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Acknowledgements

Grampians Central Waste Waste & Resource Recovery Group acknowledge and thank all the organisations and individuals that assisted in the development of the Grampians Central West Litter & Illegal Dumping Plan. The organisations listed below have graciously shared their litter management information, either directly or indirectly, through the reports and data that they publish and make public:

- Ararat Rural City Council
- Central Goldfields Shire Council
- City of Ballarat
- Clean Up Australia Ltd
- Environment Protection Authority Victoria
- Golden Plains Shire Council
- Hepburn Shire Council
- Hindmarsh Shire Council
- Horsham Rural City Council
- Keep Victoria Beautiful
- Moorabool Shire Council
- Northern Grampians Shire Council
- Parks Victoria
- Pyrenees Shire Council
- Sunday Sweep
- Sustainability Victoria
- VicRoads
- West Wimmera Shire Council
- Yarriambiack Shire Council
Grampians Central West Waste & Resource Recovery Group has been actively working on litter and illegal dumping issues since 2017.

In recent years there has been a growing awareness within the community of litter and illegal dumping issues across the region with a range of community groups forming to specifically address litter and illegal dumping issues and others including litter clean ups in their environmental activities.

The Grampians Central West WRRG Stakeholder Engagement and Education Plan 2019/20 continues to identify litter and illegal dumping as a key issue for the region and supports the activities identified in the Victorian Waste Education Strategy along with some specific regional activities.

After receiving funding in 2017 from the Litter Innovation Fund for the Litter Super Heroes, Grampians Central West has made an ongoing commitment to community education in litter and illegal dumping. These activities have principally involved some active social media, Litter Super Hero infrastructure with the Little Green Wagon, a presence at a number of regional events and schools engagement through the ResourceSmart Schools program across the region.

Grampians Central West WRRG has continued to monitor litter and illegal dumping issues through litter audits, use of the Litterati App, reporting of litter and illegal dumping episodes in the media and social media as well as social media postings by local volunteer groups. Limited resourcing for litter and illegal dumping activities means that a comprehensive program is not possible at this point in time.

In 2019, Grampians Central West WRRG has been funded by Sustainability Victoria to prepare a Regional Litter and Illegal Dumping Plan. The process has involved utilising the Litter Scorecard along with a comprehensive community and stakeholder consultation process via surveys and interviews.

Grampians Central West WRRG remains committed to improving data collection and community engagement and education on the issue across the region.

All of this will help us plan and assess our progress towards a less littered Grampians Central West region.
In 2019 the Grampians Central West Waste & Resource Recovery Group was engaged by Sustainability Victoria to prepare a regional litter and illegal dumping plan. The aim was to provide an evidence based document to identify key litter and illegal dumping issues in the region by engaging with the community, community groups, local government and other agencies and develop a future options for litter prevention and management activities in the Grampians Central West region.

The project involved surveying the community to gain a better understanding of their understanding of litter issues and the priorities that they believe are important in the region. A survey of community groups that are involved in litter clean up activities was also undertaken to get feedback from those community volunteer groups that experience the direct impact of litter and illegal dumping. Finally, local government and other agencies were consulted in the development of their plan to understand the role that different agencies play across the region.

A desktop review was also undertaken of the media and social media communications that identified specific litter and illegal dumping issues and activities that have been undertaken to prevent or clean up throughout the region. The outcome has been a detailed overview of the current activities and programs that have been undertaken to deal with litter and illegal dumping activities across the region.

The research was analysed to determine the range issues that organisations are managing and identify the ‘Top 5’ Priority Litter Issues for the Grampians Central West region.

Key Findings

Following a survey of the community in general, community groups and local government, the main issues were summarised into the following categories:

- Inadequate infrastructure – specifically the need for more bins (waste and recycling) in public places, improved bin design, placement, and servicing, and other litter prevention infrastructure.
- Problem litter – the types and amounts of particular litter items and the associated environmental impacts and subsequent cleanup costs.
- Geography and concentration – the areas identified where litter is either concentrated, a hotspot, or is more widespread.
- Sources of litter – the human behaviour, business practices or other activities that result in litter.
- Other issues that were highlighted through the survey analysis were the challenges that local government and other agencies noted in delivering their programs. These issues were categorised as:
  - Evidence and data – including gaps in the current knowledge and the need for consistent and more robust data and data gathering techniques.
  - Insufficient resources – small regional councils were largely unable to deliver programs due to lack of program funding, the ability to apply for program funding when grants became available and the need for appropriately skilled people.

Top 5 Priority Litter Issues

The ‘Top 5’ Priority Litter Issues for the Grampians Central West region were determined to be:

1. Litter concentration along roadsides and highways - Geography and concentration
2. Litter found around waterways and lakes - Geography and concentration
3. Drink containers and coffee cups – Problem Litter
4. Illegal dumping impacting all sectors of the community – Problem Litter
5. Fast food packaging – Problem Litter
1. Background

The Grampians Central West Waste and Resource Recovery Group (GCWWRRG) is a Victorian statutory organisation responsible for facilitating a coordinated approach to the planning and delivery of waste infrastructure and services in the Grampians Central West region of western Victoria. GCWWRRG was established on 1 August 2014 and is one of seven in Victoria. The organisation is legislated under the EP Act with the objectives for GCWWRRG set out in Section 49G.

GCWWRRG works with 12 councils to facilitate waste and resource recovery infrastructure and services and to enable improved knowledge, collaboration and best value opportunities. The 12 councils are mapped in Figure 1 and are as follows:

- Ararat Rural City Council
- Central Goldfields Shire Council
- City of Ballarat
- Golden Plains Shire Council
- Hepburn Shire Council
- Hindmarsh Shire Council
- Horsham Rural City Council
- Moorabool Shire Council
- Northern Grampians Shire Council
- Pyrenees Shire Council
- West Wimmera Shire Council
- Yarriambiack Shire Council

Figure 1 – The Grampians Central West WRRG region
GCWWRRG is responsible for planning and facilitating the continuous improvement and development of waste and resource recovery facilities and services across the region. Its legislative functions are to plan for future infrastructure needs; facilitate infrastructure development, services and joint procurement contracts; work with and advise SV, councils, businesses and communities; support collaborative local government waste forums; coordinate and encourage community education and undertake projects funded by government or other organisations.

Litter was included in the GCWWRRG Regional Implementation Plan as one of the actions to achieve strategic objective 4: Foster relationships to optimise diversion from landfill with Priority Action 9 - Continue to work with relevant agencies, councils, industry, schools and the community on waste and resource recovery education and engagement.

The Victorian Government’s Waste Education Strategy identifies the value in coordinated education across the state to improve efficiency and effectiveness, and there is a need for state programs to be tailored so as they address regional and local priorities and thereby maximise effectiveness and take-up.

There are a range of stakeholders with a role in the delivery of waste education including, (but not limited to) councils, SV, the EPA, Infrastructure Victoria, Regional Development Victoria, the Victorian Litter Action Alliance, and schools.

GCWWRRG has also included litter in the Stakeholder Engagement and Education Plan. Reflecting the State Waste Education Strategy, finalised by Sustainability Victoria in 2015/16, Grampians Central West Regional Engagement and Education Plan focuses on:

1. Increase the Grampians Central West region community and business perception of waste management as an essential service;
2. Increase community awareness of waste and support and encourage waste avoidance;
3. Improve resource recovery and reduce contamination across the region;
4. Reduce litter and illegal dumping across the region;
5. Support waste and resource recovery education for schools across the region;
6. Strengthen Grampians Central West’s waste and resource recovery engagement and education capabilities;

The final two elements of the Grampians Central West Regional Engagement and Education Plan are that it must be:

7. Cost and resource effective; and
8. Reflect local and regional needs across the region.

Figure 2 provides a visual representation of the suite of programs/projects that have been identified for the Grampians Central West region and how they connect to the Victorian Waste Education Strategy as well as the two elements that are prerequisites for any engagement/education activities undertaken by GCWWRRG.

**Figure 2: GCWWRRG Stakeholder Engagement and Education map.**

- **Recycling Revolution**
  - Focuses on improving recycling rates, reducing waste to landfill and engaging communities with a different approach to waste and recycling. A range of programs and projects will be developed to reflect local issues across the region.

- **Recycling at Work**
  - Creating awareness that waste is not only about the cost of disposal but the cost of resources that are being thrown away.

- **ResourceSmart Schools**
  - GCWWRRG has been funded to manage the ResourceSmart Schools program across the region. This will be the principal vehicle for schools’ engagement across the region.

- **Be a Litter Superhero**
  - Litter Campaign
  - Having identified roadside litter as the most significant issue across the region in a litter context, LSH is in the early stage of engaging the community.
2. Overview of the Grampians Central West region

The Grampians Central West region (Figure 1) extends across 12 council areas, encompassing an area of over 50,000km². The region covers a significant area of the state of Victoria (21 per cent), stretching from the western metropolitan boundary of Melbourne to the South Australian border, with the Western Highway its central arterial link.

The region includes key population centres such as Ararat, Ballarat, Horsham, Maryborough and Stawell, and ranges from urban fringe areas adjoining metropolitan Melbourne to rural areas bordering South Australia.

The region is home to a current population of over 250,000, which is projected to grow over the next ten years to around 290,000. This an increase of 16 per cent between 2015/2016 and 2025/2026 incorporating more than 40,000 people.

The projected growth is not uniform across all council areas. The populations of Hindmarsh, Northern Grampians, West Wimmera and Yarriambiack are expected to decrease slightly over the next 10 years, with the western segment of the region remaining stable, and the majority of growth expected to occur in the peri-urban and regional centres of Ballarat, Golden Plains and Moorabool.

The regional centres and peri-urban municipalities have the larger population base and will also experience the greatest population growth. The City of Ballarat will be home to 44.5 per cent of the region’s population by 2030/2031 and will also accommodate the majority of the projected population growth, with over 35,000 new residents (which equates to 57.4 per cent of the region’s growth). Rural councils, conversely, are experiencing slightly declining populations for a number of reasons, which include, but are not exclusive to, an ageing population, changing agricultural scenarios and migration to regional centres where health and education facilities are located.

While population growth is a major driver of how much waste is generated, there are many other factors that contribute to how much and what waste and associated materials are generated. This includes, but may not be exclusive to, urban lifestyles, economic conditions, manufacturing, consumer decision, education and community behaviour.

