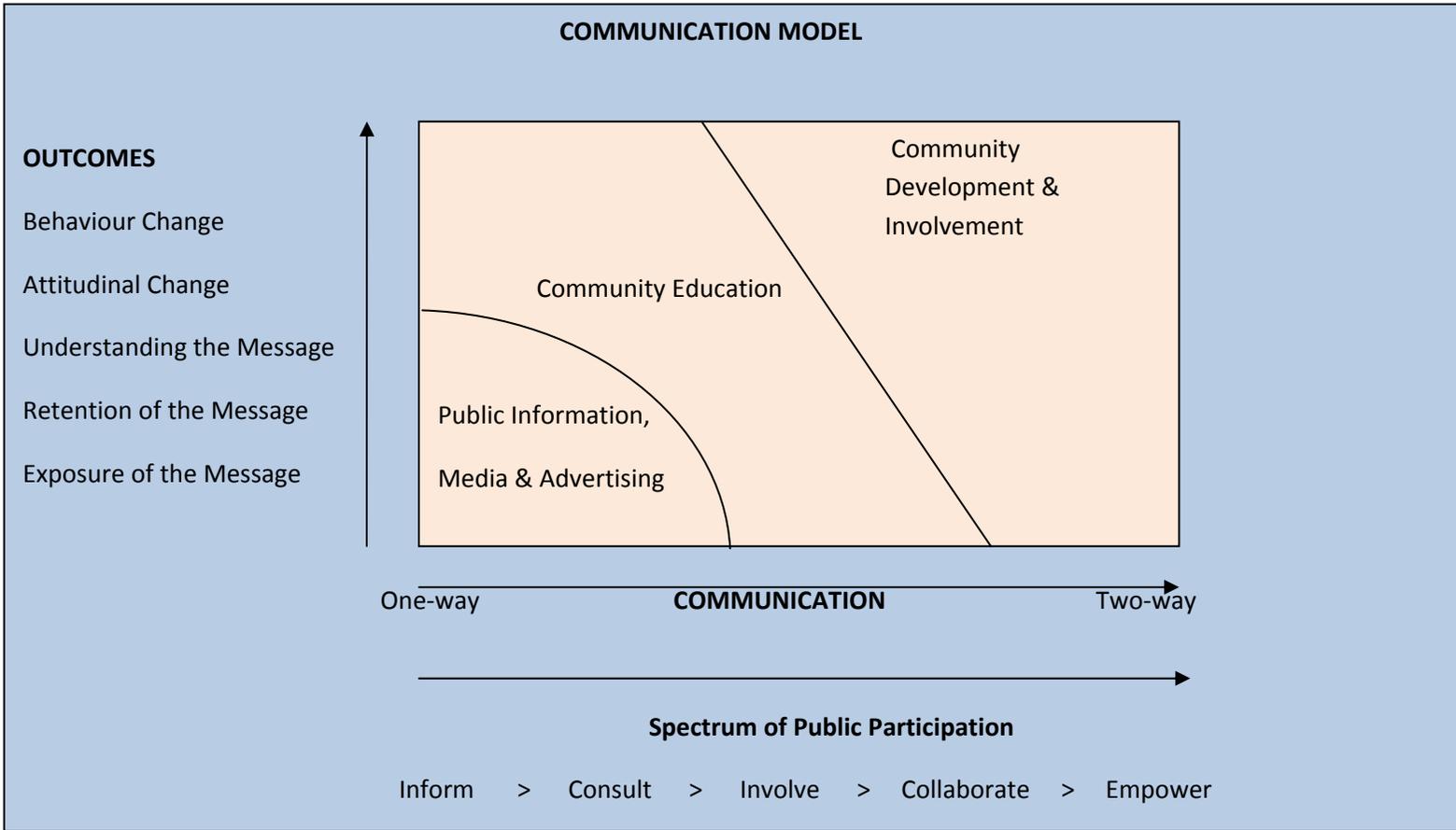
Mattresses
Whitegoods

Commercial and Industrial waste:

