

COMMUNITY GRANTS SCHEME

PROJECT EVALUATION REPORT



This project is funded by the Waste Authority
through the Waste Avoidance and Resource Recovery Account

Contract number:	781
Organisation:	Ravensthorpe Regional Arts Council
Project Title:	Art for Waste Awareness
Grant Amount:	\$7,781 excl GST



This publication has been produced through a grant project funded by the State Government through the Waste Avoidance and Resource Recovery Account, and administered by the Waste Authority.

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ORGANISATION & PROJECT DESCRIPTION

The Ravensthorpe Regional Arts Council (RRAC) provide leadership and advocacy for the arts and cultural initiatives developed by, for and with the community, its artists and cultural groups and organisations. RRAC aim to ensure the community and families can explore, participate in and experience a wide variety of art forms in exciting and new ways, enhancing community life and cultural identity. RRAC also aim to provide individuals with a sense of belonging and community cohesion as an integral part of everyday life in our region.

The “Art for Waste Awareness” Project’s main aim was to create awareness of the environmental impact of plastic and to achieve avoidance and refusal of non-biodegradable materials in the community, ultimately protecting the environment. By facilitating beach clean-up days and artistic community collaborative workshops we educated participants on the importance of “owning their impact” by making small but positive changes to live in a more sustainable manner.

The “Art for Waste Awareness” Project was launched in July with a “Beach Clean Up Day” at Mylie’s Beach in the Fitzgerald River National Park. With support from our local Park Rangers and Harriet Patterson from UWA Albany, participants were encouraged to begin the collection process and together accumulated a large amount of marine debris to utilise in upcoming workshops. Harriet Patterson, our guest speaker from UWA, spoke to concerned locals about the problems associated with micro plastics in our aquatic ecosystems and demonstrated some plastic free alternatives that could be used in our homes.

Community members continually collected and documented a wide variety of beach waste, including rope, ghost net, fishing debris and plastics to use in their artistic creations throughout the project.

Workshops began with a fun school holiday art activity, creating “Junky Jellyfish” from recyclable items. The workshop educated children on the importance of recycling and avoiding single use plastics such as straws and plastic wrap. Children were also shown alternative products to single use plastics to use in lunch boxes and at home. Our “Junky Jellyfish” workshops continued to inspire children to recycle with visits to our local Community Resource Centre “Storytime” session and involved working with children at Hopetoun Primary School.

Our “Community Sewing Bee” provided a valuable opportunity for locals to create their own reusable shopping bags in a relaxed, social environment, while brainstorming other solutions to avoid single use plastics in the home and at work.

Local man, Bruce Alford, designed a template for “Fishing Waste” bags made from 100% recycled materials. The boat bags are a great solution for stashing any rubbish at sea or while beach fishing resulting in reducing the risk of waste entering the ocean.



Bruce went on to sew over 100 of these bags and they have been distributed to boat users who are very happy with the innovative and practical design.

Artistic workshops including *Sea Rope Weaving*, *Sculpture* and *Mosaic* encouraged participants to collect their own art “supplies” from the beach including plastics, drift net, fishing rope, fishing waste and a large assortment of other marine debris. These items were then transformed into creative projects and upcycled into useful household objects such as baskets and floormats. Art was curated and carefully displayed in an educational installation at the Hopetoun Community Centre.

Our “Art for Waste Awareness” Exhibition Opening Night community event provided a valuable opportunity to raise awareness about the problems associated with *Single use Plastics* and how they are contributing to the marine debris crisis evident along our coastline. A highlight of the project was having Waste Authority Chairman, *Marcus Gleiser*, travel to Hopetoun to appear as a speaker at our Exhibition Opening Night. Marcus spoke to exhibition guests about current Waste Authority initiatives and praised the Ravensthorpe Regional Arts Council on the success of the Art for Waste Awareness Project. The Exhibition was viewed by over 1000 locals and visitors and has inspired many to recycle responsibly and rethink their use of plastics.

