

Keep 
Australia
Beautiful™

LITTER TOOLKIT

MANAGING LITTER
AT A LOCAL LEVEL



KEEP AUSTRALIA BEAUTIFUL
NATIONAL ASSOCIATION

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Sponsor: For more than eight years, The Wrigley Company Pty Ltd has been a proud long term partner of environmental education agencies across Australia and New Zealand including Keep Australia Beautiful. With a long-standing commitment to environmental responsibility and leadership around the globe, Wrigley is committed to high standards of quality, efficiency, conservation and safety.

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Litter. It's unsightly. It's unhealthy. It can damage the environment, contribute to pollution, and harm wildlife. It's costly to clean up.

For almost 50 years, Keep Australia Beautiful has encouraged organisations and communities to run programs and campaigns that reduce and prevent litter.

It's work that has helped change the attitudes and behaviours of our local communities to work towards our vision of a litter free and sustainable Australia.

Each year, Keep Australia Beautiful conducts its National Litter Index (NLI), an annual, national quantitative study into what litter occurs where and in what volume¹. The most recent index found that in the last ten years the quantity of litter surveyed across Australia has fallen 30 per cent while the volume of litter is down 35 per cent². These downward trends suggest that the imaginative and collaborative campaigns that many of you have put in place have been effective in preventing and reducing litter.

However, our job is not yet done. By showcasing some of the outstanding efforts to fight litter within Australia and further afield, this toolkit hopes to inspire new ideas and ways of working to keep Australia beautiful. It provides best practice practical design and programming to help you plan and implement impactful litter reduction and prevention efforts.

REVIEWING OUR PAST AND PRESENT

To put together this document, we've looked at both previous campaigns and some standout litter reduction programs that are currently underway. In many cases, community efforts fostered by local government have gained traction and increased in scale over many years.

By looking back on the honour roll of communities that have won Keep Australia Beautiful awards for nationally significant litter prevention programs, we have been able to identify the core characteristics and approaches. We also consulted widely, reaching out to a wide group of councils, community groups and litter-fighting organisations from across the country.

TO HELP SHAPE THE FUTURE

Over the following pages, you will discover the essential components of effective litter prevention programs, learn about the resources and frameworks you can draw on for help, and find some outstanding case studies that demonstrate how to put the theory into practice.

The toolkit is divided into three broad areas; design and evaluation, case studies and key contacts. Depending on your current program status, you may choose to:

- Review the program design and partnerships pages (p 6 – 7 and p 12 –13) to self-assess an existing program or design a new one.
- Follow the links (p 8–9) to litter auditing templates that could enhance your litter monitoring and evaluation approach.
- Gain further insight to litter education, infrastructure and enforcement best practices and resources (p 14 – 21).

- View a range of case studies and inspiration (p 22 – 37).
- Use the quick reference directory of litter support organisations (p 38 – 39).

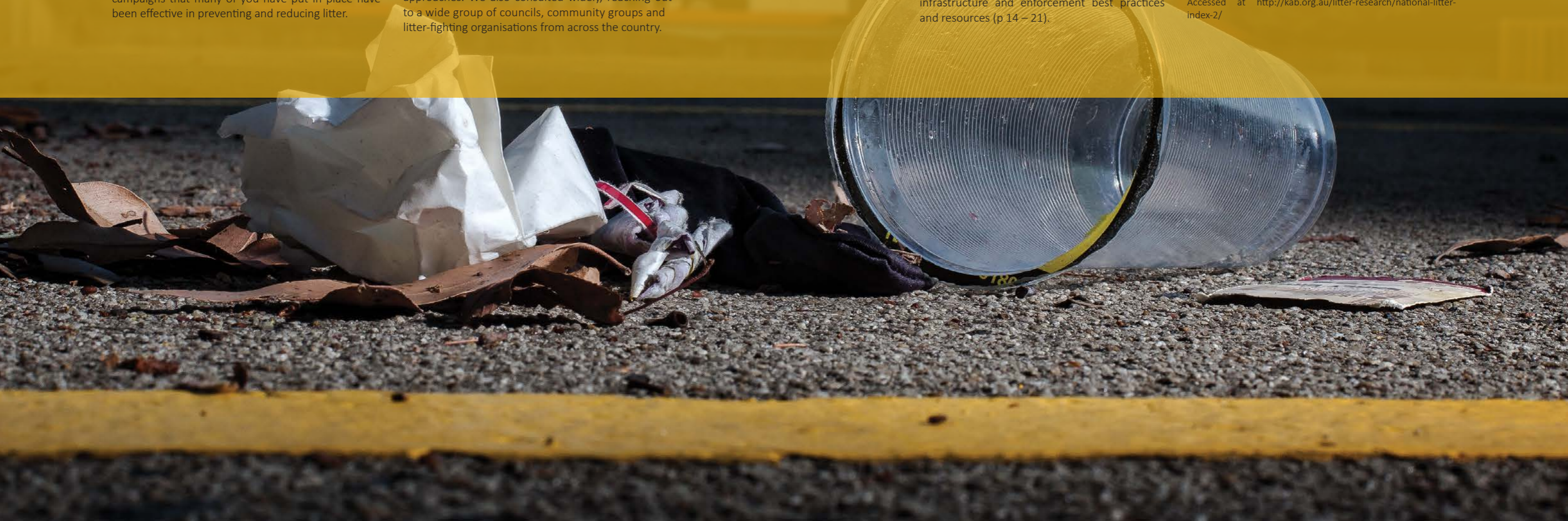
WHAT NEXT?

This document will be circulated widely in 2016 and we welcome your feedback. Let us know what information you've found useful and what could be improved.

Working together, we can make the world a cleaner, healthier, and safer place to live.

¹ Litter counts are done twice annually across 983 sites nationally to create an annual report on litter in each State and Territory that can be compared against the national average.

² Keep Australia Beautiful. National Litter Index 2014/15. Accessed at <http://kab.org.au/litter-research/national-litter-index-2/>



THE KEY ELEMENTS OF A SUCCESSFUL PROGRAM

After examining past successful programs, and drawing on the experience of those across the country, we have found there are five building blocks essential to constructing a successful litter reduction campaign. Over these next pages, we explore these five building blocks in more depth – highlighting how to design a program with these five key elements and illustrating where you can go for help as your program design progresses (see table opposite).



Research, auditing and evaluation

Get inspired:
Don't Mess with Texas p 34

Starting off with research prior to a campaign which identifies key aspects such as the target audience, key litter sites and types is essential to the development of key performance indicators. An in-depth understanding of the litter problem will help you identify important partners, stakeholders and tools, and helps to ensure resources are focused where they are needed.



Partnerships, engagement and collaboration

Get inspired:
Ryde City Council p 23:
Walpole, Australia's first
litter free town p 24

The most successful campaigns are often those that engage many stakeholders across all sections of a community. Various council functions, community activities and private sector initiatives can be rallied around a cause, sometimes with the help of an aspirational statement, or call to action, such as 'Keep our town beautiful'. Consistent messaging and celebration of the value of community and volunteer contributions are often hallmarks of programs with staying power that can be shared with other towns and cities.



Education, awareness and communication

Get inspired:
Manly Litter Guards p 32

The aim of litter prevention is behaviour change; to foster the development of anti-litter values across all sectors of society. Involving leaders, ambassadors and influencers can help lift awareness, as can recognition of positive achievement. Internal and external communication is essential and should include both formal (i.e. established media) and informal channels to deliver a message.



Appropriate infrastructure

Get inspired: Brisbane's Litter
Prevention Plan p 28

Thoughtfully placed, serviced and covered bins with consistent signage are essential for effective removal of litter from the environment. Recycling in public places adds another dimension to infrastructure consideration.



Enforcement

Get inspired:
Leeds City Council
gets outside help p 21

Research and past practice have demonstrated the value of littering enforcement in a community. These mechanisms can be formal or informal, with penalties set at federal, state and local government levels. Enforcement is a recognised deterrent to littering, as long as penalty notices are visible and littering laws are well-communicated.

BEFORE YOU BEGIN



Example of a program table.

Program Element	Activity	Leader	Resource/s	Performance indicator/s	Timeframe			
					(You might mark)			
					J	F	M	A
Research, auditing and evaluation	1.							
	2.							
	3.							
Partnerships, engagement and collaboration	1.							
	2.							
	3.							
Education, awareness and communication	1.							
	2.							
	3.							
Appropriate infrastructure	1.							
	2.							
	3.							
Enforcement	1.							
	2.							
	3.							



RESEARCH, AUDITING AND EVALUATION

Where to look for help

Effective litter prevention requires collection and evaluation of information including occurrence and distribution of litter in various locations, littering behaviours, attitudes and awareness about key litter messages and the effectiveness of current infrastructure, tools and processes.

The following table can be used to find different resources available to assist in auditing numerous aspects of litter and litter prevention.

The key indicates the type of information that can be compiled using each resource.

