



**Community
Waste
Engagement
Plan**

**2018
2023**



A Community
that is a
leading example
for Waste
Management

Natural Environment Goal - Strategic Community Plan 2017-2021

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1. Introduction

This Community Waste Engagement Plan (2018-2023) provides a framework to support the ongoing implementation of the Shire of Esperance's Community Waste Strategy (2018-2023) and Strategic Community Plan (2017-2027).

The overall aim of this Plan is to maximise waste reduction, reuse and recycling, while minimising the amount of potentially reusable, recyclable and recoverable resources disposed of to landfill. A program of initiatives will engage residents in reducing the volume of waste needing to be managed. A secondary benefit will be the heightened community awareness resulting in changes in waste management behaviour.

The Plan identifies targets and key areas of action which are required to achieve set objectives. Recommended actions are listed in this document, and each relates to one or more outcomes as identified in the Strategic Community Plan.

Working in conjunction with the strategic concepts outlined in the Community Waste Strategy, the Community Waste Engagement Plan aims to achieve the Community's vision of becoming a leading example for Waste Management.

2. Vision

*A community that is a leading example
for waste management*

Natural Environment Goal
Strategic Community Plan 2017-2027



2.1. Targets

The Waste Authority through its 'Western Australian Waste Strategy' has set ambitious waste recovery targets for Western Australian Councils:

The targets are expressed as a proportion of waste diverted from landfill. Recovery targets for municipal solid waste in the Draft Western Australian Waste Strategy 2030 are set at 70% in 2025 and 75% in 2030. State wide targets for the commercial and industrial sector are 70% by 2020. Regional Local Governments face additional challenges due to limited economies of scale opportunities and freight costs to move product to market.

To deliver the Community's vision and ensure

sustainable waste management, the following targets for the Shire of Esperance were developed within the Waste Strategy 2018-2023:

- Divert 45% of total waste from landfill by 2020.
- Reduction in waste volume to landfill.
- Explore alternative waste treatment services.
- Introduce initiatives (regional, community and household), highlighting the many opportunities available in the community on how to reduce, reuse and recycle.
- Maintain and improve the level of community satisfaction with efforts to promote and adopt sustainable practices.

Target	KPI	Current	Data Source
Divert 45% of total waste from landfill by 2020 as per the Community Waste Strategy	Weight (kg/capita/year) of waste diverted form landfill.	19% of total waste diverted from landfill.	Gatehouse Records
Reduction in waste volume to landfill per capita.			
Reduce kerbside waste sent to landfill	Weight of kerbside waste collected.	Total weight (kg)	Monthly Landfill gate data (tonnage)
Reduce recyclable in landfilled kerbside waste	Percentage (%) by weight or weight (kg/capita/year) of recyclables in kerbside waste bins.	16.6% By weight.	Kerbside waste audit
Reduce contamination in kerbside recycling.	Percentage (%) by weight of contamination in kerbside recycling bins.	18% Current percentage	Data collected through MRF volumetric records
Reduce food waste in landfilled kerbside waste.	Percentage (%) by weight or weight (kg/capita/year) of food waste in kerbside waste bins.	30% of kerbside bin composed of food waste	Kerbside Waste Audit
Introduce initiatives, highlighting the many opportunities available in the community on how to reduce, reuse and recycle. Provide ongoing community education and information on waste, litter and recycling	Number and type of community education and information activities undertaken.	N/A	Annual reporting of activities by Shire of Esperance Waste Management and Executive Services Departments.
Maintain and improve level of community satisfaction with efforts to promote and adopt sustainable practices.	Percentage (%) satisfaction reported in community perceptions survey.	62% (2015)	Reporting from Community Perceptions Survey.

3. Scope

The Community Waste Strategy 2018-2023 (the Strategy) and Community Waste Engagement Plan 2018-2023 (the Plan) provide strategic direction as guided by State and Federal plans and policies. These linkages provide broader benefits in the performance of the recycling, potential composting (organic waste) and residual waste treatment aspects included in the Plan and the support shown in the Esperance community.

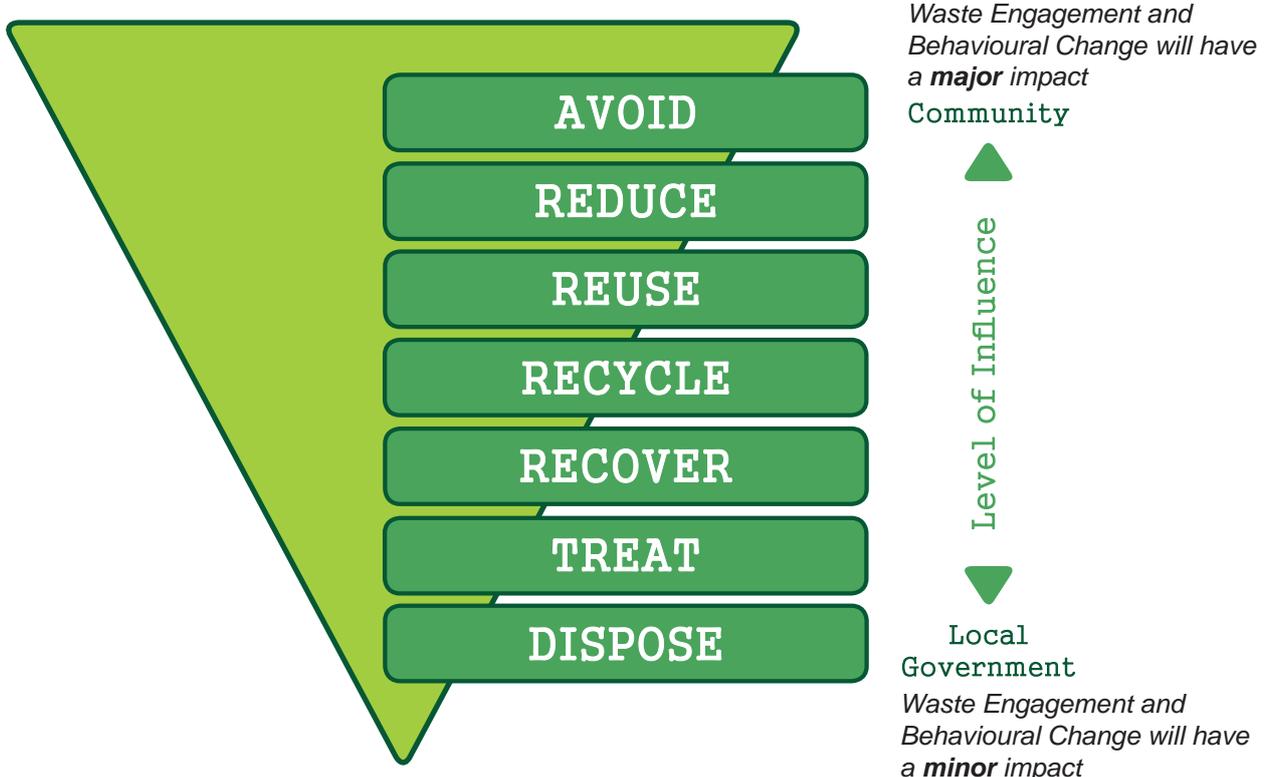
Encouraging people to adopt more sustainable waste management behaviour is a key priority of the Plan and this requires a holistic approach encompassing the Waste Hierarchy as outlined below.

