WSROC

Advocating for the people of Western Sydney

Western Sydney Regional Litter Plan 2016-2021



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This project is a NSW EPA Waste Less, Recycle More initiative funded from the waste levy.

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1 INTRODUCTION

BACKGROUND

The Western Sydney Regional Organisation of Councils (WSROC) secured NSW Environmental Protection Authority (EPA) Stage 1 regional litter grant funding to develop (from December 2015-May 2016) this document, the Western Sydney Regional Litter Plan, detailing a strategy to reduce litter in the region. This document is supported by the 2016-2017 Western Sydney Litter Regional Implementation Plan (L-RIP) that specifies priority projects for implementation during the first year of the Regional Litter Plan.

Littering harms ecosystems and our natural environment, makes our community look unkept and is linked to other anti-social behaviour like graffiti. The NSW Premier recently announced a new State Priority to reduce the volume of litter by 40% by 2020. This builds on the foundation that has already been created through the previous focus on reducing the number of littered items in NSW.

To achieve this ambitious goal, the NSW Government has committed $20 million towards anti-littering efforts to 2017 as part of its $465.7 million Waste Less, Recycle More initiative. The NSW Government will shortly be releasing the NSW Litter Prevention Strategy. Seven Western Sydney councils have received litter prevention grants totalling over $550,000 under this initiative and have implemented site specific programs to reduce litter.

ROLE OF LOCAL GOVERNMENT IN LITTER MANAGEMENT

Councils play an important role in the management of litter, with the responsibility for the prevention and clean up of litter across much of the state. Local government also bears a large proportion of the financial cost of litter clean up activities, with social and environmental consequences also affecting councils and their community. Litter bears a far greater unaccounted cost to the community due to its impacts on the environment and economy. Areas that are aesthetically pleasing and clean environments are likely to have an improved economy as they are more liveable.

Clean up activities common across most councils include the placement and collection of litter bins, manual litter picking patrols and street sweeping.

Councils also have authorised delegation to issue fines for littering and they commonly design and implement litter prevention and education programs for their local areas. Activities and the level of responsibility vary between individual councils.

This Regional Litter Plan takes a strategic approach to litter reduction across the Western Sydney region. In 2014, ten Western Sydney councils came together to develop a future strategic direction for improving waste management and resource recovery practices across the region. These participating councils are Auburn, Blacktown, Blue Mountains, Fairfield, Hawkesbury, Holroyd, Liverpool, Parramatta, Penrith and The Hills (although not a member of WSROC).

The Western Sydney Regional Waste Avoidance and Resource Recovery Strategy (the 'Regional Waste Strategy') demonstrates the region's commitment to adopting a strategic approach to waste management. The Regional Waste Strategy seeks to increase recycling, combat illegal dumping and tackle littering, by leading joint activities and encouraging information sharing and cooperation between councils.

Litter is a key theme addressed in the Regional Waste Strategy, with a view to measuring the extent of litter, drawing attention to litter as a regional issue and providing shared resources for councils for the purpose of litter prevention and management.

The Regional Waste Strategy and this Regional Litter Plan align with the State Government's NSW Waste Avoidance and Resource Recovery Strategy 2013-21 (WARR Strategy). In September 2015, the NSW Government announced the Premier's 30 reform priorities for the State including a litter reduction target of 40% by 2020 (by volume). This follows on from the previous commitment to reduce the number of littered items by 40% as published in their 10 Year State Plan, *NSW 2021: A plan to make NSW number one.*

As per the Regional Waste Strategy, Western Sydney councils have committed to *Partner with the state to establish a litter baseline by 2015 and work towards reducing the incidence of litter by 2017.*

Furthermore, this document contains actions to measure litter and implement litter reduction projects. The Regional Litter Plan has been developed under the Regional Waste Strategy to provide a detailed plan for activities to reduce the incidence of litter in the region. This Regional Litter Plan supports councils' individual litter reduction efforts as detailed in their own council litter prevention and management strategies.

THE WESTERN SYDNEY REGION

Western Sydney is one of Australia's most culturally diverse and rapidly growing regions. With a population of just over 1,600,000, Western Sydney makes up around a third of Sydney's total population, spread across an area of 5000km^2.

Approximately 20% of the region's population lives in the Blacktown local government area (LGA). Together the six councils of The Hills, Blacktown, Fairfield, Liverpool, Parramatta and Penrith represent 80% of the region's total population. The least densely populated LGA is Hawkesbury, which has the largest area (2,776 km^2) and the smallest population (64,000).

The Draft Metropolitan Strategy for Sydney forecasts that 70% of Sydney's population growth to 2031 will be in Western Sydney, with nearly 1 million people settling in the region over the next 16 years.

These 10 participating councils represent a significant geographical portion of the Sydney metropolitan region, containing a mix of regional centres and large cities. It stretches from the heavily urbanised, multicultural areas of Auburn and Parramatta in the east, to the greenfield growth centres around The Hills, Blacktown and Liverpool, the semi-rural areas of Hawkesbury and the World Heritage listed areas of the Blue Mountains.

DEVELOPMENT OF THE PLAN

The Regional Litter Plan supports the Regional Waste Strategy vision of "a planned and collaborative approach to waste management, which is cost effective, supportive of our community and economy and improves resource recovery in line with NSW Government targets."

The development of this plan was guided by a working group of staff from Western Sydney councils and in collaboration with WSROC's regional waste coordinators. Council staff have the best understanding of community expectations for maintaining clean neighborhoods. They have extensive experience with litter management and experience delivering education programs in their area.

Working group participants from a range of departments within council (including waste managers, rangers, depot staff and litter project officers) all play a role in litter prevention and clean up. This has helped ensure a wide range of council responsibilities, staff experiences and realistic deliverables have been captured in the development of the plan.

The priorities in these plans were developed by the working group based on the collective needs of councils. The NSW EPA provided early guidance and offered commitment to support engagement with other NSW Government agencies.

The plan was developed through extensive consultation with participating councils. The first stage of consultation included a data gathering phase that allowed collated regional data to be presented to the group to inform the development of the plan.

Following the data gathering phase, working group participants were consulted through one-on-one discussions, data surveying and a number of group workshops to develop and prioritise the plan details.

It is important to note that the plan was developed based on common littering challenges that can be effectively addressed at the regional level. It is acknowledged that each participating council will also have their own local priorities to be addressed on an individual basis.

The L-RIP will be submitted to the NSW EPA along with this Regional Litter Plan with the aim of qualifying for Stage 2 regional litter funding, and making progress towards the NSW litter reduction target. Securing grant funding will enable WSROC to implement projects proposed to tackle the problem of litter. This strategic and cooperative approach to addressing litter across the region will also support individual councils' own litter prevention projects.

2 WHERE ARE WE TODAY?

To better understand the extent of the litter problem, an analysis of litter data is necessary – to understand more detail about where litter is found, who litters items, what are the items most commonly littered, when littering is occurring, and how litter impacts on councils.

Historically, the amount of data available on littering can be low, particularly in comparison to illegal dumping - whereby complaints are lodged in Council systems more routinely. NSW EPA promotes community reporting of littering incidents and the issuing of fines, and this has helped tackle the issue.

LITTER IN NSW

Litter is currently measured through a variety of sources. State-wide, the NSW EPA analyses the Keep Australia Beautiful National Litter Index (NLI), which is a broad survey that measures land based litter by the number and volume of littered items across almost 1,000 sites nationally. Litter is also measured in local 'hotspots' through the EPA's Local Litter Check. This method targets local litter problem areas. It helps councils, community groups and others to understand, measure and tackle litter in those hotspots. Analysis of local litter checks across Western Sydney allows a more comprehensive picture of litter in the region.

Information in the NLI shows the NSW priority litter materials and sites of litter, seen in Figure 1 below:

FIGURE 1 - NSW PRIORITY LITTER SITES AND MATERIALS

Priority Sites	Priority	Priority Materials
Highways and roads Industrial areas Car parks	HIGH	Drink containers (all materials – plastic, paper, glass, metal) Takeaway containers (all materials – plastic, paper, glass, metal) Plastic Paper and paperboard (e.g. newspapers) Metal
Retail strips Transport interchanges Residential areas	MEDIUM	Cigarette butts Glass
Recreational parks Ovals/sports grounds Shopping centres Beaches	LOW	Miscellaneous

Industrial sites are the most littered, with all types of materials. Highways have high levels of plastic, cigarette butts and takeaway wrappers. Retail strips and shopping centres have three times the number of cigarette butts than all other litter combined.

Cigarette butts remain the most littered item in NSW, as well as the rest of Australia, making up 35% of all litter. Around 7 billion cigarette butts are estimated to be littered in Australia each year. Cigarette butts are the most reported item littered from vehicles in NSW, and are attributed to 1200 grass fires each year in NSW. The next most common litter is paper or paperboard items (which include tickets, drink containers, cups, ice-cream wrappers and boxes), and plastic items (including drink containers, cups and straws).

