



WAVERLEY COUNCIL

Get Rid of it Right



This project is a NSW EPA Waste Less Recycle More initiative funded from the waste levy.



About Waverley



74k+ Population

78 p/ha Population density

35k+ Business registered

50k+ Transport trips daily

20+ million Visits to Westfield

2.7+ million+ Visitors to Bondi

5k + Airbnb listings

Welcome to “Mattressland”



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The Get Rid of it Right Project

NSW EPA Waste Less, Recycle More Fund 2018

Focused on five 'hotspot' streets in Bondi

Strategies:

- Education
- Beautification
- Communications
- Enforcement



What we did



What we did: Leverage community pride



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"People are really nice and I love the vibe. Bondi is filled with different cultures and languages"

Sergio, 8 months in Bondi

My street is your street


 Getting rid of it right. It's second nature.
secondnature.org.au
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"We love the way nature and urban bump up against each other here."

Melanie and Remo, 30 years in Bondi

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"It's a diverse and caring community. We work together on big issues. There's a huge care factor when you love your space."

Jane, lifetime Bondi resident

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What we did: Promotion of Council Services



Moving Out? Spring Cleaning?

Booking a **FREE** clean-up is easy and it's the right thing to do.

- 😊 Call **9083 8000** to book.
- 😊 Consider selling, donating or giving items away.

😞 Leaving your items on the kerbside without booking is illegal and unsafe. Fines apply.



Getting rid of it right. It's second nature.

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second
nature



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What we did: High visibility weekend patrols



DUMPING IS ILLEGAL



Placing household items outside without booking a clean-up is illegal and unsafe.

Clean-up collection services must be booked in advance by calling **9083 8000***



ridonline.epa.nsw.gov.au

*Conditions apply



THIS IS ILLEGALLY DUMPED

If you are the person responsible, remove it immediately, or face fines. Clean-up collection services must be booked in advance by calling **9083 8000**.

If you have info about this illegally dumped rubbish, help us nab the offender by reporting online at ridonline.epa.nsw.gov.au