Key elements within the Community Waste Engagement Plan are:

- Support and adopt 'best fit' national and regional initiatives and campaigns in order to promote a consistent message across the Esperance region.
- Review of recent, past and present community waste education programs and initiatives.
- Support groups and individuals who are active in promoting and adopting waste minimisation programs and/or behaviours
- Provision for adequate human and financial resources.
- Identification of target groups.
- Creation of Shire of Esperance branded waste education and promotion materials.
- Develop and introduce Shire Policy/s which encompass waste hierarchy principles - lead by example

Figure 3.1

Waste Hierarchy



The Plan will develop clear messages for consumers and promote achievements, including, but not limited to, the following areas:

Avoid, Reduce, Reuse

- Avoidance of single use products (straws, takeaway coffee cups, plastic bags).
- Encourage waste avoidance for households, schools, community groups and businesses.
- Develop, promote and support programs which increase business and community group waste management efficiencies.
- Encourage the reduction of food and organic waste.
- Promote alternative home solutions for managing food and garden waste.
- Promote and support State and National programs that promote reuse, such as: Garage Sale Trail, Plastic Free July, Responsible Cafés and National Recycling Week.
- Promote packaging awareness.
- Encourage the reuse of items. (Reusable bags, reusable coffee cups, metal and bamboo drinking straws, BYO cutlery, wax wraps etc.)

Recycle

- Incentivise, promote and encourage correct bin usage.
- Promote new collection services as they are introduced including event and public place recycling.
- Continue promotions of schools waste reduction programmes for junior and secondary schools.
- Highlight positive case studies.
- Increase the provision and promotion of collection points for recyclables in public places
- Promote current recycling practises and contamination issues highlighting achievements and improvements.

Recover, Treat & Dispose

- Provide commercial waste education opportunities targeted specifically towards businesses.
- Continue community education.
- Create a local A-Z of recycling directory.



3.1. Kerbside Waste Audit

A Kerbside Waste Audit was undertaken in September 2018.

The Kerbside Waste Audit was able to identify the proportion and composition of potentially recoverable material available in the waste stream.

The Kerbside Waste Audit was undertaken to achieve the following objectives:

- Collect representative data on the refuse stream through a compositional waste audit of the Shire's residential kerbside refuse waste stream;
- Produce data to identify how much green waste and food waste could be diverted from the refuse stream to a dedicated organics bin, and assist the Shire's decision making in regard to future organics recycling initiatives;
- Weigh and count CDS eligible containers;
- Identify the primary sources of contamination within the kerbside waste streams; and
- Guide future waste operational services within the Shire.

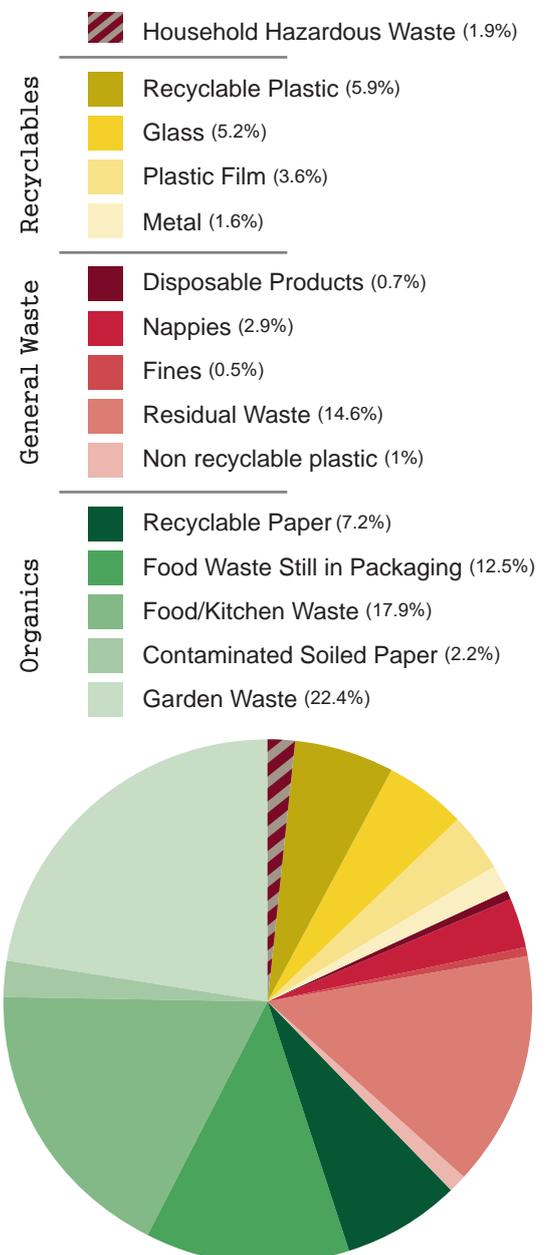
The audit identified a number of important issues that can be directly addressed via communication and education.

Key Findings from the Audit include:

- In the waste stream, the highest proportion by composition was food waste (making up 30.4%) and green waste (being 22.4%).
- Recyclable materials made up 16.3% of the audited waste, with recyclable plastic and glass at 5.9% and 5.2% respectively. Plastic film made up 3.6% of the results, while recyclable metals made up 1.6%.
- Household Hazardous Waste makes up 1.9% of the audited waste. Materials included: sharps; electrical appliances; fluorescent tubes; half full tins of paint; paint tins half full of concrete.

