

Southern Goulburn Valley Waste and Resource Recovery Education Strategy 2019-2021



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Summary

The Southern Goulburn Valley Waste and Resource Recovery Education Strategy 2019-2021 (the Education Strategy) was prepared by the Regional Waste and Resource Recovery Education Officer as part of a collaborative project between Mitchell, Murrindindi and Strathbogie Shire Councils, in partnership with the Goulburn Valley Waste and Resource Recovery Group (GVWRRG).

The three councils came together in 2018 to appoint a Regional Waste and Resource Recovery Education Officer to provide a regional approach to waste and resource recovery education. This collaboration recognises the importance of waste and resource recovery education as a tool to support national, state and local waste management and implementation strategies as well as sustainability goals.

The Education Strategy provides three guiding principles, five strategic directions and a three-year action plan for the development, implementation and evaluation of waste and resource recovery education programs and activities in the region.

The strategic directions, outlined from page 12, align with the Victorian Waste Education Strategy (2016) and other important national and regional documents, whilst also reflecting the needs and priorities of the local communities identified in the related community engagement findings (2019) summarised on page 9.

Scope

The tri-council partnership of Murrindindi, Mitchell and Strathbogie Shire Councils are collectively part of the southern Goulburn Valley, as pictured above in figure 1 (cover). This Strategy has been developed for this region in line with the Victorian Education Strategy and with input from the Goulburn Valley Waste and Resource Recovery Group (GVWRRG). Actions and programs that are developed as part of the three-year action plan will be delivered within the region.

Responsibilities

The Education Strategy was prepared by the Regional Waste and Resource Recovery Education Officer. Council endorsement and support for implementation of the strategy is the responsibility of each participating council.



Figure 1 Southern Goulburn Valley

Context

United Nations Sustainable Development Goals

The United Nations Sustainable Development Goals are the blueprint for a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The 17 goals each include a set of targets and tools, frameworks and policy.

Goal 12 calls for responsible consumption and production. It focuses on resource and energy efficiency, recycling and waste management, particularly calling for the reduced consumption of natural resources. This goal sets out an international prerogative for waste management frameworks founded on ideals of waste avoidance.

Goal 12 also notes the importance of the role of education in achieving sustainability by “educating consumers on sustainable consumption and lifestyles, providing them with adequate information through standards and labels and engaging in sustainable public procurement, among others.”¹

This goal provides overarching guidance for national and regional waste policies which focus on both waste avoidance and the role government bodies and authorities play in providing information directly to consumers and setting a best practice example.

National Context

Australia's National Waste Policy 2018: 'Less Waste, More Resources'

The National Waste Policy (2018) provides Australia with a national framework for waste and resource recovery. It outlines the roles and responsibilities for businesses, governments, communities and individuals. The policy recognises the important role of local governments authorities: ‘Local governments play an important role in providing household waste collection and recycling services, managing and operating landfill sites, delivering education and awareness programs, and providing and maintaining litter infrastructure’ (pg. 10).

The policy, in alignment with the waste hierarchy, lists waste avoidance as the most preferable waste management approach. Key strategies for achieving waste avoidance are: ‘knowledge sharing, education and behaviour change’ (pg. 13). The National Waste policy calls for coordinated knowledge sharing education initiatives².

Victorian Waste Education Strategy 2016

The Victorian Waste Education Strategy (2016) aims to provide a statewide coordinated approach to waste and resource recovery education. As with the National Waste Policy, it focuses on waste avoidance as the most preferable waste management approach. The strategy lays out in more detail how and in what conditions knowledge sharing and behaviour change programs can be implemented.

¹ United Nations, Transforming our world: 2030 Agenda for Sustainable Development, 2015.

² Australian Government, National Waste Policy: Less waste more resources, 2018.

The strategic directions of the Victorian Waste Education Strategy are:

1. Increase the perception of waste management as an essential service
2. Increase community awareness of waste and support and encourage waste avoidance
3. Improve resource recovery and reduce contamination
4. Reduce litter and illegal dumping
5. Support waste and resource recovery education for schools
6. Strengthen Victoria's waste and resource recovery education capabilities³.

The strategic directions of the Victorian Waste Education Strategy have been used as the basis of the Southern Goulburn Valley Waste and Resource Recovery Education strategy, however the goals and actions have been tailored to fit the local strategic and social context.