According to a recent unpublished EPA study of which Western Sydney councils were surveyed, litter management is a net cost to the NSW economy of more than $162 million. The results are a conservative estimate, as they were not able to measure the cost to private businesses. The data also includes information from community organisations that is probably not representative of the effort contributed by those organisations. Of the data collected, local government agencies bear the largest cost of litter management, at approximately $135.3 million.

Research also shows that there is no such thing as a typical litterer. The same person may litter in one place, but not in another. Their behaviour can change even with the same piece of litter, but a major determinant of littering behaviour is people perceiving that witnesses are present.

LITTER IN WESTERN SYDNEY

Understanding the extent of litter in Western Sydney was identified in the Regional Waste Strategy as a key priority. The Strategy has a specific regional litter target to 'partner with the State to establish a baseline by 2015 and work towards reducing the incidence of litter by 2017'.

In August 2015, WSROC commenced the development of a regional litter baseline. This project has sought to determine the type of litter data held by the ten councils in the region, specifically for the 2014/15 year. The project has collected the most common types of data across the councils, and aggregated this data to develop a regional snapshot and 2014/15 baseline from which to measure future progress. This baseline will provide more information for councils and WSROC to design litter prevention programs to make clear the impact of litter on council and the ratepayers.

Data collected in the baseline includes:

- cost of litter to council,
- tonnage of litter collected through street sweeping,
- number and composition of gross pollutant traps maintained by council,
- litter collected from waterways,
- litter audit data including local litter checks,
- preventative and deterrence measures used
- litter hotspots,
- community and corporate partnerships.

Apart from the development of this regional litter baseline, there were no specific project actions listed in the strategy to reduce litter in the region. The 2015/16 amended action plan included a new strategy action to facilitate regional programs to reduce litter, with intent for specific programs to be detailed in this then forthcoming Regional Litter Plan.

What are councils currently doing to address litter?

The elements of effective litter behaviour change actions are now well established through the published research on litter programs. There are four key elements that should be considered in the design of any litter reduction program. These are education, infrastructure, enforcement and monitoring and evaluation. Western Sydney councils undertake a range of projects and activities throughout every year to address littering through these four key elements and six participating councils have adopted policies and strategies related to litter management (Appendix A).

Education

Community education is critical for changing behaviour. It raises awareness and builds the social norm that littering is not the right thing to do. Councils undertake a range of litter education activities which include promotion of litter messages at community events, working with corporations such as McDonald's and Woolworths, litter reduction pledges, providing car litter bags and educating community groups. Councils use the NSW EPA developed *Hey Tosser!* messages in a range of education materials, including advertising, signage, stickers and promotion of the *Hey Tosser!* mobile app. Councils also design specific education programs for specific litter types, such as *No Butts about Holroyd* and Fairfield's *I Sustain – Litter off the Streets* program.

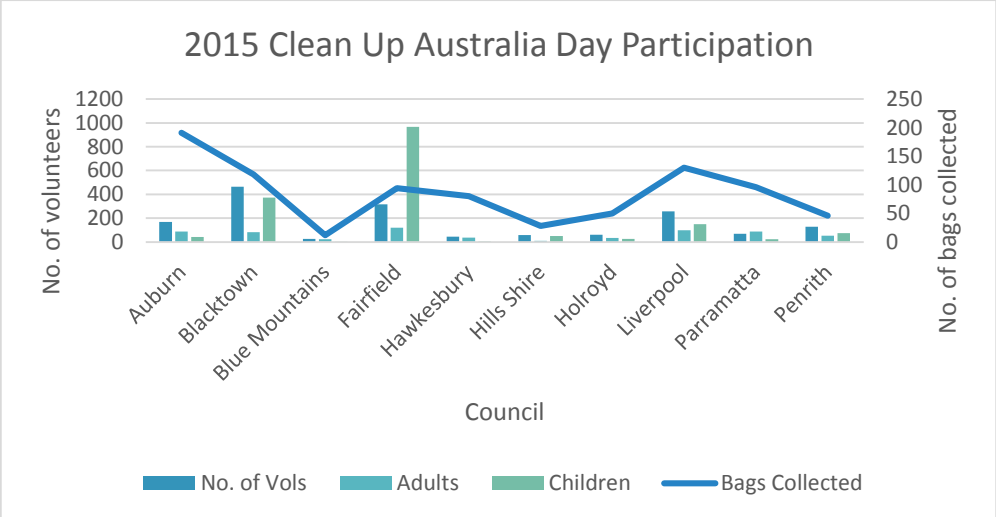
Clean-up and Infrastructure

Clean, well-maintained bins are critical and need to take into account who uses the site and how. Together with good bin infrastructure, sites need to be kept clean to reduce litter, sending the message litter doesn't belong.

Councils undertake a broad range of litter clean-up activities and provide significant amounts of litter infrastructure. Most councils have outdoor staff with responsibility for the picking and collection of litter at various sites within the local government area to help keep localities clean. There are many partnerships with community and volunteer groups to support their litter collection efforts, as well as other organisations such as Work for the Dole and corporate partnerships. Clean Up Australia (CUA) Day is the key community clean up activity within most councils, supported by specific community initiatives such as Blacktown's *Picitup* initiative or Parramatta's *Love Where You Live* program.

In 2015, all Western Sydney councils participated in CUA Day. Annually, 800-900 people volunteers in the region participate in CUA Day resulting in 200-300 bags of litter collected each year. CUA Day is unique from other clean-up activities (including community litter projects), due to the large number of children engaged in the activity. This figure also includes school participation, and both school and community participation increase education and awareness around litter.

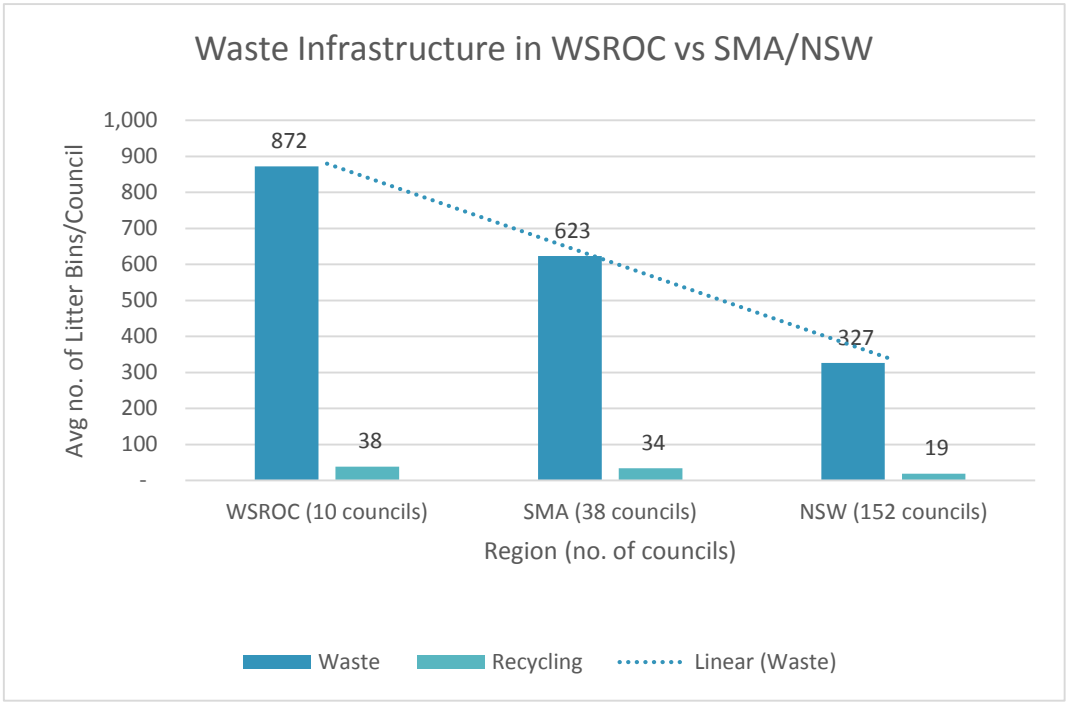
FIGURE 2 - 2015 CLEAN UP AUSTRALIA DAY PARTICIPATION IN WESTERN SYDNEY



Councils regularly install, maintain and review the placement of bins in locations throughout their local government area. Street litter bins, public place recycling bins and cigarette butt bins are commonly maintained and serviced by councils. To prevent and manage litter, councils purchase, install and maintain street and bin signage, street sweeping machines, gross pollutant traps and specific litter machinery such as gum removal machines. Councils also invest in associated infrastructure proven to reduce littering such as preventative landscaping, graffiti removal, fencing and streetscape upgrades. The provision of litter prevention grants (Appendix B) has enabled the recent installation of bins across Western Sydney such as in Marayong (Blacktown), Dural (The Hills) and Jamisontown (Penrith).

In 2014-15, Western Sydney councils had 8721 litter bins and 383 recycling bins installed in public place locations. Figure 3 shows that the average number of waste litter bins per council (872) in the WSROC region is significantly higher compared to the Sydney Metropolitan Area (SMA) (623) and overall NSW (327). The average number of recycling bins per council (38), however, is similar with Sydney Metropolitan Area (34), both being higher the NSW average (19). Community grants were used for clean-up and infrastructure (Appendix C).