There is scope to increase the amount of recyclables recovered from the waste stream and significantly decrease the volume of waste being landfilled if the compostable component is treated/processed. The Audit identified small compositional issues in different residential areas; this information will inform tailored messaging and targeted engagement to improve those areas where inappropriate disposal is the highest.

Figure 3.2
Kerbside Waste Composition



3.2. Current Waste Management Analysis

Undertaking an analysis of our current waste management behaviour was essential to determine where resources should be allocated to encourage positive change. Identifying current strengths and weaknesses allows us to determine future focus areas, while we minimise potential threats and take advantage of opportunities that will promote improved waste management practices and in turn reduce our reliance on landfill.



4. Current Communication & Education

Waste Management Communication and Education activities have historically focussed on promoting Shire services, in particular the kerbside waste and recycling collections for residential and commercial premises.

The objective was to inform and educate people about the details of Shire services, materials collected and reducing contamination in recycling bins. This was essentially a broad approach, and relied heavily on targeting and reaching schools and children as conduits for change and champions for the messages.

Based on this approach, the role of our Waste Management Coordinator has been to establish strong working partnerships with schools, stakeholders and community groups within the Esperance region. This has included, but is not limited to, individual class presentations, the continual promotion of the Bag Smart Initiative, recycling bin Audits and worm farm and composting workshops. The Waste Management Coordinator has also facilitated tours at the Wylie Bay Waste Management Facility. To date this has been received as a popular resource for schools and community groups to connect with our local Waste Management Facility and recycling information.

Public place recycling, events recycling, and business/sporting group recycling programmes have all commenced. There is an opportunity to expand these programmes with additional resources in promotion and education developed specifically to address the challenges faced by these types of events, locations and/or business/sporting groups.

Some waste and recycling promotion resources have been developed, primarily waste and recycling collection information, such as flyers, leaflets, stickers and magnets, as well as information on Shire recycling facilities. New resources will be developed in accordance with the Community Waste Strategy and this Plan. Council will lead the decisions on the resources needed based on determining if Esperance will adopt bin colours and a third composting waste bin that would bring the Shire in line with the Australian standards of waste management (Standards Australia's Mobile Waste Containers – colours, markings and designation requirements AS 4123.7-2006 (R2017)). If this occurs, the ability to share promotional and educational resources with other Councils and recycling programmes, would be an option. The vast majority of metro and regional councils share and collaborate on resources that promote local government services in this field and overall waste minimisation ideals. This will lead to significant cost savings on the development of promotional tools and resources.

Communications have been largely developed to meet identified operational initiatives such as regular free waste weekends, Garage Sale Trail, annual collection calendars, National Recycling Week and Willy Waste Not mascot opportunities.

The Community Waste Strategy 2018-2023 presents the opportunity for a sustainable strategic Community Waste Engagement Plan to be developed with appropriate resources and a more detailed and holistic approach to education and engagement with the focus being on reduction, reuse and recycling with behaviour change a key result focus.



4.1. Consultation with Internal Stakeholders

Consultations with Shire staff to determine issues that could be addressed through improved communication, education and information were conducted whilst compiling this Plan. The key issues identified relate primarily to current waste management operations, information available to the public, the usability of Esperance's waste facilities, and public feedback via customer service.

4.1.1. Waste Management Operations

Options for the future operations of the Materials Recovery Facility (MRF) are currently being considered and this may provide an opportunity to further develop the educational capacity of the facility. Improved access and soundproofing of the Education room out at the MRF would be beneficial for school and community group tours/visits. As would some improved infrastructure such as public toilets, a formalised reuse shop, bus parking and driveway demarcation.

MRF staff identified that contamination of recycled household waste and some hazardous waste posed a Workplace Health and Safety issue. Staff recommended community workshops and more information be made available to the public on how to reduce contamination, while highlighting to the public the impact contaminants have on both the operations and staff of the MRF.



4.1.2. Customer Service Enquiries

There is a demand for information on waste and recycling services within the community. Customer service enquiries specific to waste and recycling average about 20-25 per month. Many of the enquiries are for basic information that is generally operational in nature (enquiries to both Shire of Esperance administration building and Wylie Bay Waste Management Facility). Some of these enquiries relate to:

- Damaged / replacement bins
- Missed collections
- Different bin size services

It is unlikely that improved communications would impact on the number of phone enquiries relating to these issues. The use of electronic forms on the Shire's website (CRM's) has alleviated some of these issues and this system could be extended and promoted.

Shire staff identified a number of customer service related issues that could be addressed through better communication and information, for example an A-Z directory, this includes;

- Items accepted in waste and recycling bins
- Bulk bin service
- Business recycling service information
- Information on collection days, bin repairs, collection times etc.

Some of the information people are seeking is available on the Shire of Esperance website and a promotional campaign on how to find the relevant information may be of assistance.

5. Target Groups

5.1. Residential

Residential householders' actions and beliefs and the decisions they make directly affect the quality and quantity of waste and recyclables received and collected by the Wylie Bay Waste Management Facility. If residents are not adequately informed and if they do not understand the consequences of actions, they cannot be expected to make informed decisions. The primary focus of the Esperance Community Waste Strategy is for managing municipal waste, local residential householders are therefore the most important sector that must be considered in this plan. Behavioural change in Esperance residents will see a lower use of waste products which in turn will lower landfill and recycling volumes.

The major aim of education for the residential sector is to engage the community in reducing the volume of waste generated and raise overall awareness and understanding of waste and recycling services. This will also have the benefit of reducing contamination in waste & recycling bins.

5.2. Commercial/Businesses

Commercial properties in Esperance are required to have a waste service in the same manner as residential properties, with volume based on business type. Recycling services are optional for commercial and business operations. Different types of businesses have different levels and type of waste which will directly influence strategies used. Some businesses have identified they don't have the resources available to pay staff to actively sort recyclables during work hours.

The major aim of education and engagement for the commercial sector is to engage businesses in reducing the volume of waste generated and raise overall awareness and understanding of waste and recycling issues and services. This could be achieved using cost incentives to promote recycling as being cheaper than landfill.

5.3. Visitors

Tourists can be high level consumers and with an increasing local tourism market, this sector contributes significantly to the overall waste generated within the region, especially during peak holiday periods.

The responsibility largely lies with those within the tourism sector to initiate waste minimisation and recycling practises to align with the environmental significance and sensitivities of the Esperance region.