Draft Goulburn Valley Waste and Resource Recovery Education Strategy 2019

At the time of writing this strategy, the Goulburn Valley Waste and Resource Recovery Education Strategy (GVWRRES) was being developed. The GVWRRES will provide strategic direction as well as an action plan which can be utilised by all the member councils of the GVWRRG for producing coordinated and streamlined waste and resource recovery education across the Goulburn Valley region.

³ Sustainability Victoria, Victorian Waste Education Strategy, August 2016

Local Context

The waste management goals, targets and objectives of Mitchell, Murrindindi and Strathbogie Councils have been tailored to each municipality's needs. Below is a description of the waste and resource recovery services and infrastructure managed by each council as well as each council's commitment and goals relevant to waste education.

The Education Strategy strives to align the similarities between all three Councils and to provide education solutions to deliver effective outcomes while meeting community expectations.

Mitchell Shire Council

Mitchell Shire is Victoria's fastest growing outer metropolitan municipalities located 40km to the north of Melbourne. It stretches from Beveridge in the south to Seymour in the north. Key townships include Wallan, Kilmore, Broadford and Seymour.

Mitchell Shire is experiencing unprecedented population growth with estimates showing an increase in population from 48,000 to 270,000 in the next 25-30 years. This rapid population growth is changing the characteristics and demographics of the region and placing additional pressure on already strained waste and resource recovery infrastructure and services.

The shire is currently serviced by four resource recovery centres located in Wallan, Broadford, Pyalong and Seymour. Mitchell provides a two bin kerbside collection service to 90% of its residents. This includes a fortnightly recycling service and weekly residual waste service.

Current waste management challenges faced by Mitchell Shire Council include aging waste and resource recovery infrastructure and increased waste volumes associated with rapid population growth.

Mitchell's Waste Management Strategy 2016-2021 is based on the Victorian Waste and Resource Recovery policy 'Getting Full Value'. Many of the goals focus on reducing waste generation and achieving financial saving through efficient resource recovery. A target of waste diversion from landfill is set at 50% (increasing from 33% in 14/15). Theme 1 of Mitchell's Waste Management Strategy is 'Waste Education' with the associated goal;

*To understand why waste avoidance, reuse and recycling are important and demonstrate best practice waste and resource recovery behaviour.*⁴

Each of the eight associated actions within this theme have been represented in the three-year action plan below.

Murrindindi Shire Council

Murrindindi Shire is located north-east of Melbourne. Key townships include Alexandra, Kinglake (and Kinglake West), Yea, Marysville and Eildon. The municipality also includes the alpine area of Marysville and all of Lake Eildon. The shire has a population of 13,732. The areas of Marysville and Eildon benefit from significant tourism throughout the year, leading to seasonal changes in population and therefore waste volumes across peak periods.

⁴ Mitchell Shire Council, Waste Management Strategy 2016 -2021, 2016

Murrindindi Shire Council provides a two bin kerbside collection service to township residents, and other accessible residential properties. This includes a fortnightly recycling service and weekly residual waste service. The shire is serviced by five resource recovery centres, located in or near key townships; two include a resale shop.

Current waste management challenges faced by Murrindindi Shire Council include seasonal population changes and dispersed, low density and remote communities, resulting in the transporting of small volumes of waste over longer distances within the shire.

Murrindindi's waste and resource recovery strategy 2014-2019 (currently under review) includes a goal to 'reduce waste generation and achieve financial savings through efficient resource use.' The Murrindindi strategy recognises the 'significant scope' to expand the range of waste education activities. For Murrindindi the ability to provide this education is limited by available resources. At the time of writing the report the council was dependent upon regional campaigns and resources such as those provided by GVVRRG and Sustainability Victoria (SV). A key educational goal of the Murrindindi Strategy is that:

'The community understands why waste avoidance, re-use and recycling are important and demonstrate best practice waste and resource recovery behaviour'.⁵

Strathbogie

Strathbogie Shire located in central Victoria and has a population of 10,274. Key townships include Euroa, Nagambie, Violet Town and Avenel. Lake Nagambie draws a significant number of visitors to the area through summer, leading to seasonal changes in population. Additionally, population and therefore waste volumes are impacted by several major rowing events which attract significant crowds across 3 or 4 weekends of the year.

Strathbogie Shire Council provides a three bin kerbside collection service for township residents and other accessible residential properties. This service includes a weekly food organics and garden organics (FOGO) bin, fortnightly recycling service and alternate fortnightly residual waste service. There are seven Resource Recovery Center facilities located across the Strathbogie Shire, ranging from small drop-off points to more developed facilities that service key townships. The waste management challenges faced by Strathbogie Shire include an ageing demographic and a small, dispersed population.