The main road transport corridor in the region is the Western Highway, which connects the region from Bacchus Marsh through Ballarat, Ararat, Stawell, and Horsham to the South Australian border. There are numerous other important road and rail corridors, including the Sunraysia Highway connecting Ballarat to the central part of the region, the Henty Highway, which runs north-south through Horsham, and the Wimmera Highway, which provides an additional east-west link in the West Wimmera area.

The region contains highly productive agricultural and horticultural land for broadacre grazing in the south and broadacre cropping in the north and central areas. There are also some areas of intensive agriculture, including horticulture, viticulture and poultry farming across the region.

Tourism, transport and mining are important elements of the economy in some areas of the region. Employment is growing in the services sectors particularly in education and health. The industry outlook over the next two decades indicates that high-growth sectors will be healthcare and social assistance; professional, scientific and technical services; renewable energy; accommodation and food services; and tourism.
2.1 Litter and illegal dumping activities in the Grampians Central West Region

In 2017 Grampians Central West WRRG was successful in receiving a Litter Innovation Grant to develop the Litter Super Heroes concept to promote positive litter and illegal dumping behaviours across the region. The program has been well received and has featured a strong social media campaign that is often aimed at specific themes such as recreational activities such as fishing and camping or seasonal times such as Christmas where there is a lot more travel undertaken around the region by local and tourists alike.

The Litter Super Heroes has also been popular with events and has featured prominently in the Begonia Festival in 2019 where the Litter Super Heroes were brought to life and played by four local drama and music graduates throughout the festival, entertaining audiences on the main stage but also helping people get their rubbish into the correct bins with new waste stations. Other events that have featured the Litter Super Heroes include the Maryborough Energy Breakthrough and Horsham’s Kanamaroo Festival.

Litter Super Heroes has also been included in the ResourceSmart Schools program as part of the litter education in the waste module across more than 8 schools across the region. As an education program, Litter Super Heroes has been effective but there has been limited opportunity to measure the level of that success due to a lack of funding and resourcing. Although the program had some funding through the Litter Innovation Grants, there was not a lot built into monitoring and evaluation.

Local government litter and illegal dumping activities are largely split into two categories in the GCW region:
1. Reporting, enforcement and clean up activities
2. Engagement and education activities.

It is generally true that engagement and education often follow a significant litter and illegal dumping event where there is a focus from local media. More recently there has been a greater focus from the community on community driven clean-up activities – such as the Sunday Sweep in Ballarat where groups will go out to different locations across their local government area and clean up specific locations on a regular basis.

There are also the annual clean up events associated with Clean Up Australia Day and Keep Australia Beautiful Week where schools, businesses and community groups will be activated for a period to undertake some local clean ups as well.

Local government has started to do more promotion of prosecutions but to date these have not been prominent. It is interesting to note that when they are reported on social media on council Facebook pages that the perpetrators are roundly criticised by local residents. At the same time, local residents will also point to the need for lower ‘tip’ fees to stop illegal dumping.

At this stage it is not possible to make an assessment about what works in the region and what does not – other than what is already known about successful litter programs in a general sense.

2.2 The Circular Economy & Litter

The Victorian Government is in the process of developing a Circular Economy Policy and although there is no specific link to litter and illegal dumping issues, some of the drivers that result in litter and illegal dumping are connected to the circular economy. Litter and Illegal dumping are both forms of waste that are characterised by their method of disposal and the nature of the materials in that there is a lot of single use plastics that become litter through their disposal method.

Consequently, there is a lot of interest in dealing with the challenge of plastic pollution and reducing the impact of single use plastics when people are travelling or enjoying the many recreational areas and pursuits in the Grampians Central west region. To that end a greater level of encouragement to reduce our reliance on single use plastics via activities such as ‘straw no more’ and ‘the last straw’ along with the Responsible Café’s push for a reduction in single use coffee cups and other drink containers are all important campaigns to reducing litter.
3. Project Scope and Methodology

The aim of this project was to produce a litter & illegal dumping plan, including a litter scorecard, for the Grampians Central West region and gather evidence that to provide the basis for future litter prevention actions.

The key stages of the project were:
1. Evidence Gathering and Profiling
2. Multi-criteria analysis to establish the Top 5 Priority Litter Issues
3. Benchmarking

Detailed methodologies for the multi-criteria analysis and benchmarking are provided as attachments to this report.

3.1 Evidence Gathering and Profiling
– Litter Action and Data across Victoria

Profiles of key active organisations, litter reports and data sets

In developing the Grampians Central West Regional Litter & Illegal Dumping Plan a total of 26 organisations were reviewed by desktop and / or survey to review their purpose and activities in relation to litter.

A summary of the key active organisations that were reviewed and participated directly or indirectly in the development of the Grampians Central West Regional Litter & Illegal Dumping Plan was completed and is presented in Table 1. The organisations reviewed included localised/specialised groups, regional bodies, state-wide authorities and national organisations.

For the Grampians Central West as a whole, their work/activities provide an insight into the main litter issues. It should be noted that many of these organisations are not directly comparable as they have key differences in their purpose and in the delivery of key activities. Consequently, the data available from organisations is not always fully accessible and cannot be compared to each other. Despite these differences these organisations provide a body of evidence on litter management and their activities are in line with Grampians Central West’s objective to reduce and remove litter.
<table>
<thead>
<tr>
<th>Organisation</th>
<th>Stated purpose</th>
<th>Key activities</th>
<th>Key litter reports</th>
<th>Key data sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballarat Renewable Energy and Zero Emissions (BREAZE)</td>
<td>The principal objective of BREAZE is to protect and enhance the natural environment and increase sustainability within the region by promoting and developing renewable sources of energy and significantly reducing the region’s contribution to greenhouse gas emissions.</td>
<td>Management of fortnightly Ballarat Farmers Markets to encourage sustainable use of food and reduce food waste. World Environment Day activities with local schools to promote sustainability now and into the future.</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Central Highlands Water</td>
<td>Manage water supply catchments, treat and supply drinking water, remove and treat sewerage for a number of towns in the region including Ballarat, manage inland waterways, creeks, rivers and major drainage systems</td>
<td>Manage threats to waterway health via the Healthy Waterways Strategy.</td>
<td>None</td>
<td>Internal reports on debris / litter collected from waterways</td>
</tr>
<tr>
<td>GWMWater</td>
<td>Manage water supply catchments, treat and supply drinking water, remove and treat sewerage for a number of towns in the region, manage inland waterways, creeks, rivers and major drainage systems</td>
<td>Manage threats to waterway health via the Healthy Waterways Strategy.</td>
<td>None</td>
<td>Internal reports on debris / litter collected from waterways</td>
</tr>
<tr>
<td>Parks Victoria</td>
<td>Parks Victoria is responsible for managing an expanding and diverse estate covering more than 4 million hectares, or about 18 per cent, of Victoria. The major parks in the region are the Grampians National Park, Little Desert National Park, Mt Arapiles-Tooeen State Park and Wyperfeld National Park.</td>
<td>Land management in national and state parks.</td>
<td>None</td>
<td>Internal reporting</td>
</tr>
<tr>
<td>Wimmera Catchment Management Authority (WCMMA)</td>
<td>Wimmera CMA has statutory functions under the Water Act 1989 with respect to waterway and floodplain management; and responsibilities under the Catchment &amp; Land Protection Act 1994 with respect to pests, plants and animals, and land management.</td>
<td>Land and waterway management.</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Regional Roads Victoria</td>
<td>RRV is a new division of VicRoads. It delivers major maintenance and drive improvements in regional transport links.</td>
<td>Roadside maintenance.</td>
<td>None</td>
<td>Internal reporting</td>
</tr>
<tr>
<td>Department of Justice – Corrections</td>
<td>Develops programs for the management and rehabilitation of prisoners and the community-based supervision of offenders.</td>
<td>Community corrections services.</td>
<td>None</td>
<td>Internal reporting</td>
</tr>
<tr>
<td>Clean Up Australia</td>
<td>Inspire and work with communities to clean up, fix up and conserve our environment, especially through dedicated clean up days and campaigns.</td>
<td>Clean Up Australia Day. Annual Report by State.</td>
<td>Reports on litter incidents and infringements issued.</td>
<td>Sites registered number of volunteers. Litter / rubbish collected composition of litter / rubbish collected.</td>
</tr>
<tr>
<td>Environment Protection Authority Victoria</td>
<td>To ensure the protection of beneficial uses of the environment from the adverse impacts of wastes and unwanted noise.</td>
<td>Litter report line. Fines and enforcement Strikeforce program.</td>
<td>Reports on litter incidents and infringements issued.</td>
<td>Number of actions / fines types of actions / fines source of litter</td>
</tr>
<tr>
<td>Field Naturalists Club of Ballarat</td>
<td>Stimulate interest in natural history and the preservation of the natural environment.</td>
<td>Participating in Clean Up Australia Day events; ad hoc litter collections during other activities.</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Friends of Creswick’s Park Lake Botanical Reserve Association</td>
<td>Restoration and maintenance of Botanical Reserve.</td>
<td>Participating in Clean Up Australia Day events; ad hoc litter collections during other activities.</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Friends of Sparrow Ground</td>
<td>Maintaining and preserving a local sporting playground and surrounding bushland</td>
<td>Participating in Clean Up Australia Day events; ad hoc litter collections during other activities.</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Keep Victoria Beautiful</td>
<td>Independent champion of community action and litter prevention.</td>
<td>Awards: Tidy Towns &amp; Sustainable Cities Stationeers Adopt a Roadside.</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Organisation</td>
<td>Stated purpose</td>
<td>Key activities</td>
<td>Key litter reports</td>
<td>Key data sets</td>
</tr>
<tr>
<td>--------------</td>
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</tr>
<tr>
<td>Landcare</td>
<td>Provide services to the Landcare community, including knowledge sharing, education, promoting participation, capacity building, expertise and knowledge, major project delivery, recognition programs and protecting the ‘caring hands’ for the benefit of all.</td>
<td>Participating in Clean Up Australia Day events, smaller groups undertake ad hoc litter collections during other activities, Landcare week activities &amp; promotions, Research &amp; funding towards restoration activities</td>
<td>Annual Reports (National organisation)</td>
<td>None</td>
</tr>
<tr>
<td>Local Government – Ararat RRC, City of Ballarat, Central Goldfields SC, Golden Plains SC, Hepburn SC, Hindmarsh SC, Horsham RRC, Mooroobool SC, Northern Grampians SC, Pyrenees SC, West Wimmera SC, Yarriambiack SC</td>
<td>As part of broader government services seeks to maintain the local environment and reduce impacts of litter and illegally dumped rubbish.</td>
<td>clean up programs, education &amp; awareness programs, street cleaning, Provision of infrastructure (bins / signage), investigation &amp; enforcement support specific programs</td>
<td>Sustainability Victoria Annual Waste Services Report, Council annual reports, Budgets</td>
<td>Waste cost centres for clean up costs, Enforcement costs &amp; revenue, Promotion of litter and illegal dumping activities</td>
</tr>
<tr>
<td>National Association of Charitable Recycling Organisations</td>
<td>Peak organisation that represents Australia’s charities and charity op shops that recycle clothing, furniture, household and workplace goods</td>
<td>research on litter and illegal dumping at member sites, education and awareness programs, annual member conference</td>
<td>Member surveys</td>
<td>illegal dumping volume, waste to landfill, illegal dumping costs, illegal dumping composition</td>
</tr>
<tr>
<td>Rupanyup &amp; District Consultative Committee</td>
<td>Town Progress Committee</td>
<td>Participated in Clean Up Australia Day activities once</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Sustainability Victoria</td>
<td>To support Victorians to use resources more sustainably and to take practical action on climate change.</td>
<td>Planning and delivery of litter prevention programs on behalf of the Victorian Government, Co-ordinating Agency for the activities of the Victorian Litter Action Alliance (VLAA) and management of the VLAA Litter Champion Program</td>
<td>Victorian Litter Strategy 2012-14, Victorian Local Government Annual Survey (2012-2013), VLAA Stakeholder Survey 2015</td>
<td>The Victorian Litter Report 2013</td>
</tr>
<tr>
<td>Waste and Resource Recovery Groups (metro &amp; regional)</td>
<td>Statutory bodies responsible for coordinating and facilitating best practice to minimise waste and maximise resource recovery</td>
<td>coordinate and support programs, facilitate research and assessments, education and awareness</td>
<td>2014-15 Litter Hotspots Evaluation Report (Metro WRRG), Litter innovation grant - Litter Super Heroes 2017/18</td>
<td>None</td>
</tr>
<tr>
<td>Conservation Volunteers Australia</td>
<td>We exist to strengthen the health of communities and ecosystems for mutual benefit.</td>
<td>Conservation Volunteers projects are managed in conjunction with project partners that includes regional councils, national parks, museums, Landcare groups, conservation departments and other national conservation agencies.</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Project Platypus</td>
<td>Project Platypus acts as an umbrella organisation for the eleven Landcare groups of the Upper Wimmera Catchment to deliver large scale projects, to support and empower the community to improve the environmental health of the Upper Wimmera Catchment while maintaining and improving productivity</td>
<td>Restoration activities for the catchment area, in conjunction with a number of organisations (including Landmate) focusing on waterways, Cleaning Up the Ironbarks (addressing illegal dumping issues), Tree planting activities on public and private land, Tree planting activities on public and private land</td>
<td>Annual reporting</td>
<td>None</td>
</tr>
<tr>
<td>Sunday Sweep</td>
<td>Informal community group that collects litter and illegal dumping from a variety of locations in Ballarat each week</td>
<td>Weekly clean up every Sunday at public parks and recreational areas around Ballarat</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Horsham Tidy Towns</td>
<td>Committee of the Horsham Rural City Council promoting litter and sustainability activities</td>
<td>Provides inputs into HRCC activities, coordinates Tidy Towns projects and judging</td>
<td>HRCC</td>
<td>None</td>
</tr>
<tr>
<td>Dimboola Town Committee</td>
<td>Committee of the Hindmarsh Shire Council promoting litter and sustainability activities</td>
<td>Provides inputs into local council activities, coordinates Tidy Towns projects and judging</td>
<td>HSC</td>
<td>None</td>
</tr>
<tr>
<td>Service clubs - Adopt a Spot</td>
<td>Service clubs in each town providing local clean up activities and other charitable activities</td>
<td>Adopt-a-spot activities throughout the year</td>
<td>None</td>
<td>KVB</td>
</tr>
</tbody>
</table>
3.2 Litter Issues

