



reuse
recycle
responsibly
consumers



**National
Packaging
Covenant**

**Victorian
Achievements
2001-2005**



The National Packaging Covenant

Sustainability
Victoria





Executive Summary

This report summarises the outcomes of the Programs adopted under the Victorian Projects Group (formerly termed the Victorian Jurisdictional Recycling Group) of the National Packaging Covenant (the Covenant) from October 2001 to July 2005.

The Group has focussed on three key areas of activity to enhance the recovery of materials through sustainable and efficient household kerbside recycling systems:

- **Incentive funding to local government to adopt best practice kerbside recycling systems**
- **Market development grants**
- **Litter best practice grants**

The Best Practice Kerbside Recycling Program (BPKRP) was Victoria's major initiative under the National Packaging Covenant and provides support funding of up to \$8 per tenement to Victorian local governments from a pool of \$8.79 million of industry and government funding made available through the Covenant.

Since the programs inception in 2001, 34 councils (to end June 2005) have been successful in gaining funding for the implementation of a best practice kerbside recycling system.

Of these 34 councils, 11 are non-metropolitan and 23 are metropolitan. Total funding approved for these councils is more than \$8.5 million. Results have shown the best practice system has produced an average increase of around **35%** in the amount of recyclable material diverted from landfill per year in the first year of implementing the best practice kerbside system.

The Group also delivered two other key program areas through the market development and litter best practice grants program. Funding of \$100K was made available for each program area. A total of five projects were funded under the market development program and a further five projects were funded under the litter program.



National Packaging Covenant Overview

The National Packaging Covenant (the Covenant) has been the leading instrument for managing the environmental impacts of consumer packaging in Australia since 1999. It is the voluntary component of a co-regulatory arrangement based on the principles of shared responsibility through product stewardship, between key stakeholders in the packaging supply chain and all spheres of government - National, State, Territory and Local.

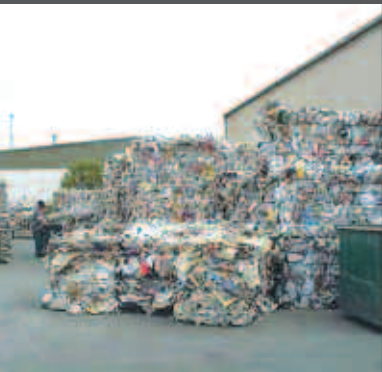
The regulatory framework that underpins the Covenant is the National Environment Protection Measure for Used Packaging Materials (NEPM), designed to encourage compliance throughout the packaging chain and applied at the jurisdictional (or state) level via action plans and reports.

The Covenant is a voluntary agreement between the packaging supply chain and government that is designed to minimise the environmental impacts arising from the disposal of used packaging, conserve resources through better design and production processes and facilitate the re-use and recycling of used packaging materials.

The Covenant establishes a framework for the effective life cycle management of consumer packaging and paper products that will be delivered through a collaborative approach between all sectors of the packaging supply chain, consumers, collectors, reprocessors and all spheres of government.

All signatories to the Covenant recognise that a co-operative approach between industry and all spheres of government is essential to achieving national consistency in the lifecycle management of packaging and paper and the implementation of sustainable kerbside recycling systems.

The Covenant in Victoria



The Covenant in Victoria

The Victorian Projects Group (VPG) was established in late 1999 (the group was then known as the Victorian Jurisdictional Recycling Group) to administer Covenant projects and funding in Victoria. Sustainability Victoria (formerly known as EcoRecycle Victoria) provides secretariat support to the VPG and project manages its programs.

The National Packaging Covenant Business Plan Incorporating Operational Arrangements for Kerbside Recycling Group and the National Packaging Covenant Kerbside Recycling Transitional Arrangements requires Project Groups to prepare work plans and to forward these plans to the National Projects Group (NPG) for assessment.

The Work plan sets out projects to be undertaken by the VPG to achieve the objectives of the National Packaging Covenant in order to:

Table 1.