FIGURE 3 - WASTE INFRASTRUCTURE IN WSROC COMPARED WITH SMA AND NSW

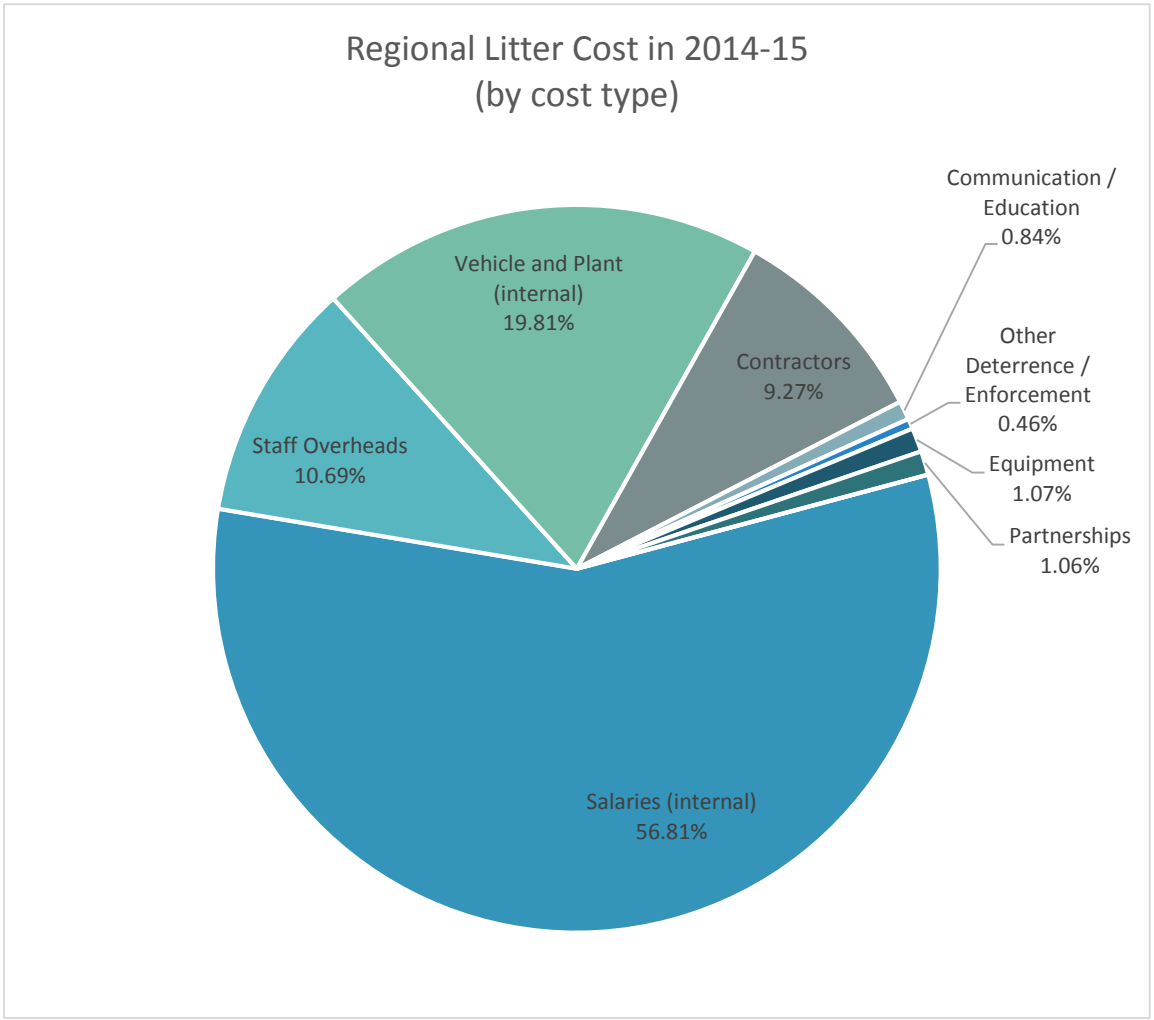


Waste collected via bins and litter infrastructure is avoided litter, as the material has been properly disposed rather than discarded outside the bin as litter. The number of litter bins in place is directly proportionate to the amount of waste collected via those bins. The high numbers of waste and recycling bins in the Western Sydney region have resulted in over 7,500kg of waste litter avoided (of which over 700kg was also recovered for recycling). This is important to note when considering bin infrastructure required to prevent littering.

As mentioned previously, councils engage in a range of clean-up activities, for which the main indicator is costs. Western Sydney councils alone spent in excess of $14.78 million on litter in 2014/15[1] which does not include the cost of servicing litter bin infrastructure (due to avoided litter not being recorded as litter). This is an average of $1.48m per council, ranging from $449,106 (least council spend) to $4,599,250 (highest council spend). As an average per household, this litter spend equates to $26.61/hh across the region.

The costs includes the direct costs (staffing and machinery) of cleaning up a portion of the litter, which accounts for a substantial proportion of the total cost. Also itemized are activities such as education, enforcement and monitoring, but it is worth noting the very low cost spend on education and preventative activities. The cost breakdown (average of 9 councils) is shown in Figure 4 below.

FIGURE 4 - COST BREAKDOWN



[1] WSROC Regional Litter Baseline Study 2015/16

Enforcement

Enforcing litter offences is part of reinforcing the desired social norm that litter is illegal and that it gets noticed. Councils undertake litter enforcement activities through regulatory staff, normally as part of their standard day to day duties. Litter infringements are issued year round by council rangers and other staff with delegated authority, with some councils undertaking litter infringement blitzes, often following significant education campaigns. In some councils, waste collection contractors or outdoor staff patrol non-conforming kerbside clean up piles and overflowing rubbish bins to prevent windblown litter occurring.

In 2015, council and non-council (NSW EPA, RID Squad, NSW Police, OEH) regulatory officers in Western Sydney issued over 2600 Penalty Infringement Notices (PINs) for litter offences under sections 145 and 146 of the Protection of the Environment Operations Act 1997. This is a significant increase compared to previous years (997 in 2014, 1102 in 2013, and 1159 in 2012), largely due to the increase in non-council issued infringements across the region (86% of total infringements issued in 2015, compared to 47% in 2012). Littering from vehicles is by far the most prevalent (73%) litter penalty issued, most likely due to the ability to identify litterers through vehicle registration details.

Promotion of the NSW EPA litter reporting app has been identified as a tool to increase the profile of litter enforcement, and perception that litterers can get caught. The key data is shown in the following diagrams.