Consistent with Victoria’s Litter Report Card (2016), the research and evidence gathered for the preparation of this plan suggests that litter issues can be broadly divided into two categories:

- Problem litter – problems and issues related to littering and littered materials.
- Litter program issues – issues related to litter programs such as resourcing and data

**Problem Litter**

The key issues identified in relation to littering and littered materials are:

- The prevalence of single use and convenience drink containers and coffee cups found along roadsides and highways has increased.
- Branded fast food packaging left at wayside stops or disposed of from moving vehicles along highways and roadsides beyond town limits is highly visible.
- Land managers being left to deal with illegal dumping in remote areas as a regular activity.
- The majority of clean up activities within townships and along roadsides and waterways is left up to local volunteers. Consequently while the task at hand is competed there is limited opportunity get consistent data or evidence of specific issues in that area.

**Litter Program Issues**

Litter management activities, often undertaken by local government or other government agencies have found resourcing the activity and developing a strong data and evidence base to be very challenging. In rural and regional areas, officers who are responsible for these activities often have strong competing activities that make focussing on litter issues to be problematic.

Access to data, along with accuracy and consistency issues are a concern across all organisations and sectors. The lack of a consistent approach by all relevant agencies means that it is hard to provide appropriate communications and education about litter and illegal dumping. There is also little sharing of information across agencies which means that the community is not always clear on local priorities.

The lack of resourcing means that the availability of data is problematic. Local government often do not have the resources to undertake appropriate data collection unless there is a major illegal dumping activity. Litter is often seen as an everyday occurrence that just needs to be cleaned up rather than recorded.

Resourcing litter prevention programs is a common issue raised across all sectors, with ongoing funding of particular concern for the not-for-profit sector.

3.3 Litter Themes

Significant or consistently observed themes were:

- Inadequate infrastructure - the lack of bins (waste and recycling) in public places; improved bin design to prevent spillage or access by wildlife, bin placement and timing of servicing.
- Problem litter – relates to the specific types of litter that have been identified by the community and community groups, the volume of litter in certain locations; impacts to the environment; clean-up issues and costs; and the types of materials littered.
- Geography and concentration – describing common areas identified where litter is either concentrated (as ‘hot spots’) or is a widespread problem.
- Sources of litter – covering issues involving human behaviour and business practices that lead to litter in the environment.

Table 2 is a summary of the main litter themes identified in the surveys and the issues associated with litter prevention.

**Litter Prevention Issues**

It was continually highlighted by all agencies that there was insufficient resourcing to deal with litter before it became an issue. It was also felt that there needed to be a consistent message across the region, if not the state, regarding litter and illegal dumping. While this is the case with enforcement and the EPA Litter Hotline, it is less consistent in terms of other messaging.

The main issues were:

- Evidence and data – including gaps in the current knowledge and the need for consistent and more robust data and data gathering techniques.
- Insufficient resources – small regional councils were largely unable to deliver programs due to lack of program funding, the ability to apply for program funding when grants became available and the need for appropriately skilled people.

Table 3 summarises the litter issues identified, including sub-category issues that provide more specific detail as to the issues identified in the research.
### Table 2 – Summary of litter themes

<table>
<thead>
<tr>
<th>Issue</th>
<th>Criteria</th>
<th>Reports (no.)</th>
<th>Verbal response (no.)</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inadequate Infrastructure</td>
<td>Bin location</td>
<td>38</td>
<td>15</td>
<td>There is a perception from the community that in public place areas that there are insufficient bins in the appropriate locations. In high tourism locations, the types of bins were noted as they were seen as inappropriate for the purpose and were accessible by wildlife. Peak tourism or event periods were an issue for servicing.</td>
</tr>
<tr>
<td></td>
<td>Insufficient signage</td>
<td>21</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Inadequate bin infrastructure</td>
<td>19</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Problem Litter</td>
<td>Fast food packaging</td>
<td>46</td>
<td>23</td>
<td>Fast food packaging has become a prominent litter item on regional roadsides and highways outside of town boundaries and within a 25-30 kilometre distance from a branded fast food outlet.</td>
</tr>
<tr>
<td></td>
<td>Household items illegal dumping</td>
<td>42</td>
<td>39</td>
<td>Illegal dumping is an issue of growing concern across all organisations. The prevalence of illegal dumping in bushland locations or at roadside stops is an issue for all agencies. Clean up costs, resourcing and prosecution are challenging in under-resourced agencies.</td>
</tr>
<tr>
<td></td>
<td>Drink containers – bottles &amp; coffee cups</td>
<td>36</td>
<td>38</td>
<td>Similar to fast food packaging, convenience drink bottles in the form of soft drinks and coffee cups have increasingly been tossed from motor vehicles on highways.</td>
</tr>
<tr>
<td></td>
<td>Miscellaneous litter</td>
<td>21</td>
<td>26</td>
<td>Miscellaneous litter covers all other types (wood, glass, paper, cardboard, metals). These items appear in the litter stream in various ways, and the major issues of concern involves the amount present in the environment and the cost of clean-up and infrastructure.</td>
</tr>
<tr>
<td>Geography and concentration</td>
<td>Roadsides &amp; highways</td>
<td>58</td>
<td>51</td>
<td>Visibly littered areas attract community attention and action. The most noticeable of these locations are roadsides in rural and regional locations, highways, waterways, lakes, parks and recreational areas.</td>
</tr>
<tr>
<td></td>
<td>Parks &amp; recreation areas</td>
<td>36</td>
<td>24</td>
<td>Retail precincts attract the attention of litter often as a result of overflowing bins or inappropriate infrastructure along with high people volumes traversing the areas.</td>
</tr>
<tr>
<td></td>
<td>Retail precincts</td>
<td>25</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Waterways, lakes and rivers</td>
<td>19</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Sources of litter</td>
<td>Human behaviour</td>
<td>61</td>
<td>56</td>
<td>It is an ongoing challenge to prevent littering behaviour in the first instance. With much of the litter occurring via travel routes it is not always clear who is littering and there is an impression by some that it may be travellers passing through rather than residents.</td>
</tr>
<tr>
<td></td>
<td>Business practices leading to litter</td>
<td>39</td>
<td>25</td>
<td>Businesses create issues with illegal dumping and poor management practices associated with industry and retail areas.</td>
</tr>
</tbody>
</table>

