

Case study
Jan to May
2017



Photography: Randwick's former mayor, Noel D'Souza, and a local lifeguard promote the campaign; Randwick City Council

Randwick Hey Tossler! beach litter campaign

Randwick City Council's campaign aimed to change litter behaviour by increasing awareness about its impacts on coastal and marine environments. Council staff carried out site clean-ups, including high-pressure cleaning and painting tables, and installed 20 new bins. At Maroubra Foreshore Park, litter decreased by 50%.

What was the problem?

The community is concerned about littering hotspots at beaches and car parks at Coogee and Maroubra, surveys show, where more than 10,000 people visit on weekends. A common problem was picnickers abandoning or 'walking away' from their litter.

Cigarette butts, drink containers, takeaway containers and plastics were high priority litter types.

Beach visitors saw Hey Tosser! campaign messages many times before reaching the sand.



New bin wrapping at Coogee beach.



Cut-out litter signs at Coogee beach.

What did we do?

With new signage, we used passive engagement to inform the target audience.

- We installed 'Hey Tosser!' signage on promenades, bin surrounds, hand railings and in car parks.
- We used litter fact signs along the beach promenade and coastal walkways. At entry and exit points, custom cut-out signs placed on the sand prompted beach visitors to put their rubbish in the bin.
- We also used roadside advertising and local media to promote the program.

Education officers also actively engaged beach visitors, asking them face to face to pledge to bin their rubbish.

At University of New South Wales (UNSW) Orientation Week, education officers promoted Hey Tosser! by talking to students about litter's environmental impact. Installing a photo booth with Hey Tosser! props, they asked students to pledge to put their rubbish in the bin, and post their photos on social media.

Regional Illegal Dumping (RID) Program officers and council rangers spoke to motorists in beach car parks about littering penalties and the 'Report to EPA' app, and handed out Hey Tosser! bumper stickers.

Council staff also carried out site clean-ups, including high-pressure cleaning and painting tables, and installed 20 new bins.

What did we achieve?

- At Maroubra Foreshore Park, litter decreased by 50%, but other sites showed no change or a slight increase.
- More than 4,300 beach visitors pledged to put their rubbish in the bin, well above the initial target of 2,000.
- The clean-up event drew 145 people, ranging from 4 to 74 years of age.
- We collected 301 kg of rubbish (195 kg of waste, 106 kg of recycling), including 7,681 cigarette butts.
- At UNSW Orientation Week, students made 170 paper pledges and 120 Instagram pledges over three days, and our officers held 290 conversations with students.

How we evaluated our program

- We used litter counts and photos taken at the start and end of each shift.
- We recorded beach visitors' pledges each weekend.
- All staff gathered qualitative data, including RID squad officers and council rangers and operational staff.

Randwick's campaign had four pillars:

1. infrastructure
2. education and community engagement
3. enforcement
4. evaluation and monitoring

Cost

**Grant:
\$125,000**

**In-kind:
\$29,000**

**Total cost:
\$154,000**

What did we learn?

We received positive community feedback for having council staff talk about litter, rather than issue fines. Council rangers enjoyed this positive community engagement.

Council rangers had 'authority' as educators and as officials who could issue fines, but members of the public were often hesitant to engage rangers in uniform. In future, having council rangers wear Hey Tosser! branded t-shirts might address this hesitation.

Collaboration across council's departments contributed to the campaign's success.

People recognise the Hey Tosser! brand and are aware of litter's environmental impact. A campaign launch, featuring a Seaside Scavenge event, could help to raise awareness further.

Legacy

'Hey Tosser!' litter prevention messages spread beyond the boundaries of Randwick City Council.

Because we used a wide variety of media, beach visitors saw 'Hey Tosser!' campaign messages many times before they reached the sand.

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