KEY	
1	Litter types in a location
2	Litter occurrence and distribution in a location
3	Litter sources in a location
4	Littering behaviours in a location
5	Attitudes and awareness towards litter
6	Infrastructure effectiveness in a location
7	Location profiling
8	Action planning
9	Incident log

Photo credit: Sustainability Victoria.



KEY	NAME OF RESOURCE AND AUTHOR	SUMMARY OF FEATURES	RESOURCE LINKS AND FURTHER INFORMATION
1,7	Neighbourhood Litter Count <i>Keep Australia Beautiful National Association</i>	<ul style="list-style-type: none"> Tally count of litter items in a selected location across six broad categories, e.g. Plastic, and 16 detailed categories, e.g. chip packets. Users are guided to convert results up to 1000m² to enable direct comparison with the annual National Litter Index statistics. 	kab.org.au/wp-content/uploads/2012/05/Neighbourhood-litter-count.pdf
2, 3, 4, 6, 7	Local Litter Check: Location Inspection. <i>NSW Environment Protection Authority</i>	<ul style="list-style-type: none"> Generate profile of selected location including size, usage, litter occurrence and sources. Assign numerical score, with comments, to cleaning, infrastructure, and education and enforcement features of selected location. Assessment is marked as preliminary, baseline, and end or after, to aid ongoing evaluation. 	epa.nsw.gov.au/resources/litter/130299c-loc-inspect-rpt.pdf
1	Local Litter Check: Litter Count <i>NSW Environment Protection Authority</i>	<ul style="list-style-type: none"> Tally count of small, medium and large litter items. Broken down by 18 categories, e.g. beverage, plastic, faeces. 	epa.nsw.gov.au/resources/litter/130299d-litter-count-form.pdf
5, 6	Local Litter Check: Location User Survey (location with bins) <i>NSW Environment Protection Authority</i>	<ul style="list-style-type: none"> Questionnaire aimed at location users. Gathers participant demographics (age, gender). Gathers 'true' or 'false' responses to statements about cleaning, infrastructure, education, and enforcement and involvement. Numerical score generated based on the number of 'true' responses, since all statements are phrased so that 'true' is a desired response. Option to add comments and bespoke local questions. 	epa.nsw.gov.au/resources/litter/130299e-user-survey-bins.pdf
5, 6	Local Litter Check: Location User Survey (location without bins) <i>NSW Environment Protection Authority</i>	<ul style="list-style-type: none"> As above, but tailored for locations with no bins currently in place. 	epa.nsw.gov.au/resources/litter/130299f-user-survey-no-bins.pdf
7, 8	Local Litter Check: Summary Report <i>NSW Environment Protection Authority</i>	<ul style="list-style-type: none"> Template for producing summary comparison of 'clean' locations and 'hot spot' locations. Aids direct comparison of successful approaches (clean) and problem areas (hot spots). Identify points of difference to increase understanding of local litter problems/solutions. 	epa.nsw.gov.au/resources/litter/130299g-result-summ-form.pdf
1, 2, 6, 7	Local Litter Measurement Toolkit: Litter Count Form <i>Victorian Litter Action Alliance</i>	<ul style="list-style-type: none"> Generates profile of a selected location, including type of location, current infrastructure, a broad assessment of litter severity, distribution and sources and a location sketch. Attribute overall risk level. Detailed litter tally count, divided into recyclable (four broad categories, e.g. glass and 18 detailed categories, e.g. alcoholic beverages) and non-recyclable materials (five broad categories, e.g. vehicle and 28 detailed categories, e.g. hubcap). 	litter.vic.gov.au/litter-prevention-toolkits/litter-prevention-program-kit/measurement-toolkit
2, 7	Local Litter Measurement Toolkit: Litter Hotshots Rating Tool <i>Victorian Litter Action Alliance</i>	<ul style="list-style-type: none"> Visual (annotated photograph) litter severity rating tool. Litter severity is a graded score between 1 (no litter / illegal dumping) and 5 (very significant amount of litter illegal dumping). 	
9	Local Litter Measurement Toolkit: Litter Logbook Form <i>Victorian Litter Action Alliance</i>	<ul style="list-style-type: none"> Records a detailed account of litter and illegal dumping incidents. Captures location, type of incident, litter hotshot rating, volume estimates, item count, recommended action and disposal outcome and cost. Recording resources cost of disposal activities generates information towards business case development for litter and illegal dumping prevention program investment. 	
4, 6, 7	Local Litter Measurement Toolkit: Litter Observation Form <i>Victorian Litter Action Alliance</i>	<ul style="list-style-type: none"> Assessment of condition of infrastructure (bins) in a specific location. Audit of waste disposal behaviour by location users (28 people can be observed per sheet) within a designated time period. Includes space for comments and a sketch. 	
1, 7	End of Clean Up Report <i>Clean Up Australia</i>	<ul style="list-style-type: none"> Captures outcomes of a clean-up activity session, such as total litter removed, amount of material recycled and volunteer involvement. Includes detailed tally sheet (rubbish survey) for counting number of different types of litter items, sub-divided by 11 categories, e.g. plastic bags, and 94 subcategories, e.g. supermarket/retail. Recyclable items are clearly labelled to assist separation from landfill. 	cleanup.org.au/PDF/au/end_of_cleanup_report.pdf



RESEARCH, AUDITING AND EVALUATION

How to use the National Litter Index



2014/2015 NLI

WHAT IS THE NATIONAL LITTER INDEX (NLI):

- The Keep Australia Beautiful National Litter Index is an annual quantitative study of the volume and type of litter found across Australia.
- The National Litter Index surveys a total area nationally of 1,499,791m² across 983 sites. These sites fall into eight categories: beaches, carparks, industrial areas, shopping centres, residential areas, highways, recreational parks and retail precincts.
- Twice a year the litter found at each site is measured by quantity and volume and broadly categorised into seven categories: glass, cigarette butts, illegal dumping, miscellaneous, plastic, paper/cardboard and metal.
- Over its 10 years, the funding to conduct the National Litter Index has been provided by the federal, state/territory governments and more recently the Australian Packaging Covenant.
- Determines how objects recognised within the broad categories contribute to the overall litter stream.
- Identifies the most significant contributors to the litter stream; the Dirty Dozen.
- Provides direct input back into Federal and state/territory government policy on litter reduction.³

WHAT THE NATIONAL LITTER INDEX SHOWS:

Results from the National Litter Index show that in the last nine years the quantity of litter surveyed across Australia has fallen 27 per cent while the volume of litter is down 33 per cent.

HOW TO USE THE NATIONAL LITTER INDEX:

- Benchmark and compare your state's results with the national baseline to determine where improvements can be made. This could include improvements in litter types and/or site types.
- Review your state's year-to-year results and compare category variances to the national trend.
- Highlight negative trends and use the accompanying tabulations to determine which items are increasing.

WHAT THE NATIONAL LITTER INDEX IS ABLE TO DO:

- Provides insight on litter at sites within broadly comparable regions.
- Estimates volumes of litter objects within the litter stream, based upon a volume-per-item model.



- Review your state's year-to-year composition charts to highlight changes in litter behaviour.
- Check your state's 'Dirty Dozen' to ensure that you are targeting the main litterers.
- Review the methodology including site types, noting that count results are quoted against base areas of 1,000 square metres.
- Review the national year-to-year results from the 983 sites across Australia and note the changes across the site categories, this includes the number of items decreased or increased at site types.

and industry. Findings of the 2006-07 study have successfully provided a "baseline" to enable us to compare the results of the 2011-12 study, our progress, as well as future studies.

The purpose of the Branded Litter Study is to provide information regarding the extent and distribution of branded litter across Australia and allows brand owners to:

- determine the location(s) in which branded litter is most predominant and
- measure the contribution of their own brands towards the overall litter stream.

Contact Keep Australia Beautiful for assistance, or to receive further details to assist in the analysis of state or territory data.

THE BRANDED LITTER STUDY

In 2006-07, Keep Australia Beautiful introduced an extension to the National Litter Index – the Branded Litter Study in consultation with governments

Further, it provides an understanding of which brands are in the litter stream and where they are found to assist industry (i.e. the packaging supply chain) to meet its responsibilities under the National Packaging Covenant (in particular schedule 4).

THE DIRTY DOZEN



³ Organic matter such as food, dog faeces, dead animals etc and chewing gum are not recorded during the count.



PARTNERSHIPS, ENGAGEMENT AND COLLABORATION

Joining Forces

We know that litter prevention works best when stakeholders collaborate, each contributing a key skill, resource and insight to the project.

To build successful partnerships with the community:

- Identify stakeholders and their potential contribution, and engage them upfront. Getting them involved early, and incorporating their ideas into the project's planning, will build support and ownership of the project.
- Communicate expectations to enable both individual and shared goals to be understood.
- Incorporate a range of community stakeholders to build "communities of practice".

