

Case study: Get Rid of it Right Campaign

COUNCIL NAME

Waverley Council

WEB ADDRESS

waverley.nsw.gov.au

SIZE

9 square kilometres

POPULATION

66,812

Overview

The Get Rid of it Right project has reduced illegal dumping in five hot spots in Waverley. Through communication and education campaigns, events, strengthened by enforcement and street beautification activities, illegal dumping was reduced by 48% across the project area, exceeding program targets. Activities were targeted at: real estate agents, strata, property managers and various community sectors. Knowledge and awareness were improved on disposing unwanted items correctly, existing council waste services, and that household dumping is illegal. Community reporting a dumper online was boosted by 83%.

Background

Waverley Council is the second most densely populated LGA in Sydney and a large number of residents (81%) live in mult unit dwellings (MUDs). Most illegal dumping occurs in the higher populated tourist areas such as Bondi and Bondi Beach. Many of these residents are transient backpackers and tourists that are less invested in street cleanliness and are less aware of council services.

The Get Rid Of It Right project aimed to target both residents and short-term visitors in five priority areas in the Bondi area concentrating on illegally dumped household items on the kerbside from MUDs. In 2016/17 these areas had 786 illegal dumps reported, 15% of all reports for the LGA.

Implementation

The Get Rid of it Right project aimed to reduce illegal dumping incidents by 30% at all five hotspots after one year and to build productive and ongoing partnerships with key stakeholders such as real estate agents, executive committees, building managers, strata managers and accommodation managers, to improve awareness of clean up services and other disposal options and to reduce illegal dumping on the kerb. A pre and post project survey was undertaken to monitor success.

Work was undertaken to improve council's clean-up booking system to make it easier to use. Changes were made to how dumps were managed once identified, including the installation of signage. Surveillance and enforcement activities were increased as well as staff training. Audits were undertaken of bin bay rooms at MUDs and improvements made. The streetscape and nature strips were beautified with a community garden installed. The council raised awareness that dumping unwanted items on the kerbside is illegal, and there are consequences for dumping.

A range of original communications campaigns for physical and digital distribution were produced that integrated reuse, repair, and avoidance messaging into promotional materials, including: My Street is Your Street; Book a Clean-up; Dumping is Illegal materials (Pamphlets, bin bay posters, etc).

Ongoing partnerships were built with key stakeholder groups, both within council and with external stakeholders to improve awareness of the clean-up collection service, illegal nature of dumping and reduce incidents.

Outcome

The project resulted in a 48% reduction in the number of illegal dumping incidents across the five priority areas. The number of RID online public reports increased by 83% (146 to 267) as a result of the push to report a dumper online. An additional 32% of residents felt empowered and confident to report a dumper. Training of parking officers in RID illegal dumping procedures improved out of hours enforcement capacity, resulting in a 100% increase in rangers reporting illegal dumping via RID online.

Council increased awareness about how to report dumps by 92% and hosted workshops with strata managers that represent upwards of 200 properties to address their waste and dumping issues. Two hotspot streets undertook beautification measures by installing a community garden and planting 15 trees and removing 50 derelict bollards, resulting in 49% reduction in illegal dumping incidents.



Key Learnings

Council has committed to participating in the Sydney RID Squad Agreement for another two years to ensure it has support for enforcement patrols and education activities outside Council's regular activities. Council will offer staff training, recognition for achievements, and shadowing experiences to empower rangers in adopting the clean-up procedures.

Council continues to reinforce the message through the "My Street is your Street" campaign, highlighting the civic pride of the area. Council will also continue to promote its services, reuse alternatives, reporting a dumper through RID online and promote our community grants for beautification activities.

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This project was the 2019 winner of the Behaviour Change in Waste Award at the LGNSW Excellence in the Environment Award