

SUSTAINABILITY VICTORIA LITTER PREVENTION GRANTS 2005-06



'Lets Start Training for the Games' Regional Litter Campaign Final Report- May 2006 Barwon Regional Waste Management Group

1. PROJECT SNAPSHOT	
Litter issue	<ul style="list-style-type: none"> • Roadside litter
Key elements	<ul style="list-style-type: none"> • Promotion of the EPA hotline • Increasing public awareness of littering as an unacceptable behaviour • Developed a network of traders throughout the region to engage the community
Key messages	<ul style="list-style-type: none"> • 'Lets start training for the games' • 'Don't waste our Roadsides'
Project outcomes	<ul style="list-style-type: none"> • 55% reduction in roadside litter • 48.8% increase in EPA reports • Development of an ongoing trader network committed to working on litter reduction
Lessons learned	<ul style="list-style-type: none"> • Using convenience/fast food outlets was a great way to reach our target audience • Council involvement in banner installation was more effective than leaving it to the traders.
Project partners	<ul style="list-style-type: none"> • Victorian Litter Action Alliance • Surf Coast Shire • City of Greater Geelong • Colac Otway Shire • Borough of Queenscliffe

2. PROJECT SUMMARY

This project focused on raising awareness of the aesthetic, environmental and economic impacts of litter thrown from vehicles and lost from unsecured loads. It encouraged people to take responsibility for this litter through a strategic approach.

The objectives of the project were to reduce roadside litter through an integrated campaign and to motivate both locals and visitors to utilise the EPA Litter Report Line.

The project took place in convenience and fast food outlets across the region- litter audits took place across 3 chosen sites as follows:

1. Seagull Paddock – City of Greater Geelong
2. Anglesea Rd – Surf Coast Shire
3. Lavers Hill Rd and Colac Apollo Bay Rd– Colac Otway Shire

The campaign ran over the summer peak period from December 2005 to April 2006.



3. THE PROJECT

The project was developed as a result of last years roadside litter audits which highlighted the large quantities of roadside litter in the region and that fact that a high proportion of this litter was from fast food packaging. Fast food packaging litter was also identified as a priority issue at last year's regional litter planning forum.

It was decided that there was a need to engage fast food outlets to be more active in the prevention of litter through the development of a network of store owners/managers who were prepared to be involved in ongoing litter campaigns.

Tourists visiting the region and patrons of convenience and fast food outlets were the target audiences for this campaign. Our tactic was to target litterers at the point where they purchased commonly littered item.

The campaign was implemented in partnership with our member councils- City of Greater Geelong, Colac Otway Shire, Borough of Queenscliff and Surf Coast Shire.

The Waste Management Officers on each of the councils assisted in

- Selecting food outlets to be involved in the campaign.
- Developing relationships with the store owners/managers
- Distributing resources and materials

3.1. Project activities

- A network of outlets was developed, and resources distributed (posters, stickers, banners, EPA litter report forms, and car litter bags).
- Outlets placed banners and posters in prominent positions and distributed stickers, forms and bags to patrons.
- Banners were also displayed at community events held in the region during the campaign period
- Stickers were distributed through K-Rock, one of our local radio stations, in their "summer street surfer" give-away's van
- Litter audits were conducted in the City of Greater Geelong, Colac Otway Shire and Surf Coast Shire, on a total of 12 sites. Pre cleans were completed on the audit sights prior to the campaign information and resources being distributed to participating outlets. Two litter audits were conducted two weeks and four weeks after the initial clean.
- One billboard was placed on the roadside during the campaign (Strategically located on the highway at the entrance to Geelong).
- Seven new EPA Report Litterers signs were installed on major roadsides throughout the region.
- Two EPA Report Litterers were installed on a mobile trailer- which is placed strategically near litter hot spots throughout the region.
- A Memorandum of Understanding was developed between the traders, the BRWMG and the appropriate member council- formalizing an ongoing commitment to working on litter issues in the region.



