

Litter Action Plan 2018 - 2022

City of Monash

A plan to prevent and manage litter and illegal dumping

Introduction

Monash Council plays a key role in reducing and preventing the incidence of litter throughout the municipality. Illegally dumped waste and litter negatively impact the over 125 parks and reserves, five shopping centres, 58 shopping strips in the City, as well as the four creeks that run through our municipality. Litter is unsightly, has a range of environmental impacts and poses safety hazards. Each year Monash spends over \$2.26 million to manage and clean up illegally dumped rubbish and litter. This is nearly two per cent of Council's overall budget. While we continue to provide core services to manage litter there are opportunities to improve the way we educate, provide infrastructure and services and enforcement to prevent litter occurring in the first place.

The Litter Action Plan 2018-22 (the Plan) provides the strategic directions and specific actions Council will undertake to reduce illegal dumping and litter for the next four years. Council has endorsed and approved the *Waste Management Strategy 2017-2027* and listed within this strategy on page 65 is Priority one action *Finalise and implement the Litter Prevention Action Plan 2017-20*.

Once endorsed, The Plan will sit within *Waste Management Strategy 2017-2027*. The Plan builds on and continues the actions of Council's *2009 Litter Prevention Strategy*. It identifies priorities and establishes an action plan, along with monitoring and evaluation tools.

Illegal dumping and litter services are provided by a range of units across Council. The plan has a multi-faceted and collaborative approach across Council and community. It is focused on Council's clean city services that include:

- > providing public bins and cigarette butt bins, including collection and disposal costs
- > street and footpath sweeping
- > cleaning up illegally dumped rubbish
- > cleaning sporting grounds, reserves and shopping centres
- > installing and maintaining litter traps at creek outlets.

The plan is structured on the best practice litter prevention model promoted by the Victorian Litter Action Alliance, which includes the three elements of education, infrastructure and enforcement.

This plan is focused on everyone – Council, the community, business and other land managers – working together to achieve a clean, safe and healthy city.

Background

Litter imposes significant costs on the community, threatens wildlife and destroys public amenities. In 2014-15 alone the City of Monash spent \$2.35 million on collecting and disposing of litter. This includes physical collection from litter bins, street sweeping, footpath sweeping, collecting dumped rubbish and cleaning of sporting grounds, reserves and shopping centres. Council has identified the following items as major sources of litter in the Monash municipality:

- General litter – resulting from leaving rubbish in public spaces, incorrect use of kerbside and trader bins (such as overflowing bins, leaving bins out and dumping beside the bins).
- Cigarette butts – In the 2015-16 financial year Monash Pride Crew collected 1,024,944 littered cigarette butts from the three Monash Pride Crew Sites of Clayton, Glen Waverley and Oakleigh.
- Illegally dumped rubbish – due to end of lease, sale of residential properties, student accommodation as well as isolation at commercial and industrial sites.
- Trader laneways and shopping precincts – overflowing and misuse of bins, inadequate space provision for bins, abandoned trolleys, illegally dumped hard waste and cigarette butt litter.

This plan was developed by:

- > Reviewing the outcomes of the 2009-2014 *Monash Litter Prevention Strategy: a Council and community plan for reducing litter in the municipality*.
- > Analysing Council data including community reports on litter and illegal dumping to confirm current priorities or identify new issues, evidence collected by cleansing staff, and regular litter and dumped rubbish audits.
- > Conducting research into state, national and international research, trends and programs that work.

Strategic Alignment

- National Waste Policy
- Victorian Waste and Resource Recovery Planning Framework
- Statewide Waste and Resource Recovery Infrastructure Plan
- Victorian Waste Education Strategy
- Council Plan 2017-2021
- Environmental Sustainability Strategy 2016-2026
- Waste Management Strategy 2017-2027

Why is litter a problem?

The impacts of litter are diverse and include:

- > Environmental such as degradation of land and waterways and harm to animal and aquatic life.
- > Amenity of public spaces as litter makes areas look unattractive and uncared for and may impact on the way people feel about the spaces.
- > Resource loss where items that could be recycled are littered and stay in the environment sometimes for long periods of time.
- > Hazards to human health.
- > Blocked drains that can result in unnecessary flooding.

- > Using funding that could be provided to other services.