FIGURE 5 - LITTER INFRINGEMENT OFFENCES 2012-2015

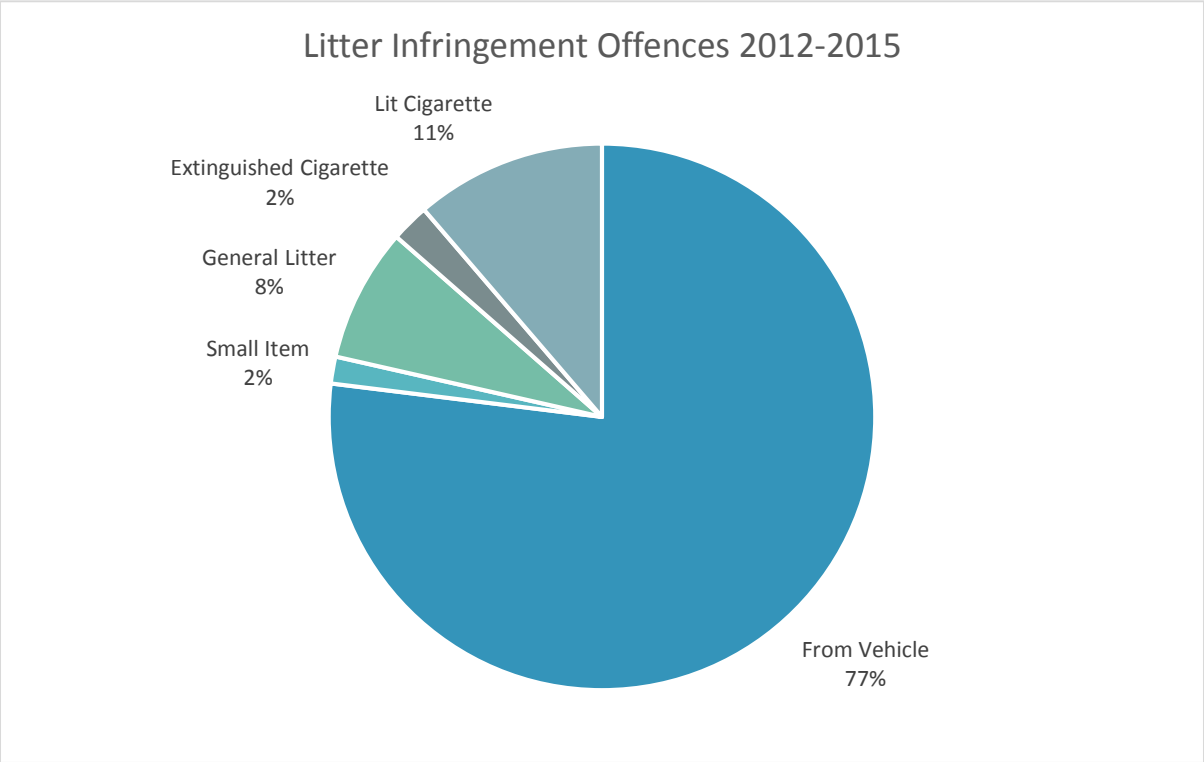
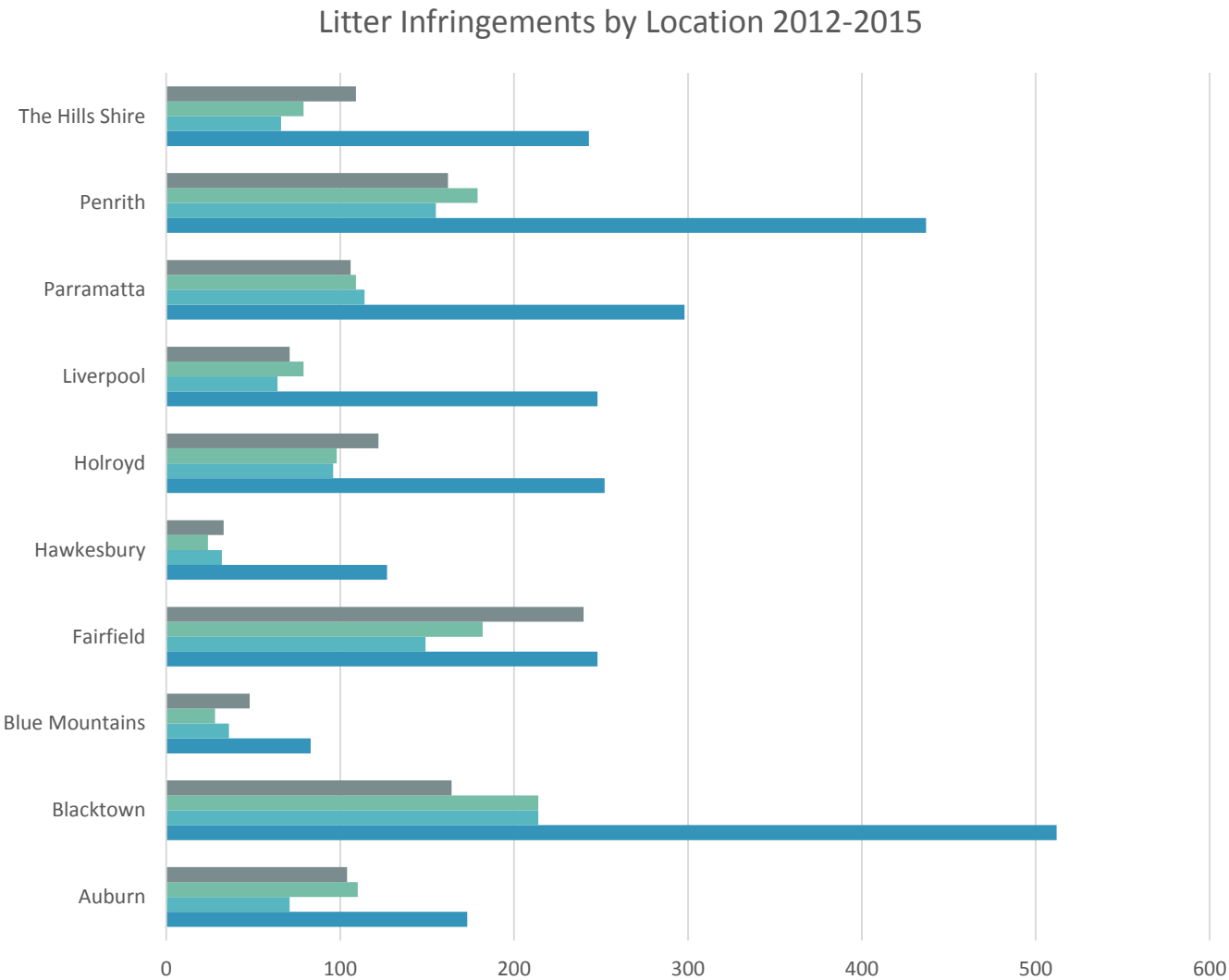


FIGURE 6 - LITTER INFRINGEMENTS BY LOCATION 2012-2015



	Auburn	Blacktown	Blue Mountains	Fairfield	Hawkesbury	Holroyd	Liverpool	Parramatta	Penrith	The Hills Shire
2012	104	164	48	240	33	122	71	106	162	109
2013	110	214	28	182	24	98	79	109	179	79
2014	71	214	36	149	32	96	64	114	155	66
2015	173	512	83	248	127	252	248	298	437	243

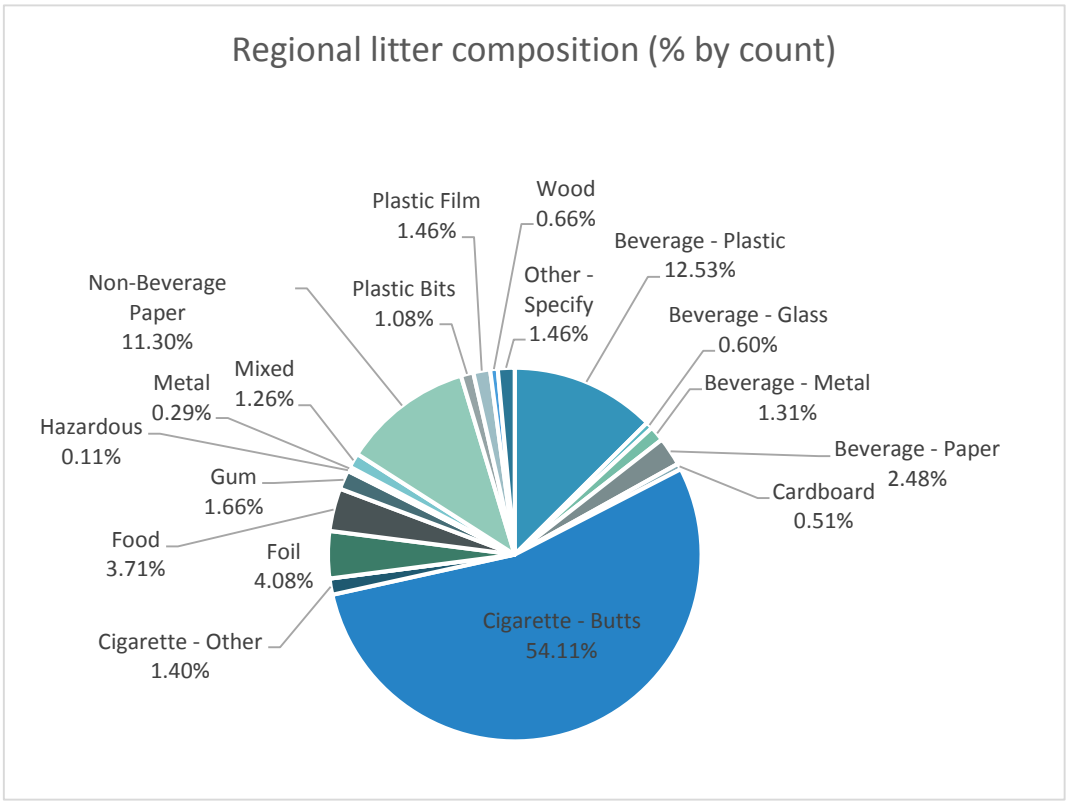
Monitoring and Evaluation

Anyone tackling litter needs to know what works, what doesn't work, and why. Councils undertake a range of activities to monitor litter in their area and evaluate litter prevention activities. Councils often review collected litter data and undertake local litter checks and other measurement activities. Surveillance cameras are used by some councils and review of bin placement, composition of litter bins and gross pollutant traps and other information can help shape litter reporting and prevention program design.

Local Litter Checks (LLCs) provide useful insight into littering behaviour and will continue to be used within L-RIP projects to measure and evaluate the effectiveness of programs.

LLCs conducted recently in Western Sydney councils identified that cigarette butts were the most commonly littered item in each of the hotspots. The aggregated LLC data in the following figure (based on 26 LLCs) shows that cigarette butt litter is a major problem in Western Sydney, comprising 54.11% of all litter items by count in these hotspots, being significantly higher than the national average of 30%[2]. In one particular hotspot (a shopping strip), cigarette butt litter comprised of 81% of litter items. Beverage-plastic (12.53%), non-beverage paper (11.30%), foil (4.08%) and food (3.71%) were the subsequent most littered items discovered in the LLCs.