<ul style="list-style-type: none"> - Ensure effective restructuring of the kerbside and related recycling systems during the transitional period of the National Packaging Covenant. - Facilitate and assist local government to implement efficient recycling collection systems in accordance with agreed service standards; - Increase the size and diversity of markets for recycled materials; - Raise community understanding of the range of factors that impact on the kerbside collection system at a local level. 	<div style="text-align: center;"> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">National Packaging Covenant</div> <div style="text-align: center; margin: 5px 0;">▼</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Covenant Council</div> <div style="text-align: center; margin: 5px 0;">▼</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">National Projects Group</div> <div style="text-align: center; margin: 5px 0;">▼</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Victorian Projects Group</div> <div style="text-align: center; margin: 5px 0;">▼</div> <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> Sustainability Victoria Project Manager Best Practice Kerbside Recycling Program, Market Development and Litter Programs </div> </div>
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Victoria has been at the forefront of Australian jurisdictions over the past decade in promoting reuse and recycling of materials (including waste packaging). The projects undertaken have been able to build on the extensive achievements of the past ten years, recognising the continuing importance of strong partnerships between State Government, Local Government, industry and the broader community in achieving further gains.

Members of the Victorian Projects Group

Members from the Victorian Projects Group include representatives from the packaging industry, state/territory government and local governments.

Rob Joy/Bruce Dawson – EPA - State Government (Member)
Ian Coles – Sustainability Victoria – State Government (Member)
Gavin Williams – Packaging Council – Industry (Member)
Peter Bury – PACIA – Industry (Member)
Bob Beynon – Manningham City Council – Local Government (Member)
Kingsley Love – Surf Coast Shire Council – Local Government (Member)

Alternate Members:

Nick Harford – Visy Recycling – Industry
Peter Lyon – MAV – Local Government

National Packaging Covenant Budget – Victoria

The following table indicates the level of expenditure against each of the key program areas. The key program implemented by the VPG has been the BPKRP.

Table 2.

Program	Expenditure (\$)
Best Practice Kerbside Recycling Program (BPKRP)	8,623,714
Market Development Grants	33,750
Litter Best Practice Grants	100,020
Publicity/promotions	35,143
Project Management	311,850
Total	9,104,477



The Best Practice Kerbside Recycling Program (BPKRP) has been the major initiative of Victoria's action plan under the National Packaging Covenant. The Program is aimed at improving the overall sustainability of the state-wide collection of post consumer packaging and paper through the strengthening of Victoria's kerbside recycling system. Sustainability Victoria manages the Best Practice Program for the Victorian Projects Group.

The BPKRP provides funding to local government agencies across Victoria and helps to alleviate some of the cost towards introducing new best practice kerbside recycling systems.

The key elements of the program are:

- Adoption of preferred service standards for kerbside recycling
- Use of split model contracts
- Use of accredited collectors and sorting contractors
- Development of a waste and litter education strategy
- Membership of ECO-Buy
- Advice to householders of the costs of recycling.

The Best Practice Program is based on the "*Guide to Preferred Service Standards for Kerbside Recycling in Victoria*" – which was revised by EcoRecycle Victoria in 2004 to reflect changing market conditions. The key parameters in the Guide, which were subsequently adopted by the Victorian Projects Group for funding are as follow:

- Adoption of: 120L weekly fully commingled; 240L fortnightly fully commingled; 240L fortnightly split bin system (subject to meeting cost parameters below).
- Maximum cost of up to \$45 (metro) and \$50 (non-metro) per household per year.
- Maximum cost of \$170 (metro) and \$200 (non-metro) per tonne per year for collection and sorting.
- Minimum yield of 3.5 kg per household per week.

Best Practice Kerbside Recycling Program

- Overview

Best Practice Kerbside Recycling Program

– Outcomes

“34 Victorian Councils have signed up to the BPKRP, representing 68% of Victoria’s serviced households.”

Thirty-four Councils have signed up to the BPKRP as at end June 2005, which includes twenty-three from metropolitan Melbourne and eleven from non-metropolitan Melbourne. All the major provincial towns have implemented best practice recycling systems. The dominant recycling system implemented is the 240L mobile bin (MB) collected fortnightly.

Program Participants

The following local governments have been involved in the program.