### Table 3 – Issues associated with Litter Prevention

<table>
<thead>
<tr>
<th>Issue</th>
<th>Criteria</th>
<th>Reports (no.)</th>
<th>Verbal response (no.)</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence and data / knowledge gaps</td>
<td>Improved data to inform programs and communication of that data and highlight changing issues</td>
<td>7</td>
<td>3</td>
<td>Councils and other organisations indicated that they didn’t feel they had a good enough understanding of the litter issues to address them properly.</td>
</tr>
<tr>
<td></td>
<td>Inconsistency across different information sources of data.</td>
<td>2</td>
<td>2</td>
<td>Issues such as cigarette butts being the most littered item was countered by the level of complaints reflecting different issues in the community where the more obvious items such as fast food packaging and drink bottles get noticed more often.</td>
</tr>
<tr>
<td></td>
<td>Better data and communication needed for sustainability impacts.</td>
<td>3</td>
<td>5</td>
<td>More tools for communicating these issues to the community is required - more succinct and easily digestible messages.</td>
</tr>
<tr>
<td></td>
<td>Better data needed to identify litter sources.</td>
<td>5</td>
<td>1</td>
<td>Targeting of businesses that profit from the purchase of their products but do little to mitigate the litter they cause.</td>
</tr>
<tr>
<td>Insufficient resources</td>
<td>Lack of funding &amp; resource</td>
<td>8</td>
<td>7</td>
<td>Local government, in particular felt they had little control over the issue and even less resources - this is a rural and regional council issue.</td>
</tr>
</tbody>
</table>
3.4 Multi-criteria analysis

A multi-criteria analysis was developed to enable an efficient and objective analysis and sorting of the gathered evidence. The analysis covers both qualitative and quantitative information and is designed to prioritise and rank the issues.

Undertaking the multi criteria analysis (MCA) involved:

1. Identifying the Issues and Criteria from the research.
2. Equilibrium examining the research and determining the weighting (relative importance) of each identified issue and criteria using the Sustainability Tool provided in the Table below.
3. Weightings were made using the direct evidence of impacts identified in the research.
4. Where there were gaps in evidence weightings were determined on a case-by-case basis.
5. The final output of the MCA is based on the following calculation: Issue Weighting (expressed as %) x Criteria Raw Score = Final Score.
6. A Final Score attracting higher points was determined to be a higher priority issue.
7. Based on this approach the Final Scores were used to determine the ‘Top 5’ Priority Issues.

The following presents the process and findings from this analysis including the Sustainability Rating Tool which is a tool designed to rate the impacts of litter across factors relating to environment, social, and economic indicators as well as human health and safety. Ratings for each factor were determined on a scale of 1 to 5, where a score of 1 indicated the lowest impact and a score of 5 the highest impacts.

Table 4 provides a summary of the sustainability factors relating to each litter issue.

Following the MCA procedure, the Priority Litter Issues were each scored against the Sustainability Rating Tool as discussed above and were assigned weightings. Results are detailed in Table 5 below.

Using the Sustainability Rating Tool the Criteria for each Issue was also scored, with the results contained in Table 6 below. The final output of the MCA is based on the following calculation: Issue Weighting x Criteria Raw Score = Final Score. Table 7 below outlines the final scores.

### Table 4 – Summary of the Sustainability Factors relating to each Litter issue

<table>
<thead>
<tr>
<th>Issue</th>
<th>Comments relating to rating</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inadequate Infrastructure</strong></td>
<td>Environment: Infrastructure is either enabler that helps people ‘do the right thing’ and not litter or catches litter once it is released (eg. litter traps in waterways). It is noted that adequate infrastructure is a key part of reducing littering, and conversely poorly designed or managed infrastructure contributes toward litter released to the environment. Financial: The cost to installing and managing infrastructure is a budget item for all land managers that is of growing concern. Social: As observed in the Victorian Litter Report, “when public places are well maintained, safe and offer appropriate litter disposal, a sense of community ownership and care will follow.” OHS: There is insufficient evidence to suggest that infrastructure has caused an OHS Concern.</td>
</tr>
<tr>
<td><strong>Problem Litter</strong></td>
<td>Environment: Fast food packaging – highly visible along roadside and highways in between townships and locations with fast food outlets. Financial: Illegal dumping - costs are widespread and high across all sectors Social: regional communities see litter as such an issue that they are voluntarily undertaking widespread action. OHS: Generally the litter items themselves do not pose an OHS threat, however cigarette butts are a known bushfire risk. Litter clean ups along roadsides and highways can also pose a risk for clean-up volunteers.</td>
</tr>
<tr>
<td><strong>Geography and concentration of litter</strong></td>
<td>Environment: Evidence demonstrates that litter reaching waterways causes significant and widespread damage to wildlife and the environment. Financial: The cost of prevention with litter traps and local programs for clean-up is high, however balanced against other priorities at the local level. The types of wastes in illegal dumping can create high cost; particularly C&amp;D related materials. Social: Significant impact to communities based around waterways and lakes where the litter is caught up and is unsightly. OHS: This is an issue requiring attention for clean-up operations (volunteers, land managers). Cigarette butts are a known bushfire threat.</td>
</tr>
<tr>
<td><strong>Sources of Litter</strong></td>
<td>Environment: The human activities behind littering do not consider the environmental impacts. The impacts of the different types of litter materials vary depending on the materials nature. Financial: For people and businesses that litter and do not incur a fine the cost is negligible. Individual litter fines and fines for business can be significant. The costs to the economy are reflected in prevention (legislative, behaviour change, infrastructure and enforcement activities) which are required across all levels of government. Social: Some sections of the community see littering as an unacceptable practice (as evidenced by the level of community engagement in clean-up). Those that do litter have little care about the impact of their actions. OHS: The source of litter itself does not present OHS concerns.</td>
</tr>
<tr>
<td><strong>Evidence and data issues / knowledge gaps</strong></td>
<td>It has been noted that the lack of data in terms of consistency and accuracy has a significant impact on the ability of all agencies to put appropriate planning, communications, infrastructure and service delivery in place. While the lack of data makes this problematic, it is clear from the observations of other agencies that it does have an impact on their ability to act in this space.</td>
</tr>
<tr>
<td><strong>Insufficient Resources</strong></td>
<td>Insufficient resource are acknowledged as impacting on the ability of agencies to implement prevention strategies, education and communication strategies and even adequate clean up strategies in some instances.</td>
</tr>
</tbody>
</table>
### Table 5 – Litter Issue Weightings

<table>
<thead>
<tr>
<th>Issues</th>
<th>Environmental Impacts</th>
<th>Social Impacts</th>
<th>Financial Impacts</th>
<th>OHS Impacts</th>
<th>Score</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inadequate infrastructure</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>17</td>
<td>22%</td>
</tr>
<tr>
<td>Problem Litter</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>19</td>
<td>25%</td>
</tr>
<tr>
<td>Geography and concentration of litter</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>17</td>
<td>22%</td>
</tr>
<tr>
<td>Sources of litter</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>12</td>
<td>16%</td>
</tr>
<tr>
<td>Evidence and data / knowledge gaps</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>4%</td>
</tr>
<tr>
<td>Insufficient Resources</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>8</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table 6 – Multi Criteria Analysis Scores

<table>
<thead>
<tr>
<th>Theme / Issue</th>
<th>Criteria</th>
<th>Environmental Impacts</th>
<th>Social Impacts</th>
<th>Financial Impacts</th>
<th>OHS Impacts</th>
<th>Raw Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inadequate Infrastructure</td>
<td>Bin locations</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Insufficient signage</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Inadequate bin infrastructure</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Problem Litter</td>
<td>Fast food packaging</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Household items illegal dumping</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Drink containers - bottles &amp; coffee cups</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Miscellaneous litter</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Geography and concentration of Litter</td>
<td>Roadsides and highways</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Park and recreation areas</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Retail precincts</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Waterways - lakes and rivers</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>Sources of Litter</td>
<td>Human behaviour</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Business practices leading to litter</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>Evidence and data / knowledge gaps</td>
<td>Improved data to inform programs and communication of that data and highlight changing issues</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Inconsistency across different information sources of data</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Better data and communication needed for sustainability impacts</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Better data needed to identify litter sources</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Insufficient Resources</td>
<td>Lack of funding &amp; resources</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table 7 – MCA Final Scores

<table>
<thead>
<tr>
<th>Issue</th>
<th>Weighting</th>
<th>Criteria</th>
<th>Raw Score</th>
<th>Final Score</th>
<th>Final Score (%)</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inadequate Infrastructure</td>
<td>22%</td>
<td>Bin locations</td>
<td>10</td>
<td>2.2</td>
<td>6%</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Insufficient signage</td>
<td>7</td>
<td>1.54</td>
<td>4%</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inadequate bin infrastructure</td>
<td>12</td>
<td>2.64</td>
<td>7%</td>
<td>7</td>
</tr>
<tr>
<td>Problem Litter</td>
<td>25%</td>
<td>Fast food packaging</td>
<td>12</td>
<td>3</td>
<td>8%</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Household items illegal dumping</td>
<td>12</td>
<td>3</td>
<td>8%</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Drink containers - bottles &amp; coffee cups</td>
<td>13</td>
<td>3.25</td>
<td>9%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Miscellaneous litter</td>
<td>9</td>
<td>2.25</td>
<td>6%</td>
<td>8</td>
</tr>
<tr>
<td>Geography and concentration of Litter</td>
<td>22%</td>
<td>Roadsides and highways</td>
<td>16</td>
<td>3.52</td>
<td>10%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Park and recreation areas</td>
<td>13</td>
<td>2.86</td>
<td>8%</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Retail precincts</td>
<td>6</td>
<td>1.32</td>
<td>4%</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Waterways - lakes and rivers</td>
<td>15</td>
<td>3.3</td>
<td>9%</td>
<td>2</td>
</tr>
<tr>
<td>Sources of Litter</td>
<td>16%</td>
<td>Human behaviour</td>
<td>14</td>
<td>2.24</td>
<td>6%</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business practices leading to litter</td>
<td>14</td>
<td>2.24</td>
<td>6%</td>
<td>9</td>
</tr>
<tr>
<td>Evidence and data / knowledge gaps</td>
<td>4%</td>
<td>Improved data to inform programs and communication of that data and highlight changing issues</td>
<td>5</td>
<td>0.7</td>
<td>2%</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inconsistency across different information sources of data</td>
<td>4</td>
<td>0.56</td>
<td>2%</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Better data and communication needed for sustainability impacts</td>
<td>6</td>
<td>0.84</td>
<td>2%</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Better data needed to identify litter sources</td>
<td>3</td>
<td>0.42</td>
<td>1%</td>
<td>18</td>
</tr>
<tr>
<td>Insufficient Resources</td>
<td>11%</td>
<td>Lack of funding &amp; resources</td>
<td>6</td>
<td>0.66</td>
<td>2%</td>
<td>16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td></td>
<td>177</td>
<td>36.54</td>
<td>100%</td>
<td>-</td>
</tr>
</tbody>
</table>
‘Top 5’ Priority Litter Issues

Using the MCA the ‘Top 5’ Priority Issues have been determined as:

The ‘Top 5’ Priority Litter Issues for the Grampians Central West region were determined to be:

1. Litter concentration along roadsides and highways - Geography and concentration
2. Litter found around waterways and lakes - Geography and concentration
3. Drink containers and coffee cups – Problem Litter
4. Illegal dumping impacting all sectors of the community – Problem Litter
5. Fast food packaging – Problem Litter

How do these priorities compare to the Victorian ‘Top 5’ Litter priorities?