The major aim of education and engagement for the tourism sector is to focus on providing information to tourism businesses on services available and the advantages of waste minimisation and recycling to their business. The timing of any education or engagement programs must occur outside peak season to ensure participation from this stakeholder group. The Esperance Visitor Centre is also available to forward information to visitors and tourism operators. Highlighting of public place recycling points through town in high visitation locations would be beneficial.



5.4. Schools

Developing educational partnerships with key environmental groups to continue to build the capacity of teachers to plan and implement sustainable waste and recycling initiatives within their school and local community will result in a greater resource network for the distribution of information. This will also allow a more holistic approach to education about sustainability in our town. Previous years have highlighted that this group is generally more positive to making changes in behaviour that see a reduction in waste and will often support initiatives through active promotion and participation.

5.5. Community Groups

The Esperance Community have an appetite to reduce their waste consumption and this is evidenced by the number of active groups already achieving positive results. The Shire can support and/or partner with groups and individuals who are building community capacity with respect to waste reduction. This could include supplying resources, supporting new initiatives, providing spaces and educational tools or potential funding options. The development of a Community Waste Action Group as identified in the Community Waste Strategy will also be beneficial and a welcomed inclusion to the overall aims of education and engagement for the community group sector.

5.6. Internal

Internal target groups include the following:

- Council
- Collection Contractors, Treatment & Disposal Contractors
- Customer Service, reception staff
- Wylie Bay Waste Management Facility Staff
- Waste Management Administration Staff
- Executive Services Media & Promotion Staff

The emphasis will be on supporting the development of policies and plans that promote waste reduction and increase awareness and understanding of waste issues across all target groups.

Shire of Esperance employees and elected members are also residents making them both external and internal stakeholders. The large workforce can play an important role in communicating the right messages to the wider community. Therefore internal communications must both inform and motivate.

In conjunction with the set goals of the Shire of Esperance's Community Strategic Plan and Community Waste Strategy, re-establishing a Sustainability Working Party, with employee member input from across the Shire, would be most beneficial in identifying where the Shire can make productive positive changes within the organisation and continue to lead by example for the rest of the community. In the past, a Sustainability Working Party was instrumental in pushing for solar power at the Bay of Isles Leisure Centre, recycling boxes at work stations, recycling bins throughout the offices and shared electric bikes for Shire staff.

The major aim of education and engagement for internal target groups is to focus on introducing opportunities to increase recycling and minimise waste generated through Council's facilities and activities. In addition, raising awareness and understanding of waste issues across all departments and contractors will be a key activity.

6. Behavioural Change Process

The terms waste education and education strategy have been narrowly used in the past. Engagement and behavioural change strategies should be viewed as sub sets of a wider process to achieve sustained behaviour change in relation to the way we deal with our local waste and sustainability issues. A behavioural change process in turn forms a critical part of the overall implementation process of our waste strategy.

Successful implementation of our Community Waste Strategy will be determined by the ability to overcome barriers to behavioural change. This is common to all Target Groups: Residential, Commercial, Tourism, Community, Schools and Internal.

A best practice approach for everyone to obtain the knowledge, skills, attitudes and values is through education initiatives, promoting sustainable development and support behaviour change.



As a tool for changing behaviour, education and engagement is supported by:

- Policy and price signals
- Regulation and enforcement
- Infrastructure
- Incentives and disincentives
- Social norms
- Networking and partnerships.

The educational approach to the Community Waste Engagement Plan has a number of key themes.

Waste education is about more than just providing information: This plan aims to shift the behaviour of the Esperance community to reduce the environmental impact of waste and use resources more efficiently. Providing information or increasing knowledge is not enough.

Waste education focuses on more than individuals: People are influenced by cultural and social practices, the media, advertisements, product choices and physical infrastructure. Education shapes these sources of influences so people adopt behaviours that reduce their environmental impact.

Waste education can be challenging, but is important: Education about waste is strongly linked with consumption and lifestyle choice, making it challenging. Producing more waste puts pressure on our environment. Although Esperance has a sound history of recycling, we need to continue to work together to find ways to further reduce waste and recover resources in all areas of our lives.

Waste education is part of a movement towards sustainability: Sustainability education can create a more aware community, where the environment is protected and conserved and social equity and economic sustainability are encouraged. This Community Waste Engagement Plan drives communication and education initiatives for more sustainable choices and behaviours.



7. Budget

The budget allocation is determined by Council each financial year with reviews undertaken based on the needs of the Plan each year. The actions identified in the Plan are to be reviewed annually to ensure adequate funding is made available during the budgetary process and to determine the required levels of internal capacity. Should additional funds be required for new actions to commence a budget bid must be drafted and forwarded to Council for approval.

Having adequate resources to implement the Community Waste Engagement Plan is vital to achieving the aims and objectives of the Community Waste Strategy.

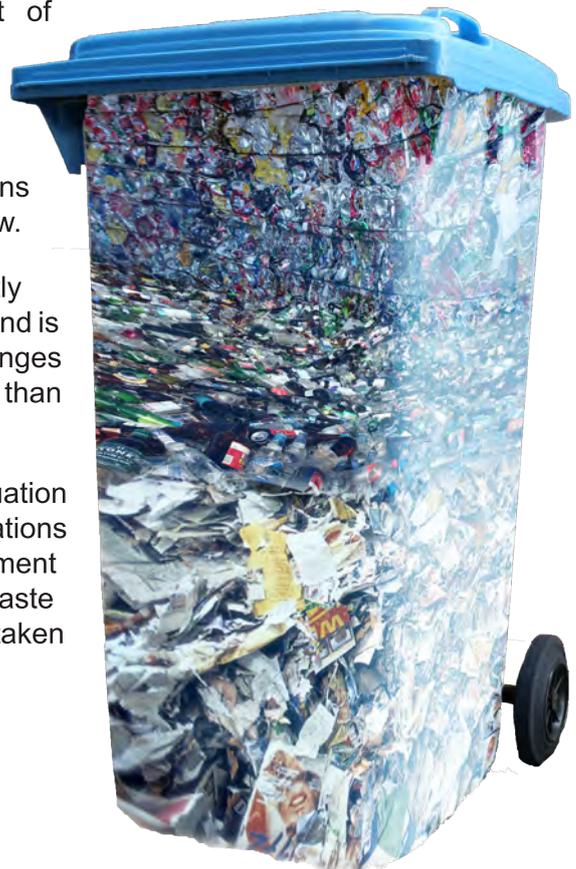
Actions have been identified as those within current resources and those that will require additional resources. Increasing levels of service in this arena is essential in reducing our reliance on landfill. This will include project specific budgets that can be measured to determine effectiveness in behavioural change and for future program planning. Better waste management practices by the community could lead to savings in rates.