Yarra City	Frankston
Glen Eira	Mornington
Shepparton	Boroondara
Geelong	Bayside
Casey	Hume
Moynes	Melton
Dandenong	Yarra Ranges
Cardinia	Surf Coast
Wangaratta	Bendigo
Manningham	Campaspe
Maroondah	Stonnington
Knox	Wyndham
Kingston	Banyule
Baw Baw	Colac
Darebin	Mitchell
Hobson’s Bay	Whitehorse
Whittlesea	Ballarat

Victoria has approximately 1.8 million households that are currently serviced by kerbside recycling systems. The 34 best practice councils represent 68% of Victoria’s serviced households that are now covered by best practice kerbside recycling systems. With the exception of one council, thirty-three councils provide a mobile bin recycling service.

In introducing new recycling systems, councils have also taken the opportunity to downsize their garbage bin and if appropriate introduce a garden organics collection system. The majority of councils have adopted the standard mobile bin colours for the recycling bin, a dark green body and a yellow lid. To accurately measure the effectiveness of the BPKRP, the following section analyses the results of 13 local government councils that have submitted data on their non-best practice and best practice kerbside recycling systems.

Best Practice Kerbside Recycling Program

– Data analysis

“An average increase of 35% in the amount of tonnes of recyclables collected in the first year of operation as a result of implementing the BPKRP.”

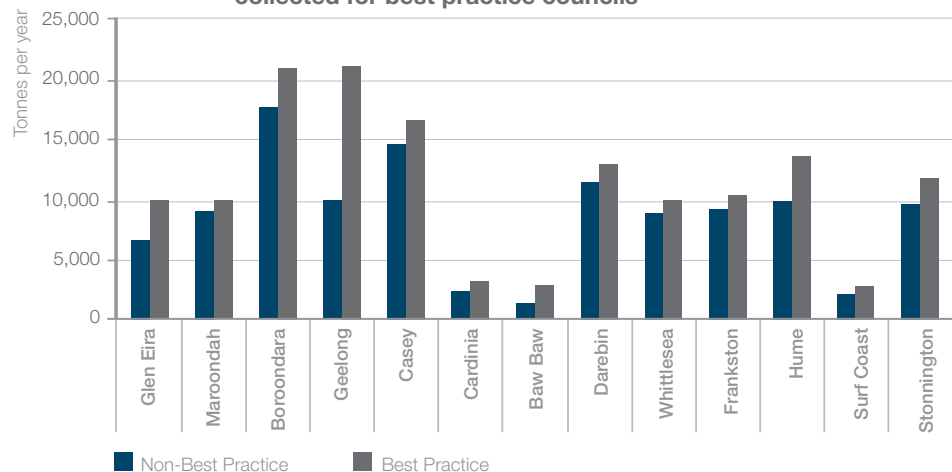
For the purposes of the following discussion, data from 13 councils out of the 34 that have joined the BPKRP was utilised to accurately assess the performance of the kerbside program. The councils represented in the following discussion have submitted data on the first 12 months of their new kerbside recycling system as well as data on the last 12 months of their old system, enabling a comparison of system costs and yields before and after implementation.

The following councils form part of the discussion.

Glen Eira	Cardinia	Hume
Maroondah	Baw Baw	Surf Coast
Boroondara	Darebin	Stonnington
Geelong	Whittlesea	Frankston
Casey		

Introduction of the new systems has seen an average 35% increase in the amount of recyclables diverted in the councils first year of operating a new kerbside system.

Figure 1. Comparison of tonnes of recyclables collected for best practice councils



