

# Victorian Community and Business Waste Education Strategy



**For more information on the Victorian Community and Business Waste Education Strategy please contact Mark Smith ([mark.smith@sustainability.vic.gov.au](mailto:mark.smith@sustainability.vic.gov.au) or Ph: 03 8626 8738)Background (state infrastructure plan).**

The state infrastructure plan provides Victoria with the long term vision and roadmap to guide future planning for waste and resource recovery infrastructure to achieve an integrated system that:

- effectively manages the expected mix and volumes of waste
- reflects the principles of environmental justice to ensure that impacts on the community, environment and public health are not disproportionately felt
- supports a viable resource recovery industry
- reduces the amount of valuable materials going to landfill.

Victoria's waste and resource recovery system provides services essential to the community to manage waste and material streams. These services are as equally important as infrastructure, roads, water and electricity services that also help maintain the functionality of our communities.

The Strategy will provide a framework to engage and educate the Victorian community about the waste and resource recovery system and infrastructure that supports us.

## **About the strategy**

The Strategy is a Victorian Government waste and resource recovery portfolio strategy, led by Sustainability Victoria (SV) and delivered by a number of Portfolio agencies including [EPA Victoria](#)

(WRRGs). It has been developed to:

- help Victorians avoid waste production, recover more resources from waste (through increased recycling and reducing contamination) and prevent littering and illegal dumping
- help Victorians understand the importance of waste management as an essential service, including to help build the social licence for the waste and resource recovery sector
- ensure investments in waste education are based on best practice and evidence.

The Strategy has six strategic directions that will be delivered in partnership with the portfolio agencies and other key stakeholders including industry, local government and the not-for-profit sector.

### **How was the strategy developed?**

In late 2014, SV worked with EPA Victoria and the WRRGs to conduct an initial consultation on priorities and activities to inform the online and face to face consultation. Over 150 participants from state and local government, industry, not for profit, community groups, academics and consultants were involved in this process. Please refer to the [stakeholder feedback report](#) for more information.

Based on the consultation findings, SV has worked with the Victorian Government's waste and resource recovery portfolio agencies to prepare the Strategy that includes priority programs and activities.

A draft strategy was developed and consulted on during late 2015 to early 2016. Feedback from this round of consultation was incorporated into a final strategy which will be released in mid to late 2016.

### **Consultation**

A comprehensive and multi-stage consultation approach involving hundreds of stakeholders across Victoria was a critical part of the development of the Victorian Community and Business Waste and Resource Recovery Education Strategy.

The approach allowed for a broad range of stakeholders from government, industry, community groups, educational and research organisations and the not-for-profit sector to provide input and co-create and shape Victoria's approach to statewide waste and resource recovery education.

All consultation activities were well communicated to key stakeholders across Victoria using channels carefully selected to reach the appropriate audience (in a reasonable timeframe) to allow them to contribute. These channels were selected in consultation with the Portfolio.

Channels includes, but were not limited to:

- SV's external e-newsletters including (In The Know)
- The SV website
- SV's e-marketing list of subscribers
- SV's Twitter account
- Portfolio partner channels (E.g. EPA newsletter, WRRG)
- Industry associations and their channels

- Promotion and relevant events (egg
- Direct communication to higher education providers
- Individual networks of SV, the Portfolio and other delivery partners
- Industry publications

Phase 1 (Interviews with key stakeholders - including local governments, waste and resource recovery groups, EPA, industry and industry associations) - 13 participants  
 Phase 2 (workshops across Victoria in each waste and resource recovery region and online consultation via this website) - 150 participants  
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**Note:**

- Waste refers to all solid materials that have been discarded by consumers (including households) or businesses.
- The Victorian waste management and resource recovery system covers waste reduction and generation, collection and transport, sorting and processing, recycling and reprocessing, export, reuse and disposal.
- Waste education refers to any programs, projects, activities or approaches that seek to increase awareness, and influence attitudes and behaviours of individuals, households and business.