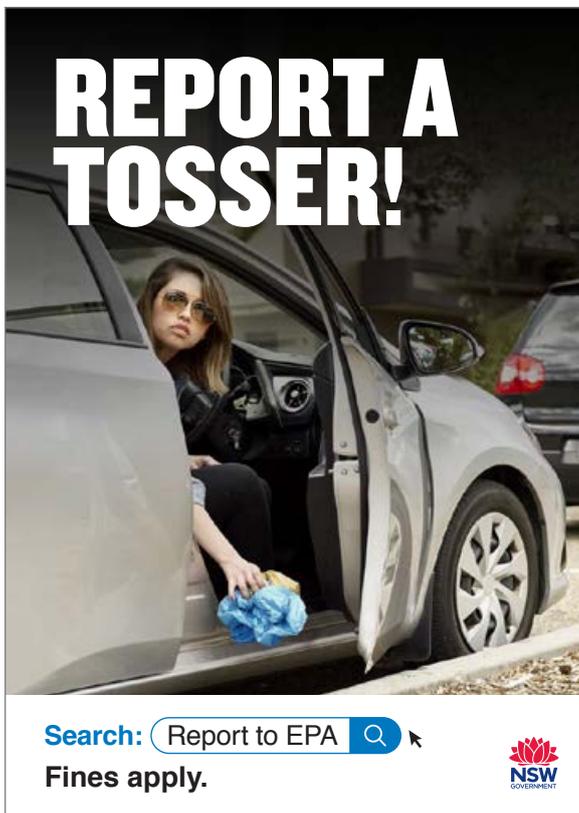


# REPORT A TOSSER!

## Communication Toolkit

We need NSW Government staff to help us stamp out litter.

This toolkit provides the materials for NSW Government departments and agencies to run internal communication campaigns to encourage staff to sign up and report littering from vehicles.



### Tools and information

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## Introduction

**NSW Government departments and agencies, and particularly NSW public servants, are uniquely positioned to help reduce littering in NSW. Many agency staff spend long hours on the road and observe littering from vehicles while they are at work.**

This toolkit includes a range of materials to help your agency staff to sign up to [Report to EPA](#) and report littering from vehicles, as part of the state-wide *Don't be a Tosser!* advertising education and enforcement campaign.

Education and awareness, combined with targeted enforcement, are key to reducing and changing littering behaviour. We encourage NSW public servants, especially from your agency, to be on the lookout for littering from vehicles and to register and report littering from vehicles.

The evidence shows that a combined approach of education, enforcement and better infrastructure, in projects across the State, is beginning to make a real difference. From 2013 to 2019, NSW reduced its litter volume by 35% and littered items by 23%. We are well on the way to meeting the Premier's Priority to reduce litter volume [by 40% by June 2020](#).



**25,000** TONNES  
OF LITTER IS TOSSED  
IN NSW EACH YEAR



**\$180m+** IS SPENT  
ON CLEANING UP LITTER  
IN NSW EACH YEAR



NSW GOVERNMENT  
COMMITTED TO CUT THE  
VOLUME OF LITTER IN  
NSW BY **40%** BY 2020

**The aims of this toolkit are to help NSW Government departments and agencies deliver internal litter education and enforcement campaigns that:**

- increase awareness among all staff across the public sector that they, like all members of the public, can report littering from a vehicle and that fines can be issued from those reports
- encourage staff across the public sector to register and report littering from vehicles and be on the lookout for littering from vehicles
- achieve long-term behaviour change so that people do not litter from vehicles
- create the social norm that littering is wrong
- increase the self-perception of litterers that they will be seen and fined.

## Why your agency and staff should get involved

By encouraging agency staff to sign up to [Report to EPA](#) and report littering from vehicles, as part of the state-wide *Don't be a Tosser!* advertising education and enforcement campaign, your agency will:

- play a part in the whole-of-government effort to report littering from vehicles and help meet the Premier's Priority to reduce litter volume by 40% by June 2020
- help contribute to a cleaner NSW
- empower your agency staff to take action to change littering behaviour
- contribute to reducing costs associated with the clean-up of litter.