Best Practice Kerbside Recycling Program

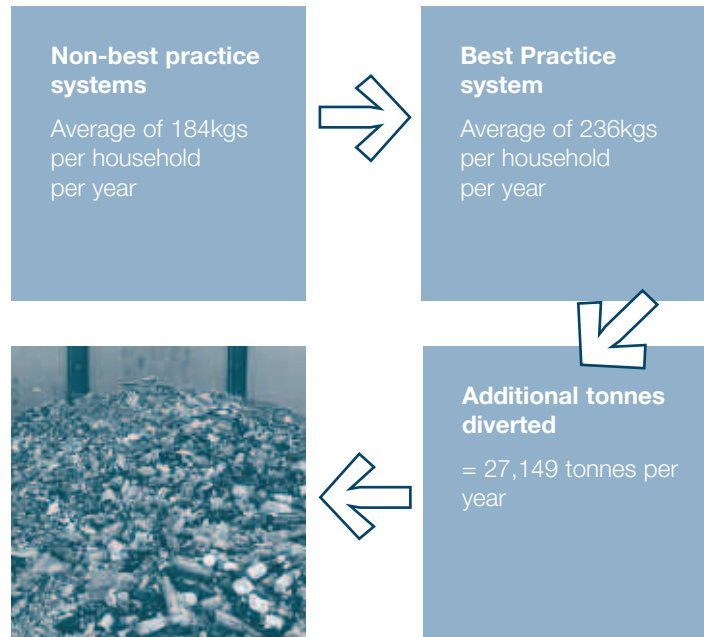
– Data analysis

“An average yield of 236 kgs per household per year was achieved in the councils first year of operation up from 186kgs per household per year.”

The data tabulated below shows that the best practice program results in an average yield of 236 kg per household per year compared to 184 kg's per household per year through the non-best practice systems. Across the 13 councils, the average yield per household per week increased from 3.5 kg from the old systems to 4.5 kg with the new system.

This equates to an average of 52 kg per household per year across 13 councils. Extrapolating this further, an extra 27,149 tonnes of recyclables was diverted from landfill and into the recycling system for collection and processing with the introduction of a best practice recycling system. (see below)

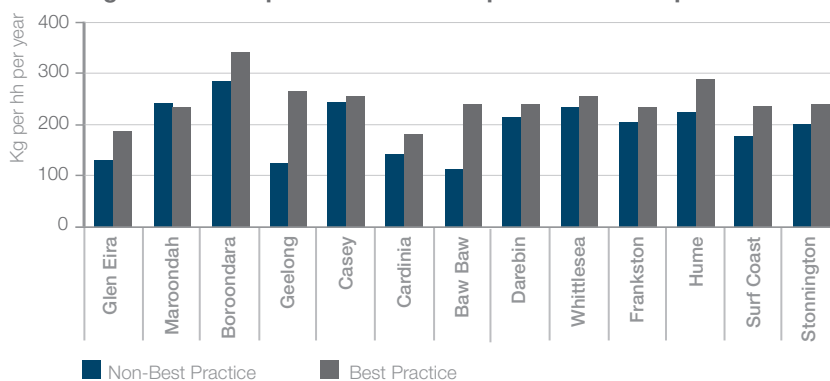
Table 3.



Using a base household figure of 1.8 million households, an additional 93,600 tonnes can be expected to be diverted across the state if the average of an additional 52kg per household per year is maintained.

**Best Practice
Kerbside
Recycling
Program**
– Data analysis

Figure 2. Yield per household comparison for best practice councils



Maroondah data showing the previous system type may not indicate true reflection of tonnages due to difficulties in obtaining accurate data on previous non-best practice systems.

Implementation of a new kerbside recycling system had generally increased the household cost per year for a number of councils in its first full year of implementation. The average cost per household per year in the first year of operation increased by 10%. Although the cost per household has increased by 10% to an average of \$31 annually, based on the Independent Assessment on Kerbside Recycling 2001 by Nolan ITU, the net benefit to the householder still remains at \$37 annually. Statistically the net benefit of kerbside recycling is averaging approximately \$68 per/hh/yr.

This takes into account the transport, sorting and collection costs of recyclables as well as material revenue, avoided landfill disposal charges and garbage costs". The state government and Industry has contributed approximately \$4.2 million across these 13 councils to implement best practice systems, therefore increasing the level of net benefit generated from capturing increased recyclable material.

Based on initial aggregated data from Councils currently receiving funding under the Best Practice Kerbside Recycling Program, total collection and sorting costs are averaging around \$31 per household per year.