The ‘Top 5’ Litter Issues for Victoria were determined in 2016 to be:

1. Litter presenting in coastal areas and waterways - Geography and concentration
2. Illegal dumping impacting all sectors of the community - Problem Litter
3. The amount of litter along roadways and associated impacts - Geography and concentration
4. The number of cigarette butts littered and associated impacts - Problem Litter
5. The amount of plastic and micro plastic litter in the environment and associated impacts - Problem Litter

The main difference between the Grampians Central West ‘Top 5’ Litter Issues and those of the state relate to the geography of the region – it is an entirely landlocked region with no coastal areas. There is, however, recognition of litter around waterways such as local rivers and lakes across the region.

The two problem litter priorities; cigarette butts and micro plastic litter also tend to be less obvious in a regional environment. Cigarette butts can be seen around retail and entertainment precincts but these are less in number and the types of litter that is most highly recognised are those along roadsides and park and recreation areas.

These differences highlight the principal differences between a regional area and a more urbanised environment. With 70% of Victorians residing in around Melbourne, the state litter priorities will tend reflect the situation in Melbourne more strongly than those of regional areas.

Regional tourism also plays an important role in helping to ensure that local tourism attractions and icons are cleaned up or maintained to an appropriate standard. A strong volunteer ethic along with local pride in smaller rural communities also play a significant role in ensuring clean ups are undertaken on a regular basis in many rural and regional locations. The vast majority of the Keep Victoria Beautiful Adopt-a-Roadside program are in regional Victoria and 23% are in the Grampians Central West region.
3.5 Benchmarking

Current Litter focused activities – where are we today?

There are currently no specific litter plans developed by local government or other agencies for the Grampians Central West region. There is little or no information on what has been effective across the region as there has been no specific evaluation of any litter programs undertaken by any organisations in recent years. This plan has identified a range of activities, plans, infrastructure and education that has been undertaken to this point but cannot assess their effectiveness.

Consequently one of the challenges in the region is ensuring that there is effective monitoring and evaluation of any litter and illegal dumping actions into the future.

Nonetheless litter is recognised as an important issue from an operational perspective and is of particular importance in high tourist visitation areas such as Halls Gap and the Grampians National Park.

Local Government

The review of litter and illegal dumping management practices across each of the councils highlighted a fragmented approach, with inconsistent or no data collection and recording processes which made it difficult to build a clear picture of the true cost to councils. Litter management was included within a range of roles and responsibilities and spread across separate areas of council and thus was often identified as a low profile issue, particularly in regards to illegal dumping, with a focus on management rather than prevention.

The City of Ballarat and Moorabool Shire Council have both been able to calculate the cost of illegal dumping clean ups in their areas at more than $80,000 per annum. The 2018 City of Ballarat Waste Management Plan indicated that the council received approximately 480 reports of illegal rubbish dumping from the community in 2016/17. Illegal dumping costs Ballarat rate payers approximately $85,000 per year. Fines start at about $300, with escalation for further offences. Council has the ability to impose abatement notices to rectify instances of dumped rubbish. The highest infringement issued for an individual in 2016/17 was $1,866 for failure to comply with an earlier notice.

As part of the development of the City of Ballarat Waste strategy 2018, a number of litter and illegal dumping issues have been identified.

Illegal Dumping - Thousands of acres of State Forest surround Ballarat area. Due to its easy access and the opportunity for concealment, these areas have become the dumping ground for illegal waste. Illegal dumping is an issue for the City of Ballarat, and other land managers such as DELWP, the extent and cost of which is not fully understood. Currently, there are no programs or funding allocated to manage illegal dumping, which means there is a knowledge gap in this area. Developing a database would support the development of a program that could target this issue more effectively. A more collaborative approach including partners including Parks Victoria, EPA, users of the State Forests, Friends of groups and recreational groups would result in a more holistic approach to reducing illegal dumping.

Litter – A significant litter issue identified by the City of Ballarat is litter in waterways. An opportunity for a cross departmental collaboration around litter contaminating water ways has been identified through the integration in the planning of response to street litter by looking at street sweep data, GPT and Side Entry Pit Data, Clean Up Australia Day data and look for leverage off works being done in the stormwater sector. Litter hotspots often occur where there are high densities of people such e.g. shopping centres and parks.

Best practice is usually to address the issue at the point source, which may be challenging to identify if the end point is in a creek. The City of Ballarat has employed the below actions in order to combat litter.

- Ensure the bins have lids on them.
- Empty bins regularly.
- Utilise regular street sweepers.
- Develop a daily schedule to cleaning up targeted areas.
- Place gross pollutant traps at stream entrances.
- Inspections of skips, particularly development zones, prior to high wind events.
- Coordination of events such as Clean Up Australia Day, Schools and Youth Clean Up Day.
- Partnership programs with Corrections Victoria. Further options could be identified to reduce the amount of litter in the City of Ballarat.

At this stage the City of Ballarat Waste Strategy is only in its first year of operation and actions have not been ready for evaluation.

For smaller councils in the region a more systematic and coordinated approach to litter data collection would provide opportunities to quantify the whole-of-council cost and therefore raise the profile of litter within council planning processes and policies to reduce the cost through a greater emphasis on litter prevention. It should be noted that resourcing for data collection and prevention activities remains a concern in a restricted economic environment especially with small rural councils.
Litter Management in Local Government

A range of council departments were identified as being responsible for the management and prevention of litter. This included departments such as Waste, Environment, Compliance & Enforcement, Parks / Open Space, Planning / Asset Management, Community and Events. Grampians Central West councils own and manage a range of recreational parks that are used by a diverse cross section of the community for social, sporting and recreational activities. They also host community events where they are responsible for the management and collection of waste and litter by patrons and stall holders, as well as a range of non-council events conducted on council grounds. Individual councils use a range of user agreements, and event management plans to manage the cost of litter to council to varying degrees. All councils provide public place litter bins and some provide recycling bins as well. Servicing provisions vary across the region depending on locations, contractual arrangements and seasonal conditions in tourism locations.

Litter Infrastructure

Councils in the Grampians Central West region provide public place litter bins. At present there is limited data available on the location and service frequency across all councils. The main features of these services include:

- Service frequencies varied from daily collections (in peak tourism seasons) through to weekly, dependent on the location, demand and availability of collection vehicle
- Rural councils contained isolated areas without collections of household or public place waste.
- The weight of waste from public place bins is based on estimates
- The majority of public place bins are serviced in line with contractual arrangements or via an internal waste collections service.
- Positioning of the bins in recreation parks was often dependent on accessibility for efficient servicing rather than convenience for the user
- councils also provide a limited number of public place recycling bins
- Household waste illegally dumped into public place wheelie bins led to littering as bins became overfull.
- The type of bins provided varied from clearly signed metal bin enclosures with butt bins in civic centres, retail strips and major recreation parks through to wheelie bins and metal drums in other locations.
- The type and size of bins provided was based on service demand, aesthetics, cost, location and issues of ongoing vandalism.

Community Education and Awareness

EPA Litter Reporting

EPA has a key role to play in protecting Victorians and the environment from litter. EPA has a public litter reporting program that allows Victorians to report anyone they see littering in association with, or from, a vehicle. People are able to report litter online, by mobile, using a form or by making a call.

Council Websites and Social Media

All councils have websites and use social media platforms such as Facebook and Twitter to disseminate information and engage the community. All councils have been provide with access to the Litter Super Heroes social media collateral for disseminating litter and illegal dumping messages across their community.

The impacts of littering and information about how to report littering via the EPA is provided on some council websites as well as information about becoming involved in local community groups such as Tidy Towns.

Signage

The provision of anti-litter signage is minimal and inconsistent across the region with roadside signage such as Adopt-a-Road, Tidy Towns, Do the Right Thing- Don’t Litter and other assorted anti littering and illegal dumping messages and very limited signage on bins or use of bins in recreational parks.

Other agencies – including VicRoads, Parks Victoria, EPA

Signage – EPA litter reporting line
Wayside stop bin infrastructure
No waste visitor policy (Parks Victoria)
Collection of roadside litter and illegal dumping

Community and Volunteer Groups

Regular litter cleans ups
Participation in Clean Up Australia Day activities
Adopt-a-roadside (through KBV)

Community Attitudes

As part of this plan, Grampians Central West WRRG undertook a community litter and illegal dumping survey and a community group litter and illegal dumping survey (Appendix A). The total number of response across the surveys was 241. These surveys were followed up with interviews with specific stakeholders to determine the priority issues in the MCA.

As part of the community survey, 2 open ended questions were asked to elicit more specific responses. These questions were:

- Having completed this survey, what do you think are the best solutions for dealing with Litter and Illegal Dumping in your area?
- What do you think are the best solutions for dealing with Litter and Illegal Dumping?

The responses have been summarised in the word clouds in Figures 3 and 4.

A desktop review of litter and illegal dumping related media articles and reporting was also undertaken to gain a better understanding of community and stakeholder approaches and attitudes over time. It should be noted that significant illegal dumping episodes are well publicised and in recent times councils have begun to promote prosecutions. A selection of media articles have been included in Appendix B.
Figure 3: What do you believe is the biggest issue for Litter and Illegal Dumping in your area?

Figure 4: What do you think are the best solutions for dealing with Litter and Illegal Dumping?