EVALUATION / RESULTS - DATA

Project data/information collected:

- Feedback Forms from Workshop Participants
- Number of Participants involved in Workshops
- Number of Volunteers involved in Project
- Volunteer Hours
- Items of Beach Waste Collected
- Weight of Beach Waste Collected
- Photographs, Photo Stories and Videos provide a visual record

Feedback forms were given to all workshop participants to complete after participating in the project. The information provided was condensed and compiled into a document.

Workshop participant, ‘Louise’, commented that she enjoyed meeting new people in the community and found a great sense of personal satisfaction came from learning new skills of others.

Children involved in the project such as ‘Eliza’ (8 years) commented that the best part about the project was seeing her Award-winning Art on display in an Exhibition made her feel proud.



Marine Debris was sorted into categories and the results were recorded in a spreadsheet under specific headings along with approximate weights. We also recorded the locations where marine debris was collected from and highlighted specific “hot spots” on the coastline where litter was most prominent.

Over 300 metres of bulk sea rope was collected, along with 50kgs of smaller lengths of rope. Over 300 plastic lids were found and were rated one of the worst offenders in the assortment of collected beach waste. Fishing debris contributed to over 90 individual plastic pieces and another professional fishing by-product ‘Ghost Net’ weighed in at 45 kgs. Plastic water bottles were a large problem on local beaches, over 55 were collected from different locations during beach clean-up days. Small plastic chips were very prominent on all the beaches around Hopetoun and collected pieces weighed and over 8kg. Most of the marine debris found appeared to be the result of dumping by commercial vessels at sea and ocean currents. Rubbish left on beaches by locals and visitors to the coast was much less prolific and was made up of items such as glass bottles, cigarette butts and from recreational fishing activity.

Project participant numbers were recorded in a spreadsheet according to which workshop individuals were involved in.

RRAC facilitated 13 workshops, 2 formal Beach clean-up days, numerous informal beach clean-up days and an Exhibition Opening Event into the project. Workshops were attended by over 166 individuals.

Volunteer hours and names of individuals were recorded into a spreadsheet, along with the tasks they helped to assist with. Over 30 individuals contributed approximately 165 volunteer hours to the Art for Waste Awareness Project. The help and support provided by community members made the project a wonderful success.

Was your project successful in the way you expected?

Did you achieve what you set out to do? (did you reuse/reduce/recycle as much as you had planned to?) If not, what happened?

YES

NO

The success of the “Art for Waste Awareness” Project exceeded our expectations in many ways. The project was extremely well supported by the community who became very involved in the collection of beach waste and recyclable items to be used in workshops.

The amount of marine debris collected was more than we had anticipated, requiring us to facilitate extra workshop to utilise as much of the waste as possible. Our partnership with the Rangers of the Fitzgerald River National Park made it possible for us to access remote locations to collect marine debris piles that had been accumulating for more than 5 years.



The removal of these large piles had been on Park Ranger 'Mal Grant's' to do list for many years and together with volunteers and RRAC employees, the clean up process was made possible.

The inclusion of a "Marine Debris Sculpture Competition" was also added to our project to further encourage the collection of beach waste and to make use of the amount of plastic, net, rope and other objects that had already been collected. The Competition further enhanced our Exhibition with the Sculptures created becoming a major talking point, with many commenting on the high level of imagination and creativity that had gone into the sculptures. Parents and children became involved in the project with all winners and entrants in the competition being given "Eco Friendly" prize packs as a reward for their participation. Sponsors also provided promotional material such as leaflets and flyers, advertising "Eco Friendly" products that enable consumers to make more sustainable choices.

Our children's "Recycled Art" workshops resulted in the collection of over 200 plastic water bottles, many of which were saved from rubbish bins in office buildings, gyms and local events. These water bottles were transformed into "Junky Jellyfish" and hung in an illuminated display outside Hopetoun's Community Centre during our Exhibition and for the school holidays as a reminder to the public to avoid single use plastics and to recycle responsibly.