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What we did: Collaborations



What we did: Beautification



BEFORE

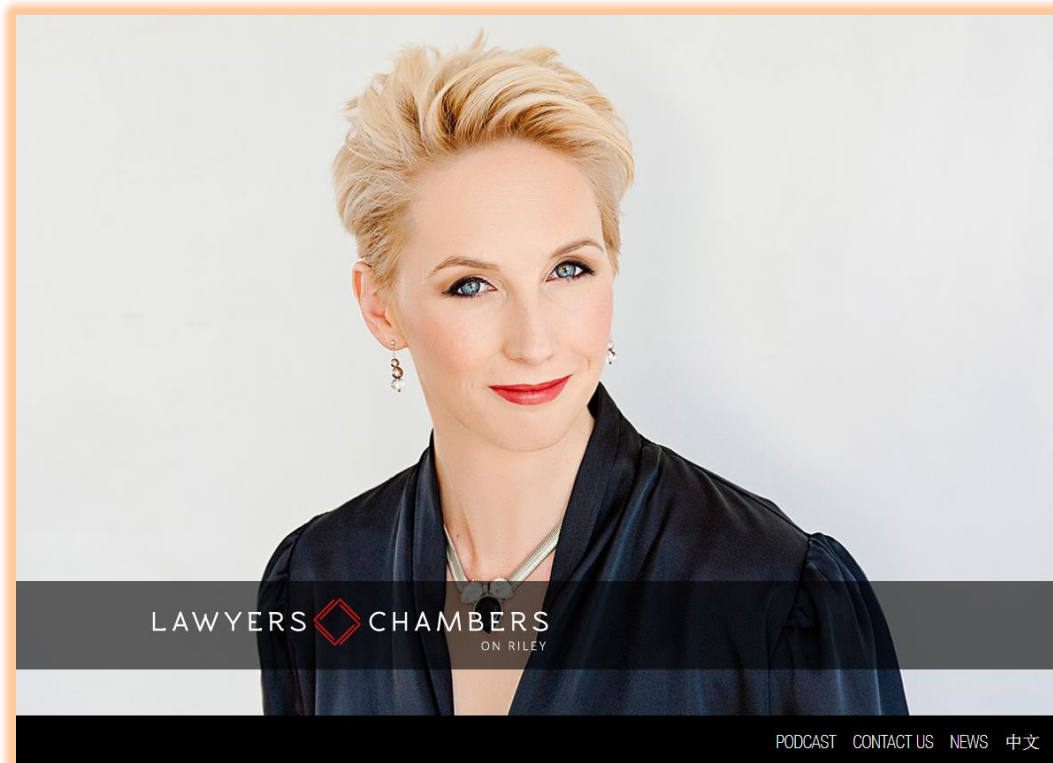


AFTER



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What we did: Engagement with strata managers



<https://www.yourstrataproperty.com.au/listen-to-podcasts/>

Outcomes



Outcomes: Raised Community Awareness

Promotion of Clean up Service

- *152% more residents use their council clean up service*
- *100% of residents surveyed knew dumping was illegal and how to dispose of household items correctly*

Internal partners

- *“My Street is Your Street” reached 95,750 people*
- *Residents requested more street gardens*
- *32% more residents felt empowered to report a dumper*
- *83% increase in public reports of dumping*

Outcomes: Established Partnerships

Long term partners

- *Engaged with 347 businesses & 36 others*
- *Property Manager Working Group continues to grow*
- *Tied in “Get Rid of it Right “campaign to Council events*

Internal partners

- *Officers received POEO Act training and shadowed RID officers*
- *Developed simple clean up notice, other resources and training*
- *Ongoing support for community gardens to deter dumping*

Section 91 Protection of the Environment Operations Act 1997 (the Act)



Waverley Council (by Delegation)



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Be sure you are a delegated "Appropriate Regulatory Authority" to issue a clean-up notice. You must have the power of s91 of POEO Act.

Be sure that you have reasonable suspicion that indicates a pollution incident has potentially occurred.

Record the circumstances by:

- taking and storing photos,
- recording notes in your field note book,
- taking and storing samples, and/or
- any other appropriate method

Admission: If the person admits the act, document this and have them acknowledge this (via signature)

Allow recipient to comment on the Clean-up Notice that you've drafted. Make any changes.

- Identify pollution incident (in Dictionary).

For dumped rubbish, this means that there must be, or that there is likely to be, land pollution as defined in the POEO Act:

- (a) that causes or is likely to cause degradation of the land, resulting in actual or potential harm to the health or safety of human beings, animals or other terrestrial life or ecosystems, or actual or potential loss or property damage, that is not trivial, or
- (b) that is of a prescribed nature, description or class or that does not comply with any standard prescribed in respect of that matter.

- State the type of clean-up action that you are directing the person to do and the day/time you expect clean-up action to be completed
- Decide on whether you will charge an administration fee. This is discretionary. It applies in cases where there are large dumps or repeat offenders.
- Give the recipient the Clean-Up Notice, and take the carbon copy to council for processing.

When an offender fails to comply with the clean-up notice, you can take enforcement action. The penalty amount is \$4000 for an individual and \$8000 for a corporation.

Outcomes: Boosting Enforcement

- ➔ 49% reduction of illegal dumping incidents at hotspot streets
- ➔ All illegal dumping incidents were recorded in RID online
- ➔ 50% increase in ranger enforcement patrols
- ➔ 12% of investigations received a clean up notice or warning
- ➔ 8 RID Squad “Project Jacobs” were delivered



Learnings



Learnings

1

Data

Data will never be perfect:
Start where you are and keep improving



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Learnings

2

Build Momentum

Collaborate with stakeholders who have shared objectives



Learnings

3

Sustain the Change

Use short and long term activities to combat illegal dumping