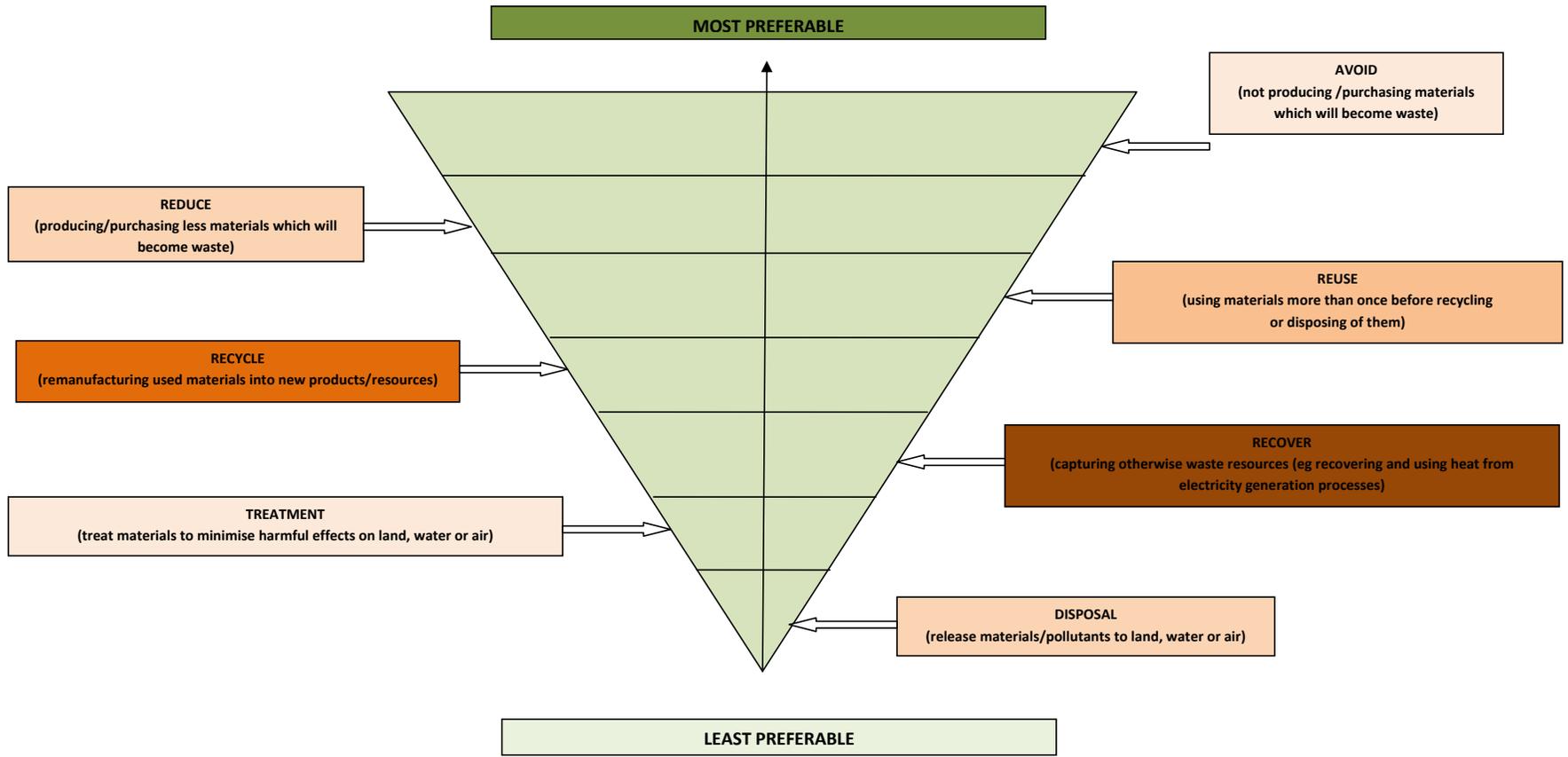
Paper
Cardboard
Toner cartridges
Office equipment/supplies