Strathbogie's Waste and Resource Recovery strategy 2019 -2024 commits to;

"Supporting the engagement and continuation of a shared Waste and Resource Recovery Education Officer position with Mitchell Shire and Murrindindi Shire Councils".

and

"Implementing the actions incorporated in the Southern Goulburn Valley Regional Waste and Resource Recovery Education Strategy".⁶

Strathbogie's Waste and Resource Recovery strategy also recognises the importance of long term, effective waste and resource recovery initiatives.

⁵ Murrindindi Shire Council, Waste and Resource Recovery Strategy 2014 -2019, July 2014

⁶ Strathbogie Shire Council, Waste and Resource Recovery Strategy 2019-2024, July 2019

Southern Goulburn Valley region

The largest difference in the waste operations between the three councils is the 3 bin kerbside collection system provided by Strathbogie Shire Council to its residents. In addition to a kerbside residual waste bin and a kerbside recycling bin, Strathbogie provide a kerbside food organics garden organics (FOGO) bin. Both Mitchell and Murrindindi provide a 2 bin kerbside collection service for residual waste and recycling only.

All three Councils currently have a waste management strategy and although the waste services vary, all three councils have common goals to minimise waste to landfill and maximise resource recovery. It is proposed in each council's strategy that waste and resource recovery education can support these goals through community education programs and community engagement.

Each strategy also highlights and incorporates the use of the waste hierarchy. All three Council's waste management strategies frame waste and resource recovery education as a vital tool in order to align with global, national and regional strategies which focus on waste avoidance, behaviour change and supporting internal best practice or 'leading by example'. These goals are addressed in the strategic directions below and are also reflected in the three-year action plan.

Importantly, a shared objective that resonates between the three councils is a recognition and commitment to support the importance a regional approach to providing waste and resource recovery education.

Community Engagement Summary

In order to gain an understanding of the local social context a community engagement strategy was developed and implemented across the three council areas of the southern Goulburn valley.

The objectives of the community engagement strategy were to ‘*Enhance community understanding of the term “waste and resource recovery education”*’ and ‘*Understand community preferences for a variety of waste and resource recovery education programs and educational approaches*’ while also developing working relationships with stakeholders.

The two methods which were chosen to help achieve these objectives were a survey and a series of pop-up events.

The main finding from these engagement activities included a list of prioritised waste and resource recovery education activities or programs. Each of these activities have been directly represented in the three-year action plan as summarised in table 1.

Table 1 Priority activities or programs from survey

Priority	Activity	Action plan Reference
1	Composting/Worm farm workshop	1.2b
2	School tours of the RESOURCE RECOVERY CENTRE (Excursions)	2.3c
3	School visits regarding waste and resource recovery (Incursions)	3.2a, 3.2a
4	Business waste and resource recovery (officer visits)	1.1c
5	Community tours of Resource Recovery Centres	2.3c

A comprehensive report on the methodology and findings of this community engagement as well as listed responses to community comments can be found in Appendix 1: Community Engagement Findings.

Guiding Principles

1. The waste management hierarchy

The waste management hierarchy or 'waste hierarchy' (see Figure 2) remains a guiding principle for determining preferred waste management decisions and practices across Australia, featured in both federal and state government policies and strategies.

The hierarchy guides the user towards preferred management practices. As an easily understood and commonly communicated concept, the waste hierarchy is an important tool for waste education.

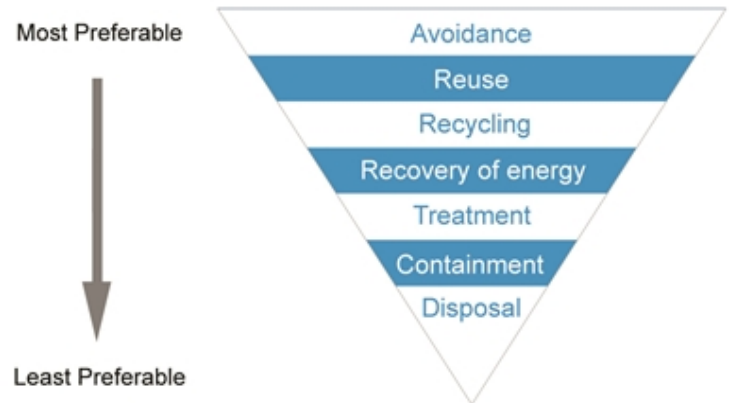
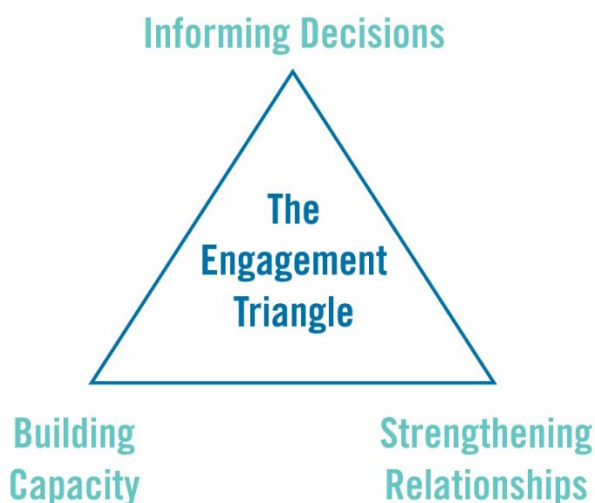