This builds the capability of each partner and of the network as a whole - peak bodies are a great resource in facilitating such networks and partnerships.

- Clearly and consistently communicate throughout the project roles, responsibilities, actions, timelines, hurdles as they arise, and importantly, achievements.
- Use communications, award programs and other promotions to formally recognise the contributions made by all parties. This will strengthen relationships and motivation to participate while building broader community awareness.

EVERYONE HAS A ROLE TO PLAY

Roles common to all stakeholders:

- Tidy buildings, grounds and facilities.
- Correct waste disposal.
- Anti-litter culture driven by leadership.
- Communication with other stakeholders.



PEAK BODIES FOR LITTER PREVENTION IN AUSTRALIA:



National: Keep Australia Beautiful National Association

- Programs include The National Litter Index, Keep Australia Beautiful Week, Beverage Container Recycling Community Grants, Australian Tidy Towns, Australian Sustainable Cities, Australian Clean Beaches, Eco-Schools Australia, and Adopt a Patch.



ACT: Keep Australia Beautiful ACT

- Programs include Sustainable Cities ACT, Keep Australia Beautiful Week, Eco-Schools, and Beverage Container Recycling Community Grants.



NSW: Keep New South Wales Beautiful

- Programs include Take the Pledge, EnviroMentors®, The Blue Star Awards, Community Litter Grants, and the annual Litter Congress.

NSW Environment Protection Authority

- Programs include Waste Less Recycle More.



NT: Keep Australia Beautiful Council Northern Territory

- Programs include Territory Tidy Towns, Clean-up Book, Eco-Schools, and Beverage Container Recycling Community Grants.

QLD: Keep Queensland Beautiful

- Programs include Cleaner Greener Schools, Tidy Towns and Clean Beaches accreditation, Cleaner Cities, Adopt-a-Spot, One Minute A Day, ButtFree, Litter Action Team, Queensland Litter Count, Project360, waste audits and characterisation surveys, Queensland Youth Environment Council and EcoSchools.

Queensland Litter Prevention Alliance (Facilitated by Keep Queensland Beautiful)

- Programs include Sustainable Events Guide, EcoCrusher equipment hire, ButtFree event loan equipment and Rethink Reuse Recycle.



SA: KESAB environmental solutions

- Programs include waste and recycling education, Butt Free Australia, Clean Marine, litter research and waste audits, Sustainable Communities. Works with ZeroWaste SA and the Environment Protection Authority SA on illegal dumping strategies and actions.

Environment Protection Authority SA

- Programs include Container Deposit Scheme and illegal dumping by industry.

Green Industries SA (formerly Zero Waste SA)

- Programs focus on enabling people to improve their recycling and waste avoidance practices at home, at work or in industry.



TAS: Keep Australia Beautiful TAS

- Programs include Tidy Towns, Beverage Container Recycling Community Grants, Eco-Schools, and Keep Australia Beautiful Week.



VIC: Keep Victoria Beautiful

- Programs include Tidy Towns Sustainable Communities, Sustainable Cities, Adopt a Roadside, and Stationeers.

Victorian Litter Action Alliance (Members include Keep Victoria Beautiful, Sustainability Victoria, Environmental Protection Authority Victoria, Melbourne Water, VicRoads, the Metropolitan Waste and Resource Recovery Group, The Municipal Association of Victoria, the City of Melbourne.)



WA: Keep Australia Beautiful Western Australia

- Programs include Bin It Campaign, Adopt-a-Spot, Clean Marine, Tidy Towns Sustainable Communities, Clean and Healthy Communities, Litter Report Scheme, Clean Clubs and Clean Schools.

“ Campaigns alone will not be sufficient to reduce or prevent littering. A multi-faceted approach must be adopted to increase the chances of reaching as many of the different litter dropping segments as possible.

Streets should be cleaned to a consistently high standard at all times of the day and night. There should be bins in the right places and information about what to do with litter in the event of a bin not being available or alternative disposal options.

Education and awareness raising campaigns can challenge attitudes towards litter and must be backed up by effective enforcement. For some litter droppers, enforcement is the only thing that will change their behaviour.”

People Who Litter, Keep Britain Tidy, 2007



Who do you want to reach?

WHO AND WHEN?

- People who wouldn't normally litter think it's okay to do so in certain scenarios, such as when they are in a crowd at a public event, or if a pile of rubbish has been started next to a full bin.
- Certain types of litter are generally perceived as more or less 'acceptable', however this perception can change over time, e.g. littering dog faeces is now largely taboo.
- Some people feel it's okay to litter in dirty places, so tackling "hot spots" and overall upkeep of an area is key.
- Sometimes a lack of ownership - "not my street, not my problem," or personal responsibility for our waste "there's no bin," or "someone else will clean it up" may lead to littering.

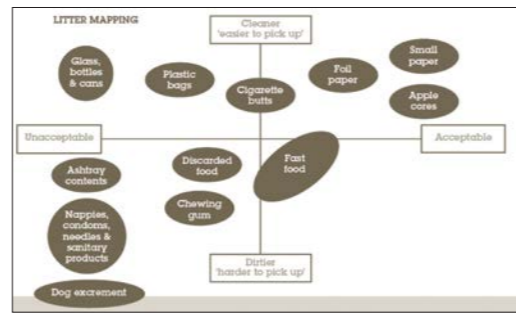


Figure 1: People Who Litter, Keep Britain Tidy, 2006

HOW?

There are a range of littering techniques, some flagrant, some sneaky:



Grinding



Clean Sweeping



Undertaking



Wedging

Copyright Community Change, 2003, Cartoonist Kerry Millard.

THERE IS PLENTY OF GREAT RESEARCH INTO LITTERING BEHAVIOUR THAT'S READILY AVAILABLE ONLINE

"There is no such thing as a littering 'type'. People of all ages and social backgrounds were observed littering and using bins appropriately (however) the people least likely to litter were those aged under 15; all adults of all ages littered more than this group."

- Understanding Littering Behaviour in Australia (1997).

"Heavy and moderate litterers admit they are more likely to drop smaller bits of litter (lolly, muesli bar wrappers, napkins). Not necessarily considered more acceptable, but more discreet."

- NSW Litter Prevention Kit: Things you should know about litter and litterers (NSW EPA 2013).

"Littering was deemed to be acceptable when an individual's sense of personal responsibility had been taken away - because everyone else was doing it (e.g. cinema, theatre, pop concert, football or rugby match, bowling alley), they were drunk, or the material that they were littering was bio-degradable."

- People who litter (Keep Britain Tidy 2007).



Schooling the young



Most schools are happy to incorporate the important issue of litter into their education program. This is most effective when:

- An anti-litter culture is driven by school leaders and supported by quality resources and infrastructure.
- Exploring litter and related sustainability issues is integrated into the school curriculum, for meaningful and lasting learning experiences.
- Litter prevention and education forms part of a whole-school sustainability education framework like **Eco-Schools** or **Australian Sustainable Schools Initiative (AuSSI)**.
- Litter action projects are carried out, involving parents and community partners to improve local environments.

Quality resources are available to support litter education and action in Australian schools:

Bespoke local programs delivered by litter educators:

- **In the Bin**, EnviroMentors®: *Keep NSW Beautiful*.
- **Litter Less**, KESAB *environmental solutions*.
- **OMG! Oh My Garbage**, *Victorian Litter Action Alliance*.
- **Rethinking Waste In Schools Challenge**, *Keep Australia Beautiful Council Northern Territory*.
- **Clean Schools**, *Keep Australia Beautiful WA*.
- **Cleaner Greener Schools**, *Keep Queensland Beautiful*.

Teaching and Learning Resources and Awareness Campaigns:

- **Cool Australia**, *Clean Up Australia Day*.
- **Take 3, Take 3**.

KESAB *environmental solutions*: AN INTEGRATED COLLABORATIVE APPROACH TAKES THE PRIZE

KESAB *environmental solutions* picked up the award for Sustainability Education at the 2015 United Nations Association of Australia, World Environment Day Awards.

What started in 1966 with the aim of educating communities, and encouraging better litter disposal, has evolved into an integrated community-based sustainability education program, which targets a broad spectrum of community members. KESAB *environmental solutions* works with local schools to deliver highly interactive learning programs on issues of waste, recycling and composting, and engages remote Aboriginal communities on litter reduction, recycling and to implement a local garden program. They also work with sectors including building and construction, manufacturing, health and local government to strengthen efforts on the ground.

"KESAB *environmental solutions* has delivered innovative and interactive learning initiatives to thousands of students, delivered professional development sessions to thousands of teachers, and partnered with hundreds of community groups. With startling creativity, skills development, knowledge and innovation, KESAB *environmental solutions* has operated and remained not only relevant but a leader during half a century when lifestyle, communications, technology, demographics and environmental issues have changed significantly."

- Feedback provided from the panel of judges, United Nations Association of Australia (Victorian Division).



