

Case study: Unwrapping our future Waverley Council



Bins installed at Roscoe Street Mall, Bondi Beach

Waverley Council aimed to reduce litter from takeaway food packaging.

Waverley Council unwraps a litter-free future

Waverley Council aimed to tackle take-away food packaging and beverage containers through engagement with various stakeholders and businesses.

What was the problem?

At the litter hotspots selected between the transport interchanges of Bondi Junction and Bronte Beach, Local Litter Checks identified cigarette butts, takeaway food packaging and beverage containers were the main litter items identified.

Council identified a series of key behaviour change challenges to address. These included people littering while in transit, not willing to walk to the nearest bin available and being more likely to litter if the bin area looked dirty, unwatched and not maintained.



Bin installed at Bronte Beach bus stop

What did we do?

In a bid to reduce the litter problem, Waverley Council

- installed new infrastructure including bin enclosures, *Don't be a Tosser!* aluminium bin wraps, bin signage and Enviropoles for cigarette disposal at all hotspot litter bins
- undertook ranger training and weekly patrols by rangers at hotspot sites for a six-week hard enforcement blitz in April – May 2019
- utilised litter awareness communications including *Don't be a Tosser!*, posters and videos through social media.

Local Litter Check

The EPA's easy-to-use Local Litter Check is a free online tool to help understand your local litter problem. Details can be found on the EPA website.

What did we achieve?

- An 88% reduction in takeaway packaging litter items (99% reduction by volume)
- An 89% reduction in cigarette butt litter items (98% reduction by volume)
- Overall, an 84% reduction in litter items (99% total reduction by volume)
- Engagement with 70 Bondi businesses through the Plastic Free Bondi program, and eight Bronte businesses through Plastic Free Bronte.
- Community groups in Bondi and Bronte have become incorporated groups which ensures longevity of the Plastic Free program.
- Overall improvement in compliance and education, with litter patrols and enforcement conducted by council rangers. Eleven Fines issued from July 2018.

How was the project evaluated?

- There was a reduction in litter at the sites.
- Measures are supported by the EPA.
- Resources and project learnings have been developed for use by other councils.
- Results were independently evaluated by consultants.

What is the project's legacy?

The project highlights key elements of success for litter prevention, including community-led engagement and ranger empowerment. The project has been a learning experience for Council in that it highlighted the advantages of working in partnership with community groups to create a plastic-free culture and reduce single plastics from entering our environment as litter. It also empowered council rangers to take pride in their role, following examples of model rangers from other councils. Through these measures, along with having appropriate infrastructure, clean places, and broad scale engagement about litter, Council was able to reduce litter related to takeaway food and drink packaging and containers at litter hotspots.

The interventions, including permanent infrastructure, ongoing monitoring, cleaning, improved signage, ranger patrols and litter prevention communications have been incorporated into Council's planning documents for broad scale delivery across the LGA. Additionally, the business engagement program will continue through the good work of the community groups Plastic Free Bondi and Plastic Free Bronte, utilising the established business tool kit to continue assisting businesses in their single use plastic reduction journey.



Bench and Cigarette Butt bins installed in Bondi Junction.

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