8. Monitoring & Evaluation

Whilst the objectives and targets from the Community Waste Strategy should remain valid until the next formal review of the strategy, it will be necessary to keep the respective action plans under continuous review in the light of new developments, changing circumstances and effectiveness (for example, introduction of organics processing). External and internal influences can impact on the actions that have been identified and how they will be delivered; they can also highlight new actions that may need to become a focus prior to a formal review.

The Community Waste Engagement Plan is linked directly with the review cycle of the Community Waste Strategy and is intended to be revised in the event of any significant changes in circumstances or otherwise at intervals of not more than three years.

One of the main reasons to undertake monitoring and evaluation is to understand how a service, project or communications campaign is performing so that opportunities for improvement can be identified. This applies to both the delivery of waste management services and the communications undertaken to promote them.



A large, dense pile of discarded plastic and glass bottles and cans, representing waste. A semi-transparent green circle is overlaid in the center of the image. The word "Appendices" is written in white, serif font across the center of the green circle.

Appendices

Community Waste Engagement Plan 2018-2023

Appendix A

Future Operations Action Plan

The table below outlines possible future initiatives, programs and projects which relate to key outcome areas of our Strategic Community Plan.

Action	Targets	Responsibility	Resources	Priority	
N3: A community that is empowered and motivated to minimise waste					
Objective	1. Educate the community in best practice recovery methods and the importance of preventing contamination in recycling and waste bins				
1.1	Back to basics: stalls at events and shopping centres	Attendance at shopping centre or community event every 6 months.	Waste Management Team	Current Resources	3
1.2	Assist with community education surrounding State Waste initiatives, such as the Plastic Bag Ban and the introduction of the Container Deposit Scheme including advertising of collection points	Issue media release and share promotional material via Facebook, Shire website, newsletters, newspaper prior to start day of Scheme. Update Shire website with scheme info and collection point details.	Waste Management Team Communications Team	Current Resources	1
Objective	2. Provide opportunities for community members to be part of waste minimisation activities and decisions which benefit the whole community				
2.1	Set Up Community Waste Action Group. Invite members from active environmental groups and the community to be part of this group. Set terms of reference and outline potential projects	To have group operational by February 2019	Waste Management Team	Current Resources	1
2.2	Reinstate SOE Sustainability Working Party	Invite SOE employees from all departments to be part of this initiative. Outline terms of reference and potential projects	Waste Management Team	Current Resources	1
Objective	3. Monitor Waste Metrics				
3.1	Undertake bin audits in areas with higher contamination rates supplemented with a Bin tagging program	Auditing each suburb every 12 months period.	Waste Management Team	Additional Resources	2
3.2	Publicise contamination issues and achievements to keep the topic in the forefront of the community's mind	At least one media circulation (eg. Facebook/Newsletter article/Radio interview) every month	Waste Management Team Communications Team	Current Resources	1
3.3	Monitor rural recycling station stats. Publicise positive result congratulating community on their diversion efforts	At least one media circulation (eg. Facebook/Newsletter article/Radio interview) every six months. Direct feedback to rural areas via school newsletters.	Waste Management Team Communications Team	Current Resources	2
3.4	Audit the waste practices of the Shire of Esperance offices and provide staff with feedback on current practices and recommendations for improvement	Audit each Shire office and provide recommendations. Return to each Shire office in 6 months and re-audit.	Sustainability Working Party	Current Resources	2

	Action	Targets	Responsibility	Resources	Priority
Objective	4. Engage the community in unique and artistic ways to view waste differently				
4.1	Partner with an Arts Group to develop a Recycled Sculpture Art competition or similar culminating in an outdoor exhibition event.	Develop a Project Plan and seek letters of support from schools, art organisations and community groups. Apply for at least one round of funding for the project	Community Art Groups Community Waste Action Group Events Team	Additional Resources	3
Objective	5. Encourage opportunities for children and students to learn about waste minimisation				
5.1	An invitation is sent to all schools within the region to present a waste reduction presentation on recycling and organics.	Subject to demand and supply, presentations will be scheduled up to once per month	Community Art Groups Community Waste Action Group Events Team	Additional Resources	3
Objective	6. Engage schools to develop best practice waste management within the school				
6.1	Encourage and assist schools to become "Waste Wise" as requested. Assist schools with auditing, waste wise applications and student/teacher education	Respond to all Waste Wise queries within one week	Waste Management Team Schools	Current Resources	2
6.2	Where schools are already provided with services (recycling and organics), ensure that they are being utilised effectively	Examine the behaviours of at least one school and provide recommendations for behavioural change and follow up 3 months later	Waste Management Team	Additional Resources	1
6.3	Provide media and information that can be shared with staff, students and parent. For example, newsletter stories.	A mailing list is developed that includes a newsletter contact at each school in the region. A small waste/recycling/reusing fact or story is circulated at least once every two months for inclusion in school newsletters	Waste Management Team	Current Resources	1
Objective	7. Improve reach of our current communications and social media platforms, which promotes local waste minimisation, in order to increase awareness in the community				
7.1	Increase social media followers through competitions and promotions.	Increase the number of people who like our social media platforms by 10%.	Communications Team	Current Resources	1
7.2	Ensure all PR media including press releases refer readers to our website.	At least 4 press releases/articles are published with the link or reference back to our website.	Communications Team	Current Resources	2
7.3	'Did you know?' campaign. Create monthly small media grabs that contain interesting facts and photos about waste	The 'Did You Know' grabs distributed each month to : Social Media channels, e-newsletters, school newsletters, Shire Flyer, Handy News, Community Info.	Waste Management Communications Team	Current Resources	3
7.4	Regular radio sessions publicising the Shire of Esperance successes in Waste Management and any upcoming Waste Education initiatives	Radio sessions at least twice per year	Waste Management Team	Current Resources	2