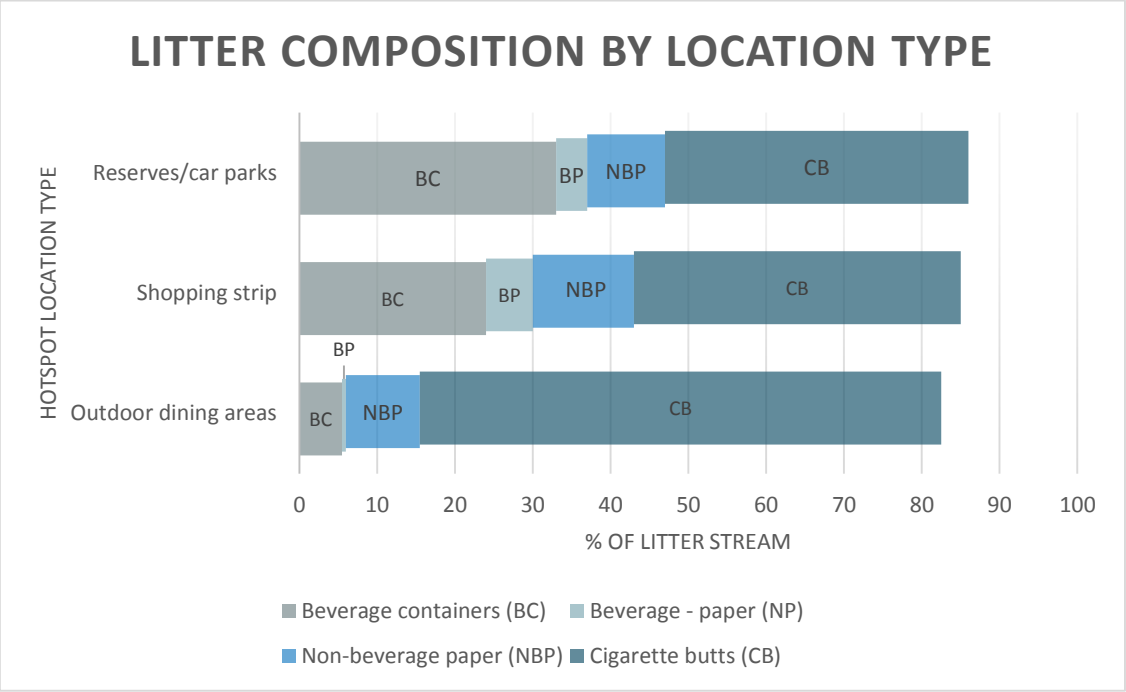
FIGURE 7 - REGIONAL LITTER COMPOSITION (% BY COUNT)



[2] National Litter Index, 2014-15, Keep Australia Beautiful.

Whilst cigarette butts continue to be a problem across a range of sites, there is an increase in the proportion of litter from beverage containers and non-beverage paper such as take-away food packaging in reserves and car park locations as shown in the next Figure.

FIGURE 8 - LITTER COMPOSITION BY LOCATION TYPE



The Regional Litter Baseline project, together with additional data reviewed for this plan, has been instrumental in quantifying the regional litter problem. It is important for evaluation and monitoring of the impact of this strategy to maintain a consistent approach to data collection across participating councils.

WHERE DO WE WANT TO BE?

The Regional Waste Strategy sets the vision, themes, strategic objectives and targets for future investment and action on waste to June 2017. One of these themes centres on combating littering and has driven the need for the development of a 3-5 year Regional Litter Plan. It is acknowledged that the timeline for the Regional Litter Plan goes beyond the Regional Waste Strategy, however, a long term Regional Litter Plan supports the NSW Premier's Priority to reduce litter volume by 40% by 2020.

(NSW EPA)

The intent of the Western Sydney Regional Litter Plan 2016-21, in accordance with the Regional Waste Strategy is to reduce litter volume by implementation of litter reduction projects identified as a regional priority in partnership with councils.

The objectives of this Regional Litter Plan are based on SMART (specific, measurable, attainable, realistic and timely) goals and have been determined with the working group participants, in consideration of the available litter data. This data has been reviewed and used within the stakeholder engagement phase to develop the priority projects in this Plan.

PRIORITY SITES AND TYPES OF LITTER

The following figures show individual council priorities for addressing specific litter types and litter locations.

H = littering 'Hotspots' – data shows these as top priority issues
Y = further priorities identified by councils through consultation

FIGURE 9 - SITES IDENTIFIED AS PRIORITIES FOR COUNCILS

	LITTER SITE TYPE – common hotspots (H) and additional areas of focus (Y)													
	Fast food surroundings	Shopping mall / centre	Litter bin overflow	Parks / grounds litter/overflow	Roadside – multi-unit dwellings	Residential	Roadside – industrial areas	Grass swales (/roadside)	Creek banks / waterways	Litter from vehicles	Litter from waste facility	Overflowing residential bins	Clean up remains	Train lines
Auburn		Y		Y	Y				Y					
Blacktown	H			H			H	H	Y	Y				Y
Blue Mountains				Y	Y		Y			Y				Y
Fairfield		Y		Y						Y				
Hawkesbury											Y			
The Hills							Y							
Holroyd	H	H		H			H		Y					Y
Liverpool		Y		H			Y							
Parramatta	H	H		Y	H				H			Y	Y	
Penrith	Y		Y	Y		H				Y				
Region														

FIGURE 10 - TYPES OF LITTER IDENTIFIED AS PRIORITIES FOR COUNCILS

	LITTER TYPE						
	Cigarette butts	Junk mail / newspapers	Fast food bags/cups etc.	Glass / broken glass	Plastic bottles / cans / pizza boxes / food wrapping	Bill Posters	Chewing gum
Auburn	Y			Y	Y		
Blacktown	Y	Y	Y		Y	Y	Y
Blue Mountains	Y				Y		
Fairfield	Y		Y	Y	Y		
Hawkesbury	Y		Y				
The Hills	Y						
Holroyd	Y		Y	Y	Y		Y
Liverpool	Y		Y		Y		
Parramatta	Y	Y	Y		Y	Y	
Penrith	Y	Y	Y	Y	Y	Y	
Region							

Regional priorities were determined by reviewing this data. Sites requiring action across the region included fast food surroundings, shopping centres/strips, parks/reserves, indristrial roads and waterways. Priorities for litter type were cigarette butts, fast food packaging, and take away food and beverage packaging. Futher exploration and review of these with the working group determined these priorites to be targeted in the Regional Litter Plan, with exception of waterways and industrial roads, determined to be not appropriate for this regional plan. It was also determined that maintaining litter data and promotion of litter as a key challenge for councils was also an area that needed further work.

PRIORITIES SHORTLISTED

The following list summarises the key priorities for the Western Sydney Regional Litter Plan.

Regional Litter Priorities Shortlist

- **Cigarette butts in shopping precincts/CBD locations.**
- **Food and drink packaging/containers in recreational parks.**
- **Food and drink packaging/containers littering arterial roads.**
- **Awareness levels across council internal stakeholders of the litter issue and cost.**

L-RIP PRIORITIES - OBJECTIVES, TARGETS AND MEASUREMENT

The tables in this section outline the objectives, targets and measurement activity of projects proposed under this Regional Litter Plan.

Table 1 - Objectives and targets

Objective	Target		Timeline
Objective 1 **Educate drivers on arterial roads (in our region) on:** **1) Reporting littering from vehicles** **2) The possibility of getting caught for littering from their vehicle.**	1.1	Increase by 5% the number of incidents registered on the EPA App in this region (with corresponding postcodes).	Year 1 (2016/17)
	1.2	Increase perception of local residents that littering from vehicles will be detected and reported, aiming for a 5% increase in awareness after the project.	Year 1 (2016/17)
Objective 2 **Promote litter as a key challenge to senior council staff and elected representatives.**	2.1	Potential media reach of 100,000.	Year 1 (2016/17) (repeated in Year 5)
	2.2	Regular reports to WSROC Board and council executives.	
Objective 3 **Reduce the number of cigarette butts littered in at least 1 shopping strip per participating council.**	3.1	At least 7 of the 10 Councils participate.	Year 2 (2017/18)
	3.2	Raise awareness that butts are litter and increase the perception that cigarette butt littering is enforceable across the region.	
	3.3	10% reduction of cigarette butt litter in at least 1 shopping strip in each of the seven participating councils.	
Objective 4 **Reduce the volume and cost of cleaning up food and drink containers/packaging in high weekend use recreational parks within the WSROC region.**	4.1	Achieve a 5% reduction of targeted materials at these locations per year over three years. Locations may include parks, reserves and picnic areas.	Year 3-5 (2019-21)
	4.2	Achieve a 5% reduction in staff hours cleaning Council sites per year. This may include Council staff or volunteers or other groups e.g. Liverpool corrective services.	

Objective	Target		Timeline
Objective 2 (continued) **Continue to measure litter in the region and raise awareness of the importance and cost of litter with participating council stakeholders and the community.**	2.1	Repeat measurement of regional data baseline.	Year 5 (2020/21)
	2.2	Potential media reach of 100,000.	
	2.3	Regular reports to WSROC Board and council executives.	