Research shows:

- > Litter attracts litter.
- > Clean areas stay clean.
- > Littered areas, especially combined with poorly maintained infrastructure such as seating and garden beds and graffiti, tend to make people feel unsafe and reluctant to use public spaces.
- > Building a shared culture of responsibility for our public spaces where littering and rubbish dumping is unacceptable helps achieve clean areas.
- > It is important to ensure everyone knows why littering and rubbish dumping is wrong and what the consequences are, such as fines and prosecution.
- > It is important to ensure that everyone knows about the correct ways to dispose of unwanted items, particularly unwanted household belongings.
- > Creating a sense of surveillance where people believe they may be detected deters litterers and dumpers.
- > Creating an understanding that dumping will be investigated and enforced and promoting this deters litterers and dumpers.

Showing people how they can take action, like reporting dumping to council or littering from vehicles to EPA, contributes to building a shared culture of responsibility. (Source – Victorian Litter Action Alliance)

Why people litter

- > Unaware - Littering is not always a deliberate act, and may result from uncertainty as to who is responsible for disposal, or just viewing their littering as an inconsequential thing to do. For instance, householders and businesses may dump at the front of their property, thinking it is the council's responsibility to clean it up.
- > Careless - Some people litter because it is too much trouble for them to do otherwise, or litter is something they simply don't think about.
- > Convenience is often the driving factor here, hence well located and designed disposal units and bins have a good chance of improving behaviours.
- > Premeditated - Individuals may be well aware that littering and dumping are illegal, but find it more convenient (and cheaper if not caught) to find a hidden dumping spot, or simply dispose of smaller litter items irresponsibly. Here, the thinking is that they are unlikely to be caught or shamed. Enforcement and education play a primary role in improving these behaviours.

Taking a different approach to typifying litterers, the NSW EPA has identified five types of people:

- > **Non litterers** - These are environmentally conscious, don't litter and usually pick up others' litter.
- > **Inconvenients** - For them it's too hard, too much trouble, someone else's problem really.
- > **Ignorants** - These people are simply unaware of a link between the environment and their littering.
- > **Wilful arrogants** - Those who work out their own rules, e.g. "It's OK to litter in urban areas, but not in the bush".
- > **Anti-establishments** - They make a statement by littering purposefully.

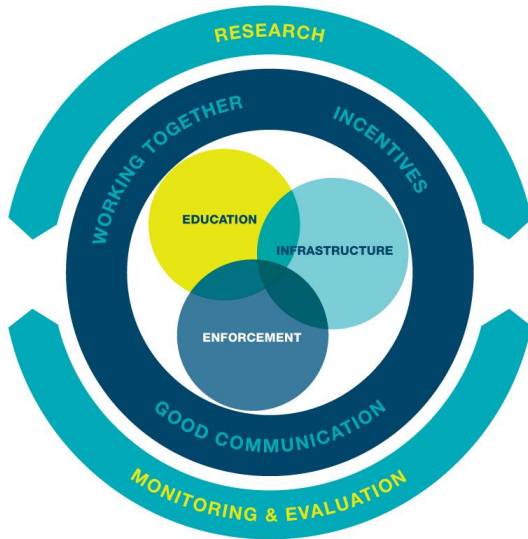
(Source – Victorian Litter Action Alliance)

Best practice litter prevention

VLAA promotes the best practice litter prevention model (Figure 1) where programs must include the three key elements of:

- > education - to let people know how to do the right thing
- > infrastructure - to provide people with the tools to do the right thing
- > enforcement - to provide consequences when the other measures fail

These three key elements must be supported by comprehensive communication, collaboration and incentives to encourage and reward people. To ensure maximum effectiveness, a program needs to be based on evidence and research and a monitoring and evaluation plan needs to be developed at the inception of any program.



OUR ACTION PLAN

The table identifies the action plan for the next five years.

Sustainable Monash will play a coordinating role, to ensure the actions are implemented and monitored.