	Action	Targets	Responsibility	Resources	Priority
Objective	8. Community members are more informed of what happens to their waste after its recycled				
8.1	SOE Sustainability Working Party (internal) and Community Waste Action Group (external) undertake a tour of Wylie Bay Materials Recovery Facility. Take photos of the tour and create an article for the Shire Flyer	Undertake tour as soon as Sustainability Working Party and the Community Waste Action Group is established	Communications Team	Current Resources	3
8.2	Circulate information / pictures/video of the recycled waste process at Wylie Bay Materials Recovery Facility. Develop pre-tour and post-tour Fact Sheets/resources to enhance tour experiences. Make available on website and interested community groups	On as needs basis	Communications Team	Current Resources	3
Objective	9. Provide tools and information to improve knowledge for existing and new residents				
9.1	Further roll out bin stickers and magnets Provide existing quotes for publication to Council for consideration.	Hand out at events, displays and tours	Waste Management Team	Current Resources	3
Objective	10.Improve the knowledge and behaviour of the general public and those who attend events				
10.1	Include informative material at events. For example: Posters assisting with the correct disposal of waste. Quick Fact Sheets that promote additional understanding of where the public can make a difference.	At least one event per annum	Waste Management Team Communications Team	Current Resources	Ongoing
N4: A responsible business community that actively supports community movement towards minimising waste					
Objective	11.Increase the number of events that choose to use the recycling bin toppers				
11.1	Formalise Bin/Waste Management plan in the Events application process	An Events Register identifying all upcoming events in the region.	Waste Management Team Events Team	Additional Resources	2
11.2	Make contact with each event organiser prior to events offering use of bin toppers	Event organisers sign off on Waste Management Plan for event.	Waste Management Team	Additional Resources	Ongoing

	Action	Targets	Responsibility	Resources	Priority
Objective	12.Improve the knowledge and actions of stall holders at public events and organisers of events				
12.1	Stall holder communication. Contact event organisers and stall holders prior to events and provide best practice waste management information including: How to use bin topper bins, which disposable items are best to use, examples of compostable products/suppliers	Information is sent to stall holders at least one month prior to an event	Waste Management Team Events Team	Current Resources	Ongoing
12.2	Develop a quick reference guide for event venues like: Adventureland Park, Esperance Skatepark, Greater Sports Ground and Port Authority Park		Waste Management Team	Current Resources	2
N5: A community that actively avoids single use products					
Objective	13.Support local initiatives that reduce our reliance on single use products				
13.1	Support local 'Boomerang Bag' initiative (borrowable bags for when shoppers forget their green bags).	On as needs basis	Waste Management Team	Current Resources	2
13.2	Support local waste reduction initiatives adopted or developed by local businesses/groups	On as needs basis	Waste Management Team	Current Resources	2

Community Waste Engagement Plan 2018-2023

Appendix B

Past & Present Actions

The table below outlines past and present initiatives, programs and projects which relate to key outcome areas of our Strategic Community Plan.

Program/Project	Lifespan	Related	Key Target Group	Responsibility	Comments
N2: A community that works together as custodians of a pristine environment					
Adopt-a-Spot Clean Up Aust Day Tangaroa Blue	2009 – Present 2003 – Present 2014 - Present	N1 N3	All External Groups	Waste and Communications Teams	In association with Keep Australia Beautiful WA, individuals, businesses, schools or groups choose a favourite site to do regular clean ups. It could be a street, park, bush trail, beach etc. Participants are provided with tools and support and receive an adoption certificate to acknowledge their commitment. SOE has 12 registered groups as part of this program. Groups receive free disposal at the Wylie Bay Waste Facility. Tangaroa Blue is a marine debris initiative (beach clean up).
N3: A community that is empowered and motivated to minimise waste					
Recycling Bin Audits	2003 to Present	N4	Residential, Business/C commercial	Due to limited resources this may be earmarked to be included as part of the contractors (Cleanaway) responsibilities when the new contract is due for renewal.	Recycling bins have been inspected randomly to check if they are compliant with the recycling schedule and do not contain offensive material. These used to be conducted quarterly and now occur once or twice a year due to resources. The SOE would benefit from more regular bin audits. Regular and consistent bin audits, will lead to better strategic planning and enable more targeted education programs to alleviate contamination rates. The Shire may as adopt the Tagging' program. (Bin tagging is a method of providing direct feedback on the content of waste, recycling and green waste/organics bins to residents by placing a tag on each bin to indicate if the contents are appropriate. Bin tagging is associated with the Better Bins program.)
Informative Recycling DVD	Created in 2003 Updated in 2009 Future – another update needed	N4	All External Groups	Shire Staff (Communications & Waste Teams), Volunteers	It is planned to update video material by using YouTube instead of a physical DVD. Distribute content via social media channels. 15-30 second clips. 'Sort Your Load', Wylie Bay Virtual Tours, 'Rubbish Tips', Esperance Waste Revolution Snippets'.

Program/Project	Lifespan	Related	Key Target Group	Responsibility	Comments
Wylie Bay Tours / School Excursions School Inursions	2004 to Present 2004 to Present	N4	Schools, community groups.	Waste Team, Volunteers, Community Groups, Schools.	<p>Guided tours are offered at Wylie Bay MRF when requested. School and Community Groups can book a tour to get firsthand experience of our local recycling processes. On average 2-3 different schools visit per year along with 3-4 community groups. These tours are advertised on the Shire of Esperance website.</p> <p>Waste Staff visit schools and community groups to share waste / recycling messages and conduct waste audits.</p>
Worm farms & Composting Workshops	2007 to Present	N4	Residential, schools, community groups		<p>Worm farm & composting workshops and information sessions, as well as subsidised worm farms & composting bins, were offered by the Shire to the community between 2007 and 2012. Stalls have been held at the Kids Fun Day & Festival of the Wind markets. All schools within the Esperance district had a workshop or two, and acquired a worm farm. The most recent compost and worm farm demonstration took place earlier this year (2018).</p>
CFL Recycling Compact Fluorescent globes & tubes	2010 to Present	B1 N4	All External Groups	Collection Points – Shire Staff, Waste Team	<p>A program started in collaboration with Esperance Regional Forum (ERF). Collection stations were established with local businesses including Bunnings, Supa IGA, Pink Lake IGA and Woolworths. The Shire supplied posters and collection boxes for CLF globes and florescent tubes. The program continues today with Pink Lake IGA and Bunnings. The Shire Admin building also has a collection point. Over 1000kg of globes and tubes containing mercury were recycled last year (2017). Collection points could extend to library or other strategic areas within the Shire.</p>
Mattress Recycling	2012 to Present	N5	Residential, Businesses (Tourism)	Waste Team	<p>Mattresses are a troublesome waste which take up a lot of void space. Initially mattresses were transported to the Eastern Metropolitan Recycling Centre (EMRC) in Belmont, for a recycling program. The SOE are currently trailing the issue in house. Waste staff dismantle the mattresses and salvage recyclable components, such as steel, wood etc. On average 400 mattresses are recycled each year.</p>