Construction and Demolition waste

Timber
Tiles
Bricks
Concrete and rubble
Steel and aluminium
Plasterboard
Plastic wrap
PVC piping



THE WASTE HIERARCHY



Foundational Activity
Research
Public Information Media and Advertising
Community Education
Community Development and Involvement

Strategic Action	Timeframe	Priority	Responsibility	Outcome	KPI
Investigate and evaluate available options for a business waste education program e.g Waste Wise Hospitality and Catering Program, EcoBiz, ResourceSmart and undertake a pilot of selected model	2010 - 2011	H	RWEC RWESSG Contractor	Report by consultant containing recommendations	Funding secured Successful implementation Number of accredited cafes/hotels/restaurants
Establish a Regional Waste Education Strategy Steering Group (RWESSG)	2009	H	RWEC	An active action-orientated group	Group established Number of meetings Attendance by members
Coordinate regular waste audits of member council offices and operational depots	2009-2014	M-H	TAC RWEC	Member councils 'walking the walk'	Minimum of one audit/council/year
Investigate the establishment of a timber and plasterboard recycling centre in the region	2010-2011	H	CEO TAC RWEC Contractor	Report by consultant containing recommendations	Receipt of final report
Appoint a Waste Education Officer to assist with implementation of the waste education strategy	2010	H	CEO	Implementation of the education strategy enhanced	Appointment of Waste Education Officer
Investigate the appointment of a Construction and Demolition Waste Education Officer	2010-2011	L-M	CEO RWEC TAC	Need for C&D EO addressed and determined	Investigation undertaken and recommendations received and considered by TAC/Council

Strategic Action	Timeframe	Priority	Responsibility	Outcome	KPI
Investigate the appointment of a Commerce and Industry Waste Education Officer	2010-2011	L-M	CEO RVEC TAC	Need for C&I EO addressed and determined	Investigation undertaken and recommendations received and considered by TAC/Council
Develop a regional communications plan and media protocol for annual waste/recycling events	2010	M	RVEC RWESSG	Improved communication More efficient use of resources	Successful completion and implementation of plan
Set-up monthly teleconferences between RWESSG member council representatives	2010	H	RVEC RWESSG	Improved communication More efficient use of resources	Number of regular teleconferences
Set-up regular meetings between RVEC and Communication teams within each member Council	2010	H	RVEC	Improved communication More efficient use of resources	Number of meetings
Assist member councils with the preparation of SWIS and CGS funding submissions	2010-2015 (ongoing)	M	RVEC DEC	Improved services/facilities Measurable behaviour change	Number of successful applications

Strategic Action	Timeframe	Priority	Responsibility	Outcome	KPI
Undertake GAP analysis of recent/current research prior to undertaking regular qualitative (behaviour/attitudes) surveys of member council staff and community members	2010	H	TAC RVEC RWESSG	Improved knowledge bank Better informed planning	Number of surveys Promotion of results Utilisation of results
Undertake GAP analysis of current waste education/behaviour change activities undertaken by RRC member Councils and other locally operating environmental groups	2010	H	RVEC Contractor	An evidence base for prioritising actions in the RWES	Successful completion of activities report
Undertake research to determine existing recycling/waste management practices and waste education/behaviour change activities in SME's and larger businesses e.g major shopping centres in member Councils	2010-2011	M	RVEC Contractor	Provides a basis for prioritising actions in the RWES	Successful completion of activities report
Undertake research into CALD communities and their waste/recycling knowledge, attitudes, behaviour and needs	2011-2012	L-M	RVEC Contractor	Evidence base for future planning	Successful completion of activities report