Figure 2 Waste Management Hierarchy (EPA)

The waste hierarchy is a foundational principle or decision-making framework in all the strategic documents that form the foundation of this education strategy. The 3-year action plan has been developed utilising this hierarchy. Where goals are made or actions are set out, the most preferable waste management practice has been promoted, instructed or utilised, to ensure the most environmentally preferable outcome is reached.

2. Community Engagement



Community engagement is a process to build capacity, strengthen relationships and inform decision making. The engagement triangle guides the use of specific types of engagement activities and programs based on the interaction of these three outcomes.

Activities and programs that are developed as part of this strategy were chosen through this methodology and to ensure that all stakeholders will have the opportunity to provide meaningful input into the project in alignment with the Public Participation Spectrum⁷

⁷ Capire Consulting Group, The Engagement Triangle, 2015

3. Community based social marketing (CBSM)

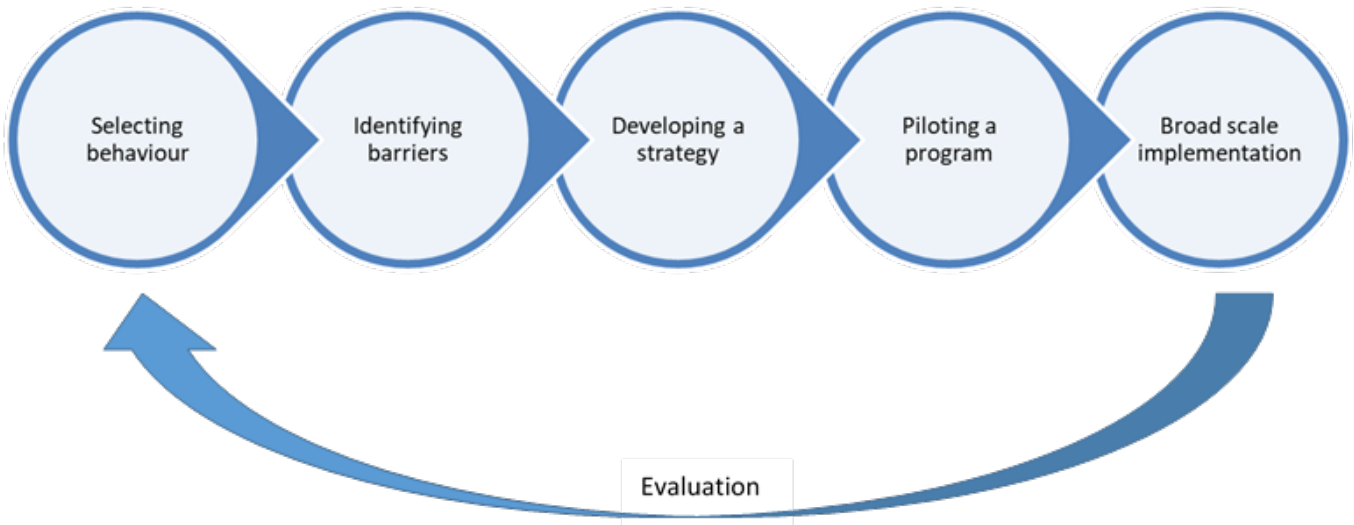
The cornerstone of sustainability is behaviour change. Behaviour change is an essential component to achieving sustainable waste and environment outcomes.