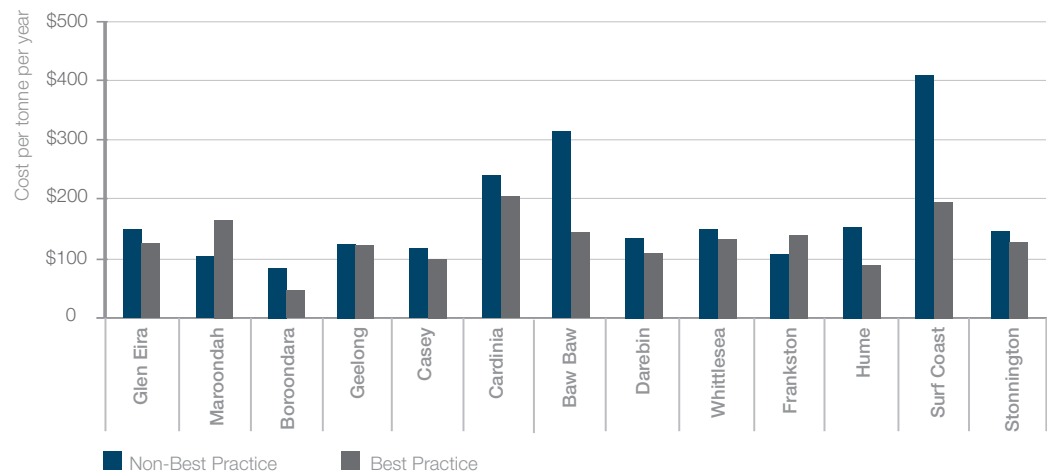
	Cost per tonne (\$)	Cost per household (\$)	Kg per household
State average 2002-03	137	29	211
Best Practice Councils (old system)	174	28	184
Best Practice Councils (new system)	141	31	236

Best Practice Councils – 13 Councils that have submitted data on the first 12 months of new system and the last 12 months of the old system.

However, the cost per tonne for recycling decreased significantly in the first year of implementation. The average cost per tonne relating to the councils 'old systems' in their last 12 months of operation was \$174 compared with \$141 following the introduction of the new recycling systems. This figure also translates to the yield increased per household per week, with an average yield of about 4.2kg per week collected at kerbside across all 34 council participants.

“A decrease in the cost per tonne of 19% in the first year of operation with an average cost per tonne per year of \$141.”

Figure 3. Cost per tonne comparison of best practice councils



The reason for the increase in costs to the householder is that the predominant system type prior to the introduction of the mobile bin systems was the crate and tied bundled paper collection. This system was inexpensive to run and was collected manually.

With the introduction of the mechanical system ie: mobile bin, contractors have made a large investment to collect recyclables mechanically ie: the purchase of new trucks to mechanically lift the mobile bins. This initial cost has been reflected in the cost per household in its first year.

The cost per tonne per year for the collection and sorting of recyclables decreased by 19% in the first full year of operation. The average cost over the 13 councils was \$141 which is just above the state average of \$137.

Environmental benefits of kerbside recycling

The introduction of new best practice kerbside recycling systems has had some significant environmental benefits and savings. The diversion data gathered from the 13 councils on the amount of recyclables shows an additional 27,149 tonnes was collected and diverted away from landfill as a direct result of new system implementation. Applying this data to the findings of the *Life Cycle Assessment Paper and Packaging Waste Management Scenarios in Victoria*¹ reveals substantial environmental benefits. The benefits and savings from an extra 27,149 tonnes of recyclables collected are equivalent to:

- Filling 184 Olympic sized swimming pools OR 459 megalitres of water year
- Taking 2,489 cars off the road OR 14,911 tonnes of greenhouse gases
- Filling 184 Olympic sized swimming pools OR 459 megalitres of water year
- Taking 2,489 cars off the road OR 14,911 tonnes of greenhouse gases
- Filling 16 quarter acre blocks with garbage OR 14,684 tonnes of solid waste blocks with garbage OR 14,684 tonnes of solid waste

1. Grant, T, James KL, Lundie, S, Sonneveld, K. (2001) Stage 2 Report for Lifecycle assessment for paper and packaging waste management scenarios in Victoria. Centre of Design, RMIT Melbourne.

Case Study

– Geelong City Council

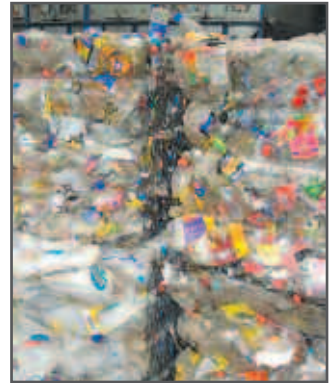


Recyclables from Geelong being processed at the Visy MRF.