Strategic Action	Timeframe	Priority	Responsibility	Outcome	KPI
Consolidate existing recycling calendars in to one generic version	2010 (ongoing)	H	RWEC RWESSG	A better informed regional community	Completed calendar
Update the RRC website including providing up-to-date information, web-based learning tools, pod-casts/animations and links to relevant waste and recycling sites	2009-2010 (ongoing)	H	RWEC Itomic	An informative and well-used website	Number of hits Number of web generated enquiries
Ensure all member council websites are updated and provide links to RRC website and useful waste and recycling websites	2010	H	RWEC	A better informed regional community	Links established
Develop a series of short video clips/pod-casts (e.g e-waste recycling at Hopkinson Road) for inclusion on RRC and member Council websites	2010-2011	M-H	RWEC RWESSG	A better informed regional community	Number of videos uploaded
Provide regular (e.g monthly or quarterly) collection/recycling reports in local Community Newspapers	2010-2015 (ongoing)	M	RWEC RWESSG	A better informed regional community	Number of reports placed in Community Newspapers
Publish articles in relevant community newsletters/industry publications	2010-2015 (ongoing)	M	RWEC	A better informed regional community	Number of articles
Prepare and release regular media statements	2010-2015 (ongoing)	M-H	Mayors/CEO RWEC	A better informed regional community	Number of releases Number of enquiries generated by releases.
Publish regular 'good news' case studies on RRC and member Council websites	2010-2015 (ongoing)	H	RWEC RWESSG	Enhanced sense of community pride	Number of published case studies
Prepare and distribute 'inside lid' stickers for residents' MGBs to assist in reducing contamination	2010	H	RWEC RWESSG	Increased community awareness of contamination issues	Successful distribution of stickers Reduced contamination
Upgrade the regional mobile display	2010	M-H	RWEC RWESSG	A better informed regional community	Number of bookings/outings Visitor numbers

Strategic Action	Timeframe	Priority	Responsibility	Outcome	KPI
Collaborate with DEC Waste Wise School's Program (WWSP) to ensure all schools in member councils participate in program and become accredited	2010-2015	M-H	RWEC RWESSG WWSP	Improved knowledge and understanding of waste issues by member council school staff, students and parents	Number of member council schools participating in WWSP
Collaborate with Cleanaway to deliver the 'Recover Recycle Reuse' (RRR) schools program to all schools in member councils	2010-2015 (ongoing)	H	RWEC Cleanaway	Improved knowledge and understanding of waste issues by member council school staff, students and parents	All schools in all member councils participating in RRR program
Coordinate worm-farming/composting demonstrations at appropriate venues throughout Region	2010-2015 (ongoing)	L-M	RWEC RWESSG Worm Shed	Improved understanding of worm-framing/home composting by community members	Number of demonstrations Number of people attending each
Collaborate in the organisation and promotion of special events including National Recycling Week (NRW), International Compost Awareness Week (ICAW), World Environment Day, 'Buy Nothing Day' and Clean-Up Australia Day	2010-2015 (ongoing)	M	RWEC RWESSG WEWG DEC	Active regional community participation in events	Number of events held in each member council Attendance/involvement in each event
Assist member Councils implement waste minimisation/green procurement/'Buy Recycled' plans/policies and practices in Council offices.	2010-2015 (ongoing)	H	TAC RWEC RWESSG MWAC	Member Councils 'walking the walk'	All member councils have adopted policies and procedures. All member councils have implemented waste minimisation practices
Host school and community group tours to landfill sites/transfer stations/processing facilities e.g All Earth	2010-2015 (ongoing)	M	RWESSG TAC	A better informed community	Number of tours Number of participants