Program/Project	Lifespan	Related	Key Target Group	Responsibility	Comments
Batteries Recycling	2012 to Present	N4	All External Groups	Collection Points, Shire Staff, Waste Team	The SOE tagged into a battery recycling program with the EMRC (Eastern Metropolitan Regional Council), which is based in Perth. When the EMRC could no longer support regional Shires the SOE decided to continue the battery recycling program internally. Castletown Primary School, Nulsen Primary School, Esperance Primary School and the Shire Administration Building are all collection points for household batteries. Shire staff collect these batteries from schools as required. Over 500kg of household batteries were recycled in Esperance last year (2017).
Coffee Pod Recycling	2017 to Present	N4	All External Groups	Collection Points, Shire Staff, Waste Team	Coffee pod collection boxes have been offered and promoted since July 2017. Within that time approx. 25,500 pods Coffee pods (17 boxes) have been sent away and recycled. Boxes are located at BOILC and the Shire admin building. There are no costs involved for the SOE, only staff time.
E-waste (Electronic Waste) Includes TVs, computers, printers, VCRs etc.	2012 to Present	N4	All External Groups	Collection Points, Shire Staff, Waste Team, TechCollect	Initially operated as a user pay scheme. SOE commenced a partnership with TechCollect and was the first council to offer this program in WA. An average of 20 tonnes of E-Waste is collected for recycling per annum in Esperance. The community can drop off e-waste for no charge at Wylie Bay Waste Facility.
Construction & Demolition materials recycling	2013 to Present	N4	All External Groups	Waste staff, Waste contractors	Construction and Demolition materials (bricks, concrete and masonry products) are stockpiled separately from landfill waste and charged at a cheaper rate to general waste. It is crushed by a contractor when stockpiles are at capacity. This is then used as a base material for hardstands and within drainage construction works.
Drum Muster	2007 to Present	N4	Business & Agricultural	Commercial (farms), Drum Muster, Waste staff.	DrumMuster is a recycling program which provides Australian agricultural and veterinary chemical users with a recycling pathway for eligible empty agvet chemical containers. Wylie Bay Waste Facility staff are trained inspectors. The containers are inspected, baled and sold on to recyclers.

Program/Project	Lifespan	Related	Key Target Group	Responsibility	Comments
Mobile Muster	2008 to Present	N4	All External Groups	All External Groups, Waste team, Mobile Muster.	A mobile phone collection box has been stationed at the Shire Administration building since 2008. On average the Shire sends 20kgs of mobile phone components per annum off for recycling via MobileMuster. This includes handsets, batteries, chargers and accessories.
Garage Sale Trail	2016 to Present	N4	All External Groups	Waste Team, Communications Team, Community Development Team, Development Services, Garage Sale Trail Program Team	Garage Sale Trail is an award winning nationwide waste reduction program which encourages and supports reuse, reduce and positive recycling behaviours at a local grass roots level. It's a means to encourage reuse, celebrate creativity and bring local people together in a fun & social way, with getting as many registered garage sales happening in a nominated weekend in October. The SOE has participated and promoted this program since 2016.
Planet Ark Recycling Near You	2009 to Present	B1	All External Groups		The SOE has a subscription to this website which offers a useful search engine that promotes all our local recycling programs and drop off locations within the Esperance region. This allows for a one stop digital shop for avid recyclers to find out where specific recycling services and information is located in Esperance. There is a link available to this information on the Shire of Esperance website.
Different residential bin size options	2013 to Present	B1	All External Groups		Different waste and recycling bin sizes were purchased and promoted – “Drop a bin size”. This need was identified after many enquiries about recycling bins filling up quickly and community enquires regarding weekly pickups. 723 x 140litre bins were issued which has resulted in 7,230 litres less rubbish per week! This initiative has resulted in encouraging more recycling and less general waste.
Recycling Mascot Revamp	2001 2013	B1	Schools, Community Groups	Schools, Community Groups	Used at community events to promote responsible recycling, our Willy WasteNot mascot was revamped in 2013. May need to update it 3 bins introduced.

Program/Project	Lifespan	Related	Key Target Group	Responsibility	Comments
Re-Use Shop at Wylie Bay Waste Recovery Facility	2010 to Present	B1 B5	Residential, community groups	Waste Team	An informal reuse/tip shop was established at Wylie Bay gatehouse and continues today. Limited stock can be sold due to lack of ability to shelter goods. Planning to formalise with the Community Recycling Centre in the near future.
Green Waste at Wylie Bay Landfill	2012 to Present	B1 B5	All External Groups	Waste Team	Green waste is collected and stockpiled separately to landfill waste. Green waste is mulched when stockpiles are at capacity. Recirculating the mulch back into civil works was trialled; however contamination (plastic, steel and glass) was too high. A dedicated green waste/organics processing facility would negate this issue.
Glass Crusher	2016 to Present	B1 B5	All External Groups	Waste Team, Construction Crews	From around 2012 recycling glass was offering no financial return for the SOE. Previous to this an income was received. SOE were paying to transport glass to Perth for recycling. Our waste team reviewed these costs in 2013 & applied for a glass crushing machine through a Waste Authority Grant. This was unsuccessful. In 2016 the waste team budgeted for the purchase of a glass crusher. The crusher is in operation and the glass product produced can be repurposed in local civil construction projects.
Refrigerant Recovery Program	2012 to Present	N4	All External Groups	Waste Team	A refrigerant recovery program commenced in 2012 as it was identified that many fridges and air conditioners were being dropped off with gas lines cut meaning the SOE had to pay to decommission the units. The process can now occur in house as SOE staff have received training in safely recovering the gas, which can be recycled.
Little Green Steps	Past	N1 N2	Schools (early childhood)		The SOE Waste Education Officer was involved in helping to present the Little Green Steps WA (LGS WA) program to Esperance. This program works together with a range of educational resources, networks and local communities towards a common goal: giving children the confidence and skills to have a positive impact on their lives and their environment. The program links to the National Quality Standards (NQS), Early Years Learning Framework (EYLF) and Australian Curriculum (AC).