The NSW Government schedules and delivers state-wide *Don't be a Tosser!* public advertising education campaigns throughout the calendar year.

**The next major advertising campaign will be the Autumn burst from 1 to 30 May 2020.**

**All NSW Government departments and agencies are encouraged to use this toolkit to promote 'Report to EPA' to coincide with public advertising campaigns, especially the Autumn burst from 1 to 30 May 2020.**

Coordinating the timing of the public advertising and your internal agency-led 'Report to EPA' campaign will reinforce and extend the reach and effectiveness of both – and help ensure the Premier's Priority to reduce litter volume by 40% by June 2020 is achieved.

## What happens after a report is submitted to the EPA?

The EPA first checks the registration and car model reported with the Roads and Maritime Service's vehicle registration database. If information about registration, car make and description do not match, then the report is not taken further. The EPA then checks the other information provided before issuing any fine.

As with any fine, the person fined may challenge the penalty and ask that the matter be heard in court. The 'presumption of innocence' applies. It is up to the EPA to prove beyond reasonable doubt that the offence occurred. If a fine is challenged, the EPA will contact the litter reporter to discuss their report. The reporter's personal information, including name, is not provided to the person fined, unless the matter is actually heard in court and the litter reporter is required as a witness. Most fines that are challenged are resolved before court proceedings. The rate of fines that are challenged is 2–3%, which has not increased since February 2015, when the EPA switched from issuing fines only on the basis of reports from 'authorised officers'.

Litter reporters must agree to the EPA Terms and Conditions and make a declaration that the information that they have provided is true and correct and that they are prepared to go to court if necessary. It is an offence under the Crimes Act to provide false or misleading information. More information on the fines process can be downloaded from the [NSW EPA Litter Library](#). See [page 13](#) for more details.

## Tools and materials to help

This toolkit has been designed to make it easy for your agency to run internal litter education campaigns to encourage staff to **Report to EPA** by giving you the tools and materials you need.

The toolkit provides materials to maximise staff participation. The tools can either be copied immediately from this document or downloaded from the [NSW EPA Litter Library](#) (see [page 16](#)).

How your agency can get involved	Tools provided in this toolkit to help
Send internal e-communications to all staff	<ul style="list-style-type: none"> <li>• Content for staff email, intranet and newsletter (pre-campaign).</li> <li>• Content for staff email, intranet and newsletter (at campaign commencement).</li> <li>• Images, web tiles and social media content to support emails, intranet and newsletters.</li> </ul>
Place Report to EPA collateral in fleet vehicles	<p>How to order the following ready-made items from the Department: (<a href="#">Page 10</a>)</p> <ul style="list-style-type: none"> <li>• Car window stickers</li> <li>• Report littering notebooks</li> <li>• Wallet cards</li> <li>• Car litter bags</li> </ul>
Distribute Report to EPA collateral to staff	<p>How to order the following ready-made items from the Department: (<a href="#">Page 11</a>)</p> <ul style="list-style-type: none"> <li>• Car window stickers</li> <li>• Report littering notebooks</li> <li>• Wallet cards</li> </ul>
Display posters in offices and staff rooms	<p>How to order ready-made A3 posters from the EPA.</p>

If you would like other divisions within your organisation targeted to help with this campaign, and want communication tools prepared for those sectors, the Litter Prevention Unit is happy to help.

Let us know how you are spreading the word. We're interested in what you do. Please send examples to [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au).

## Send internal e-communications to all staff

**The Department of Planning, Industry and Environment (the Department) has developed a range of materials to help you spread the word about registering to report littering from a vehicle to all staff, through your internal communications.**

These tools include:

- content for staff email, intranet, newsletter (pre-campaign)
- content for staff email, intranet, newsletter (during campaign)
- images, web tiles and social media content to support emails, intranet and newsletters.