In May 2003, Geelong City Council completed the introduction of its new waste management system at kerbside which included waste, recyclables and green waste recovery. Previously the council collected recyclables in a bag system, limiting the amount of material that could be collected. The new 240L MB recycling system has increased the capacity for higher material diversion. The council's aim was to increase the amount of recyclables recovered as well as adhere

to WorkSafe Victoria's "no-lift" policy, which specified no kerbside collections can be manually lifted without undertaking a risk assessment and formulating a strategy to progress forwards.

One of the crucial aspects throughout the early stages of progressing towards best practice was the involvement of all stakeholders which included the community, businesses, industry and community groups. This involved focus group meetings, seminars, surveys and, critical to the success of the new system, clear communication to the Geelong community through the local newspaper and council's newsletter.



Recyclables from Geelong being processed at the Visy MRF.

Under the "old" collection system for recyclables, about 10,000 tonnes of recyclables was collected annually from Councils 80,000 households. With the introduction of the new 240L MB system collected fortnightly, this has doubled to over 21,000 tonnes of recyclable material collected in the first year of implementation. The large increase can be attributed to Council's previous recycling system being inadequate in comparison to the current mobile bin system.

Council's general garbage has also decreased as a result of the new recycling service, both through a downsizing in the garbage bin to a 120L and the introduction of a green waste service for all households. Geelong householders continue to minimise the amount of material being deposited to landfill while continually increasing the amount of recyclable materials collected for sorting and processing.

1

Recycling

2

Green Waste

3

Garbage





Market Development Program

ECO-Buy Program

ECO-Buy is a Sustainability Victoria initiative in partnership with the Municipal Association of Victoria (MAV) and the Department of Sustainability and Environment. The program has been in operation since May 2000. Uptake of the program by Victorian municipalities has been supported by linking it to the Best Practice Kerbside Recycling Program. Sixty municipalities out of Victoria's 79 councils have joined up to the program, all 16 Victorian Regional Waste Management Groups and 35 other agencies. All councils that have received funding under the BPKRP are members of ECO-Buy, except 2 councils who are currently in the process of becoming members. ECO-Buy has recently launched ECO-Buy Business, a program helping organisations to intergrate environmental considerations into their purchasing decisions and behaviours.

The market development program aims to increase the diversion of kerbside collected post consumer packaging materials from landfill into sustainable markets. A number of projects were approved by the Victorian Projects Group. Due to unforeseen circumstances and complications a number of projects were subsequently rescinded. Below is a list of the projects that were originally approved and the outcomes that were achieved.

Table 4.

Applicant	Project	NPC funding	Outcomes
Signum – Contemporary Packaging Solutions	Increase the amount of PET for recycling. Replace non-recyclable packaging material with PET material.	\$20,000	Project rescinded
Stawell Intertwine Services	Reprocessing of plastic into bagged pellets	\$20,000	Project rescinded
Polyloop	Reduction of commingled plastic waste stream into powder size particles.	\$19,750	Sample compounds were developed for end-use-products. Commingled waste stream has unique characteristics when formed into a compound Materials can be created from the powdered recyclate such as plastic tiles, roof tiles, plastic boards, sound barriers
MacDonald Johnson	Development of prototype to collect crates from kerbside	\$20,000	Project rescinded
Total		\$79,750	

Taking into account the level of success achieved in the Market Development grants program, a number of lessons have been highlighted that need to be taken into consideration for future market development programs.

- Increase in the level of funding granted to the recipient
- Recipient of the funding to provide a number of options for achieving the outcome in case the optimal scenario fails
- Tailor the market development grants to specific areas ie: material types, pilot studies.



Commingled plastics containers recycling from kerbside waste

The project comprised a feasibility study to determine whether or not certain plastics from kerbside waste could be recycled for re-use into new products.

The kerbside waste is sorted resulting in the separation of paper, metal, aluminum, glass, plastics containers and other materials. The stream of plastics containers is further separated into a stream of PET containers and a 'rest' stream consisting of commingled plastics containers with recycling codes 2-7. This rest stream was shredded into flakes and washed. The plastics flakes were further processed into powder sized particles as basis for a compound.

The photos below show that once the commingled plastics are broken down into powdered recyclate, a moulded sheet of uniform quality can be manufactured from the generated compound.