No.	Action and element (Education, Infrastructure and Services or Enforcement, or Monitoring)	Time Frame	Stakeholders	Performance Indicators	Responsibility	Internal/External budget
1	Annual review and report on Litter Action Plan (Monitoring)	Annually	All involved departments	Litter Action Plan report to be issued annually.	Sustainable Monash Litter Enforcement Officer	Internal
2	Employ a litter prevention enforcement officer, initially for 12 months (Enforcement)	Trial for 12 months	Sustainable Monash	Review and audit position quarterly alongside Community Laws and Sustainable Monash	Sustainable Monash Community Laws	Internal/Budget bid for new position
3	Develop a cross-council enforcement plan that includes investigations, education, warnings and notices, fines and prosecution (Education, Infrastructure and Enforcement)	Trial for 12 months	Sustainable Monash	Review and audit position as well as plan regularly alongside the Litter Taskforce and Sustainable Monash	Litter Enforcement Officer	Internal
4	Build enforcement skills across Council units (Enforcement)	Ongoing	Sustainable Monash, Community Amenity, Community Development	Training to be undertaken within Community Laws in relation to this position. Review and audit position and plan regularly alongside the Litter Taskforce and Sustainable Monash.	Litter Enforcement Officer Community Laws	Internal
5	Implement the enforcement plan in conjunction with Monash Pride Crew, Sustainable Monash, Community Amenity (Enforcement)	Ongoing	Sustainable Monash Community Laws	Review and audit position and plan regularly alongside Sustainable Monash and Community Amenity	Litter Enforcement Officer Sustainable Monash	Internal

					Community Amenity	
6	Re-establish 'Litter Prevention Task Force for implementation of Litter Prevention Action Plan. Communications team to be updated on outcomes but not required at meetings. A representative from selected stakeholder departments required at all meetings. (Monitoring and communication)	Monthly to establish and move to quarterly	Sustainable Monash, Community Amenity, Community Strengthening, Monash Pride Crew, Customer Service, Planning Compliance	Meet with requested departments invited to join the Task Force - quarterly meetings to be held. Taskforce to comment on enforcement plan and make final decision on the enforcement plan.	Sustainable Monash Litter Enforcement Officer Waste Services Community Amenity	Internal
7	Meet with Communications Department to review the communications strategy to promote <i>Don't trash Monash</i> through social media, print media, the website and on-hold messages. Include clear signage on public place litter and recycling bins (Education) "no advertising mail stickers"	Immediate	Sustainable Monash, Communications	Organise meeting with Communications in relation to the original communications plan for the Don't Trash Monash education campaign – Community Development, Sport and Recreation, Sustainable Monash, Community Amenity, Horticulture, Positive Ageing Community and Customer Service.	Litter Enforcement Officer Sustainable Monash Communications	Internal/External
8	Work with VLAA, SV, MWRRG and EPA and implement any state wide programs or campaigns (Education and Enforcement)	Ongoing	Sustainable Monash Community Amenity	Attendance at the Litter Enforcement Officer Network meetings. Discussions regularly with the EPA and other government bodies in relation to legislation, training and opportunities for growth.	Litter Enforcement Officer	Internal
9	Continue to undertake inspections of taped illegally dumped rubbish across the municipality. Monitor and review location and quantity of litter including bill posters. (Monitoring)	2019	Sustainable Monash	Identify Litter and illegally dumped waste hot spots	Litter Enforcement Officer	External

10	Allocate necessary training to customer service in relation to waste minimisation, reporting in relation to illegally dumped waste complaints and collection timeframes in relation to illegally dumped waste. (Education)	Ongoing	Sustainable Monash Customer Service	Customer service appointed staff member to join the litter taskforce and ascertain whether further training is required to be implemented, where applicable.	Litter Enforcement Officer Customer Service	Internal
11	Conduct targeted litter campaigns (such as cigarette butt litter, balloons, plastics, etc.) (Education and monitoring)	2019	Sustainable Monash Monash Pride Crew	Begin with soft education using the MS No Butts suits and Monash Pride Crew Review. Audit if necessary report and evaluate with the Litter Prevention Taskforce	Monash Pride Crew Litter Enforcement Officer	Internal
12	Provide education to schools, kindergartens, community groups, sports clubs and residents on waste reduction, recycling and litter	Ongoing	Sustainable Monash	Number of education incursions and sessions delivered each year	Sustainable Monash	Internal
13	Charity bin audit & Visy bin audits (Monitoring)	2019	Sustainable Monash	Immediate review & evaluate with Sustainable Monash	Litter Enforcement Officer Sustainable Monash	Internal
14	Continue the Monash Pride Crew clean up, infrastructure maintenance and education activities to reduce and prevent litter and dumping (Education and Infrastructure and Services)	Ongoing	Monash Pride Crew	Follow Hour of Power plan – multiple department approach to reducing litter and beautification of area.	Monash Pride Crew	Internal
15	Regular articles in Council’s Bulletin resident newsletter (Education)	Yearly	Sustainable Monash	Data from review of litter and illegally dumped waste hot spots	Sustainable Monash Communications	Internal
16	Laneway blitz at Huntingdale, Glen Waverley, Clayton, Oakleigh and Pinewood. Continue educating traders to use infrastructure and services correctly including:	2019 quarterly	Sustainable Monash Community Amenity	Review and audit site, undertake walk through	Litter Enforcement Officer	Internal