STAKEHOLDER ENGAGEMENT – REGIONAL LITTER TEAM

Key council stakeholders were consulted and community data from events and activities was reviewed in the development of this plan.

Through a process of consultation, stakeholder data was acquired from the NSW EPA, councils and community activities (including data on Clean-Up Australia Day and from community surveys).

WSROC worked with councils through:

- Interviews.
- Data collection
- Distribution of surveys sent for completion.
- Telephone calls/ interviews.

Data collected or provided by the EPA included:

- Council hotspots, priority materials, users, focus areas, costs.
- Final reports of council and community litter grant (Appendix B and Appendix C).

WSROC established a regional litter working group including WSROC, participating councils of the Regional Waste Strategy and EC Sustainable, to develop the Regional Litter Plan and Litter Implementation Plan.

The working group identified stakeholders that need to be consulted to develop targets and objectives and those that would have a key role in implementation and management of the plan. These include the NSW EPA, Roads and Maritime Services, local community clean up groups and the Western Sydney Regional Illegal Dumping Squad.

Additionally, some projects would benefit from partnership with stakeholders such as fast-food outlets, local businesses and local police.

HOW WILL WE GET THERE?

REGIONAL LITTER PRIORITY PROJECTS FRAMEWORK

The regional working group identified a range of potential project options that could be pursued, based on the regional priority issues determined in Section 3 of this plan. These options were further refined through consideration of the following factors:

- affordability,
- ease of delivery,
- alignment with existing operations,
- timeframe for delivery,
- any dependencies or prerequisites,
- political context.

In addition, the suitability for regional delivery was another key factor and this helped in prioritisation of the key projects. For example, the issue of litter on arterial roads was deemed to be better suited to a regional project due to the opportunity to address cross-boundary issues and opportunities to work regionally in partnership with stakeholders such as Roads and Maritime Services (RMS) and fast-food outlets. This resulted in this issue becoming the highest regional priority as regional coordination would increase the effectiveness of such a campaign.

Whilst the issue of cigarette butts in shopping precincts, and food and drink waste in recreational parks are still a significant problem, these projects are site specific and can also be implemented at the individual council level.

Total budgets are based on indicative costings for the preferred regional options. These can be reviewed later and updated when more detailed costing research is carried out or the region calls for quotations or expressions of interest.

REGIONAL PRIORITY PROJECT OBJECTIVES AND BUDGETS – SPLIT BY YEAR

The following table shows a summary of the project objectives and indicative budgets (excluding in-kind support) by year, with project details for Year 2-5 projects in subsequent tables. The Regional Litter Implementation Plan is a separate document which shows the detailed Project Plan for Year 1 - 2016/17 (Objectives 1 and 2) project implementation.

Whilst the Implementation Plan provides a detailed budget for Year 1 implementation, should there be subsequent funding opportunities available, these two priority projects would benefit from multi-year funding and implementation. Subject to EPA funding, all one-year projects listed in Table 2 could be expanded and delivered over multiple years for greater impact.

Table 2 - Five year objectives and budgets

Year 1 (2016/17)			
Option description (or title)	Objective(s) to be achieved	Target(s) to be met	Budget
Objective 1 Educate drivers that on arterial roads (in our region) they might get caught for littering from their vehicle	Educate drivers on arterial roads (in our region) on: 1) Reporting littering from vehicles 2) The possibility of getting caught for littering from their vehicle.	1) Increase by 5% the number of incidents registered on the EPA App in this region (with corresponding postcodes). 2) Increase perceptions that litterers will be caught, aiming for a 5% increase in awareness after the project.	$139,828 (plus EPA support towards billboard advertising)
Objective 2 Raise awareness of the importance and cost of litter with participating council stakeholders and the community.	1) Promote the extent of litter in the region and cost of litter to councils. 2) Promote litter as a key challenge to senior council staff and elected representatives.	1) Potential media reach of 100,000. 2) Regular reports to WSROC Board and council executives.	In-kind for first year ($55,000 at Year 5)
Year 2 (2017/18)			
Option description (or title)			Budget
Objective 3 Reduce cigarette butt litter in at least 1 shopping strip per participating council.	Achieve a 10% reduction in cigarette butt litter over project timeframe, in at least one shopping strip per participating council.	1) At least 7 of the 10 Councils participate. 2) Raise awareness that butts are litter and increase the perception that cigarette butt littering is enforceable across the region. 3) Decrease cigarette butt littering by 10% at seven nominated precincts (one per participating council).	$70,000

Year 3 (2018/19)			
Option description (or title)	Objective(s) to be achieved	Target(s) to be met	Budget
<u>Objective 4</u> Reduce food packaging litter in recreation areas over 3 years	Reduce food and drinks containers / packaging in high weekend use recreational areas by 5% per year for 3 years.	1) Achieve a 5% reduction across the materials at these locations per year over three years. 2) Achieve a 5 % reduction in staff hours cleaning council sites each year	$260,000 (to be spent over the 3 year project timeframe)
Year 4 (2019/20)			
Option description (or title)	Objective(s) to be achieved	Target(s) to be met	Budget
Year 2 of recreational parks project			($260,000 assigned over 3 years)
Year 5 (2020/21)			
Option description (or title)	Objective(s) to be achieved	Target(s) to be met	Budget
Year 3 of recreational parks project)			($260,000 assigned over 3 years)
<u>Objective 2 (continued)</u> Continue to measure litter in the region and raise awareness of the importance and cost of litter with participating council stakeholders and the community. If possible, undertake regional baseline measurement.	1) Repeat measurement of the litter baseline. 2) Promote the extent of litter in the region and cost of litter to councils. 3) Promote litter as a key challenge to senior council staff and elected representatives.	1) Repeat measurement of regional data baseline. 2) Potential media reach of 100,000. 3) Regular reports to WSROC Board and council executives.	$55,000
		Total 5 Year Budget	**$524,828**

Project Summary

Project Description	Tackle cigarette butt litter in at least 1 shopping strip per participating council through education and awareness campaigns.				
Litter type	Cigarette butt	**Litter Site**	Shopping centres / strips	**Litterer**	Office workers, shoppers.
Partners or stakeholders	Councils, RID squad, shop owners.	**Project dependencies**	Funding timescale, Council commitment, funding for monitoring / evaluation.		
Objective(s)	Reduce cigarette butt litter in at least 1 shopping strip per participating council.				
Target(s)	• At least 7 of the 10 Regional Waste Strategy councils participate. • Raise awareness that butts are litter and increase the perception that cigarette butt littering is enforceable across the region. • Decrease cigarette butt littering by 10% at selected pilot sites within 1 year.				

Applies which pillars of litter prevention?	Y	Education and awareness	Y	Infrastructure (including clean up)	Y	Regulation and Enforcement	Y	Evaluation and monitoring

Project Plan

EDUCATION & AWARENESS	Resources & Partnerships Required
1. Workshop to develop messages. Regardless of which of the three Objectives (projects) receive grant funding, the participating Councils will offer their existing resident/community groups so that opinions can be collected on the messages and on the activities. Councils propose the following messages will be developed for use across the activities with shoppers / office workers: - Cigarette butts are litter / 'No butts about it'. E.g. www.buttfree.org.au/about-butt-littering, - Provide education around why cigarette butts are bad for environment. - Using butt bins won't start a fire. - Fines apply. - Thank you for recycling! - *Hey Tosser!* Updated range of messages. Overall education campaign messages should be positive, e.g. Parramatta's 'Love where you live'. Messages for shop / office owners / managers will be developed to promote: - Policies around fines associated with not maintaining butt bin distances / location. - Responsibility for litter awareness amongst customers (particularly take-away food outlets).	WSROC Councils Workshop facilitator
2. Educational signage Consistent signage artwork would be developed for a range of uses. This may include: - Butt bin stickers, signage for butt bins and artwork for Enviropole perspex wrap around signs to make butt bins stand out. - Ground / path directional signage/ pavement stickers. - Overhead shopping centre signage and signage for car park links/ walkways. Guidelines / guidance would be developed for using the messages in additional ways.	Graphic design, educational materials, and signage
3. Photography Councils require photos to promote anti-littering quickly, without cultural considerations, including for example: - Showing an image of butts in gross pollutant trap (GPT) waste/ effect on marine life. - Showing images of what a million butts looks like.	Photographer
4. Regional educational resource Regional support for face-to-face activity would include a shared resource pack / exhibit. If funding is available the aim would be to develop a range of resources such as: - A 'talking bin' to take on tour. - The development of a mascot. This will be supported by a competition promotion and prizes for competing the awareness survey (below).	Councils