EDUCATION, AWARENESS AND COMMUNICATION

Communicating to the general public

Consider the examples below when creating a campaign:



Brisbane, 2014: Working as a team to keep Brisbane clean.

The campaign reinforces the positive litter behaviour shown in Brisbane and contributes to increased positive behaviour change by calling on residents to get involved. In a public survey, **86 per cent of those polled agreed** the 'Work as a team...' campaign inspired them to take more pride in keeping their suburb clean. (For more detail see p 28).

City of Sydney, 2013: YUK

Over 500,000 butts are thrown on city streets, footpaths and gutters each year. To visualise the real cost of this type of littering, an installation was filled with thousands of butts. Displayed in an iconic location, it reminded passers-by that they need to take responsibility and dispose of their cigarette butts correctly.



Keep Australia Beautiful WA, 2014: Bin it – you know it's the right thing to do

The Bin it campaign was launched in February 2014 and continues as an overarching campaign for Keep Australia Beautiful WA (KABWA). The campaign includes a variety of activities and engagement strategies to raise awareness of the Bin It brand, increase awareness of the impacts of littering and focuses on littering as a socially unacceptable behaviour.



Evaluation of phase one of the campaign showed an average 20 per cent awareness of the campaign resources and a good understanding of key campaign messages. Strategies include: cinema advertising, public bin advertising, bus advertising, an online quiz, t-shirts, posters, junk mail stickers and a number of outdoor events promoting the message and engaging public interaction via social media. Free campaign resources are available at the KABWA website and local governments, schools, businesses and community groups are encouraged to make use of them.

Newcastle City Council, UK, 2015: Keep it Clean

A powerful campaign to highlight that you wouldn't #@*! on your own doorstep, so why litter? Before going live in January 2015, the outdoor poster campaign was tested on focus groups who reacted positively to the deliberately controversial signs. "We know that our poster campaign may shock some people. We make no apologies for that, but we do hope that it will make people stop, think and deter them from dropping litter or failing to clean-up after their pet," said Newcastle City Council Cabinet Member for Communities, Councillor Hazel Stephenson.



Keep Britain Tidy, 2013: Which side of the fence?

Street cleaning was suspended for one day in 25 locations across the country to highlight the cost of littering to the taxpayer. One side of the street in these locations was cleaned as normal, the other left un-cleaned to demonstrate the tide of litter dropped. Monitoring at a number of the sites showed public perception of litter as a problem rose from 81 per cent to 91 per cent as a result of the initiative.



EDUCATION, AWARENESS AND COMMUNICATION



Giving people a nudge



THE CARMEL + GREEN FOOTPRINTS EXPERIMENT:

In 2011 Pelle G. Hansen and his students at Roskilde University in Denmark came up with a litter-reducing nudge that they proceeded to test in the streets of Copenhagen.

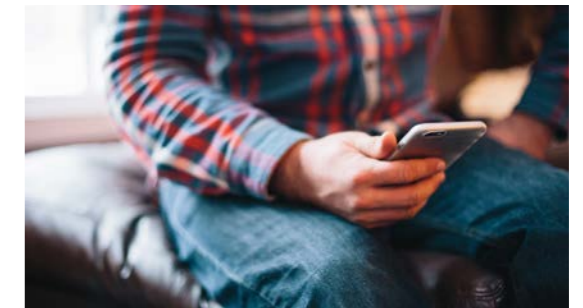
First the students handed out free caramels to pedestrians. Then they counted the number of wrappers on the street, in the street's garbage cans, on side streets, and in bicycle baskets. Finally, they placed green footprints that led to the bins, handed out caramels again and repeated the counting exercise.

As the students noted, it isn't always easy to find a bin in the city. With the footprints making it easy, there was a 46 per cent decrease in wrappers ending up on the streets. In his comments on the experiment Hansen said the footsteps caught people's attention and made them more conscious about litter ... and "perhaps there is also a subconscious inclination to follow the feet".

The Copenhagen experiment is a great illustration of "nudging", a way of influencing behaviour without using force or incentives can apply to litter prevention.

For more information:
nudgeyou.com/ressources/

And how they do it in the United Kingdom:
cleanupuk.org.uk/home/
loveshrewsbury.com/james-thompson/nudging-litter-bin



USING SMART PHONES

In 2012, two London councils launched a campaign aimed at influencing the nation's attitude to public place recycling.

The scheme gave people a chance to win shopping and theatre vouchers by scanning QR (quick response) codes fixed to public recycling bins with their smart phones or tablets. Those who scanned codes went into a daily prize drawer for a voucher.

For more information:
localgov.co.uk/Councils-adopt-NYC-style-recycling-campaign/25698



LITTER INFRASTRUCTURE

The right tools for the job

Factors to consider when thinking about placing bins:

USER GROUPS

Children? Dog walkers? Commuters? Smokers? Tourists? Shoppers? People from a non-English speaking background? Infrastructure should be suited to the activity and users in a particular location and the type of waste the community will want to dispose of.

HERITAGE, CULTURE AND AESTHETIC THEMING

Infrastructure can be visually pleasing and an asset to its location if it is sensitive to the features and style of the community space. Theming could include heritage themes and environmental themes. A signage holder feature can enable bins to double up as advertising space, with interchangeable inserts used to promote local cultural events, tourist activities, community messages or other advertising.

RECYCLING

In locations where a proportion of the litter stream is recyclable material, recycling infrastructure minimises waste to landfill while also reducing litter. Clearly marked signage and appropriately designed bin openings with rubber inserts to create a partial covering can minimise contamination of the recyclable material by general waste. Remember: Keep Australia Beautiful Community Recycling Grants assist public place recycling.

ANIMALS

Litter infrastructure should deter pests while avoiding injury and disruption of wildlife we want to protect.

PLACEMENT AND CONTAINMENT

Infrastructure should target litter hot spots and high traffic areas such as transport nodes or areas where packaged products are consumed. Bins must effectively contain the material to avoid the waste ending up back in the environment as litter.

CONSISTENCY IN SIGNAGE AND DESIGN

Messages about good litter disposal practices can be reinforced by widespread consistency in campaign messaging and infrastructure design features like colour coding and the wording and imagery on signage. There are Australian Standards for bin healthy, safety and environment (AS4123.6) and colours, markings and designation requirements (AS4123.7).

SECURITY

Consider locks and graffiti-proof surface coating to secure infrastructure and keep it looking tidy. Consider well-lit locations, or additional lighting.

MAINTENANCE

Consider how easy bins will be to empty. Can they be placed on existing collection routes? How durable are the materials – fire, corrosion, flood-proof. E.g. in coastal zones, marine-grade steel may be needed.



Infrastructure can be tailored to specific users or types of litter, like multi-lingual signage, public ashtrays, dog poo bins, or lowered and colourful child-friendly bins.



Pooraka Primary School is among many Australian schools tackling litter caused by Ibis birds pulling material out of school yard bins while scavenging for scraps. The bins are designed so that Ibis are not able to land on them.



Albury City Council has selected bin enclosures in keeping with the other street furniture in the area. It has also chosen to install dual stations to separate general waste and recycling as in many of the area's litter hotspots a large percentage of items are recyclable. The opening shape on recycling bins encourages disposal of beverage containers, a key target of the recycling initiative.



Security options range from cages and chains, like at this project by Parkes Shire Council, to GPS tracking of assets and anti-graffiti coating.



These recycling bins, an initiative by the District Council of Karoonda East Murray, feature strong enclosures and small round openings with rubber inserts to minimise contamination and avoid escape of materials into their park environment.



Dungog Shire Council and Holroyd City Council have capped wheelie bins at public events with lids that echo the widely recognised colour coding of kerbside bins in NSW - red for landfill and yellow for recycling.





ENFORCEMENT APPROACHES

Reinforcing obligations

LITTER REPORTING BY MEMBERS OF THE PUBLIC

Some jurisdictions have schemes in place for members of the public to report littering that they have observed from vehicles and vessels. These can result in advisory letters, infringement notices and fines. This type of scheme has been effective in Victoria since 2002, with around 20,000 reports coming in per year, 64 per cent resulting in fines.

New South Wales introduced a similar public reporting system in 2015 where members of the public can report littering from vehicles to the Environment Protection Authority (EPA). Fines of \$250 for individuals and \$500 for organisations can be issued from these reports. To report littering from a vehicle, community members must be 18 years of age or over, and register through the EPA website or the Report to EPA app. The new littering from vehicles reporting system is part of a comprehensive New South Wales Government anti-littering program. The EPA encourages everyone to get on board and register.