The Education Strategy works to adopt Community Based Social Marketing (CBSM) as a framework set of tools to deliver changes in behaviour across the southern Goulburn Valley community. CBSM is based upon research in the social sciences that demonstrates that behaviour change is often most effectively achieved through initiatives delivered at the community level that focus on removing barriers to an activity while simultaneously enhancing the activity's benefits.

“To date, most initiatives to foster sustainable behaviour have relied primarily upon large-scale information campaigns that utilise education and/or advertising to encourage the adoption of sustainable actions. While education and advertising can be effective in creating awareness and in changing attitudes, numerous studies document that behaviour change rarely occurs as a result of simply providing information as information alone cannot address the diversity of barriers that exist for most sustainable behaviours .”⁸

CBSM acknowledges the need to identify the most effective education techniques to not only raise awareness, but to bring about positive and long-lasting behaviour change.

The CBSM method is centred on the below five steps:



The CBSM framework requires research and consideration to identify barriers of behaviour change prior to program development. Multiple barriers to behaviour change may be involved in each case. Once the barrier/s have been identified a program that addresses each of the barriers can be developed.

⁸ Doug McKenzie-Mohr, founder of Community Based Social Marketing

Strategic Directions

Each strategic direction is linked to a series of actions. These actions are broken down into their measurable activities and components and described in more detail in the Three-year Action Plan (pg. 17).

1. Increase community and local business awareness of the impact of waste and support and encourage waste avoidance initiatives

This direction has been prioritised as the first strategic direction in alignment with the principals of the waste hierarchy. Additionally, it had been designed to reflect the Victorian Waste Education Strategy; strategic direction 2 “Increase community awareness of waste and support and encourage waste avoidance” and more locally the underpinning goals and themes found within the three council’s waste management strategies.

Actions

- 1.1 Utilise and build upon existing waste avoidance materials, programs and campaigns to raise awareness among the community and local business.
- 1.2 Support local food organic and garden organic (FOGO) waste education campaigns including the development of local compost and worm farm workshops.
- 1.3 Lead by example. Support good practice waste avoidance initiatives within internal council operations.



Figure 4 Worms on Wheels community workshop



Figure 3 Broadford and District Community Gardens workshop

2. Build community understanding of waste management as an essential service for all Australians, supported by their local Council

This direction has been developed in alignment with the Victorian Waste Education Strategy's direction 1 "Increase the perception of waste management as an essential service. The actions that follow on from this direction have been designed to address comments and concerns raised in the Waste Education Community Engagement Findings (Appendix). Many of the questions and concerns raised have simple answers regarding existing council and non-government services. Making sure this information is accessible, current and clear is an important and efficient waste and resource recovery education activity.

Actions

- 2.1 Develop community awareness of local governments' role and responsibilities within the national and regional waste and resource recovery management context.
- 2.2 Develop community awareness of local volumes of waste and resource recovery and help the community connect to the scale of the service they receive.
- 2.3 Establish Resource Recovery Centres (RRC) as a point of resource recovery education for residents.
- 2.4 Support the development and maintenance of a trusting and respectful relationship between the community and the participating councils.



Figure 5 Wallan Resource Recovery Centre Tour with Project Ready



Figure 6 Avenel Market pop-up

3. Increase community knowledge and confidence in kerbside recycling.

This direction has been developed in alignment with the Victorian Waste Education Strategy's direction 3 "Improve resource recovery and reduce contamination" and direction 5 "Support waste and resource recovery education for schools".

One of the priority actions that came out of the community engagement findings (Appendix 1: Community Engagement Findings) was access to a schools' incursion program. Because of limited resources this activity has been replaced by two complementing actions 3.3 and 3.4 below.

Actions

- 3.1 Increase residents' understanding of the kerbside recycling system.
- 3.2 Increase community confidence of the kerbside recycling service, through communications around what happens to the recycling after collections and local recycling contamination issues.
- 3.3 Develop and promote a regional schools' toolkit linked to the Victorian curriculum to support local teachers to provide effective waste and resource recovery education.
- 3.4 Develop a school holidays waste and resource recovery education program to be hosted by council staff at council facilities.



Figure 7 BEAM's Seymour Show Recycle Right information stand

4. Increase community awareness around the problems of litter and illegal dumping

This direction has been developed in alignment with the Victorian Waste Education Strategy's direction 4 "Reduce litter and illegal dumping". It also aligns with Mitchell's, Murrindindi's and Strathbogie's individual waste management strategies and strategic directions around issues and themes of litter and illegal dumping.

Actions

4.1 Support the implementation of the GVWRRG's regional litter and illegal dumping strategy or campaigns which inform the community of local illegal dumping issues and their social, environmental and economic impacts.