New EPA Report Litterers Sign

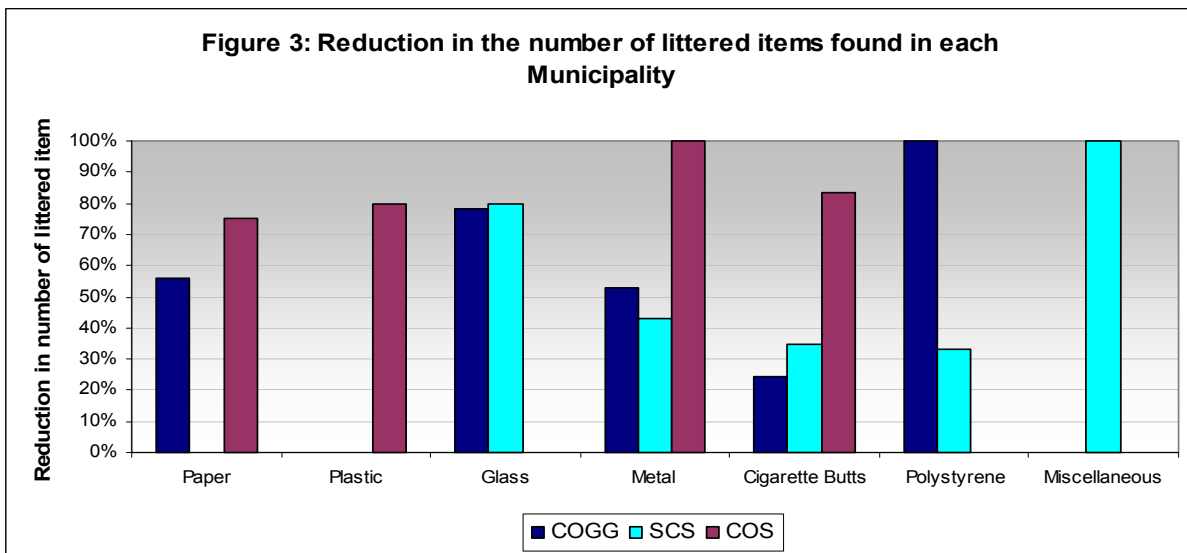
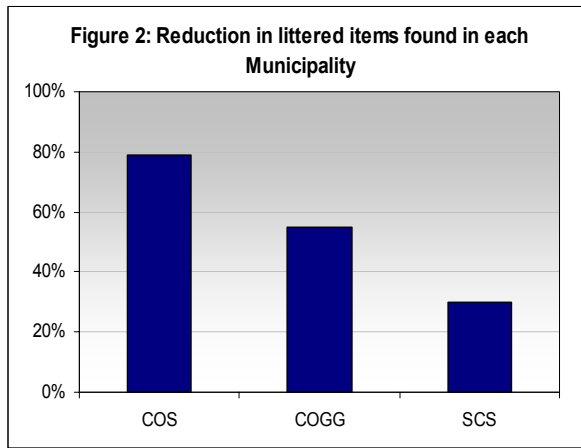
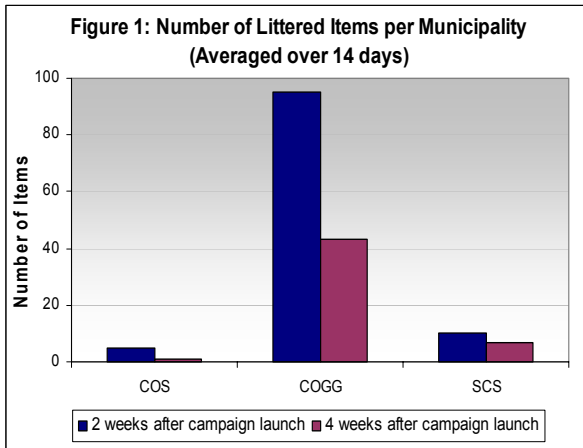
4. PROJECT RESULTS

The campaign was evaluated by how well the measurable objectives were met and by the success in developing a region wide network of traders committed to litter prevention,

The development of a network of convenience and fast food outlets committed to actively challenging the problems of roadside litter in the region was very successful. These traders have indicated their commitment to being involved in litter prevention on an ongoing basis through the signing of a MoU.