In developing a Regional Litter and Illegal Dumping Plan for the Grampian Central West region, it has been identified that there is a need for a more strategic, integrated and coordinated approach to litter prevention and management across the region.

This plan will provide an enhanced focus on litter management activities from prevention to clean-up and outline a range of regional priorities. The plan will support the development of specific targeted projects that are applicable across multiple councils as funding becomes available.

Goals

Based on the feedback received through surveys and interviews and the priorities identified through the Litter Scorecard process, the following goals have been identified:

- Develop more accurate whole-of-council costings and raise the profile of litter prevention within Grampians Central West councils through the development of comprehensive baseline litter and reporting data in the first two years of the action plan.
- Support improved council-wide planning processes for litter prevention and management.
- Contribute to the reduction of the visual impact of litter on regional roadsides, waterways and high use recreational parks.
- Provide a model for consistent education and awareness, infrastructure, deterrents and enforcement across the region to reduce littering behaviour to:
  - Build capacity in our councils to manage and prevent litter more effectively;
  - Promote the use of innovation and technology;
  - Increase the opportunities for cross-regional programs.

In order to achieve the goals set out in this plan the Figure 5 shows the factors that will need to be built into the development of any activities.

Priority Outcomes & Objectives

Based on the top 5 priorities from the Regional Litter Scorecard, the following Priority Outcomes have been developed:

1. Develop the profile of litter and illegal dumping with councils and the community and develop a strategic, integrated and coordinated approach to litter prevention and management in the Grampians Central West region.
2. Develop communications that will assist in educating the community that there are consequences for litterers and illegal dumpers, the belief that someone else will clean up litter is not acceptable and that everyone needs to take individual responsibility for cleaning up and not littering.
3. There will be a major focus on take-away packaging and drink containers thrown from motor vehicles or left behind in recreational areas and along waterways.
4. Identify and focus on hotspot locations across the region along roadsides, waterways and recreational areas.

Table 8 outlines the 5 objectives which will be implemented over the next 5 years to support the priority outcomes of the Plan.

Table 8 – Objectives with targets

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Target</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 1</td>
<td>Implement a coordinated strategic approach to litter prevention and management to improve the profile of litter in the GCWWRRG region.</td>
<td>Quantify the cost of litter &amp; illegal dumping to councils in the region 2019-21</td>
</tr>
<tr>
<td>Objective 2</td>
<td>Increase community awareness of littering from motor vehicles along roadside, waterways and recreational areas and awareness of the fines associated with littering</td>
<td>30% Increase in the number of litter reports to the EPA litter report line in the region 2020-22</td>
</tr>
<tr>
<td>Objective 3</td>
<td>Increase Community participation in litter prevention and clean up.</td>
<td>Support community groups to set up clean up groups through the GCWWRRG Can Do Communities program including small scale funding for equipment. 2019-24</td>
</tr>
<tr>
<td>Objective 4</td>
<td>Reduce litter at targeted areas based on the Litter Scorecard – roadsides, waterways and lakes, recreational and parks area.</td>
<td>Focus on a 20% reduction of litter in targeted areas. Identify appropriate sites for monitoring. 2021-23</td>
</tr>
<tr>
<td>Objective 5</td>
<td>Reduce the volume of takeaway/fast food containers and drink containers and copy cup litter on roadsides.</td>
<td>Decrease the volume of roadside litter by 20% once benchmarks have been established in identified areas. 2020-24</td>
</tr>
</tbody>
</table>
5. How will we get there?

Implementation of the plan objectives will be subject to the ability of local government and designated land managers to participate and put some resourcing into the program.

Grampians Central West WRRG has some capacity to resource aspects of the plan objectives through current programs including Can Do Communities and Litter Super Heroes. The effectiveness of the plan will be subject to additional funding and resourcing becoming available for the region.

Further work will be undertaken to develop a detailed action plan once funding streams have been identified for potential projects including the monitoring and data collection objectives identified.

In order to achieve the plan’s objectives a coordinated, strategic and streamlined approach will be supported through ongoing collection of baseline data, overall project management and further development of regionally applicable resources and education and awareness programs (including Litter Super Heroes).

Table 9 outlines the actions that will be taken to achieve each objective and potential funding requirements to achieve them.

**Table 9 – Objectives with Actions**

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Actions</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 1</td>
<td>Implement a coordinated strategic approach to litter prevention and management to improve the profile of litter in the GCWWRRG region.</td>
<td>Develop an annual litter &amp; illegal dumping cost report for the region – benchmark costs for measurement each year. Work with councils to identify specific hotspot areas for a specific focus campaign each year – 12 hotspots per annum.</td>
</tr>
<tr>
<td>Objective 2</td>
<td>Increase community awareness of littering from motor vehicles along roadside, waterways and recreational areas and awareness of the fines associated with littering.</td>
<td>Continue the Litter Super Heroes program with a presence at events such as fishing competitions, Driver Reviver stops, festivals and tourism locations with the Little Green Wagon. Continue to provide reusable car litter bags. Boost the Social media program for Litter Super Heroes with a particular focus on roadsides, waterways and recreational areas. Creation of some Litter Hero videos to be used in social media and school programs.</td>
</tr>
<tr>
<td>Objective 3</td>
<td>Increase Community participation in litter prevention and clean up.</td>
<td>Develop council approval documentation for community groups to undertake litter and illegal dumping clean ups. Provide funding through the Can Do Community program to assist community groups to undertake regular clean up activities – similar to the Sunday Sweep in Ballarat.</td>
</tr>
<tr>
<td>Objective 4</td>
<td>Reduce litter at targeted areas based on the Litter Scorecard – roadsides, waterways and lakes, recreational and parks area.</td>
<td>Undertake litter audits at identified hotspot locations. Work with land managers to identify specific hotspot areas for a specific focus campaign each year – 6 hotspots per annum.</td>
</tr>
<tr>
<td>Objective 5</td>
<td>Reduce the volume of takeaway/fast food containers and drink containers and copy cup litter on roadsides.</td>
<td>Develop a targeted campaign around fast food packaging and containers as the principal litter culprits – to be included as part of the Litter Super Heroes program.</td>
</tr>
</tbody>
</table>
Welcome to the Grampians Central West Regional Litter and Illegal Dumping Survey. The Grampians Central West Waste and Resource Recovery Group is preparing a Regional Litter and Illegal Dumping Plan.

We are keen to work with stakeholders across the region, including local government, other state government agencies, community and environmental groups and the community, to develop a plan that is based on evidence provided on litter and illegal dumping in our region and the priorities identified throughout this consultation.

A critical part of our consultation is this survey. To that end we want to hear from our community about the litter and illegal dumping issues as well as potential options for solutions to dealing with these problems.

Broadly speaking we define litter as those small or single items that are not disposed of properly while illegal dumping is made up of larger items or a collection of items that are inappropriately disposed of. Both are illegal and currently attract fines. In this survey we have separated the questions relating to both of these issues.

We want to develop a plan to deal with litter and illegal dumping that will work for our region. We are keen to hear about how we can improve the way in which items that become litter or are illegally dumped are dealt with. We want to know your views, issues and priorities.

We would also ask that you share the link to the survey with other local residents – the more people who undertake the survey the better the outcome will be for the regional plan.

Progress on the development of the regional plan can be tracked on by you by going to www.recyclingrevolution.vic.gov.au/regionallitterplan

Grampians Central West Waste and Resource Recovery Group thanks you for taking the time to complete this survey. The survey will take 10-15 minutes to complete and is confidential and anonymous. Individual responses will be collated together and then analysed as a group. The outcomes of the survey will be presented to the community as we develop the regional plan.

All we ask is that you be honest in your answers and remember that your initial response is probably the correct one for you.

Surveys must be completed by midnight Monday 5th August 2019.

When you complete the survey if you choose to provide your contact email address you automatically enter a draw to win one of four $50 gift cards.

The survey will be presented to the community as we develop the regional plan.

Community Individuals Survey 2019

Where do you live?

1 Which GCW Council area do you live in?
- Moorabool Shire Council
- Golden Plains Shire Council
- Hepburn Shire Council
- City of Ballarat
- Central Goldfields Shire Council
- Pyrenees Shire Council
- Ararat Rural City Council
- Northern Grampians Shire Council
- Horsham Shire Council
- Yarrambat Shire Council
- Hindmarsh Shire Council
- West Wimmera Shire Council
- I am a visitor to the area

Demographics

2 Which age group do you belong to?
- Under 15
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Other
- Prefer not to say

3 What is your gender?
- Female
- Male
- Other
- Prefer not to say

4 How long have you lived in your Council area?
- Less than 2 years
- 2-5 years
- more than 5 years

5 How did you hear about this survey?
- From a Group I’m involved with
- Council or GOWWRRG website
- Social media (Facebook etc)
- Local paper
- Word of mouth

6 On a scale of 1 - 5 (with 1 being minor and 5 being major), how big a problem is litter in your area?
0 —— 5

7 On a scale of 1 - 5 (with 1 being not very concerned, and 5 being extremely concerned), how concerned are you about litter in your area?
0 —— 5

8 Which of the following questions do you agree with, when thinking about the litter issue in your area?
- Makes me feel uncomfortable
- Is hazardous to human health
- Is hazardous to waterways
- Is hazardous to wildlife
- Is hazardous to the environment
- Makes it look like our community doesn’t care
- Can block storm water runoff
- Is expensive to clean up
- Litter attracts litter
- Requires a commitment from the community to clean up
- Other (please specify)

9 Which of the following do you think are examples of littering in public places and natural areas?
- Discarding cigarette butts
- Discarding leftover foods
- Leaving waste next to a full bin
- Leaving waste on seats and tables at picnic areas
- Tossing away partially consumed fruit
- Leaving drink bottles and cans
- Not picking up dog poo
- Discarding fast food packaging
- They don’t understand that litter can be harmful to the environment and wildlife
- They don’t know it is illegal and there are fines
- They think someone is employed to clean it up
- They don’t care
- They want to dispose of their waste immediately
- They don’t think they’ll be caught
- They think no one is watching them
- They are lazy
- There are insufficient bins
- There’s no bin close to where they want it

10 Why do you think people litter? (check all that apply)

11 Do you pick up litter in a public place or natural area that isn’t yours, and dispose of it properly?
Yes
No

12 Why do you pick up litter that wasn’t yours and dispose of it properly?
13 How can litter be reduced in your area? (Tick as many options as apply)