The project demonstrates that value added products can be manufactured from kerbside plastic containers (after taking out the PET). The kerbside waste collection in Victoria generates approx. 340,000 tonnes of recyclables annually incorporating a plastics containers stream of approx. 7%. This means that approx. 23,000 tonnes of plastics containers are collected annually. The volume of commingled plastics (codes 2-7) after separating the PET from this stream comprises approx. 13,000 tonnes which can potentially be processed into value-added materials without the need for separation into the singular product streams. Polyloop invites interested parties to undertake further testing to explore the full potential of the recyclate.

Case Study – Polyloop



Model Controls and Accreditation Program

Model Contracts for Collecting and Sorting

The model contracts developed by EcoRecycle in 2001 have been well received and form a key component of the funding program. Industry and local government in particular have found them to be very useful when preparing recycling collection and sorting contracts.

The model contracts are currently in the process of review following extensive consultation with local government, the waste management industry and industry associations. The review has focused on a number of issues such as definition of contamination, contamination rates, bin placement, contamination formulas, payments, etc. Feedback received is that the contracts were complex and needed to be much simpler and easier to read. Over the recent months a number of councils have accepted combined tenders for the collection and sorting of recyclables. One component of the review is to also develop a model combined contract for collection and sorting for use by both local government and industry. Revised Model contracts will be available by November 2005.

Accreditation Program

The introduction of the kerbside recycling accreditation program has raised the standards for recycling collectors and sorters Victoria wide. The Accreditation program is currently undergoing a review following stakeholder consultation. The review has focused on making it much easier for contractors to implement and follow. The document explains more clearly the requirements for the accreditation program in particular for those contractors who have existing ISO systems in place. The aim of the accreditation program is not to duplicate current systems but rather enhance existing systems already in place. Revised accreditation guidelines will be available by November 2005.

To date nine collectors and sorters are accredited under the Best Practice Kerbside Recycling Program, providing services which cover approximately 60% of the state (see Table 4 below).

Table 5. Collection and Sorting Contractors Accredited

Company Accreditation	Sustainability Victoria	Company	Sustainability Victoria Accreditation
Visy Recycling	Level 2	Cleanaway	Level 2
JJ Richards	Level 2	Thiess Services	Level 2
Drew's Recycling	Level 1	Solo Resource Recovery	Level 1
Wonthaggi Recyclers	Level 1	Dasma Industries	Level 1
SKM Recycling	Level 1		

Litter Best Practice Program

The purpose of the litter best practice program was to assist projects to address litter prevention and public place recycling.

Project proponents were required to address the following priority areas and sites;

- Be located in one or more of the following:
 - Core sites: Public buildings, Beaches, Transport–Outdoor, Shops, Malls, Waterfront areas, Markets, Parks.
 - Special sites: Events, Indoor Centres, Roadsides, Tourist Spots, Festivals
- Deal with packaging litter
- Link litter prevention with sustainable use of resources
- Adopt a planned approach to littering behaviour, using an integrated model that incorporates education, infrastructure, incentives, communication, partnerships and enforcement in the program.
- Ensure that community participation is a strong feature of the project.
- Involve key stakeholders in the planning, implementation and follow on from the program.
- Work closely with the Victorian Litter Action Alliance - litter champion and Sustainability Victoria to ensure best practice is achieved and that the project materials and outcomes are documented and made to assist future project planning and development across the state

Litter Best Practice Program

Table 6.

The following table outlines the approved projects and outcomes achieved.

