

LITTER PREVENTION PROJECT PLAN OUTLINE

Project/campaign title: Bin It Or Swim In It

Organisation: Barwon Regional Waste Management Group

Short description of project /campaign/site: With cigarette butts making up nearly sixty percent of littered items damaging our environment, Barwon Regional Waste Management Group and its member councils, (Borough of Queenscliffe, City of Greater Geelong, Colac Otway Shire and Surf Coast Shire) took action on this toxic form of litter over the 2002-2003 Summer period. The campaign included education, media, audits, an enforcement blitz and free give-aways of windproof ashtrays to restaurants with outdoor dining and free personal ashtrays to smokers.

1. The problem [how have you identified the problem /site]	<ul style="list-style-type: none"> • At the coastal litter workshop held on November 7 in Barwon Heads it was clear that many activities have been occurring to reduce littering with varying degrees of success, mostly in isolation among many players. Cigarette butts, which are a major part of the litter stream and impact on the health of waterways and marine life, were identified as a major concern.
2. Research [how did you go about your research and what did you find]	<ul style="list-style-type: none"> • Pre and post audits were undertaken (see separate document) • Research and information used in VLAA Cigarette Butt Kit • Anecdotal information from community members which confirmed VLAA Cigarette Butt Kit research
3. Objectives [what objectives did you set?]	<ul style="list-style-type: none"> • Reduce the amount of butts littered in the Barwon region • Raise awareness of the local and passing tourist community of the negative impacts of cigarette butts
4. Target audience [break the general public down into groups so you can identify how to reach them using their preferred methods of receiving information]	<ul style="list-style-type: none"> • Locals in the Barwon region • Tourists in the Barwon region • Alfresco diners in the main shopping strip in Anglesea, Geelong Waterfront, Queenscliff Ocean View kiosk and car park and Apollo Bay • Shoppers and staff at Safeway Lara
5. Partnerships [did the program involve other organizations]	<ul style="list-style-type: none"> • City of Greater Geelong, Colac Otway Shire, Surf Coast, Borough of Queenscliff • Lara Litter Prevention Task Force (Lara audits) • Apollo Bay Music Festival – a Waste Wise Event (Apollo Bay audits) • Waterwatch (newsletter article) • Food outlets • Safeway Lara • Country FM (produced radio ads) • Other media outlets • South West Regional Waste Management Group
6. Key messages [what were your key messages - short & snappy]	<ul style="list-style-type: none"> • Bin It Or Swim In It • Info on regional impacts of cigarette butts • Personal responsibility for appropriate disposal of butts
7. Program [outline the key elements of your program]	<ul style="list-style-type: none"> • Audits • Signage • Personal ashtrays • Windproof ashtrays – dining outside • Local radio and print media • Enforcement • Program Launch
8. Multi-prolonged messaging [how did you get]	<ul style="list-style-type: none"> • Media articles in the newspapers over a prolonged period • Radio Interviews

your messages out to the target audiences]	<ul style="list-style-type: none"> • Radio ads • Posters • Logos and slogan on windproof ashtrays
9. Key success factors and learning [what made the campaign successful?]	<ul style="list-style-type: none"> • Regional approach and support from member councils • Media launch and support from media • Timing of program to link in with SWRWGM • Free Giveaways • Support from food outlets and Safeway Lara • Catchy slogan that was recognised by some tourists from Melbourne
10. What could have been improved	<ul style="list-style-type: none"> • Timing – start program at least a week earlier to hit peak holiday season • Longer lead up time to program to allow for further planning and enlist further assistance from member councils (i.e. in distribution of ashtrays) • Increased signage • Improved audit data through more clear and well considered directions (eg not just same time and day, but notes on location of litter and amount by location, checking of clean up times by vendors etc
11. Budget & sponsorship [how much did it cost? Did you achieve any sponsorship?]	<ul style="list-style-type: none"> • The total project cost approximately \$ 14,612.15 • This was funded by EcoRecycle Victoria (\$10,000), Barwon RWGM (\$3924.65) and City of Greater Geelong (\$687.50)
12. Evaluation [Did you conduct a formal evaluation? Do you have any anecdotal data?]	<ul style="list-style-type: none"> • Anecdotal data was gathered through conversations with food outlet staff, general public and phone calls received at Barwon RWGM – People were supportive of the program, including smokers. The give aways in particular were popular as they provided an incentive to do the right thing, highlighted the problem associated with cigarette butts and made people simply feel good that someone would give them something for nothing! • See separate sheet for audit data