- More waste bins in public places
- Fine or prosecute offenders
- More recycling bins in public places
- Ensure bins are in good condition
- Increase collections of bins in public places
- Increase visibility of litter enforcement activities (eg fines and penalty actions)
- Encourage greater use of the EPA’s Litter Report Line
- Fine people for not covering ute and trailers when transporting items
- More prominent litter education
- Increase signage for prevention of litter

14 What are the main areas where littering concerns you? (Ignore any types which are not local to you).

- Around shops / shopping centres / retail precincts
- Residential streets
- Parks / Gardens
- Roadside rest areas
- State and National parks
- Bike paths
- Rivers / creeks / waterways
- Festivals
- Sports grounds and facilities
- Railway stations
- Industrial estates

15 What do you think are the major types of litter?

- Fast food containers (from chain stores)
- Cigarette butts
- Plastic bags
- Overflowing bins in public places
- Drink containers
- Fruit scraps (eg cores, peels)
- Tissues
- Junk food items (eg lollies, chip packets, ice cream)
- Wrappers
- Cigarette packets
- Dog poo
- Straws
- Coffee Cups
- Packaging

16 On a scale of 1 - 5 (with 1 being minor and 5 being major), how big a problem is illegal dumping in your area?

\[ \text{Rating} \]

17 On a scale of 1 - 5 (with 1 being not very concerned, and 5 being extremely concerned), how concerned are you about Illegal Dumping in your area?

\[ \text{Rating} \]

18 Which of the following questions do you agree with, when thinking about the Illegal Dumping Issue in your area?

- Makes me feel uncomfortable
- Is hazardous to human health
- Is hazardous to waterways
- Is hazardous to wildlife
- Is hazardous to the environment
- Makes it look like our community doesn’t care
- Contaminates Groundwater
- Is expensive to clean up
- Encourages others to dump waste in the same place
- Requires a commitment from the community to clean up

19 When decluttering or spring cleaning, anything I no longer want will be: (please check all that apply)

- Left out on the front nature strip hoping someone else will
- Take it
- Sold or given away on the internet (eBay, Facebook etc)
- Taken to the transfer station
- Taken to a Charity / Op shop
- Dumped on vacant land
- Stored for future Council Hard Waste Collections (if offered in your area)

20 When I have excess household goods or garden waste to get rid of I will: (please check all that apply)

- Leave it next to my bin for collection
- Leave it out the front of my house for someone to take
- Take it to the transfer station
- Take it to a charity shop
- Dump it on vacant land
- Wait for Council Hard Waste Collections (if offered in your area)

21 Which of the following do you think is Illegal Dumping? (please check all that apply)

- Leaving goods at charity shops when they have closed for the day (eg at the front door)
- Leaving household waste at a public place or natural area
- Leaving waste at transfer stations after they have closed for the day (eg outside the gates)
- Putting my unwanted goods around a full charity shop bin
- Debris from trailers/utes which have not been properly covered and/or tied down during transport

22 Why do you think people illegally dump?

- They don't understand that Illegal Dumping can be harmful
- They don't know it is illegal and there are fines
- They think someone is employed to clean it up
- They don't care
- They can't be bothered taking waste to the transfer station
- They don't think they'll get caught or fined

23 What actions can be taken to reduce illegal dumping (please check all that apply)

- Investigate dumping to find the people responsible
- Fine or prosecute those who have illegally dumped
- Name and shame illegal dumpers
- Increase visibility Illegal Dumping enforcement activities
- (fines and penalties)
- Encourage reporting of illegal dumping via the EPA’s website
- litter reporting line or app
- Run an education campaign to prevent illegal dumping
- Provide more drop off points to increase accessibility for waste items
- Taking construction/demolition waste to a public place or natural area
- Taking garden waste to a public place or natural area
- Not returning a shopping trolley
- Putting household waste on the nature strip when there is no council collection
- Commercial or business waste being left at a public place or natural area
- A business leaving pallets on the nature strip for anyone

25
24 What are the main areas where Illegal Dumping concerns you? (ignore any types which are not in your area).
- Vacant land
- Bushland
- Camping Grounds
- Charity Bins
- Charity / Op Shops
- Roadside rest areas
- State and National parks
- Bike paths
- Rivers / creeks / waterways
- Festival areas
- Sports grounds and facilities
- Railway stations
- Industrial estates
- Bush walking/riding (including bike, 4WD) areas
- Shopping centres / retail precincts
- Major highways
- Parks / Gardens
- Secondary roads
- Dirt Roads
- Low Traffic areas
- Railway corridors
- Farms
- festivals
- Shopping centres / retail precincts
- Lower Traffic areas
- Railroads

25 What do you think are the major types of illegally dumped items? (check all that apply)
- Household furniture
- Clothes
- General Household waste
- Garden waste
- Tyres
- Shopping Trolleys
- Batteries
- Items abandoned when people move house
- Mattresses
- Household whitegoods
- Building / Demolition waste
- Waste from businesses
- E-waste (anything with a plug, battery or cord eg TV’s etc)
- Paint tins
- Pallets
- Car bodies
- Toys
- Other (please specify)

26 Are you aware that you can report litter and illegal dumping to your Council?
Yes  No

27 Have you ever reported litter or illegal dumping to your Council?
Yes  No

28 Are you aware of EPA Victoria’s litter report line?
Yes  No

29 Have you ever reported litter or illegal dumping to EPA Victoria’s Litter report line?
Yes  No

30 Are you aware of EPA Victoria’s Report Litter app?
Yes  No

31 Have you ever used EPA Victoria’s Report Litter app?
Yes  No

Visitors to your area (including those camping)

32 Is litter or illegal dumping a concern in Visitor or Camping locations in your area?
Yes  No

33 Do you think Visitors or Campers cause excess littering or illegal dumping in your area?
Yes  No  Other (please specify)

34 What types of items/waste are most commonly left by Visitors or Campers in your area? (check all that apply)
- Food scraps / waste
- Drink containers, food containers (eg take away items)
- Camping accessories (eg tents, poles, pegs etc)
- Grey or Black waste water
- General rubbish
- Packaging waste
- Clothing

Advocating ideas to State and Federal Governments

35 Having completed this survey, what do you believe is the biggest issue for Litter and Illegal Dumping in your area?

36 What do you think are the best solutions for dealing with Litter and Illegal Dumping?

37 Is there anything else you would like to add with regards to Litter or Illegal Dumping in your area?

General Appearance of Public Places and Natural Areas

38 Is the appearance of public places and natural areas important to you?
Yes  No

39 Do you think your Council does a good job of maintaining these areas?
Yes  No

40 Are there any other organisations that you believe should be responsible for maintaining public places and natural areas?
- VicRoads
- Parks Victoria
- Sporting Clubs
- EPA Victoria
- Other (please specify)
- End of Survey

41 If you would like a chance to win one of four $50 gift cards, please provide your email address. Your email address is stored separately to your answers and will not be used for any other purposes.

If you have any photos of problem areas or issues, please email them to info@gcwwrrg.vic.gov.au. We will forward them on to the relevant authority. But please note, we cannot guarantee that these areas will be cleaned up (as much as we would like to).

Responses to this survey are kept anonymous. Email addresses will be stored separately to all survey responses.

The completed survey remains confidential to the Grampians Central West Waste and Resource Recovery Group.

If, at any time, you wish your email address to be removed from our records, please contact us either via our website or by sending an email to: info@gcwwrrg.vic.gov.au.

If you have any concerns or queries, please do not hesitate to contact the Group via the above email.

Thank you very much for completing this survey. Your responses are highly valued and will contribute to the regional approach to reducing litter and illegal dumping.
Community Groups Litter & Illegal Dumping Survey

Welcome to the Grampians Central West Regional Litter and Illegal Dumping Survey for Community Groups.

The Grampians Central West Waste and Resource Recovery Group is preparing a Regional Litter and Illegal Dumping Plan.

We are keen to work with stakeholders across the region, including local government, other state government agencies, community and environmental groups and the community, to develop a plan that is based on evidence provided on litter and illegal dumping in our region and the priorities identified throughout this consultation.

A critical part of our consultation is this survey. To that end we want to hear from Community Groups about the litter and illegal dumping issues as well as potential options for solutions to dealing with these problems.

Broadly speaking we define litter as those small or single items that are not disposed of properly while illegal dumping is made up of larger items or a collection of items that are inappropriately disposed of. Both are illegal and currently attract fines. In this survey we have separated the questions relating to both of these issues.

We want to develop a plan to deal with litter and illegal dumping that will work for our region. We are keen to hear about how we can improve the way in which items that become litter or are illegally dumped are dealt with. We want to know your views, issues and priorities.

The survey will take 10-15 minutes to complete and is confidential and anonymous. Responses will be collated together and then analysed as a group. The outcomes of the survey will be presented to the community as we develop the regional plan.

All we ask is that you be honest in your answers and remember that your initial response is probably the correct one for you.

Surveys must be completed by midnight Monday 5th August 2019.

We would also ask that you share the link to the survey with other local groups – the more people who undertake the survey the better the outcome will be for the regional plan.

Additionally, we would be interested in conducting individual interviews (either in person or via phone/video conference) with Group representatives. If you would be interested in being interviewed, please enter your details at the end of the survey where indicated.

Progress on the development of the regional plan can be tracked on by you by going to www.recyclingrevolution.vic.gov.au/regionallitterplan

Grampians Central West Waste and Resource Recovery Group thanks you for taking the time to complete this survey.

About Your Community Group

1. What is the name of your Community Group?

2. Are you affiliated with, or part of a larger group (eg a School or other Organisation)? If yes, please list them here.

3. What is the principle purpose of your Group?

4. Which GCW Council area do you operate in?

- Moorabool Shire Council
- Golden Plains Shire Council
- Hepburn Shire Council
- City of Ballarat
- Central Goldfields Shire Council
- Pyrenees Shire Council
- Ararat Rural City Council
- Northern Grampians Shire Council
- Horsham Shire Council
- Yarrambat Shire Council
- Hindmarsh Shire Council
- West Wimmera Shire Council
- If you operate in more than one area, select the main area above, and list the others here.

5. How long have you operated in your area?

- Less than 2 years
- 2-5 years
- more than 5 years

6. How many members do you have?

7. What is the range of ages of your members?

8. What Litter or Illegal Dumping clean up activities do you undertake?

9. How often is your Group involved in clean up activities?

10. Typically, how many people volunteer their time for clean up activities?

11. Do you focus on specific sites or events for clean up activities?

Yes
No
If yes, please specify the sites/events here.