For more information:
epa.nsw.gov.au/litter/reporting.htm

Report littering from vehicles

Environment Line: 131 555
Web: www.epa.nsw.gov.au/litter
Mobile App: Report to EPA



Detailed information and advice on the legislation and enforcement strategies in effect in each state and territory can be found through the following organisations:

National	Australian Environmental Law Enforcement & Regulators Network (AELERT) aelert.net/
ACT	Territory & Municipal Services tams.act.gov.au/city-services/city_rangers/littering
NSW	Environmental Protection Authority NSW epa.nsw.gov.au/litter/laws.htm
NT	Environmental Protection Authority NT notes.nt.gov.au/dcm/legislat/legislat.nsf/linkreference/LITTER%20ACT
QLD	Department of Environment and Heritage Protection qld.gov.au/environment/pollution/infringement-notices Keep Queensland Beautiful Litter.org.au 1300 LITTER
SA	KESAB <i>environmental solutions</i> kesab.asn.au/councils-business-illegal-dumping/
TAS	Department of Primary Industries, Parks, Water and Environment epa.tas.gov.au/policy/lto-regulations
VIC	Victorian Litter Action Alliance epa.vic.gov.au/our-work/publications/publication/2014/december/1142-2
WA	Keep Australia Beautiful WA kabc.wa.gov.au/report-littering

Details required to report littering

1. Time
2. Date
3. Location – street, suburb, cross road
4. Number plate
5. State of registration
6. Vehicle details - make, model, colour
7. Speed of vehicle
8. Litter type – cigarette, paper/plastic, food wrapper, drinks container, other – specify
9. Litter dropped, thrown, blown, placed
10. Offender details – gender, age, hair colour/length

LITTER ENFORCEMENT PENALTIES

The police, local councils and environmental protection agencies are examples of agencies which can enforce infringement notices and penalties on litterers. Examples of current litter penalties, as of 2015:

ACT	Small items: infringement penalty \$60 Other litter: infringement penalty \$200
NSW	All litter: \$200 individual; \$400 corporations Aggravated littering, e.g. lit cigarette: \$900
NT	Littering cigarette butts in City of Darwin: \$50 Maximum penalty for littering: \$2,000
QLD	Littering: \$277 Littering dangerous objects, e.g. lit cigarette: \$455
SA	Up to \$5,000
TAS	Littering small items, e.g. cigarette butts, bus tickets: \$130
VIC	Up to \$5,000 Small and large unlit items: \$295; Burning items: \$590
WA	Littering \$200 Littering (public risk) \$500, Max penalty \$5,000



LEEDS CITY COUNCIL, ENGLAND



In 2013 Leeds City Council recruited a private security contractor, 3GS, to enforce littering and dog fouling laws. The environmental patrols targeted litter hot spots in the city centre and other litter and dog fouling problem areas across the council area. The officers issued 1,313 fines in six months, an almost 10-fold increase on the same period the previous year. However another facet of the pilot project was a reward scheme; if people were seen by officers using litter bins, they were invited to enter their name into a prize draw.

Leeds City Councillor Mark Dobson, executive member for the environment said in a press release when the trial kicked off:

“Our approach has always been to educate and inform people about their responsibilities and to follow this up with enforcement. But with repeated complaints from concerned residents, now is the time to test if a firmer approach to those blatantly ignoring the law will help us influence people’s attitudes to waste, bring about behaviour change and cleaner streets.”

“Many regulators may not see themselves as change agents. But effective enforcement is a critical part of changing the social norm around littering. Enforcement sends the message that people are watching what you do. Again from the research, the community values enforcement and supports fines, although possibly they may be a little less so if the fine arrives in their letter box!”

- An excerpt from a presentation by NSW Environmental Protection Authority Chief Executive Officer and Chair Barry Buffer at the Keep NSW Beautiful Congress 2014.

WHEN THE COMMUNITY LEADS THE WAY



Keep Australia Beautiful grew from the litter campaigning efforts of one passionate and empowered individual, Dame Phyllis Frost who had a vision for a litter-free Australia. Keep Australia Beautiful are a federation, with a network in each state and territory, helping to inspire volunteers all over Australia to act both individually and collectively to tackle litter in Australian communities.

Community-led litter prevention initiatives can apply the same principles of holistic program design we looked at on p 6-7 to enhance their efforts.

APPLYING THE 5 KEY ELEMENTS TO A COMMUNITY-LED INITIATIVE

	<ul style="list-style-type: none"> Do research into grants, resources and organisations that can support you. Record information about what you find. (See pages 8-9 for resource ideas). Contribute your local data to regional programs. Evaluate overall impacts of volunteers' efforts, e.g. financial value of number of hours contributed.
	<ul style="list-style-type: none"> Join forces with others. Share successful practices, resources and motivations. Engage with awards programs that recognise and reward volunteer efforts, e.g. Tidy Towns.
	<ul style="list-style-type: none"> Promote efforts via a range of media. Reinforce messages as widely as possible about best litter behaviours and disposal practices. Engage with litter reporting schemes, e.g. Environmental Protection Authority VIC pollution hotline (see page 20).
	<ul style="list-style-type: none"> Be safe and visible with personal protective equipment, like gloves and hi-vis. Familiarise and adopt correct disposal of collected litter, and safe disposal of hazardous materials encountered.
	<ul style="list-style-type: none"> Participate in reporting schemes like reporting hotlines (see page 20.)

Photos: Keep Australia Beautiful Founder, Dame Phyllis Frost; Tidy Towners in action (Gloucester, NSW).

AN ALL-IN EFFORT HELPS CLEAN UP EASTWOOD

When the Ryde City Council in North West Sydney embarked on an effort to clean up a major shopping district in 2014, it actively sought out the help of community groups.

The Eastwood business strip was identified as a problem area, a popular Asian shopping and dining destination in the Ryde local government area, particularly for the Chinese and Korean populations. The Council identified a lack of community and environmental awareness and cultural-related social behaviours as the main reasons for littering and designed a concerted campaign with grant funding from the NSW Environmental Protection Authority.

Multiple stakeholders within the community were involved in the project including the town centre management and its community partners who came on board at the beginning of the project and contributed to the decision making process as well as the clean-up and promotion of events.

The project improved the infrastructure in the area with the addition of new bins and warning signs, and embarked on a substantial education effort. The Council also worked in partnership with Eastwood Chamber of Commerce, Korean Chamber of Commerce, The Yuhu Group and three community groups – Fraternity In Truth Association (FITA), Tzu Chi Foundation and Eastwood Seniors Group – to promote litter prevention pledges with local businesses. One community group, FITA, was inspired to apply for a Keep Australia Beautiful community litter grant.

The project has had a substantial impact. Successive litter counts conducted showed a decline in the amount of litter. At one hotspot, it fell from 106 pieces of litter to 43 pieces five months later. The project also exceeded its goal for anti-litter pledges from 40 businesses and 250 individuals, with 107 businesses and 1,430 individuals now signed up.



CASE STUDY

Walpole, Western Australia

Walpole has declared itself a litter free town and a group of dedicated individuals work tirelessly to achieve this objective. The Walpole Tidy Towns' committee is a group of interested residents who have taken on the role of encouraging and managing a broad range of community projects in and around Walpole.

Lead organisation Walpole Tidy Towns

Partners and contributors

Bellanger, Shelley and Circus Beaches are all part of the "Adopt-a-Spot" program from Keep Australia Beautiful Western Australia (KABWA), whilst Conspicuous, Mandalay and Banksia Camp Beaches are cleaned by Walpole-Nornalup National Parks Association and Outward Bound Australia leadership programs.



Impact

In the 10 years Michael Filby has spent looking after the 105 kilometres stretch of highway that is his adopted spot, he says the job has changed.

"Litter had decreased. One day early on, when I was cleaning out an old dumping area, I pulled out 2,000 bottles in four hours. Now I get one or two. It's about creating a clean environment and then patrolling it. I don't think of what I do as picking up litter. Rather, it's excluding litter."



Features that make this an exceptional approach

- Walpole is the first region in the state/nation to declare itself litter-free.
- The policy is that no litter should be on the ground for more than fourteen days and this policy applies to roads bisecting the almost 1,000,000 acres of Walpole Wilderness.
- Michael Filby has the largest road adoption in the state/nation. The 105 kilometre stretch of roadway has been maintained, on a weekly basis, for ten years. During that time he has covered over 42,000 kilometres of road cleaning, equivalent to one circumnavigation of the earth, at an average speed of 37 km/hr.



Location

Western Australia, 432 kilometres south east of Perth.



Target audience

The community of Walpole and surrounds.



Timeframe

Ongoing.



Further information

walpole.crc.net.au/OurCommunity/CommunityGroups/Pages/Walpole-Tidy-Towns-Committee.aspx



Program activities

- Walpole has 11 Adopt a Spots registered with KABWA . These include both urban, rural, roads and nature reserves which are kept litter free on a regular basis.
- In 2008-09, three volunteers cleaned 70 kilometres of the Highway No. 1 in the Shire of Denmark and in 2013, four volunteers from Walpole travelled 200 kilometres to the Shire of Donnybrook to clean 5 kilometre of the No.1 Highway – the South West Litter Alliance, a project that originated in Walpole.
- In 2013 Michael Filby was sponsored by KAB to display "Adopt-a-Spot" advertising on his vehicle.
- Youth Litter Ambassador, Todd Brown adopted his street and reserve.



