

Case study: MACROC litter reduction campaign



Pearlwood St, Campbelltown was among the areas targeted by the litter reduction campaign.

Clean building sites were most likely to be kept clean and to manage litter effectively.

Building a clean region

Litter blown from building sites and dropped from vehicles was targeted by the Macarthur Strategic Waste Alliance. A combination of new signage, consultation and enforcement led to an average 88% reduction of litter volume across three project sites.

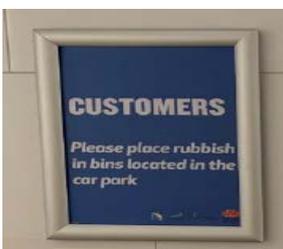
What was the problem?

- A large volume of containers, particularly take-away containers and coffee cups were dropped from vehicles in the Macarthur region.
- These litter items were also being blown from building sites in suburban and residential roads.

What did we do?

The Macarthur Strategic Waste Alliance campaign:

- identified specific building site areas and sections of roads for maximum effort and focus for each participating council



Signs at Willowdale Shopping Centre reminding customers to put litter in car park bins.

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.

- engaged with key managers/owners of building companies and educated them on the environmental and legal requirements to control building site litter
- partnered with local businesses and installed signs in McDonalds drive-thru and shopping centre bathrooms and foyers
- collected baseline litter volume data before and after interventions to determine changes in litter volume and count.



Signs urging motorists to report littering from vehicles to the EPA.

What did we achieve?

The campaign achieved an average reduction of litter count by 58% and a reduction of litter volume by 80% outside building sites.

Table 1: Litter volume reduction by count and volume for three sites

Project Site	Reduction in litter count	Reduction in litter volume
Aqueduct Street	67%	88%
Sawsedge Avenue	85%	95%
King Street	22%	57%
Average overall regionally	58%	80%

How was the project evaluated?

- Results were captured through a series of True or False questions via the NSW Environment Protection Authority's (EPA) *Local Litter Check* forms.
- The data was evaluated by the Strategic Waste Alliance Regional Coordinator and contracted consultants.

What did we learn?

- Clean sites are more likely to be kept clean and manage their waste and litter effectively. Promote a 'clean site' policy.



A building site in the region.

Project legacy

A combination of signage, education, enforcement and best practice building sites will enforce the anti-littering message.

MACROC was an advocacy body for three Macarthur region councils: Camden, Campbelltown City and Wollondilly Shire.

- Where practical, local authorities should ensure footpaths and verges are well-kept to help promote a clean environment.
- Site managers should be educated on the importance of a clean site and encouraged to plan cleaning regimes. This could be in construction, clear site; lay slab; frame; roof; walls and ceiling stages, then other trades.
- Sites should have bins and/or skips onsite during construction. This could be in the form of a canvas skip that can be moved when not in use.
- The threat of fines issued if development application conditions (e.g. bins and/or skips onsite during construction) were not adhered to, resulted in significant behaviour change.

What is the project's legacy?

- Installed permanent anti-littering signage.
- Build on the project by setting up an education partnership platform with companies where likely litterers purchase their items.
- Ensure builders and other trades know that local authorities are focusing on litter escaping from building sites. This will help raise further awareness in the community and build compliance.
- Building sites with conforming litter management, including sediment traps, bins and skips will send a message about expected standards to new building projects in the area.

Photos

Knowwaste Pty Ltd

NSW Environment Protection Authority

Email: info@epa.nsw.gov.au

Website: www.epa.nsw.gov.au

ISBN 978 1 922260 84 0 | EPA 2019P1767

July 2019

The EPA [disclaimer](#) and [copyright](#) information is available on the EPA website.