The "Junky Jellyfish" have now been gifted to a local lady who has hung them in her garden as part of a nautical themed outdoor shower area!

Students at Hopetoun Primary School created beautiful Sculptures for our Exhibition out of recycled materials. Newspaper was used to build a boat and a sea scape was created out of milk bottles and other plastics as a back drop. The year 4's created an educational artwork encouraging the community to consider the amount of packaging used in school snacks and to encourage others to make more sustainable choices.

The Hopetoun Community Resource Centre team were inspired by the Art for Waste Project to create a Christmas window display using only recyclable items to make decorations. The theme complimented our Art for Waste Exhibition beautifully as it was on display in the same building. The display won a prize in Hopetoun's Christmas Lights Competition and inspired others to use second hand and recycled decorations for the festive seasons in place of buying new.

Over 500 metres of fishing rope was recycled into useful doormats, baskets and used in the creation of decorative objects such as large-scale macramé weavings and the Marine Debris Sculptures. This old cray- fishing rope would have otherwise been disposed of into landfill.

All other beach waste that was not used during workshops was added to the educational display in our Exhibition to demonstrate the sheer scale of the Marine Debris problem evident on our coastline. At the conclusion of our Exhibition, the marine debris was then disposed of responsibly.



Our local “Men in Sheds” recycled over 10 discarded pallets into “plinths” which we used at our Exhibition to display the art and sculpture pieces on. The plinths have since been used by our local Community Art group for their exhibition and will continue to be a shared asset in our community.

The Hopetoun Primary School Canteen Committee has notified the school community that they now have a “plastic free” policy and teachers at our school continue to work with students to achieve “plastic free” lunch boxes by 2020.

Do you feel your project made a positive difference in your community and why?

YES

NO

The “Art for Waste Awareness” project had many positive impacts in our Community. Children and parents became more aware of the problems associated with single use plastics and how they can make more sustainable choices regarding packaging and recycling. They also became more aware of the importance of using reusable items such as drink bottles and wax wraps at school to avoid the need for single use plastic.

Since the beginning of the school term the Hopetoun Primary School has announced that the Canteen is now a “Plastic Free” zone and will be using plastic free packaging.

The project provided a valuable opportunity to make our younger generation aware of what can and can't be recycled. By explaining how marine debris can injure and kill wildlife encouraged kids to collect beach waste during the project and is something that many have continued to do over the school holidays.

Adults and children involved in the project are now finding that picking up rope and small plastics off the beach has become a habit and many continue to recycle the waste into decorative objects at home.

Our workshops also provided a social outlet for many community members. Participants comments indicated that the opportunity to be involved in the project gave them a sense of personal satisfaction and achievement. Others enjoyed the chance to meet new people and many participants formed close friendships during the project. The workshops encouraged discussions surrounding single use plastics and it was interesting to hear tips and advice from different generations regarding practical solutions to reduce waste at home. Our Artists enjoyed the opportunity to teach new techniques and skills to locals and some have since gone on to tutor more workshops in larger regional towns.

The Art for Waste Awareness Exhibition which was on display for over six weeks was the cumulative results of community engagement and showcased the full project to the public. The high quality and variety of Marine Debris Art on display impressed many and created a talking point in our small community.



How many people do you think your project has reached/affected?

Workshop Participants – 166

Guests at Opening Night – 120

Exhibition Numbers – over 1,000

Paid Professionals – 8

Social Media – over 3,000

Total – approx. 5,000

LESSONS LEARNT

What lessons were learned through the project – what worked and didn't work?

What, if anything, would you do differently if you were to do the project again?

I think to really make a difference more needs to be done to change people's attitude toward single use plastics and recycling.