4.2 Promote and support litter collection campaigns such as Clean up Australia Day and Adopt a roadside.



Figure 8 Clean Up Australia Day Murrindindi Shire Council corporate event

5. Strengthen the southern Goulburn Valley’s waste and resource recovery education capabilities

This direction has been developed in alignment with the Victorian Waste Education Strategy’s direction 6 “Strengthen Victoria’s waste and resource recovery education capabilities”. It also aligns strongly with the role of the GVWRRG and many of the actions formed for this direction are supported by projects undertaken with the GVWRRG.

Actions

- 5.1 Support other Goulburn Valley local government authorities and regional agencies by sharing knowledge and resources where effective.
- 5.2 Produce annual reporting which demonstrates the benefits of waste and resource recovery education.
- 5.3 Participate in and support the GVWRRG’s Education Steering Committee through attendance at steering committee meetings and participation in regional projects.



Figure 9 E-waste billboard displayed around Local Government areas

Three-year Action Plan

Strategic Direction 1: Increase community and local business awareness of the impact of waste and support and encourage waste avoidance initiatives

	Actions to be Delivered	Behaviour	Evaluation Measure	Responsible	Timing		
					19/20	20/21	21/22
1.1 Utilise and build upon existing waste avoidance materials, programs and campaigns to raise awareness among the community and local business.							
a	Create a regular social media plan (#wastefreednesday) to promote existing waste avoidance and waste minimisation initiatives such as, but not limited to; - Clean up Australia Day - Love food hate waste - National recycling week.	Residents are aware of existing waste avoidance and minimisation initiative	Materials included in communications campaign (2.4b) Residents are knowledgeable of Australia's waste issues and opportunities	RWRRE Officer	✓	✓	✓
b	Continue to research and seek out new waste avoidance and minimisation initiatives to promote and include in the communications plan (2.4b).	Residents are aware of new and innovative initiatives	Materials included in communications campaign (2.4b)	RWRRE Officer	✓	✓	✓
c	Identify and partner with local businesses that generate large waste volumes to assist them to reduce waste.	NA	Have a list of relevant local business to engage with	RWRRE Officer	Identify	Partner	
d	Work with local business, identified in 1.1c to incorporate waste avoidance initiatives into their waste management and processes. (e.g. Secondbite, Love Food Hate Waste, composting).	Local Businesses utilise waste avoidance as part of everyday business	Four business (minimum) from each council is actively supported to use waste avoidance techniques	RWRRE Officer		✓	✓

	Actions to be Delivered	Behaviour	Evaluation Measure	Responsible	Timing		
					19/20	20/21	21/22
e	Partner with high profile local ambassadors, markets and festivals to encourage and support waste avoidance and reuse initiatives.	Waste avoidance initiatives are being promoted by ambassadors	Have a list of high-profile ambassadors/influences to utilise	RWRRE Officer	Identify	✓	✓
1.2 Support local food organics and garden organics (FOGO) waste education campaigns including the development of local compost and worm farm workshops.							
a	Support ongoing FOGO kerbside bin education, via the Back to Earth campaign where a FOGO kerbside bin is in place.	Households effective use of the kerbside FOGO bin	NA	RWRRE Officer	✓	✓	✓
b	Coordinate local compost and worm farm workshops.	Residents know how to set-up and maintain a compost or worm farm	Deliver 2 workshops in each council area (per annum),	RWRRE Officer	✓	✓	✓
1.3 Lead by example. Support good practice waste avoidance initiatives within internal council operations.							
a	Research and support good practice waste avoidance initiatives for council offices (e.g. The Fifth Estate Office Waste Guide).	Council offices and staff set example for community. Council staff are community waste champions	Internal waste audits completed (1 office each council) New/Improved bin configurations and system trialled and roll out planned	RWRRE Officer	Audit/Trial	✓	✓
b	Support the implementation of good practice waste avoidance initiatives for council hosted/run events (e.g. council meetings, training events, community meetings).	Council events demonstrate good practice waste avoidance practices	Lead by example waste guide (for internal events) developed and utilised	RWRRE Officer and other council staff	✓	✓	✓

Strategic Direction 2: Build community understanding of waste management as an essential service for all Australians, supported by their Local Council

