



A National Packaging Covenant funded project

NEW PROJECT TARGETS ROADSIDE LITTER BUGS

During the month of April, the Princes Highway between Wauron Ponds and Winchelsea was the first of only two roads in Victoria to trial a new roadside litter prevention campaign.

The campaign brought local traders and the Barwon Regional Waste Management Group together to educate travellers that littering from vehicles is against the law, attracts fines and is bad for the environment. During the month long campaign over 50 reports were made to the EPA and a 70% reduction in roadside litter was recorded via the pre and post litter audits.

Director of the Barwon Regional Waste Management Group, Councillor Andy Richards said the roadside is not a rubbish dump, it is an important community space and we all need to take care of it.

“We are urging travellers to think before tossing litter out of their vehicles or risk being reported to the EPA Litter Report Line. Over the last year alone, 763 drivers have been fined for littering along Geelong roadsides. People can be fined \$227 on the spot, or \$4537 in court,” Mr Richards said.

“Fifteen traders along the stretch of the Princes Highway targeted drivers and passengers with the anti-litter message at their stores, with roadside billboard advertising promoting the EPA Litter Report Line. Traders handed out personal cigarette butt ashtrays and key rings promoting the EPA Litter Report Line, as well as displaying signage to spread the message,” he said “We thank the traders for their tremendous effort in supporting this campaign, and acknowledge that the success would not have been achieved without their support.”

In a bid to reduce roadside litter the community is encouraged to report those littering from their cars to the EPA Litter Report Line on 1800 LITTER. “If you see someone littering from a vehicle, note down the vehicle registration, make and model and log onto www.epa.vic.gov.au or phone 1800 LITTER to report them,” Mr Richards said.

The Grovedale Wauron Ponds Lions Club conducted litter audits at the end of March and April, data from these audits show a 70% reduction in litter in the audit sites at the end of April after the month long campaign had been conducted.



Sustainability Victoria and the Victorian Litter Action Alliance are pleased to receive funding from the **Packaging Stewardship Forum** and the **National Packaging Covenant** to support this project.