5. PR WSROC to gain interest from mainstream media, especially where items have 'wow' factor (e.g. 'talking bin' and mascot). WSROC can incorporate *Hey Tosser!* messages into regional messages.	WSROC Media Officer
REGULATION & ENFORCEMENT	**Resources & Partnerships Required**
6. Ranger activity Regional workshop organised for rangers from all Councils to share experiences and agree on a positive engagement/education/enforcement approach. The workshop will be an opportunity to work on improving the proactive approach to educating members of their communities. The link to other rangers will be maintained in future. Rangers from another council will be invited to this workshop e.g. City of Sydney was proposed as an example of Council doing well in this area. (Discussion around impact of ranger uniforms compared to plain clothes.) Rangers will utilise 'friendlier' uniforms developed by some councils or avoid uniforms, if possible, but carry official ID, when using the messages at a local level. They will aim to educate first, issuing fines as a last resort.	Councils RID Squad
INFRASTRUCTURE & CLEAN-UP	**Resources & Partnerships Required**
7. Infrastructure review This activity is required to review: 1) The existing infrastructure for collection of cigarette butts and for public seating (also consider distances from eating areas and entrances) 2) What aspects can be made consistent across the region – particularly placement, educational signage and branding?	Waste Consultant
8. Clean up Through clean-up at trial locations before project.	Councils
EVALUATION & MONITORING	**Resources & Partnerships Required**
9. Evaluation & Monitoring This will include: - Data from rangers relating to numbers of people spoken to, educated, warned or fined. - Community survey of awareness, including: • Opinions on whether cigarette butts are litter. • Pledges from passers-by. - Litter survey of shop owners. - LLCs (pre/post) at Council level. - Periodic Counts – small level 1 hour litter count by Council cleansing staff / observations to support the project at site level. - No. of EPA app downloads. - RID squad can partner with council rangers and assist with issuing fines.	Councils EPA RID Squad

Project Summary

Project Description	Reduce food and drink containers and packaging litter in high weekend use passive recreational areas by 5% per year for 3 years through a combination of audit, review, development of guidelines for infrastructure and new imagery / signage for key access and high use areas**.**							
Litter type	Food and drink containers / packaging	**Litter Site**	High weekend use passive recreational areas		**Litterer**	Visitors to and users of the parkland. Car park users including people parking to eat take-away food.		
Partners or stakeholders	Council officers Media Enforcement Officers		**Project dependencies**					
Objective(s)	Reduce food and drink containers and packaging litter in high weekend use recreational areas.							
Target(s)	• Achieve a 5% annual reduction of food and drink containers and packaging litter at these locations, for 3 years. • Achieve a 5% annual reduction in council resources used in cleaning sites, for 3 years.							
Applies which pillars of litter prevention?	✓	Education and awareness	✓	Infrastructure (including clean up)	✓	Regulation and Enforcement	✓	Evaluation and monitoring

Project Plan

EDUCATION & AWARENESS	Resources & Partnerships Required
1. Educational signage Councils are seeking funding for the development of signage to reinforce the messages developed for these locations, adding to existing signage around these areas. The signage they propose will be based on visual/images therefore the project will need to be designed and developed possibly with the aid of new photography. This signage artwork would be used by councils around the main access areas and carparks. In car parks, on paths and in picnic areas councils are keen to reinforce the messages on the road/path surface – although some parks are not owned by councils many will contain areas that can be painted in this way. In picnic areas, councils propose images are applied to picnic tables or other infrastructure. ***Hey Tosser!*** signage/new signage will continue to be used as park users are transient across the region.	Graphic design, educational materials, and signage
2. Booking policy information This will include the development of terms and conditions for the booking of BBQ and other areas in the park, including responsibility for not littering the area.	Council officers
3. Public relations Activity will be released by WSROC focusing on people's responsibility for litter, including the value in resources (particularly where container deposits will be relevant) and the responsibility to take litter home if bins are full – particularly recycling.	WSROC Media Officer
REGULATION & ENFORCEMENT	**Resources & Partnerships Required**
4. Officer patrols Using an education-focused approach, park users will be encouraged to observe the signage and dispose of litter appropriately through distribution of tidy bags by officers (education or rangers), with enforcement as a last resort. Councils shared their experience of communities responding better to Education / Community Safety Officers and a positive approach to local people. Councils may also integrate their local messages, e.g.: - Love your community. - Lead by example.	Tidy bags Council officers

MONITORING & EVALUATION	Resources & Partnerships Required
5. Monitoring and Evaluation LLC's would be commissioned by all councils pre-project to gather data for the baseline, plus councils commit to cleaning up the areas prior to project activity. Counts / LLC's would be carried out post project to compare against baseline. Park rangers/cleansing staff would be asked to assist with measurement of clean-up time to identify any reduction in clean-up time for the location. The participating councils aim for the project to reduce council resources on cleaning up litter.	Litter auditor Council officers Council cleansing staff
INFRASTRUCTURE & CLEAN-UP	**Resources & Partnerships Required**
6. Clean-Up Thorough clean (including cigarette butts, lolly wrappers, cleaning bins) of project site before engagement.	Council cleansing staff
7. Infrastructure audit Review of existing guidelines and procedures across Councils. Develop guidelines for assessment of litter infrastructure, reviewing: - Bin types – the range of bins in use including submerged Bonza Bins, and BigBelly solar compacting bins, 'hot coals' bins Most councils currently have garbage bins in place but no recycling, except Parramatta. - Sensors – the range of sensors being used by the group includes both manual and electronic (those giving information remotely and those showing either a green or red light on the bin). Effectiveness will be reviewed in order to add to the recommended regional approach. - Litter containment issues, particularly waterways and bushland being contaminated with litter blown into these areas. For example, low fencing of high use areas such as BBQ areas. - Location of bin infrastructure.	Waste consultant

3 HOW WILL SUCCESS BE MEASURED?

MONITORING AND EVALUATION PROCESS

The EPA has developed evaluation tools that can help councils measure the impact of their projects. These are included in the overall Project Plans and summarised below:

- The Local Litter Check
- Local Partner Survey template
- Local Litter Awareness Survey template

In addition to the LLC, there are existing tools such as the Victorian Litter Action Alliance (VLAA) tool and the Clean Communities Assessment Tool (CCAT) that councils could use to measure litter in public places. In particular, CCAT offers substantial benefits in obtaining a detailed site score that can be tracked through time, although a license and specific training are required (*CCAT is an initiative of Rob Curnow and Karen Spehr, Community Change, and the original CCAT Methodology was designed in 2003)*.

Evaluation and monitoring will be built into each project. Additionally, there is a Year 1 priority project to establish consistent monitoring, and subject to EPA funding, is suited for delivery as an ongoing project. This follows logically from the Regional Waste Litter Baseline project and provides the opportunity to measure the progress achieved from the Regional Litter Plan actions, with a repeat litter baseline measurement at Year 5.

Councils and external contractors (where needed) will be involved in site monitoring for projects. WSROC will be responsible for coordination and evaluation of regional data and project data. WSROC will develop a suitable reporting system to provide monthly updates to the Regional Litter working group (potentially a newsletter), and bi-monthly updates to the WSROC board and executive.

Regular monitoring and evaluation may show performance is falling short of what is required in some areas. It is important to identify why this is (for instance there may be an operational issue that can be easily resolved) and adjust programs accordingly. If required, the plan can be changed with approval from the NSW EPA to ensure the objectives and targets are relevant and achievable by councils.

APPENDICES

APPENDIX A: COUNCIL POLICIES AND STRATEGIES

Council, date	Document Name	Key points
Auburn 2016	Waste Reduction Plan	- Creating a baseline dataset for litter - Widening community education program on litter - Trialing interventions and their effectiveness before a large-scale roll-out
Blacktown 2015	Clean Cities Strategy	- Provide clean public places in Blacktown City - Contribute to a reduction in anti-social public behaviour including littering, graffiti and vandalism - Facilitate commitment and understanding for maintaining clean public spaces from all stakeholders - Ensure our internal communication and procedures are effective in the management of clean public places - Develop a sense of community ownership and pride of public places - Improve community perception and awareness of our prevention programs in public places - Build and maintain staff pride in Blacktown City.
Fairfield 2011	Litter & Illegal Dumping Strategy	- Maintain street cleanliness - Engage public through participation in Keep Australia Beautiful Schools Program, Clean Up Australia Day and Business Clean Up Australia Day
Holroyd 2016	Holroyd City Council Litter Audit Strategy	- Create the baseline data and determine high priority sites and issues. - Reduce litter across the LGA through innovative litter projects - Educate the local community on litter issues and impacts - Engage local schools to undertake litter clean-up projects and education - Litter collection and infrastructure upgrades
Liverpool Nov 2005	Waste Avoidance and Resource Recovery Strategy	-Aims to reduce litter through reducing the total volume and tonnages of litter reported annually with a focus on cigarette butt litter
Parramatta 2007	Waste Avoidance and Resource Recovery Plan	The Plan identified that the growing consumption of material goods and packaging, littering and pollution were problems across the LGA. At least 2 actions within the Plan directly target littering: WR53 Provide ”kids clean up kits” for teachers to demonstrate how to keep the community tidy and to prevent litter; and WR60 Work with the EPA to implement some of the recommendations provided by “Don’t be a Tosser” to address littering and asbestos issues.
Penrith Undated	Litter Management Strategy – 5 key modules:	1) Education - Overall Communication Strategy for Litter Prevention, Public space litter campaigns, "Local Litter Champions" engagement, participation in State and National litter campaigns, School education program, Community rewards program, littering from vehicles targeted campaign 2) Litter Collection and Infrastructure - reviews of annual resource allocation, Council crews working at identified hotspots, Litter Bin Placement Policy,

		Public place recycling bins, installation of public place cigarette butt bins. 3) Regulation and Enforcement - litter fines enforced by Council rangers, staff encouraged to report littering from vehicles, regulation of businesses using public bins for commercial waste, Event litter management plans, Litter management practices in DA conditions. 4) Volunteering - participation in Clean Up Australia Day, community volunteers for local litter counts, provision of litter bags and collection points for litter clean-up efforts. 5) Partnering - partner with other government agencies to conduct litter removal at hotspots such as roadsides and 'gateway' sites to the City, seek involvement from "Local Litter Champions" to assist in community campaigns regarding litter prevention.