Program/Project	Lifespan	Related	Key Target Group	Responsibility	Comments
Cartridges for Planet Ark	2008 to Present	N4	Residential, Business/Commercial, Community		The SOE recycles cartridges from internal printers and the public are directed to the public collection box at the Post Office. Other businesses are encouraged to start their own collection.
Plastic Free July Campaign	2015 to Present	N4 N5	All External Groups	Community Development, Waste and Communications Teams	The SOE has participated in and promoted this International stewardship program since 2015. The program encourages the community to reduce plastic use during the month of July and beyond.
Radio Adverts	2008 to Present	N5	All External Groups	Waste and Communication Teams	The “reduce, reuse and recycle” radio messages the SOE advertises are usually done around school holiday periods. Focus for these messages have been on blue and green bin products, E-waste recycling programs, sorting trailer waste, encouraging public not to litter whilst camping and at the beach, take your rubbish with you and so on.
Social Media	2014 to Present	N5	All External Groups	Communications and Waste Teams	Regular postings from the SOE accounts on different social media channels. Past promotions have included; changes to operating hours, recycling tips, recycling schedules, Plastic Free July, Garage Sale Trail, World Oceans Day, World Environment Day, National Recycling Week, Annual Free Waste Weekends, Planet Ark 12 Days of Christmas “Reduce, Reuse, Recycle” tips, etc. We have also run Facebook competitions using SOE reusable promotional products as prizes.
SOE Reuse & Recycling options display and mini shop at the SOE administration building.	2008 to 2013	N5	All External Groups	Waste Team	There was a display of reusable shopping bags, worm farms and composting tumblers along with other reusable products at the shire administration building for some time. These were quite popular and the public purchased them from the front reception staff. The display was dismantled after a change of services levels were identified. The display encouraged interaction with the community and provided an opportunity for waste management discussions.
Information Inserts in Rates Notices	2001 to Present	N5	Local home owners	Finance and Communications Teams.	Local rate notices have been sent out with waste and recycling promotional information for a number of years.

Program/Project	Lifespan	Related	Key Target Group	Responsibility	Comments
SOE Sustainability Working Party	2008 to 2011	N5		Environmental Management Team	The SOE Sustainability Working Party comprised of a representative from each Shire department which tackled a variety of internal sustainability issues. The committee was instrumental in pushing for solar power at the BOILC, recycling boxes at work stations, recycling bins through the office, and the implementation of Shire bikes - which has recently come to fruition. Recently there has been a request to resurrect this group.
Rural Recycling Stations	2012 to Present	B1 B5			To assist our rural satellite towns to recycle, converted sea containers were designed, purchased and positioned in the communities of Scaddan, Salmon Gums, Condignup, Cascades and Grass Patch. These recycling stations are very well supported and utilised in these smaller towns. Kerbside recycling is logically challenging on farms and remote areas so this was a good alternative.
N4: A responsible business community that actively supports community movement towards minimising waste					
Responsible Cafes	2017 to Present	N3			The Shire has a 2 year subscription to assist promoting the “Responsible Cafes” within the SOE. Eight (8) cafes in town are involved in this initiative. To be involved they have to offer a discount for those who bring their own coffee cup.
Purchase and promotion of Commercial sized bulk recycling bins (Front lift bins)	2012 to Present	N3B1B5			After identifying a large amount of recyclable material coming in through commercial skip bins and commercial waste trucks, the SOE purchased and promoted commercial sized recycling bins (front lift bins). Over 90 businesses have bulk recycling.
Chem Clear	2008 to Present	N1 N2 N3			A program run in conjunction with Chem Clear – a register of problematic chemical waste is kept by Chem Clear and SOE provides a collection venue when a pick up is scheduled. When it comes to getting rid of unwanted agvet chemicals, finding an effective solution hasn't been easy. The introduction of ChemClear has meant that waste holders can dispose of their eligible left-over chemicals at no additional cost.

Program/Project	Lifespan	Related	Key Target Group	Responsibility	Comments
Grain Silo Bag Recycling	2013 to Present	N3	Business/Commercial, Residential, Schools, Community Groups	Business (Farms), Community Groups, Residential (Rural, Semi-Rural)	After being approached by Drum Muster reps regarding this problematic waste, a merchant was sourced who could accept this material. It's been difficult to find a merchant since the China "Border-Gate Sword 2017" crackdown on contamination in recyclable materials. We are continuing to accept the product and stockpile as required. Industry estimates are that less than 10% of plastics that go onto farms in Australia are being recycled. These include silage wraps, bale net, baling twine, silage pit covers and grain storage tubes. The two most common methods of disposal are for the plastic to be buried or illegally burnt. Both methods of disposal result in a wasted resource. Alternative options for the management of this plastic is being researched.
N5: A community that actively avoids single use products					
Bag Smart	2004	N3 N4	All External Groups	Waste and Communications Teams	In February 2004, Esperance was selected as one of ten communities to be part of the WA Bag Smart Campaign. Bag Smart was a community education programme, run through 'Enterprise in the Community', to reduce the use of plastic bags in Australia. Feedback sought from the Esperance community indicated a desire to become 'plastic bag free' by December 2005. Bag reductions were significant, with most retailers changing bags to comply with acceptable alternatives. The program ran significantly past its intended schedule. Single use plastic bag use is still discouraged by the Shire and alternative bags are promoted through the sale of alternative bags at the Visitor centre. The Shire also donates bags during promotional activities: for example giveaway at the Agriculture show, prizes at waste workshop and Garage sale Trail also during school visits and excursions.

Program/Project	Lifespan	Related	Key Target Group	Responsibility	Comments
Litterless Lunch Challenges	2002 to 2009	N3	Schools	Waste Team	<p>A Planet Ark Concept, promoted by the Recycling Promotions Officer, to local schools. The program was so successful that it continued without Education Officer coordination for many years after, and continues today. A great example of sustainable community education. The aim of the challenge was for students to bring to school lunches which create no waste. Students participated in lunch rubbish audits, learning about recycling, reducing and reusing, as well as avoiding waste producing products all together. This program worked in well with school curriculum requirements too.</p>



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