

## Marayong Shopping Precinct Litter Check

### What was the problem?

A baseline Local Litter Check identified graffiti, cigarette butts and chewing gum as the main forms of litter at Marayong shopping precinct. The project aim was to reduce litter through increased community and business pride by creating a sense of ownership of the precinct.



*Vandalised old bin*



*Larger, vermin and fire proof bin with butt bin*

### What did we do?

With assistance from the NSW EPA's Litter Prevention grant program, we undertook a litter prevention project at Marayong shopping precinct that:

- asked local businesses to be part of Council's business pride project. They agreed to maintain their shop fronts, remove any graffiti and to report new incidents of graffiti and vandalism to Council
- initiated a trial cleaning service for gum removal at the precinct
- replaced all old bins with new larger bins that displayed 'Hey Tosser' posters and included an external cigarette butt bin
- created 'Hey Tosser' chalk art for both education and community engagement purposes
- completed post-project engagement with community and businesses, distributed keep-cup and coffee giveaways
- surveyed commuters who use the precinct as a thoroughfare
- created and displayed a pull-up banner in the precinct to educate the community on key issues associated with cigarette butt litter.

### Project features

#### Approaches used

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

### Project details

#### Project length and timing

April to July 2014

#### Cost

\$25 000 plus project management

#### How was effectiveness/results evaluated

Pre- and post-Local Litter Checks and post-project user surveys

#### What was the result?

- Overall total decrease in baseline litter rates by 78%
- Baseline gum litter rates reduced by 91%
- Baseline butt litter rates reduced by 28%
- 88% of local businesses agreed to be part of Council's business pride initiative
- No incidences of graffiti and vandalism reported
- 67% of people surveyed at the post-project engagement said that the 'Hey Tosser' posters had influenced their littering behaviour
- 63% of people surveyed at the post-project engagement said that the chalk art messages had influenced their littering behaviour



*New bins installed*

## What did we learn?

- Targeted litter engagement and services that provide efficient bin maintenance are an effective way to create awareness in the community
- Getting local businesses on board is a great initiative and creates a sense of ownership and pride in the area
- Consulting other organisations in the surrounding area helps create more awareness and encourages them to get involved.



Post-project community engagement event

## Legacy

The chalk-art, new infrastructure and additional cleaning services were well received by the community and local businesses who are taking more pride and ownership of the precinct.



'Hey Tossler' chalk art



Unique chalk-art pieces created at Marayong Shopping Precinct

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