Litter

12. On a scale of 1 - 5 (with 1 being minor and 5 being major), how big a problem is litter in your area?

0 ——— 5

13. On a scale of 1 - 5 (with 1 being not very concerned, and 5 being extremely concerned), how concerned are you about litter in your area?

0 ——— 5

14. Which of the following questions do you agree with, when thinking about the litter issue in your area?

- Makes me feel uncomfortable
- Is hazardous to human health
- Is hazardous to waterways
- Is hazardous to wildlife
- Is hazardous to the environment
- Makes it look like our community doesn’t care
- Can block storm water runoff
- Is expensive to clean up
- Litter attracts litter
- Requires a commitment from the community to clean up
- Other (please specify)

15. Which of the following do you think are examples of littering in public places and natural areas?

- Discarding cigarette butts
- Discarding leftover foods
- Leaving waste next to a full bin
- Leaving waste on seats and tables at picnic areas
- Tossing away partially consumed fruit
- Not picking up dog poo
- Discarding fast food packaging
- Other (please specify)

16. Why do you think people litter? (check all that apply)

- They don’t understand that litter can be harmful to the environment and wildlife
- They don’t think it is illegal and there are fines
- They think someone is employed to clean it up
- They don’t care
- They want to dispose of their waste immediately
- They don’t think they’ll be caught
- They think no one is watching them
- They are lazy
- There are insufficient bins
- There’s no bin close to where they want it
- Sporting Clubs that do not clean up after their activities
- Encourage greater use of the EPA’s Litter Report Line
- Fine people for not covering ute and trailers when transporting items
- More prominent litter education
- Increase signage for prevention of litter
- Other (please specify)

17. How can litter be reduced in your area? (Tick as many options as apply)

- More waste bins in public places
- Fine or prosecute offenders
- More recycling bins in public places
- Ensure bins are in good condition
- Increase collections of bins in public places
- Increase visibility of litter enforcement activities (eg fines and penalty actions)
- Penalise Event organisers and other (please specify)
18. What are the main areas where littering concerns you? (ignore any types which are not local to you).
- Around shops / shopping centres / retail precincts
- Residential streets
- Parks / Gardens
- Roadside rest areas
- State and National parks
- Bike paths
- Rivers / creeks / waterways
- Festivals
- Sports grounds and facilities
- Railway stations
- Industrial estates

19. What do you think are the major types of litter?
- Fast food containers (from chain stores)
- Cigarette butts
- Plastic bags
- Overflowing bins in public places
- Drink containers
- Fruit scraps (eg cores, peels)
- Tissues
- Junk food items (eg lollies, chips)

20. On a scale of 1 - 5 (with 1 being not very concerned, and 5 being extremely concerned), how big a problem is Illegal dumping in your area?

21. On a scale of 1 - 5 (with 1 being not very concerned, and 5 being extremely concerned), how concerned are you about Illegal Dumping in your area?

22. Which of the following do you agree with, when thinking about the Illegal Dumping issue in your area?
- Makes me feel uncomfortable
- Is hazardous to human health
- Is hazardous to waterways
- Is hazardous to wildlife
- Is hazardous to the environment
- Makes it look like our community doesn't care

23. Which of the following do you think is Illegal Dumping? (please check all that apply)
- Bush walking/hiking (including bike, 4WD) areas
- Vacant land in towns/cities
- Vacant land in rural areas
- Bushland
- Major highways
- Secondary roads
- Dirt Roads
- Low Traffic areas
- Railway corridors
- Farms
- Bush walking/hiking (including bike, 4WD) areas
- Vacant land in towns/cities
- Vacant land in rural areas
- Bushland
- Major highways
- Secondary roads
- Dirt Roads
- Low Traffic areas
- Railway corridors
- Farms

24. Why do you think people illegally dump?
- They don't understand that Illegal Dumping can be harmful
- They don't know it is illegal and there are fines
- They think someone is employed to clean it up
- They don't care
- They can't be bothered taking waste to the transfer station
- They don't think they'll get caught or fined

25. What actions can be taken to reduce illegal dumping (please check all that apply)
- Investigate dumping to find the people responsible
- Fine or prosecute those who have illegally dumped
- Name and shame illegal dumpers
- Increase visibility Illegal Dumping enforcement activities (fines and penalties)
- Encourage reporting of illegal dumping via the EPA's vehicle litter reporting line or app
- Run an education campaign to prevent illegal dumping
- Provide more drop off points to increase accessibility for waste items

26. What are the main areas where Illegal Dumping concerns you? (ignore any types which are not in your area).

27. What do you think are the major types of illegally dumped items? (check all that apply)
- Household furniture
- Clothes
- General Household waste
- Garden waste
- Tyres
- Shopping Trolleys
- Batteries
- Items abandoned when people move house
- Mattresses

28. Are you aware of EPA Victoria’s Litter Report line?

29. Have you ever reported litter or illegal dumping to EPA Victoria’s Litter report line?

30. Are you aware of EPA Victoria’s Report Litter app?

31. Have you ever used EPA Victoria’s Report Litter app?
Advocating ideas to State and Federal Governments

32. Having completed this survey, what do you believe is the biggest issue for Litter and Illegal Dumping in your area?

33. What do you think are the best solutions for dealing with Litter and Illegal Dumping?

34. Is there anything else you would like to add with regards to Litter or Illegal Dumping in your area?

Funding & Education

35. Have you ever received any funding for clean up activities?
   Yes  No
   If yes, please provide the names of the funding organisations here.

36. Do you undertake any Litter or Illegal Dumping education activities?
   Yes  No
   If yes, please provide the names of these activities here.

General Appearance of Public Places and Natural Areas

37. Is the appearance of public places and natural areas important to you?
   Yes  No

38. Do you think your Council does a good job of maintaining these areas?
   Yes  No

39. Are there any other organisations that you believe should be responsible for maintaining public places and natural areas?
   Sporting Clubs
   EPA Victoria
   Parks Victoria
   Other (please specify)

40. If you would be prepared to attend an interview (either in person or via tele/video conference), please leave your contact details (email and phone number) below. We anticipate interviews will take approximately 30 minutes.

If you have any photos of problem areas or issues, please email them to info@gcwwrrg.vic.gov.au. We will forward them on to the relevant authority. But please note, we cannot guarantee that these areas will be cleaned up (as much as we would like to).

Responses to this survey are kept anonymous. Email addresses will be stored separately to all survey responses.

The completed survey remains confidential to the Grampians Central West Waste and Resource Recovery Group.

If, at any time, you wish your email address to be removed from our records, please contact us either via our website or by sending an email to: info@gcwwrrg.vic.gov.au.

If you have any concerns or queries, please do not hesitate to contact the Group via the above email.

Thank you very much for completing this survey. Your responses are highly valued and will contribute to the regional approach to reducing litter and illegal dumping.
The Grampians Central West Waste and Resource Recovery Group is preparing a Regional Litter and Illegal Dumping Plan.

We are keen to work with stakeholders across the region, including local government, other state government agencies, community and environmental groups and the community, to develop a plan that is based on evidence provided on litter and illegal dumping in our region and the priorities identified throughout this consultation.

Broadly speaking we define litter as those small or single items that are not disposed of properly while illegal dumping is made up of larger items or a collection of items that are inappropriately disposed of. Both are illegal and currently attract fines. In this survey we have separated the questions relating to both of these issues.

We want to develop a plan to deal with litter and illegal dumping that will work for our region. We are keen to hear about how we can improve the way in which items that become litter or are illegally dumped are dealt with. We want to know your views, issues and priorities.

The survey will take approximately 5 minutes to complete. Only one response per council is required.

Surveys must be completed by midnight Friday 9th August 2019.

Progress on the development of the regional plan can be tracked on by you by going to www.recyclingrevolution.vic.gov.au/regionallitterplan

Grampians Central West Waste and Resource Recovery Group thanks you for taking the time to complete this survey.

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
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| 1. Which GCW Council do you represent? | - Northern Grampians Shire Council  
- Horsham Shire Council  
- Yarrambia Shire Council  
- Hindmarsh Shire Council  
- West Wimmera Shire Council  
- I am a visitor to the area |
| 2. On a scale from 1 - 5 (with 1 being not very concerned, and 5 being extremely concerned), how concerned is your council about the general appearance of public places, parks and recreation areas? | 0 5 |
| 3. On a scale from 1 - 5 (with 1 being not very concerned, and 5 being extremely concerned), how concerned is your council about litter? | 0 - 5  
Other (Please specify) |
| 4. What actions does your council take to discourage litter? | - Signage  
- Cameras  
- Enforcement using Council Officers  
- Additional bins in public places  
- Recycling bins in public places  
- Increased bin collections  
- Articles or advertisements in local newspapers  
- Articles in council newsletters  
- Social media  
- Encouraging the use of the EPA Litter hotline |
| 5. How often do you get complaints or concerns expressed by residents regarding litter? | - Daily  
- Weekly  
- Monthly  
- Quarterly  
- Annually  
- Rarely |
| 6. Have you identified any litter hotspots in your council area? Please list them.  
Other (please specify) |
| 7. What actions would you like to see, to reduce litter in the region? | - More Signage  
- More education  
- More bins  
- Increased advertising  
- Promotion of prosecutions  
- Social media campaigns |
| 8. On a scale from 1 - 5 (with 1 being not very concerned, and 5 being extremely concerned), how concerned is your council about illegal dumping? | 0 - 5  
Other (Please specify) |
| 9. What actions does your council take to discourage illegal dumping? | - Signage  
- Cameras  
- Enforcement using Council Officers  
- Additional bins in public places  
- Recycling bins in public places  
- Increased bin collections  
- Articles or advertisements in local newspapers  
- Articles in council newsletters  
- Social media  
- Encouraging the use of the EPA Litter hotline |
| 10. How often do you get complaints or concerns expressed by residents regarding illegal dumping? | - Daily  
- Weekly  
- Monthly  
- Quarterly  
- Annually  
- Rarely |
| 11. Have you identified any illegal dumping hotspots in your council area? Please list them.  
If yes, how many prosecutions?  
Other (Please specify) |
| 12. Have you prosecuted anyone for illegal dumping in the last 12 months? | 0 - 5  
Other (Please specify) |
| 13. What actions would you like to see, to reduce illegal dumping in the region? | - More Signage  
- More education  
- More bins  
- Increased collections |