	<ul style="list-style-type: none"> cardboard recycling cages correctly storing materials and crates bin storage free recyclables drop-off at the Transfer Station butt litter at business parks charity and recycle clothing bins availability of trader recycling collection service (fee) (Education and Infrastructure and Services)		Waste Services			
17	Investigate a program to identify and support community champions to promote a culture rejecting litter among their neighbours/traders (Education)	Yearly	Sustainable Monash Community Amenity and Communications	Email to all departments who review sites in the community for nominations and then assess, monitor and investigate the nominations. Highlight the winner in the Leader Newspaper and the Bulletin.	Litter Enforcement Officer	Internal
18	Promote any current education/call to action programs running in Victoria by other organisations, for example EPA litter reporting, TrolleyTracker as well as programs such as the War on Waste (Education)	2019	Sustainable Monash and Communications	In conjunction with community champion's nomination and any promotion dates.	Litter Enforcement Officer	Internal
19	Continue street sweeping and cleansing programs (Infrastructure and Services)	Ongoing	Sustainable Monash	Review under the Waste Strategy	Sustainable Monash	Internal
20	Work with real estate agents, DHHS and university/TAFE accommodation services to reduce public housing dumping and students vacating properties dumping of unwanted goods (Education and Enforcement)	Bi annually	Sustainable Monash Community Amenity	Coordinate meetings with Monash University and DHHS to organise and educate them on regular points of action in relation to hard waste disposal for students. Education campaigns in relation to what is available for students and public housing occupants.	Sustainable Monash Community Amenity	Internal
21	Work with VicTrack and Metro Trains to reduce dumping on their land (Education and Infrastructure and Services and Enforcement)	Yearly	Sustainable Monash	Organise discussions with VicTrack and Metro Trains in relation to litter and illegal dumping issues within their properties.	Sustainable Monash Community Amenity	Internal

22	Educate sporting clubs about Council's hard waste and other disposal and recycling services as well as litter related issues at reserves and sporting clubs (Education)	Bi annually	Sustainable Monash	Organise twice a year workshops to coincide with the changeover of sporting clubs to give out information on waste management, litter and annual hard waste collections.	Sustainable Monash Waste Services Community Amenity, Active Monash	Internal
23	Meet with drainage team in relation to the gross pollution traps (Are they sufficient and how often are they maintained and replaced) (Infrastructure)	2019	Engineering Drainage Sustainable Monash	Organise discussions with drainage engineers in relation to the whether the amount we have is sufficient or do we need to implementation new or improved litter traps.	Sustainable Monash Engineering	Internal
24	Monitor and report on the number of enforcement notices and fines (Monitoring)	2019	Sustainable Monash Community Amenity	Reporting to take place monthly in the first six months. After first six reports, decision to be made on timing of reports. Reports to include education campaign roll outs, blitzes, locations, illegally dumped waste locations, etc all to be measured and included in the dump in data program/spreadsheet.	Litter Enforcement Officer	Internal
25	Building sites litter (Monitoring)	2019	Asset Protection Sustainable Monash	Meetings with Asset Protection in relation to any litter/waste related issues at registered and non-registered building sites.	Sustainable Monash Asset Protection	Internal
26	Investigate updating location based surveillance cameras for dumping hot spots	2019-2022	Litter Enforcement Officer	Research best practice technology used in other municipalities in conjunction with Community Laws and seek grant opportunities or prepare business case	Litter Enforcement Officer	External

Links and Resources

City of Monash Waste Management Strategy 2017-2027

City of Monash Local Law No 3 – Community Amenity

City of Monash Environment Sustainability Strategy 2016-2026

Environment Protection Act 2017 - No. 51 of 2017

Sustainability Victoria Statewide Waste and Resource Recovery Infrastructure Plan Victoria 2018

Metropolitan Waste and Resource Recovery Implementation Plan 2016