APPENDIX B: COUNCIL LITTER GRANTS

Council: Blacktown	**Grant:** Marayong Shopping Precinct Litter Check			$25,000
Site type	**Target audience**		**Litter type**	
Shopping Precinct	Local businesses, Commuters, Shoppers		Cigarette butts, Chewing gum	
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement** ✓	**Monitoring & Evaluation** ✓

Key results:

- Overall total decrease in baseline litter rates by 78%
- Baseline gum litter rates reduced by 91%
- Baseline butt litter rates reduced by 28%
- Local businesses agreed to be part of Council's business pride initiative
- No incidences of graffiti and vandalism reported
- 67% of people surveyed at the post-project engagement said the *Hey Tosser!* posters had influenced their littering behaviour
- 63% of people surveyed at the post-project engagement said that the chalk art messages had influenced their littering behaviour

Council: Blacktown	**Grant:** Transient Tossers			$90,000
Site type		**Target audience**	**Litter type**	
Industrial estates, Roadside along recreation areas		Local businesses	Takeaway food & drink packaging	
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement** ✓	**Monitoring & Evaluation** ✓

Key results:

- 14 bins installed across various sites
- 15 fines issued
- 4 surveillance cameras purchased and installed
- 6000 generic car tidy bags distributed
- 33 strategic partnerships formed
- Littering and dumping reduced by 25% in Prospect and 74% in Minchinbury
- High level of proactive response for local champions
- Created strong working relationships between businesses, Council and other enforcement authorities

Council: Fairfield	**Grant:** I Sustain - LOTS (Litter Off the Streets)			$77,785
Site type	**Target audience**		**Litter type**	
Shopping Precincts	Community groups, Shoppers, Local businesses		Takeaway food & drink packaging, Cigarette butts	
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement** ✓	**Monitoring & Evaluation**

Key results:

- 22 street litter bin upgrades from 120L to 240L capacity
- 23 street litter bin replacements from old style to new style bins
- 5 cigarette butt bins installed
- 20 bus back ads
- CALD newspaper ads
- Reduction in shop waste placed next to bins through efforts of Council's Waste Enforcement Group (WEG)

Council: Hawkesbury	**Grant:** *Hey Tosser!* In our car parks and Richmond Main Street			$91,330
Site type		**Target audience**	**Litter type**	
Car parks, Shopping precinct		Local businesses	Cigarette butts	
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement** ✓	**Monitoring & Evaluation** ✓

Key results:

- 14 street litter bins replaced
- 5 Enviropoles installed
- 250 car stickers and 1000 cigarette butt pouches distributed
- 2 public education displays with activities and competitions
- 45 fines and 47 cautions issued - 557 hours spent monitoring hotspots by compliance officers
- 64% reduction in North Richmond car park and Richmond shopping precinct
- 1 strategic partnership formed with a fast food outlet

Council: Holroyd	**Grant:** No Butts About Holroyd			$77,011
Site type		**Target audience**	**Litter type**	
Shopping precincts, CBD area		Local businesses	Cigarette butts, Chewing gum	
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement** ✓	**Monitoring & Evaluation** ✓

Key results:

- 86% litter reduction at all sites
- Direct engagement of 4000 patrons of Merrylands CBD
- 25 warnings and 2 PINs issued for littering
- 2500 personal ashtrays distributed
- 7 cigarette poles installed
- 462 Littering pledges signed
- 100 dustpans and brooms distributed to local businesses
- 107 strategic partnerships with local businesses and NSW Police

Council: Parramatta	**Grant:** Butt Out and Help Out			$123,648
Site type		**Target audience**	**Litter type**	
Laneways		Smokers	Cigarette butts	
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement** ✓	**Monitoring & Evaluation** ✓

Key results:

- 22 new Enviropoles installed
- 1000 butt bins distributed
- 1 'Glutton' specialised micro litter cleaning equipment purchased
- 16 littering fines issued
- 41,050 members of the public and staff engaged
- 59% litter reduction at all sites

Council: Penrith	**Grant:** Litter Prevention Project			$25,000
Site type	**Target audience**	**Litter type**		
Recreational areas, Car parks	Patrons	Takeaway food and drink packaging		
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement**	**Monitoring & Evaluation**

Key results:

- 77% litter reductions on footpaths and 48% litter reductions in playground areas
- High community engagement on installed signage

Council: The Hills Shire	**Grant:** Clean View			$46,196
Site type	**Target audience**	**Litter type**		
Recreational areas	Patrons	Takeaway food and drink packaging		
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement** ✓	**Monitoring & Evaluation** ✓

Key results:

- 70% litter reduction across both sites selected
- Undertook site-specific photography and adapted the *Hey Tosser!* creative material
- Consultation with park users indicated that new infrastructure was well received and found it to be very effective in litter reduction

Organisation: Pathways Community Care Inc. T/A Common Groundz Community Café			**Grant:** Keep Lalor Park Beautiful	$4,900
Target audience		**Litter type**		
Public housing residents		Cigarette butts General litter		
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement** ✓	**Monitoring & Evaluation**
Projected Results	- 3 major partnerships with Department of Housing, Council and the Trust Bus - Dramatic decrease in litter in hotspot locations - Increased litter awareness of park users			

Organisation: Glenwood Community Association			**Grant:** Friends of Alwyn Lindfield Reserve	$2,000
Target audience		**Litter type**		
Park users		Take-away food and drink packaging		
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement**	**Monitoring & Evaluation**
Projected Results	- More than 7 strategic partnerships formed including sporting clubs, Council and its contractors, Glenwood Shopping Village local businesses and Caddies Creek Primary School - At least 50% reduction in litter across reserve - 50% reduction in no. of times general waste bin is overfull - 50% reduction in drinks container litter around netball courts			

Organisation: Lalor Park Community Garden			**Grant:** A Park for the People	$5,000
Target audience			**Litter type**	
Public housing residents Young park users Community groups			Drinks containers	
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement** ✓	**Monitoring & Evaluation** ✓
Projected Results	- 7 strategic partnerships developed with Council, The Trust Bus, Lalor Park Preschool, Lalor Park Choir, Department of Housing, Nirimba TAFE and Alcoholics Anonymous. - Alcohol-related litter to cease due to an increased value of the park as a community space invested in by the local people.			

Organisation: Merrylands Chamber of Commerce				**Grant:** Stop the butts - Keep Merrylands Beautiful	$7,500
Target audience		**Litter type**			
Smokers General community		Cigarette butts			
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement**	**Monitoring & Evaluation** ✓	
Projected Results	- Several strategic partnerships with Merrylands Chamber of Commerce, Holroyd Council, a local member for Granville, and local businesses in Merrylands adjacent to the two park areas chosen - Reduce butt litter by 100% in 12 months				

Organisation: Granville Residents' Action Network (GRAN)				**Grant:** Love Where You Live - Litter Reduction in Scout Memorial Park	$5,593
Target audience			**Litter type**		
Households and businesses in park proximity Primary students from Granville Public School 1st Granville Scout Group			Cigarette butts Paper receipts Transport tickets		
Program Pillars	**Education** ✓	**Infrastructure** ✓	**Regulation & Enforcement**	**Monitoring & Evaluation**	
Projected Results	- Reduction of cigarette butt, small paper and cardboard littering particularly in the vicinity of the playground equipment, grassed areas and in the bark chip "flooring" underneath the playground equipment b 25% - Reduction of dumping along the storm water channel embankment by 50% - Increase in park patronage by 25%				

Organisation: Winmalee Neighbourhood Centre				**Grant:** Litter free Winmalee	$4,984
Target audience				**Litter type**	
Community gardens volunteers Parents and children attending the pre-school Shoppers at the Winmalee Shopping Centre Various groups and individuals that visit the neighbourhood centre				Cigarette butts Small paper Small plastic bits	
Program Pillars	**Education** ✓	**Infrastructure**	**Regulation & Enforcement**	**Monitoring & Evaluation** ✓	
Projected Results	- 80% reduction in cigarette butts - Greater awareness of impact of cigarettes and small plastics on the environment and wildlife - 4 major partnerships with volunteer groups, Council and RFS				

TOTAL COMMUNITY GRANTS	**$29,977**


SMOKERS
PLEASE
OUT HERE