	Actions to be Delivered	Behaviour	Evaluation Measure	Responsible	Timing		
					19/20	20/21	21/22
2.1 Develop community understanding of local governments' role and responsibilities within the national and regional waste management context.							
a	Update and streamline council supported web pages to clearly reflect WRR services and infrastructure managed by the council (including Resource Recovery Centres purpose, location/time and available services, recycling FAQs, FOGO opportunities).	Residents are aware of council's WRR services and infrastructure	Yearly update scheduled and completed	RWRRE Officer and Waste Coordinators	✓	✓	✓
b	Update and maintain council webpages to include links to resources which explain wider waste management issues and opportunities (e.g. Detox your home, Paintback, MobileMuster etc.).	Residents are aware of wider WRR issues and opportunities	Yearly update scheduled and completed	RWRRE Officer and Waste Coordinators	✓	✓	✓
c	Develop 'Follow your Waste' information and campaign (videos, bus tour or presentation).	Community understand where waste and recycling go.	'Follow your Waste' information is available to the community	RWRRE Officer		✓	✓
d	Promote information developed in 2.1 a, b and c (e.g. Council newsletters and Customer Service Centres, Communication Plan 2.4b).	Residents are aware of WRR issues council's services etc	Materials included in communications campaign (2.4b)	RWRRE Officer	✓	✓	✓

	Actions to be Delivered	Behaviour	Evaluation Measure	Responsible	Timing		
					19/20	20/21	21/22
e	Update annual bin collection Calendar/Maps with information about the wider national and state waste management context.	Residents are aware of personal and council's roles	2020 calendars updated and continuing	RWRRE Officer. Waste Coordinators and Communications team	✓	✓	✓
2.2 Develop community awareness of local volumes of waste and resource recovery and help the community connect to the scale of the service they receive.							
a	Create an Infographic or other visual data. This should highlight a unit of measure which is relatable (swimming pools, football fields, per person data points) for individuals and indicates "their" impact.	NA	Visual created	RWRRE Officer and Waste Projects Officer or Waste Coordinators		✓	
b	Present visual data created in 2.2a as an art installation, mural or other public and visible object.	Residents are aware of their own waste impact	Visual data presented to public	RWRRE Officer and Waste Projects Officer or Waste Coordinators			✓
2.3 Establish Resource Recovery Centres (RRC) as a point of WRR education for residents.							
a	Increase RRC staff knowledge and confidence in resource recovery streams through internal education and training.	RRC Staff are confident and share knowledge of resource recovery	Staff Feedback RRC Staff Training includes WRR Education	RWRRE Officer and Waste Team Leader	✓	✓	✓
b	Streamline and update RRC information available on site (poster, signs etc).	RRC customers have a similar experience at all RRC	Customer and staff feedback	RWRRE Officer and Waste Projects Officer or Waste Coordinators		✓	✓

	Actions to be Delivered	Behaviour	Evaluation Measure	Responsible	Timing		
					19/20	20/21	21/22
c	Develop and trial school and community tours of RRC.	Community are aware of how and why the RRC operates	Trial completed in each council area Tour guide resources are developed (script, worksheets etc)	RWRRE Officer and Waste Team Leader		Trial	✓
2.4 Support the development and maintenance of a trusting and respectful relationship between the community and the participating councils.							
a	Identify key stakeholders and build communication networks with stakeholders currently missed by existing communication channels.	Build and strengthen stakeholder relationships	Additional stakeholders are engaging with waste education	RWRRE Officer	✓	✓	✓
b	Build and maintain a 12-month communication plan to avoid messaging overloads/clashes and improve internal and external communications (as referenced in 1.1a, 1.1b, 2.1d, 3.1b, 4.1a, 4.1b).	RWRRE Officer to view yearly external communications	Communication plan created, implemented and regularly updated	RWRRE Officer and Communications Officer	✓	✓	✓

Strategic Direction 3: Increase community knowledge and confidence in kerbside recycling.