The campaign gained excellent media coverage, with the litter audit findings being reported on in many of the local papers, including the Geelong Advertiser. The campaign also featured in the Barwon Regional Waste Management Groups (BRWMG) March Newsletter.

The campaign resulted in significant reductions in roadside litter across the region as indicated by the following figures:



4.1. Project outcomes

Project Objectives	Project Outcomes
Ongoing sustained behaviour change resulting in continual reductions in roadside litter.	Two of this years audit sites were the same as last years- so we can compare the audit results. For the Surfcoast Shire sites there was 72% less litter than last year, and for the Colac Otway Shire sites there was 86% less litter than last year (Ultimate outcome).
Increase in the adoption of preferred responsible behaviour for disposal of litter. Littering recognized as an unacceptable behaviour	Increases in fines and reduction in litter indicates that littering is recognized as an unacceptable behaviour and more people are doing the right thing (ultimate and intermediate outcome).
Ongoing coverage of litter issues in the media.	The campaign successfully gained media coverage across the region- 5 articles (ultimate and immediate outcome)
Actively involve targeted convenience and fast food outlets to participate in the program.	Convenience and fast food outlets across the region actively participated in the program (intermediate outcome).
To achieve a 50% minimum reduction in roadside litter found on targeted roadsides over the campaign period.	An average 55% reduction in roadside litter was achieved on targeted roadsides over the campaign period (intermediate outcome).
Increase reports made to the EPA hotline by 10%.	An increase in reports to the EPA hotline of 48% was achieved (intermediate outcome).
To encourage food outlets to commit to actively work towards the prevention of littering.	Traders involved in the program have committed to actively work towards the ongoing prevention of littering (intermediate outcome).

The project has had broad reaching impacts throughout the region. The development of a network of traders that are committed to working on litter problems has lead to the re-energising and re-establishment of the member council Litter Prevention Task Forces. It has also resulted in increased capacity to achieve significant outcomes in the ongoing battle to reduce litter in the region and get the message out there that littering is an unacceptable behaviour and will not be tolerated.



Billboard placed at Beckley Park Geelong

5. LESSONS LEARNED

Following are the key learnings from the project:

- Using convenience and fast food outlets to reach our target audience was extremely effective.
- Building partnerships and developing a network of committed traders was crucial to the success of the project and in ensuring it has a lasting legacy.
- Working collaboratively with our member councils and making sure that the traders all developed relationships with both the REO and the Council Waste Management Officer added to the projects integrity and lead to the projects flow on impact of re-energising the LPTFs.
- Some of the traders were slow to get the banners up- it worked best when the council arranged for the banners to go up through their works crew. In future this approach would be encouraged by all councils.
- The litter audits were conducted over four weeks, for more meaningful data it is intended that these audits be expanded to cover an eight week period in the future.

6. FUTURE DIRECTIONS

It was a priority of the campaign that a region wide proactive approach to tackling litter problems didn't suddenly stop once the games were over. A Memorandum of Understanding between the food outlets, councils and the BRWMG has been developed; these MoU's will play a key role in the continuation of the network of traders.

The MoU provides a framework for ongoing action, linking the efforts of the traders with the ongoing efforts of council Litter Prevention Task Forces and the BRWMG. It is hoped that this collaborative ongoing approach to litter prevention will keep litter issues a priority in the region and assist in the continuation of the downward trend in littering that has been achieved so far.

The success of our strategic approach in reaching a specific target audience (in this case using fast food outlets to reach litterers) has lead to this approach and way of thinking being used for other projects coordinated by the BRWMG.



Supporting trader displaying campaign banner

7. CONTACT DETAILS

Name: Amy OBrien

Role: Regional Education Officer

Organisation: Barwon Regional Waste Management Group

Address: 103 Roseneath St North Geelong 3215

Phone: 5277 9656

Email: amy_obrien@iprimus.com.au