It would have been great to really get our local Shire and businesses onboard during the project and perhaps have a community ban on something simple to start with like plastic straws and build on from that. Our community has embraced the plastic bag ban and now I think it is time that local businesses took the initiative to ban other non-sustainable items like disposable coffee cups. Perhaps RRAC could have put some suggestions into writing for our Shire to encourage some initiatives in our community e.g. plastic free events.

If RRAC were to run a similar project it would be great to get some longer lasting initiatives put in place in the community.

Feedback from the community indicated that more people would have been involved in workshops if some of the sessions were held in Ravensthorpe (50kms away from Hopetoun).

Community feedback also indicated the need for more workshops aimed at men and possibly facilitated by male tutors. It is interesting that throughout the project we only had 1 male participating in the artistic workshops and 1 male submitting art for the exhibition. Although many men indicated that they were very interested in the project and appreciated the resulting artwork!



Did you encounter any problems/challenges in carrying out the project? If so, what were they?

Being in a very remote regional area it was quite a challenge to get support via Media Coverage for our project. The Exhibition was of a very high standard and many commented that it rivalled Marine Debris Art Exhibitions from large regional centres around Australia, it would have been great to have some more interest from television networks or newspaper journalists. Although contact was made with representatives from these organisations, little interest was shown.

It was also very disheartening to have to pack up the “Art for Waste Awareness” Exhibition during Hopetoun’s peak tourist season to make way for another community Art Exhibition to go in its place. Better communication between community groups could have avoided this situation.

Other challenges came from having to source and purchase items such as used fishing rope which we had initially hoped to find washed up on local but couldn’t collect the amount required for the intended projects. The cost of the recycled fishing rope was not accounted for in our budget. If we ran a similar project, it would be great to get the professional fishing industry onboard to donate discarded rope to the project.

Weighing and documenting the beach waste collected was challenging due to the fact it was on ongoing activity during the project and community members were bringing more waste each time we held workshops. I found it hard to keep a track of it all. I think a set of commercial scales would have helped the weighing process.

What advice would you give to other groups considering undertaking similar projects?

Be prepared to use your initiative during the project to source recycled materials. Being resourceful is important when living in a remote location to source the required materials for your project.

We realised early in the project that we would need a huge amount of marine debris to utilize in our workshops, so extra beach-clean up days needed to be facilitated to acquire a good collection of “beach waste” to use in projects and art.

Being flexible and adapting the project as it progresses is also important. Adding extra workshops and customising the concept as we went along encouraged more participation from the community.

Using social media to promote the project was a fantastic way to overcome the remoteness of our location. Through our posts on Facebook and Instagram we were able to gain feedback and attention from many other communities who were interested in the project. Some post received more than 2,000 engagements which was crucial in the delivery of the “Art for Waste Awareness” message.

Signing up to environmental organisations such as “Tangaroa Blue” and “Sea Shepard” helped us to provide accurate educational resources to our workshop participants.



We also printed off large Marine Debris posters from the Tangaroa Blue website to display at our Exhibition. The Waste Authority website and face book page provided valuable information on recycling and waste avoidance techniques that were useful for us to share on our fb page.

By contacting our local Shire, we were able to provide current information flyers regarding recycling regulations to community members. Flyers were distributed at our workshops and events and a local shire representative was present at our Exhibition opening to answer any questions.

ACKNOWLEDGEMENT / PROMOTION

*Does your organisation (or project) have a website or Facebook page?
(please provide the link(s) to your organisation's site and/or the project page)*

Yes. "Ravensthorpe Regional Arts Council" have a Facebook page and we also created a targeted "Art for Waste Awareness" Facebook page for this project.

Our Instagram handle is #raveaboutarts

<https://www.facebook.com/raveaboutartforwasteawareness/>

The Waste Authority was acknowledged in all promotional materials of the project with the use of logos and funding statements and by using tags and hashtags on all social media posts on RRAC's Facebook and Instagram pages. Waste Authority logos were also printed onto large posters which were displayed at the workshops and at our Exhibition.

Photographs and photo stories were accompanied by the Waste Authority funding statement and logos. Some of these are attached at the end of this report.

