

Case study
June 2016 -
June 2017



New bins and signs around Norwest Lake have helped reduce litter by up to 98%

Clean-up of Norwest Lake and surrounding areas is now part of an ongoing maintenance schedule.

Clear reflection

The Hills Shire Council worked with business manager, Mulpha Norwest Pty Ltd., to clean up litter daily around Norwest Lake. We reduced the volume of rubbish by 98% and 83% in two heavily-littered areas.

What was the problem?

- Norwest Lake is in Norwest Business Park, Baulkham Hills. The area is used by builders, hospital visitors, and people from surrounding industrial and commercial areas having lunch.
- There was litter in and around the lake, and on the green space and eating areas adjacent to Norwest Marketown.
- Large amounts of litter accumulated on two sites:
 - near the road verge parallel to the lake, where litter was caught in large rocks
 - outside the eating area, where litter built up on the ground and park furniture. (Existing bins in this area were not large enough or appropriately placed).



Littered beer bottles in Norwest Lake

Cost

Grant:
\$65,000

In-kind:
\$65,000

Total cost:
\$130,000

- The litter collected at both sites was quite similar. It included cigarette butts, food packaging, paper, cardboard and plastic cups. Numerous glass bottles littered the road verge.

What did we do?

The Clear Reflection project aimed to reduce litter by 50% in both areas, by installing new infrastructure and signage, and through education and enforcement.

- The Hill Shire Council worked in partnership with business park manager, Mulpha Norwest, to manage litter in and around the lake. This partnership enabled us to install new infrastructure and carry out law enforcement patrols. Mulpha Norwest was responsible for ongoing litter management.
- We installed 12 new bins with signage around Norwest Lake.
- We installed three 'Hey Tosser!' banners on the lake's perimeter fence.
- We engaged local food businesses around the lake to display Hey Tosser! posters in their shop windows.
- We increased regular ranger patrols around the lake.
- We promoted the Report to EPA app and portal for littering from vehicles to visitors and residents.



Hey Tosser! banners around the perimeter of Norwest Lake promoted litter enforcement



'Put it in the bin':
New bins and signs
around Norwest Lake

What did we achieve?

- The project achieved an average reduction in litter volume of 90% around the lake.
- During daily clean-ups around the lake, Mulpha Norwest observed less litter in the area, and some bins only required servicing once every two days.
- The project helped enhance partnerships with various stakeholders including Mulpha Norwest, local businesses and Transport for NSW.
- Mulpha Norwest now cleans up daily around the area, fortnightly in the banks and shallows of the lake, and yearly on the lake by boat.

How we evaluated our project

- We conducted Local Litter Checks at the beginning and end of the project once bins and signs had been installed.

- Mulpha Norwest also conducted visual audits.
- The evaluation was carried out by the council's Resource Recovery Team.



Car magnets placed on council vehicles promoted Report to EPA

What did we learn?

- All the project's stakeholders were managing competing deadlines. It is important at the project's outset to define clear tasks and outcomes that each party will be responsible for.
- Be aware of the quality of materials for display and how they will be installed. For example, bin signage must withstand all types of weather.

Legacy

Our partnership with business park managers Mulpha Norwest is stronger. The new bins have remained in place, and the clean-up of the lake and surrounding areas is part of an ongoing maintenance schedule.

Photos: The Hills Shire Council

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