Applicant	Project	NPC funding approved	Outcomes
Alpine resorts (4) & 2 RWMG's	<p>Ski resorts – litter and resource recovery</p> <p>Assessment of litter disposal & public place recycling behaviour, attitudes and infrastructure in seasonal tourist environments.</p>	\$30,220	<p>Bins located near shops, outdoor tables, restaurants were used as racks for skis, snowboards, toboggans.</p> <p>Signs placed on top of garbage or recycling bins were mostly covered in snow.</p> <p>Moveable bins are more appropriate.</p> <p>Lack of recycling infrastructure, educational signage, no consistency in colour of bins.</p> <p>Litter is not seen as an issue as it is buried in the snow.</p> <p>The project has identified infrastructure needs for the resorts in order to maximise the diversion of packaging material.</p>
Litter Prevention Task Force	<p>Mildura Litter Prevention</p> <p>Develop a fun and relevant campaign that addresses littering issues among young people</p>	\$20,000	<p>Strong media coverage gained through TV, radio and newspapers</p> <p>Marked decrease in litter as a result of media campaign</p> <p>Local youth in the community showing initiative to lead the project</p> <p>More awareness of consequences of littering in Mildura</p>
City of Melbourne	<p>Research to plan litter and PPR response</p> <p>Conduct and in-depth study of disposal behaviour at specific litter hot spots and in clean areas in the CBD</p>	\$19,800	<p>Overall, Melbournians behaved in an environmentally responsible manner in all site types and were shown to be actively disposing of used materials into a bin. (During Autumn 2003).</p> <p>Of the 1942 items disposed, 75% were disposed using a bin, with 980 being cigarette butt disposals.</p> <p>No firm conclusions reached on gender and age although people under 18 and over 55 were less likely to litter.</p>
South West RWMG	<p>Mobile Public Place Recycling kits</p> <p>Construction of a trailer to carry bins and bin caps across the region.</p>	\$25,000	<p>The event trailers received media coverage in regional newspapers and have also been promoted in member councils community newsletters. The trailers have been used at ten events to date. Results are to be collated but indication is that large amounts of packaging and recyclable containers are being diverted from landfill. Final payment due in August 2005.</p>
City of Casey	<p>Fishing litter prevention</p> <p>Reduce litter along the western port bay coastline.</p>	\$10,000	<p>Anglers acknowledgment of the key messages being promoted about litter on the beaches and in and around fishing spots</p> <p>Whether these messages have any impact on the reduction of litter and increase in recycling will be determined in the future. I.e: a reduction in litter will indicate that these messages have worked.</p> <p>Further research will need to be undertaken to assess whether the “fishing day” had any effect on anglers attitudes. It is not possible to assess this shortly after the project has been completed.</p> <p>The project built the involvement of local angling groups, Fish Care and others in the project to create awareness and deliver messages in the longer term.</p> <p>The project was presented to the Leading on Litter Conference in May 2004.</p>
Total		\$105,020	



Case Study – Mildura Rural City Council



This project was primarily to develop a campaign about littering for young people and about young people, focussing on the strong involvement of youth from project inception to project completion. The youth who were recruited through schools, community and youth groups conducted surveys, research and litter audits, developed TV commercials and litter jingles for the radio, designed posters, stickers, and other merchandise.

Surveys were conducted across the municipality to gauge people's opinions and awareness on littering. Some of the results are:

- 60% of respondents indicated that littering behaviour was unacceptable
- The Mildura river front and mall were identified as the most littered spots
- Common littered items were cigarette butts, cans and plastics
- 62% of respondents perceived that 13-19 yr olds were most likely to litter

The project was promoted through advertising campaigns as this was determined the most effective method of capturing the youths attention. A forum was also held with schools to discuss littering issues. Further media was conducted through the local radio station and local newspaper. A public launch of the project was also held with key representatives in attendance. The project also developed a resource kit which was distributed to schools in the region.

The project was designed to be ongoing with TV commercials and radio jingles being played during a 6 month period. Posters and stickers have been permanently placed in and around the region including shops, schools and restaurants. The project committee is currently in discussions regarding a follow up project.

The outcomes achieved in the project included an array of publicity and promotion for the litter campaign. A follow up audit was undertaken approx one month following the project launch. The audit was conducted at 5 sites throughout Mildura with cigarette butts and plastic rubbish being the most common littered items. The results show that there has been a measurable reduction in litter from "hotspots" throughout Mildura, approximately a 40% reduction. This reduction can be partly attributed to the Lead On Litter Karma Campaign. It is the intention of the Mildura Regional Waste Management Group and Mildura City Council to undertake future audits to gauge the success of the program.



The programs under the Victorian Projects Group have been highly successful, in particular, the achievements of the best practice kerbside recycling program.

The National Packaging Covenant was reviewed throughout 2004 and revised in response to the findings of the evaluation and extensive consultation process that was held. There was general agreement by all stakeholders that the model needed to be significantly strengthened if it was to continue. New guidelines for projects to be approved by the NPC by each state has also been finalised.

The revised Covenant commits signatories to a national recycling target of 65% for packaging and no further increases in packaging waste disposed to landfill by the end of 2010.

Conclusion – into the future

victorian achievements 2005

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