

Stop Litter in the Bay

What was the problem?

Cabarita Park is one of the City of Canada Bay's showpiece parks. Located on the Parramatta River at Cabarita, the 10-hectare park has state and national heritage significance.

The park is used regularly by local residents and groups/persons traveling from out of the area to picnic in the park, with litter often being left behind.

The Local Litter Check revealed the most dominant types of litter in the park were cigarette butts, hot coal beads and ash residue.



Hot coal beads disposed of under park tap



Relocation of hot coal bin to more accessible location with appropriate signage

What did we do?

- With assistance from the NSW EPA Litter Prevention grant program, we undertook a litter prevention project at Cabarita Park. Hot coal beads and cigarette butts were targeted through the installation of new garbage bins, ashtray bins, and through the relocation of a hot coal bin. We also installed multi-lingual signage and ran an education campaign on how to dispose of hot coal beads and cigarette butts correctly.
- Educational and innovative chalk art was installed in key locations highlighting litter messages in the park and along the bay.
- We formed partnerships and ran workshops with local schools to deliver take home litter messages for residents. We also engaged students through an educational mosaic art class for the park. Friends of Cabarita Park, the resident action group, were engaged to do onsite surveying and community promotion, and 'Take 3' (litter prevention community group) delivered an engaging session with the broader community about litter.
- Rangers patrolled Cabarita Park on weekends and engaged with users about litter and the penalties.

Project features

Approaches used

- ✓ Cleaning and clean-ups
- ✓ Improved infrastructure
- ✓ Education and awareness
- ✓ Enforcement
- ✓ Community involvement

Project details

Project length and timing

September 2013 to July 2014

Cost

\$42 020 plus project management

How was effectiveness/results evaluated

Evaluated by comparing the baseline Local Litter Check audit to the project completion final audit and onsite surveying comparisons

What was the result?

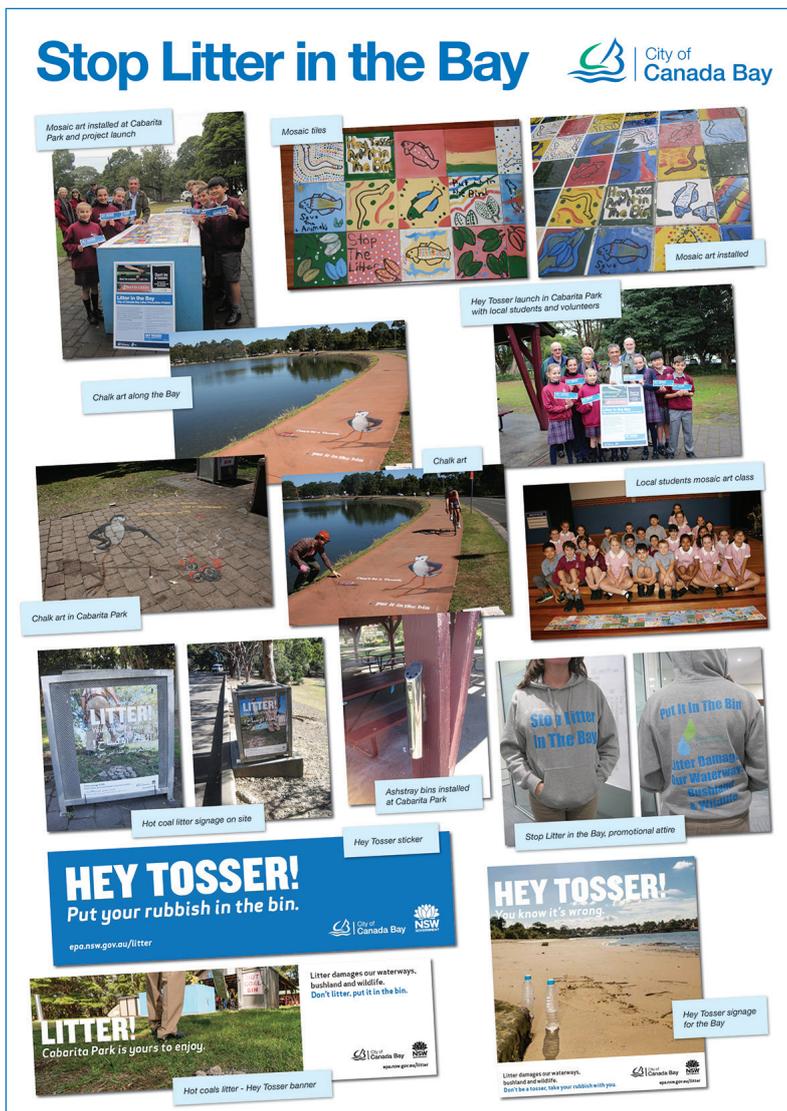
- Improved park amenity was measured by a 67% reduction of litter in the audit area
- Cigarette butts made up 32% of the total number of litter items recorded in the baseline audit. After project implementation the final audit number had reduced to 30% of total items
- Baseline audit data observed hot coal beads in four locations. The final audit revealed a 100% reduction with no residue or discarded beads in the audit area
- Onsite awareness increased by 55%, exceeding the initial objective of 20%. Results indicate that the project was successful due to the combination of onsite law enforcement, targeted litter signage and increased access to infrastructure

What did we learn?

- Park usage is seasonal, so it is important to be sure that baseline audit conditions match final audit conditions.
- A variety of engagement activities are effective in addressing litter.

Legacy

- Ongoing site education through artwork, signage and partnerships
- Increased amenity through infrastructure improvements
- 2014 Winner of Keep NSW Beautiful Litter Reduction 'Hey Tosser' Award



Locally tailored litter campaign material



Locally tailored litter campaign material

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