Strategic Action	Timeframe	Priority	Responsibility	Outcome	KPI
Promote Event Recycling Toolkit/Guidelines to member councils and external event organisers	2010	H	RWEC RWESSG	Increased recovery of recyclables from events/festivals	All relevant member council staff aware of and actively guidelines
Collaborate with KABC to promote events/special days e.g. Clean-up Australia	2010-2015 (ongoing)	M-H	RWEC RWESSG	Improved community awareness and participation	Number of events Number of community members participating
Collaborate with Waste Authority, MWAC and other stakeholders in the delivery of National programs e.g ByteBack	2010-2015 (ongoing)	M-H	RWEC RWESSG	Improved community awareness Improved recycling rates	Number of partnerships formed Level of community participation
Coordinate the planning and delivery of 'big picture' waste and recycling presentations to business and community organisations e.g Rotary	2010-2015 (ongoing)	L-M	RWEC RWESSG	A better informed community	Number of presentations Attendance at each presentation
Develop a suite of consistent signage for landfill sites and transfer stations within the member councils	2010	M	RWEC RWESSG	More consistent approach to signage and terminology	Successful production and installation of signs
Develop waste and recycling educational materials for CALD communities	2009-2014	M	RWEC RWESSG Contractor	A suite of multi-lingual educational materials suitable for CALD communities	Successful completion and distribution of materials
Investigate e-learning opportunities e.g webinars for member Council personnel and broader community	2010	M	RWEC	A better informed community	Review of options undertaken and presented to RWESSG

Strategic Action	Timeframe	Priority	Responsibility	Outcome	KPI
Investigate the implementation of the 'switch your thinking', Earth Carers or 'Living Smart' program in all member councils	2010-2011	L-M	RWEC RWESSG Waste Authority	A skilled volunteer group able to educate and motivate the broader community	Funding secured Successful implementation Number of trained volunteers
Investigate potential synergies with other environmental groups which have similar goals e.g. SEREG	2010	H	RWEC	Information & resource sharing, increased program reach and avoidance of service duplication	Successful partnerships
Train member council front-line staff in waste and recycling issues and develop accompanying information pack/FAQ	2010-2015 (ongoing)	H	RWEC RWESSG	A better informed customer service section able to respond efficiently and knowledgeably to enquiries	Number of training sessions Attendance at sessions
Train member council staff and community members in behaviour change tools, principles and methodologies	2010	H	RWEC RWESSG	Enhanced community capacity in undertaking and evaluating behaviour change projects	Number of participants Number of successful follow-on projects.
Coordinate competition for secondary school students to write, produce and present music video clips around waste issues e.g consumption, contamination, recycling	2010-2015 (ongoing)	M	RWEC RWESSG	An improved awareness and understanding of WARR issues by secondary students in member council schools	Number of schools participating Number of entries received Media interest Hits on website
Coordinate a competition for secondary school students in the region to develop web based educational video/animation	2010	M	RWEC RWESSG	An improved awareness and understanding of WARR issues by secondary students in member council schools	Number of schools participating Number of entries received Successful completion and uploading of material

Strategic Action	Timeframe	Priority	Responsibility	Outcome	KPI
Produce a 'No Junk Mail' / 'We're helping create a zero waste environment' letterbox plaque for member council residents	2010	H	RWEC RWESSG	Reduction in paper waste Enhanced community pride	Number of plaques distributed Number of follow-up enquiries
Undertake a series of small-scale pilot behaviour change projects targeting particular waste streams/issues, demographics, venues e.g bottled water, food waste, mobile phones, shopping precincts, manufacturing	2010-2015 (ongoing)	H	RWEC RWESSG Contractor	Measurable change in behaviour Improved experience in conducting behaviour change projects	Successful completion and evaluation of projects
Identify and promote community champions in each member council	2010-2015 (ongoing)	M-H	RWESSG	Champions recognised Enhanced sense of community pride	Number of champions identified and acknowledged
Collaborate with MWAC and DEC to promote special collection days e.g Apple sponsored e-waste collection, DEC/Waste Authority HHW collection days	2010-2015 (ongoing)	H	RWEC RWESSG MWAC DEC	Active community participation in collection days	Number of community participants Tonnes recovered Media interest Number of successful partnerships formed
Coordinate a waste/recycling World Record attempt	2010-2011	L-M	RWEC RWESSG	Enhanced community awareness/understanding of waste and recycling issues	A World Record Media interest Number of participants Number of partnerships formed