Evaluation

- Litter collected from Circus Beach is analysed by the Walpole Primary School, Walpole Prison Work Camp and Walpole Nornalup National Parks Association with reporting of data to Tangaroa Blue.



What next?

- With the community's outstanding commitment to ensuring Walpole and surrounding district is free from litter, it is encouraging the government department responsible for the painting of 'lines' on the highway to eliminate the current practice of discarding large paint waste on road verges.

CASE STUDY

The Keep it Beautiful and Keep it Tidy Networks

The Keep it Tidy and Keep it Beautiful model of organisation began to emerge in the 1950s and can now be found worldwide. These organisations have often been initially spearheaded by passionate community volunteers, like Dame Phyllis Frost in Australia and members of the Women’s Institute in Britain, who wanted to stop litterers spoiling their country.

The organisations now have a long and proud history of bringing the public, civic and corporate bodies together to promote values of community pride, cleanliness and environmental conservation.

Lead organisations



Partners and contributors

All community, government and industry bodies who support a litter-free environment.



Impact

“Each year the State Tidy Town finalists demonstrate significant outcomes in a range of sustainability and litter prevention projects and activities. The National Tidy Towns program allows each of them to learn even more from leading projects in other States.”
- Peter McLean, CEO of Keep Australia Beautiful



Features that make this an exceptional approach

- National awareness campaigns and community service announcements, such as “Keep Australia Beautiful”.
- Grassroots community engagement, education and incentives through awards programs, volunteering programs, and schools education programs.
- Engagement of the packaging industry sector to increase product stewardship and corporate social responsibility.



Location

International, including Australia, the United States of America, and Europe.



Target audience

All individuals, community, government and industry bodies who can do more to prevent litter.



Timeframe

Ongoing.



Further information

kab.org.au; kab.org; knzb.org.nz; cleaneuropenetwork.eu

TOODYAY SCOOPS THE TIDY TOWN POOL IN 2015!

The town of Toodyay in Western Australia is living proof that small communities can punch above their weight.

Toodyay is located on the Avon River in the wheat-belt region of Western Australia, 85 kilometres north east of Perth and with a population of 4,686 residents. Almost one in five of these residents – some 870 individuals – were part of the tidy town effort coming together as one to contribute 14,364 volunteer hours by picking up litter, managing monthly car-boot sales, surveying and re-vegetating the local environment.



Among the impressive list of activities that helped Toodyay emerge triumphant from the 347 organisations and individuals in the running for awards was an Adopt-A-Spot project (AAS). This was carried out in partnership with Bendigo Bank and the Toodyay Tidy Towns Committee and ensured that each group had adoption kits, which included vests, tip passes and insurance through KABWA’s AAS program. Some 457 people participated in 51 litter pickups, collecting 535 bags of rubbish weighing 2,210 kg.

The town also held community clean ups, participated in Clean Up Australia Day and other locally run activities, put up anti-litter signage, developed recycling programs run through the local high school, and conducted a sustainability audit of litter.

Communication was the glue that built and sustained the community’s support with community meetings, newsletters, newspaper articles, promotions, acknowledgement of results, and engagement with local community groups all used to motivate and nurture the town’s energy and commitment for the cause.

The vision, hard work and passion of the local community was recognised in 2015 when Toodyay won three of the eight national awards at the Tidy Town Awards including the honour of the overarching Australian Tidy Towns award.

2015 marks 47 years of the Tidy Towns Awards in Australia and 25 years of national competition.



Program activities

- Campaigns and community service announcements to promote an anti-litter culture, e.g. Love Where You Live.
- Grants and other assistance to the target audience, e.g. Beverage Container Recycling Grants.
- Awards programs that recognise and showcase outstanding litter prevention initiatives by communities, e.g. Tidy Towns.
- Litter, waste and sustainability education programs.
- Environmental conservation and beautification programs, e.g. Adopt a Spot.
- Expert and bespoke litter prevention consultancy services to the target audience, e.g. KESAB *environmental solutions*.



Evaluation

- Evaluation methodologies include national litter surveys, such as the National Litter Index (Australia) and the Branded Litter Survey (Australia, UK).
- Case studies of stakeholder successes within particular programs are compiled and showcased to continually raise the benchmark of quality litter prevention work.



What next?

- An ongoing priority is to increase capabilities of the Keep it Beautiful / Tidy Towns stakeholder network.



CASE STUDY

Brisbane, Queensland

Brisbane City Council, Australia's largest local government, faces the enormous and continual challenge of managing litter and illegal dumping in a large and growing city, in the most sustainable way. Litter prevention is integral to achieving a range of aspirational themes in Council's Brisbane Vision 2031 including 'Clean and Green City'. The Council's comprehensive Litter Prevention Action Plan spans educational activity, marketing campaigns, infrastructure, and collaboration with existing programs, positive recognition and enforcement. It has had some remarkable results.

Lead organisation



Partners and contributors

- Keep Queensland Beautiful (KQB).
- Community Change Victoria.
- Residents and community groups.



Impact

"We are leading the way in litter prevention programs having seen almost a 50 per cent reduction in littering within high traffic areas of the CBD and Fortitude Valley precincts over the past five years."

- Brisbane City Council Lord Mayor, Graham Quirk.



Features that make this an exceptional approach

- Whole of council approach, led-by steering group, and integrating many stakeholders.
- A positive reinforcement approach.
- Active enforcement of litter regulations.



Location

Brisbane.



Target audience

Brisbane residents and visitors, businesses, whole of council and other related agencies and litter stakeholders.



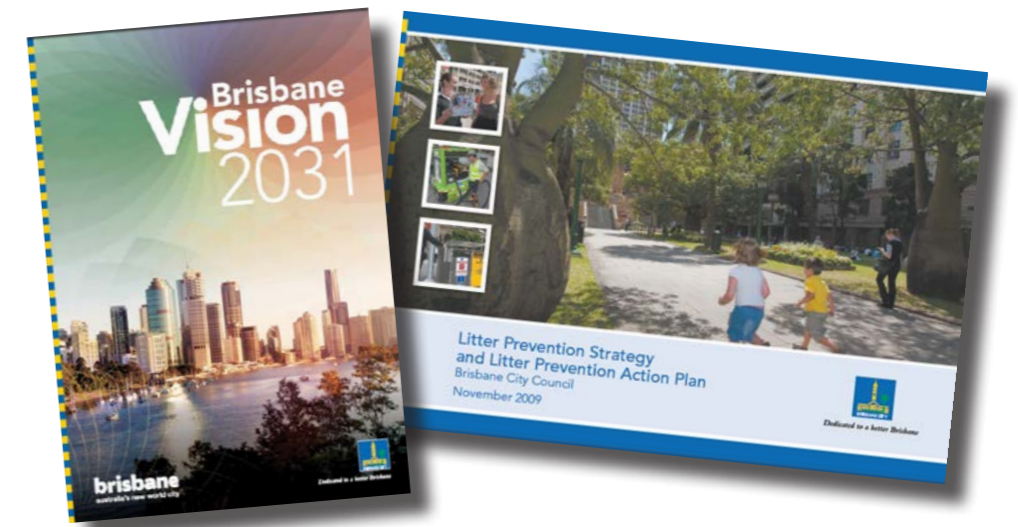
Timeframe

Ongoing.



Further information

brisbane.qld.gov.au/environment-waste/rubbish-tips-bins/reducing-litter



Program activities

- School education program 'Rethink your rubbish'.
- Infrastructure: installation of 500 litter, public place recycling, cigarette butt bins and park bins and more than 137 litter-proof tree grates in 2013-14.
- Highly visible and targeted street cleansing operation using world's best practice cleansing equipment.
- Active enforcement of litter regulations.
- Positive reinforcement through the 'Work as a team to keep Brisbane clean' campaign in 2014 and 2015.
- 'Cleaner Communities Brisbane' (formerly known as Spotless Suburbs Awards), in partnership with Keep Queensland Beautiful.
- Supporting Keep Queensland Beautiful's 'One Minute a Day' app, asking residents to pledge their litter prevention contributions and report litter hot spots. Council provides free jute bag for all app subscribers.
- The 'Little Book of Litter', a pocket sized publication detailing Brisbane's litter prevention actions, litter policies, laws and fines, the environmental, social and financial costs of litter and advice on how to get involved in community groups.



Evaluation

- **46 per cent reduction** in on-ground litter across the CBD and Fortitude Valley since June 2009.
- More than **90 per cent of people** displayed positive litter disposal behaviour in Brisbane's CBD and Fortitude Valley precincts.
- Some **94 per cent of Brisbane residents** agree that litter prevention is a collective responsibility and **86 per cent agreed** the 'Work as a team...' ads inspired them to take more pride in keeping their suburb clean.