	Actions to be Delivered	Behaviour	Evaluation Measure	Responsible	Timing		
					19/20	20/21	21/22
3.1 Increase residents' understanding of the kerbside recycling system							
a	Advocate for state or regional creation of a "Recycle Right" style campaign which can be implemented locally.	Residents know what can and can't go in the kerbside recycling	Local implementation of recycling behaviour change campaign	RWRRE Officer		✓	✓
b	Streamline and update recycling information on council websites Promote recycling knowledge via existing engagement pathways (e.g. Facebook, local paper).	Residents know what can and can't go in the kerbside recycling	Website updated (2.1a) Info included in yearly comms campaign (2.4b)	RWRRE Officer and Communications team	✓	✓	✓
c	Create detailed recycling 'frequently asked questions' for Council website based from community engagement survey.	Residents know what can and can't go in the kerbside recycling	FAQ Available online /paper	RWRRE Officer and Communications team	✓	Review	Review
d	Investigate the feasibility of a bin inspection program or bin lift monitoring to assess bin contamination.	Residents know what can and can't go in the kerbside recycling	Investigation report completed	RWRRE Officer and Waste Coordinator		✓	
3.2 Increase community confidence of the kerbside recycling service, through communications around what happens to the recycling after collections and local recycling contamination issues.							
a	Organise and promote annual Materials Recovery Facility (MRF) tours and/or "Follow you Waste" tours/videos (2.1c).	Residents understand what happens after the recycling bin is picked up.	1 tour per council (minimum) per year	RWRRE Officer	✓	✓	✓

	Actions to be Delivered	Behaviour	Evaluation Measure	Responsible	Timing		
					19/20	20/21	21/22
b	Utilise council kerbside recycling audit data to create local recycling contamination messaging.	Residents understand what happens after the recycling bin is picked up.	Messages included in yearly comms campaign	RWRRE Officer and Communications Officer			
3.2 Develop and promote a regional school's toolkit to support local teachers to provide effective waste and resource recovery education.							
a	Develop a local online waste and resource recovery toolkit for local teachers linked to the Victorian curriculum.	Teachers are confident to teach WRR topics	Toolkit available Online	RWRRE Officer	✓	✓	Review
b	Build a network of local teachers who can support each other in providing effective WRR Education.	Teachers share experience and resources	Mail list /Network created and actively being used	RWRRE Officer		✓	✓
3.3 Develop a school holidays WRR Education program hosted by council staff at council facilities.							
a	Develop and trial a primary/kinder school holiday program hosted by council staff.	Resident youth know what can and can't go in the kerbside recycling	Material developed Trial completed and evaluated	RWRRE Officer	Develop	Trial	✓

Strategic Direction 4: Increase community awareness around the problems of litter and illegal dumping

	Actions to be Delivered	Behaviour	Evaluation Measure	Responsible	Timing		
					19/20	20/21	21/22
4.1 Support the implementation of the GVWRRG's regional litter and illegal dumping strategy or campaigns which inform the community of local illegal dumping issues and their social, environmental and economic impacts.							
a	Design and implement a social media campaign around local illegal dumping issues and their social, environmental and economic impacts.	Residents understand the problem of illegal dumping and it's impacts	included in yearly comms campaign (2.4b)	RWRRE Officer and Communications Officer	✓	✓	✓
b	Communicate and promote information developed at the regional level about the local issues of litter and illegal dumping, as well as solutions.	Residents understand the problem and solution	included in yearly comms campaign (2.4b)	RWRRE Officer and Communications Officer		✓	✓
4.2 Promote and support litter collection campaigns such as Clean up Australia Day.							
a	Continue to promote and support anti-littering initiatives (Clean up Australia Day, Adopt a Roadside EPA Report Litter, DumpIn Data etc).	Residents are supported to take anti-littering actions	Community events are supported	Waste Projects Officer and Local Laws	✓	✓	✓
b	Organise and expand corporate (internal) Clean Up Australia Day events.	Council staff set example for community. Council Staff as community champions	Corporate event hosted by each council	RWRRE Officer		✓	✓

Strategic Direction 5: Strengthen the southern Goulburn Valley's waste and resource recovery education capabilities

	Actions to be Delivered	Behaviour	Evaluation Measure	Responsible	Timing		
					19/20	20/21	21/22
5.1 Support other local government authorities and regional agencies by sharing knowledge and resources where effective.							
a	Sharing resources with other local governments. Encourage the use of a single portal in which councils can easily share waste education documents, resources and assets.	Creates an attitude of sharing resources is effective and efficient	Peer/Staff Feedback	All	✓	✓	✓
b	Actively participate in and support the GVWRRG's Education Steering Committee, including supporting GVWRRG led education projects.	NA	Participate in quarterly meetings (minimum)	RWRRE Officer	✓	✓	✓
5.2 Produce annual reporting which demonstrates the benefits of waste and resource recovery education.							
a	Produce annual reporting which demonstrates the benefits of waste and resource recovery education.	NA	Annual Report	RWRRE Officer	✓	✓	✓

APPENDIX

Appendix 1: Community Engagement Findings

Link to PDF

[Community Engagement Findings](#)

References

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- > Mitchell Shire Council, Waste Management Strategy 2016 -2021, 2016
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