Newspaper articles also included acknowledgment of the Waste Authorities support of the project.

Were there any promotional / media opportunities for the project? (newspaper articles, photos) If yes, please ensure you attach copies or include screen prints

YES

NO

Two articles including colour photography for the Ravensthorpe/Hopetoun local newspaper, "The Community Spirit".

Did you produce any promotional material for the project? (flyers, brochures even screen prints of online promotion – Facebook posts etc)

YES

NO

Promotional flyers for the Art for Waste Awareness Project advertising program of workshops and events. Posters promoting each individual workshop.

Numerous Facebook and Instagram posts promoting the project and Exhibition.





VARIATIONS & EXTENSIONS

Were you able to complete your project in the approved timeframe?

YES

NO

Projected completed on time. No delays.

FUTURE PROJECTS

Did any opportunities or ideas arise during the project?

YES

NO

Do you now have ideas for other future projects?

Yes. The following ideas have been suggested as a result of the project:

RRAC to facilitate more “upcycling” workshops by employing visiting skilled artists who specialise in using recycled materials to create decorative or useful objects. Perhaps RRAC could host an “Artist in Residence” program.

RRAC to hold an annual Marine Debris Art Competition to encourage the continued collection of beach waste from our coastline, or to sponsor a prize in local art group “Windspray Arts” annual Art Competition or as part of Hopetoun Progress Associations “Summer Festival” program.

Continue to make *Fishing Waste Bites* “Boat Bags” to be distributed at Hopetoun’s Annual Easter Fishing Competition to all boat users and beach fishermen to encourage responsible disposal of fishing waste and rubbish at sea or on the beach.

The idea to collaborate with other small coastal communities to create a “travelling” Marine Debris Art Exhibition.

A large cumulative Sculpture on our foreshore created out of collected Beach Waste that is added to over time to form a unique local landmark that sends a strong message.

A chance meeting with a Puppeteer from Melbourne Theatre Group “Born in a Taxi” who viewed the Exhibition and suggested that the Children’s educational puppet show “A Whales Tail”, would be a great “add on” event if we ever ran a similar project.

Opportunities arose for some of our local artists to teach more Marine Debris Art workshops in larger regional towns. Perhaps another collaboration in the future could be possible between RRAC and “The Cannery” arts group in Esperance.

Talks with local Shire representatives to include more recycling bins in local offices and other shire facilities.

Ideas for a Beach Waste Collection facility within our town to further encourage the removal of litter from beaches and provision of Fishing Waste collection facility at the jetty to encourage fishermen to responsibly dispose of discarded line/tackle and bait bags.

Local business such as our cafes and bakeries could begin a “Reusable Mug” program to help avoid the use of disposable coffee cups.



PROJECT PHOTOS & PROMOTIONAL MATERIALS

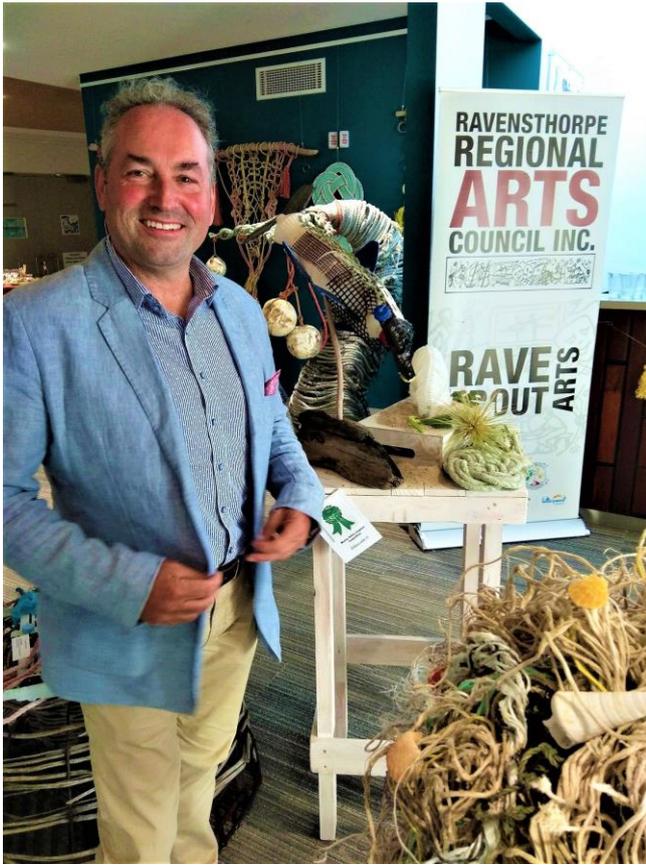
Workshop short-films and exhibition highlight reel provided on thumb drive.