Auditing methodologies: litter monitoring by council officers, Community Change Victoria assessed the Brisbane litter prevention program in 2011 and the Council commissioned surveys by external agencies.



What next?

- Update of 'Litter Strategy and Action Plan'.
- Continued expansion of public place recycling across Brisbane shopping precincts and parks.
- Research and trialling of new initiatives to continue to positively influence behaviour change.
- Continue to monitor and trial world's best practice cleansing equipment.



CASE STUDY

Dhimurru Rangers and spotlight on marine litter, NT

Tonnes of rubbish wash up on the coastline of the Dhimurru Indigenous Protected Area (IPA) each year. Djulpan, and the offshore islands visible from the coast, is an area of great cultural significance. There are many creation stories that originate from this area and the connection Yolngu have to this country is important.

It is also an area of pronounced environmental beauty. The area is accessed through a black soil plain which is flooded during the wet season, rendering the coast inaccessible for long periods of the year. There are also areas of savannah woodland, monsoon vine forest, cycad stands, coastal dune ecosystems, pandanus forests, a small perennial wetland, rocky outcrops and a tidal salt flat all within a 10 kilometre radius of the clean-up area.

Lead organisation



Partners and contributors

- Federal Government.
- Australian Marine Debris Initiative.
- Ghostnets Australia.
- Laynhapuy Homelands Association.

Impact



“Each person on average picked up 108kg of marine debris per day...A huge amount of energy, time and money is poured into the project however it seems very little has been done to reduce the amount of rubbish at point of origin. More work is required on a policy/political level to educate those responsible regarding the impact of their littering.”

- Vanessa Drysdale, Project Facilitator, Dhimurru Aboriginal Corporation.

Features that make this an exceptional approach



- Dhimurru has finely tuned the methodology involved in the successful and efficient extraction of vast amounts of rubbish from very remote areas, developed over many years of operations.
- The increasing volume of rubbish is of great concern to Traditional Owners and Dhimurru is regularly congratulated for its ongoing commitment to clearing the area of debris.
- Reporting of unusual, biological, or of items of interest to Department of Agriculture, Fisheries and Forestry.

Location



Northeast Arnhemland. Dhimurru Indigenous Protected Area.

Target audience



Traditional Owners and Custodians of Northeast Arnhemland.

Timeframe



Dry season (April – September) annually.



Program activities

- Dhimurru has undertaken an annual marine debris clean-up activity at Djulpan since 2009.
- Time to conduct a full clean-up of the area is based on the density and composition of the marine debris (one or two weeks) removing 2.3 to 4 tonnes of rubbish.
- To collect marine debris from a representative 100 metres of beach, separate the rubbish into categories; count individual items, weigh categories and record.
- To completely remove or “cleansweep” all marine debris from a 5.5 kilometre stretch of coastline.



Evaluation

- In 2014 over a total distance of 5.5 kilometres the Dhimurru rangers, facilitators and volunteers removed a total of 3,300 kilograms of rubbish over nine days.
- Developments have included an increased efficiency in the methodology of collecting rubbish and the use of volunteers to assist in the efforts.
- A new addition to the 2014 marine debris clean-up effort at Djulpan was a nesting turtle survey undertaken over two one-week periods the Dhimurru Rangers were in the area.



What next?

- Although the results from the 2014 effort shows a per kilometre decline in the density of rubbish appearing on the coast, the entire marine debris phenomenon in north east Arnhem Land is an ongoing and distressing problem for Traditional Owners, Custodians and natural resource managers.
- Given the resources in both time and money put in to the project, there needs to be some expansion in addressing the rubbish at point of origin on a political level. The aim will be to educate those responsible for the impact their lack of waste management is having on a global scale.



Further information

- Dhimurru.com.au
- Ghostnets Australia: ghostnets.com.au
- Tangaroa Blue Foundation: tangaroablue.org



CASE STUDY

Manly, New South Wales

It's estimated Manly Beach in NSW receives up to eight million visitors per year. Most come to enjoy the beach, diverse activities and to experience Australian culture. However the area's popularity does bring with it one big issue – litter. Unfortunately when people come to visit Manly they sometimes leave their rubbish behind. To stem the tide, Many Council has instituted LitterGuards to patrol the beach along with the lifeguards that are a fixture on Australian beaches.

Lead organisation



Impact

“Our litter counts over the past two summers suggest that on average there was 21 per cent less litter in the count area when LitterGuards were on duty.”

- Manly Council employee and LitterGuard volunteer, Sarah O Brien.



Features that make this an exceptional approach

- In 2013-14 the LitterGuards program featured a Litter Bug character in a short video designed to spread the message that ‘no one likes a litter bug’. The video has been screened on Channel 10, and can be found on YouTube.
- Manly Council’s LitterGuards program was awarded the Keep NSW Beautiful (KNSWB) Sustainable Cities Environmental Education Award 2013, as well as the state and regional awards in the KNSWB 2013 Clean Beach Awards- Litter and Waste Management Category.
- The success of the LitterGuard program and Manly’s litter pledge inspired KNSWB’s new “Take the Pledge” state wide campaign.
- Manly was invited to present at the first KNSWB Litter Congress in 2014 on the success of the LitterGuard campaign.
- Manly Council’s LitterGuard campaign was recognised on Chanel 7 news in 2014 as being the inspiration for the new KNSWB “Take the Pledge” campaign.



Location

Manly Corso, Manly Ocean Beach.



Target audience

Visitors to Manly.



Timeframe

Every year over the summer months, December – February.



Further information

[youtube.com/watch?v=LExwzEa7Mvc](https://www.youtube.com/watch?v=LExwzEa7Mvc)



Program activities

- In an attempt to reduce the amount of litter left on Manly’s Beaches Manly Council’s LitterGuards program was established in 2008. The program involves LitterGuards (Council staff members) interacting with beach goers to encourage them to dispose of their rubbish responsibly.
- Manly Council’s LitterGuard program is run over the summer months. LitterGuards work on public holidays and weekends from 12pm – 4pm and conduct evaluation techniques during each shift.
- LitterGuards travel around the main tourist areas in a brightly branded golf buggy and wear distinctive uniforms. Tear drop flags are displayed stating “Manly: we love it litter free” the flags showcase Manly’s local marine life and provide passive education to beachgoers.
- LitterGuards approach beachgoers and ask them to sign Council’s “I promise not to litter in Manly” pledge. The pledge requires a signature from each beachgoer to emphasise the personal commitment they are making when taking the pledge. To enforce this pledge, and to engage with adolescents, the Council developed a range of promotional giveaways including temporary tattoos with the message “I Love Manly Litter Free” and fridge magnets featuring seahorses and penguins with the same message.



Evaluation

- During the summer of 2012-13 (the first year the program was evaluated) over 1,000 visitors to Manly pledged not to litter. Evaluation showed that on average litter did not increase in the litter count area when LitterGuards were present.
- Over the 2013-2014 summer (the second year of evaluation) the number of pledges grew to 1,720 and on average over summer the recorded number of litter pieces were less than the previous year.



What next?

- The presence of LitterGuards may continue to decrease the amount of litter left on our beaches every year the program continues.



CASE STUDY

Don't mess with Texas

"Don't mess with Texas" was created to combat the litter problem on Texas highways by increasing awareness of this problem and educating Texans about the real cost of litter and maintain the state's natural beauty. The litter prevention programs have resulted in cleaner state-maintained roadways and changed public attitudes. In addition, Adopt-a-Highway volunteer groups are picking up litter on 10 per cent of state maintained roadways. These roads do not need to be contracted out, a saving to the state and ultimately the taxpayer.

Lead organisation



Partners and contributors



Impact

The State of Texas has closely tracked the impact of its campaign. In recent years, the 2013 Texas Litter Survey showed the number of litter items on the state's roads had fallen 34 per cent since 2009, even as the State's population and traffic levels increased. In a separate survey into litter attitudes, one third of residents admitted to littering in the past month, a reduction from the 42 per cent who in 2009 admitted to littering in the month before.



Features that make this an exceptional approach

- Includes a variety of Texas' celebrities and icons that encourage litter prevention through a true sense of Texas' pride and spirit.
- A grassroots partnership with Keep Texas Beautiful to administer contests and programs, deliver key messages, and hold the state's largest single litter pickup event, the "Don't mess with Texas" Trash-Off.
- Keep Texas Beautiful also administers the Governor's Community Achievement Awards to recognise outstanding communities with landscape awards.
- Adopt-a-Highway began in Texas in 1985 and has gone global, spreading to 49 states and Puerto Rico, Canada, New Zealand, Australia and Japan.



Location

Throughout the state of Texas, United States of America.



Target audience

Millennials (16-24 year olds) as well as all Texas residents and travellers.



Timeframe

Created in 1986 and is an ongoing program.



Further information

dontmesswithtexas.org

Don't mess with Texas® is a registered trademark and service mark with the United States Patent & Trademark Office, and owned by the Texas Department of Transportation. Any unauthorised use will be in violation of the trademark laws.



Program activities

- Program, contests and activities that are available through the website, or taken into schools and communities.
- To reach the large, diverse population of the state, public service announcements are produced and these ads are placed through TV, radio, outdoor (billboards, gas stations, partner organisations and trash receptacles); which also includes a presence in social media.
- The Texas born Adopt-a-Highway volunteer program encourages groups to adopt two mile stretches of highway to keep roads clean and keep Texas beautiful.
- The Adopt-an-Airport program is a spin-off of the Adopt-a-Highway program that works with non-commercial airports.
- Provides education to youth from elementary through college via scholarships, Elementary School Art Contest, Middle School Can Slogan Contest, Campus Cleanup, research made available, and the Litter Force Team.
- Report-A-Litterer is an online program and app that allows users to anonymously report those who are witnessed littering on Texas roads.



Evaluation

- An Attitudes and Behaviour Study is conducted every two years. This study analyses Texans' attitudes and behaviour toward littering and the slogan "Don't mess with Texas."
- This campaign is research based to determine the best way to reach the public (messaging, media reach, trends, etc.), the amount of litter on the roadways, as well as gauging public behaviour and attitude on litter (prevention).
- The "Don't mess with Texas" brand has a brand awareness of 98 per cent.
- The Visible Litter Study is conducted every four years and estimates the projected number and pieces of litter on Texas roadways; as well as breaks down the litter by product, brand and composition.



What next?

- The "Don't mess with Texas" program is continually growing, looking for innovative ways to spread its litter prevention message. Based on annual research and trends, the campaign makes the necessary adjustment or changes to messaging and ways to reach the public. With ongoing growth of population in Texas, and new Texans moving in every day, the campaign closely monitors trends, attitudes and behaviour studies, and works with partners to increase awareness across the state.



CASE STUDY

Victorian Litter Action Alliance (VLAA)

The VLAA is the peak body for litter management and prevention in Victoria. Established in 2000, VLAA brings together a diverse range of public and private organisations that work to reduce litter in the community.

Its mission is to harness the combined efforts of state and local government, industry and community sectors in a community of practice, which collaborates with others, to remove and prevent litter in the Victorian environment.

The VLAA Litter Champion plays the lead role in coordinating the VLAA network and building the capability of VLAA members and litter managers beyond the Alliance.

Lead organisation



Partners and contributors



Impact

In the 2015 VLAA Stakeholder Survey, 74 per cent of respondents considered VLAA resources to be helpful or very helpful, and judged the resources to be relevant, easy to use and trustworthy.



Features that make this an exceptional approach

- Effective collaboration between multiple stakeholders in state-wide network, led by a dedicated role at the state government level: The Litter Champion.
- Development of a best practice programming model and a quality resource toolkit for Victorian litter managers. This has achieved a high level of engagement and implementation by participants.



Location

Victoria.



Target audience

Members of the VLAA Reference Group and their stakeholders, litter managers in Victoria.



Timeframe

Ongoing.



Further information

litter.vic.gov.au



The VLAA unites many who want to reduce litter in Victoria. Photo credit: Sustainability Victoria.



Program activities

- Quarterly meetings of the VLAA Reference Group.
- Promotion of the Best Practice Model for litter prevention; education, infrastructure and enforcement.
- Promotion of Litter Prevention Toolkits.
- Assistance to stakeholders.
- Local Litter Measurement Toolkit Training.
- Delivery of litterALLY, a bi-monthly newsletter.



Evaluation

- VLAA evaluates their effectiveness via the VLAA Stakeholder Survey which is conducted every two years. This survey shows that VLAA is well received, and that the Litter Prevention Toolkits and Case Studies are the most useful resources they have produced.



What next?

- Updates to the website litter.vic.gov.au.
- Development and delivery of the VLAA Business Plan.
- Engagement with litter managers around the state to promote VLAA resources and build capability.

PEOPLE AND RESOURCES TO SUPPORT LITTER PREVENTION IN AUSTRALIA

Support organisations			
Location	Lead organisation	Summary description	Further information
National	Keep Australia Beautiful National Association	Recognised as Australia's independent litter prevention thought and practice leader.	kab.org.au
National	Community Change	Psychologists with 20 years' experience in changing people's behaviour to help the environment.	communitychange.com.au
National	Clean Up Australia	Works with communities to clean-up, fix up and conserve the environment.	cleanup.org.au
National	Take 3	Promotes taking 3 pieces of rubbish with you when you leave the beach, waterway or anywhere.	take3.org.au
NSW	Keep New South Wales Beautiful	NSW premier organisation for litter reduction and environmental sustainability.	knswb.org.au
NSW	NSW Environmental Protection Authority	The primary environmental regulator for New South Wales.	epa.nsw.gov.au
NT	Keep Australia Beautiful Council NT	Implement programs that encourage the community to protect, conserve and enhance their environmental wellbeing and associated living conditions.	kabcnt.org.au
QLD	Keep Queensland Beautiful	Motivate people in QLD to enhance the quality of their local environment through personal initiative and community action.	keepqueenslandbeautiful.org.au
QLD	Queensland Litter Prevention Alliance	A peak body that provides opportunity for community, government, and industry stakeholders to develop and coordinate integrated litter prevention, education and management activities in Queensland.	qlpa.org.au
SA	KESAB <i>environmental solutions</i>	Creates sustainable communities through education, action and participation in South Australia.	kesab.asn.au
TAS	Keep Australia Beautiful Tasmania	Committed to community enhancement and creating a more sustainable environment in Tasmania.	kabtaz.com
VIC	Victorian Litter Action Alliance	The peak body for litter management and prevention in Victoria; provides a coordinated approach to preventing litter across state and local government, industry and community sectors.	litter.vic.gov.au
VIC	Keep Australia Beautiful Victoria	Contributes to a liveable and prosperous Victoria by delivering integrated waste management and resource efficiency programs.	sustainability.vic.gov.au
WA	Keep Australia Beautiful WA	Provides leadership in the field of litter prevention and reduction in Western Australia through community awareness and engagement, education, legislation and enforcement strategies.	kabc.wa.gov.au
ACT	Keep Australia Beautiful ACT	To lead, challenge and inspire all Australians to strive for a sustainable and litter free environment.	kab.org.au/act
Professional development and grant opportunities			
Australasia	Australian Environmental Law Enforcement and Regulators Network	Coordinates and delivers a suite of accredited and non-accredited courses that are open to environmental regulatory practitioners.	pdt.aelert.com.au
National	Keep Australia Beautiful National Association	Community Recycling Grants for councils and communities to install public place recycling.	kab.org.au/beverage-container-recycling-grants
National	Keep Australia Beautiful National Association	Sustainable Communities Awards.	kab.org.au/tidy-towns
NSW	Keep New South Wales Beautiful	Litter Congress.	knswb.org.au/our-programs/congress-program
NSW	NSW Environmental Protection Authority & Keep New South Wales Beautiful	Litter Prevention Grants for councils and community groups.	epa.nsw.gov.au/wastegrants/litter-prevention.htm
VIC	Metropolitan Waste and Resource Recovery Group	The Litter Hotspots Project which includes grants for councils, businesses and community partnerships.	mwrreg.vic.gov.au/local-government/grants-and-funding

RESOURCES AND INSPIRATION



Logos: Universal Tidy Man; Adopt-a-Spot (Keep Australia Beautiful Council WA); 'Love where you live' (Keep Britain Tidy); Territory Tidy Towns (Keep Australia Beautiful Council NT); 'I want to be recycled' (Keep America Beautiful).



'Littering is wrong too' | Keep America Beautiful



'Litter and you're rubbish' | Keep Australia Beautiful Council WA



'Hey tosser' | NSW Environmental Protection Agency



'Heart of the city's - Beautify your city campaign' | Colenso BBDO, Auckland, New Zealand



'Which side of the fence are you on?' | Keep Britain Tidy



40. 'Are you on the right side of the line?' | Bristol City Council, UK



'The face of litter' | Hong Kong Cleanup Initiative, Ogilvy & Mather



Above and below: Examples of signs found throughout Australia



Above and below: Examples of public place recycling infrastructure, part of the Coca-Cola Foundation Community Recycling Grants



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East Arnhem Regional Council
Holroyd City Council
Keep America Beautiful
Keep Australia Beautiful Council NT
Keep Australia Beautiful Council WA
Keep Australia Beautiful National Association

Keep Australia Beautiful Tasmania
Keep Britain Tidy
Keep New South Wales Beautiful
Keep Queensland Beautiful
KESAB *environmental solutions*
Manly Council
Metropolitan Waste and Resource Recovery Group
Moreland City Council
NSW Environment Protection Authority
Port Phillip EcoCentre
Sustainability Victoria
Victorian Association for Environmental Education
Victorian Litter Action Alliance
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Icon credit: Noun Project

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