See also: www.facebook.com/pg/raveaboutartforwasteawareness/videos/?ref=page_internal











SCHOOL HOLIDAY FUN!
 FRIDAY 6th JULY 9.30am
 MEET AT EAST MYLIES CARPARK



COLLECTING PLASTIC WASTE TO BE MADE INTO ART!

ARTISTIC WORKSHOPS TO BE HELD LATER IN THE YEAR.
 DISCUSSION ON PLASTIC & THE ENVIRONMENT
 OUTDOOR FUN FOR THE KIDS
 BYO WATER & SNACKS FOR KIDS, WEATHER APPROPRIATE CLOTHING FOR BEACH WALKING FROM EAST MYLIES CARPARK.
 Lunch, eco demo's & talk at WINDSPRAY ARTS from 11am - 1pm
 MORE INFO CONTACT RRAC 0438 945 405 OR RAIN 9838 1018





Friday 12th
October 6-9pm
Large Scale
Macrame.....
Friday 26th
October 6-9pm
Ocean Plait
Mat.....

*Weave
and
Wine Workshops*

Join Jackie Edwards at Windspray Arts as she demonstrates rope weaving techniques so you can create large scale sea rope wall hangings and nautical mats. BYO drinks rope, and a platter to share. Book at www.trybooking.com/426163 or contact Jackie -98383231.

ART FOR WASTE AWARENESS EXHIBITION OPENING

LIVE MUSIC!
DAN OLMANS
ON ACOUSTIC GUITAR..

INTERACTIVE
MARINE
DEBRIS
ACTIVITIES

FREE COMMUNITY
EVENT!

COME AND VIEW THE AMAZING MARINE DEBRIS SCULPTURES AND SEA ROPE WEAVINGS CREATED BY LOCAL ARTISTS AND COMMUNITY MEMBERS.
HOPETOON COMMUNITY CENTRE
Friday the 30th November
6-9 pm
GOURMET GRAZING TABLE PROVIDED
BYO DRINKS , KIDS WELCOME!
FREE GIVERAWAYS..

RSVP'S TO JACKIE 0475513535

MARINE DEBRIS SCULPTURE COMPETITION

SCULPTURES WILL BE DISPLAYED AT OUR "ART FOR WASTE AWARENESS" EXHIBITION AT THE HOPETOON COMMUNITY CENTRE FROM NOVEMBER THE 30TH. GREAT PRIZES FOR THE MOST CREATIVE ENTRIES!! FREE ENTRY! KIDS AND ADULTS DIVISIONS. PHONE JACKIE ON 98383231 FOR MORE INFORMATION.

ON YA
THINK REUSABLE

ecologist co.

We are feel good inc.

Hopetoun GENERAL STORE
Retail & Social Supplies
Program

waxiwraps™

Oil Crop Dog Pump Dogs

ENTRIES TO BE DELIVERED TO THE HOPETOON COMMUNITY CENTRE BY WEDNESDAY THE 28TH OF NOVEMBER!

GOULD LEAGUE

COUNTRY ARTS WA

WASTE AUTHORITY
WA... TOO GOOD TO WASTE