### Content for staff email, intranet, newsletter (before May 2020)

**Copy and customise the content below to share the message with staff by email, intranet or newsletter.**

#### **CALLING ALL STAFF – GET READY TO REPORT TOSSERS AND HELP KEEP NSW CLEAN**

The next round of the NSW Government's *Don't be a Tosser!* anti-littering advertising campaign will begin in May 2020.

To support the campaign and help reduce litter in NSW, <our agency> is encouraging all staff to take the time to visit [Report to EPA](#) before 1 May and:

- register to report littering from vehicles using your employee email address
- get ready to report littering from vehicles.

Once registered, if you see someone littering from their vehicle, you can report them to the EPA. Fines from \$250 can be issued from your report.

By reporting littering from vehicles to the EPA, you will be helping to reduce the burden of cleaning up litter, as well as protecting the environment and community safety.

The EPA is also running face-to-face staff training sessions on how to register and report littering from vehicles for <our agency> staff. [insert details] or further information will be provided shortly.

Since February 2015, more than 46,000 people across NSW have registered with [Report to EPA](#) to report littering from vehicles, over 60,000 reports of littering from a vehicle have been made, and more than 41,000 fines have been issued by the EPA.

<Our agency> encourages all staff to get on board and support the campaign by visiting [Report to EPA](#) now and registering to report littering from vehicles.

## Content for staff email, intranet, newsletter (from 1 May 2020)

Copy and customise the content below to share the message with staff by email, intranet or newsletter.

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### BE ON THE LOOKOUT TO REPORT TOSSERS LITTERING FROM VEHICLES

The NSW Government's *Don't be a Tosser!* anti-littering advertising campaign is now live across the State.

<our agency> is supporting the campaign and is encouraging all our staff to visit [Report to EPA](#) to register and be on 'the lookout' to report littering from vehicles.

If you haven't already registered, we urge you to register now. Please use your employee email address when you register.

Once registered, if you see someone littering from their vehicle, you can report them to the EPA. Fines from \$250 can be issued from your report.

To report littering from a vehicle you need to:

- have actually seen the litter being thrown, or blown, from the vehicle
- be able to provide the vehicle registration details and the location where the littering took place
- report the incident within 14 days
- make your report on the EPA website
- be willing to attend court as a witness, if required.

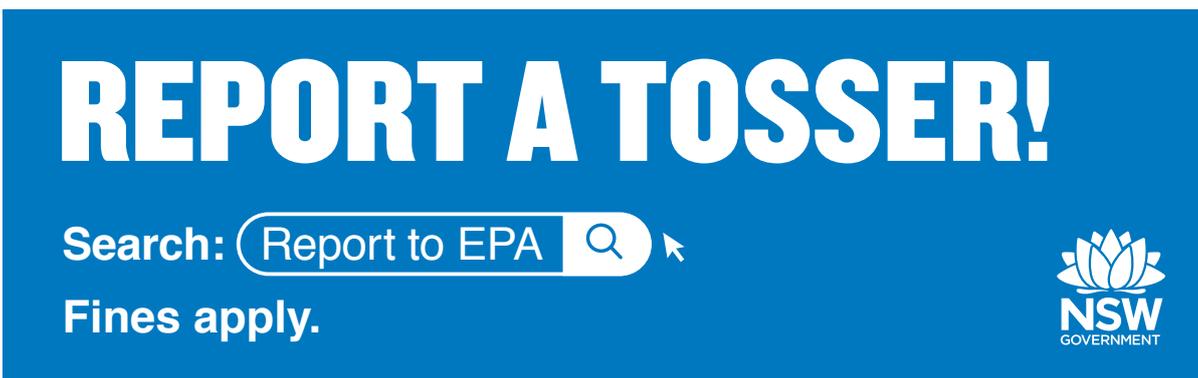
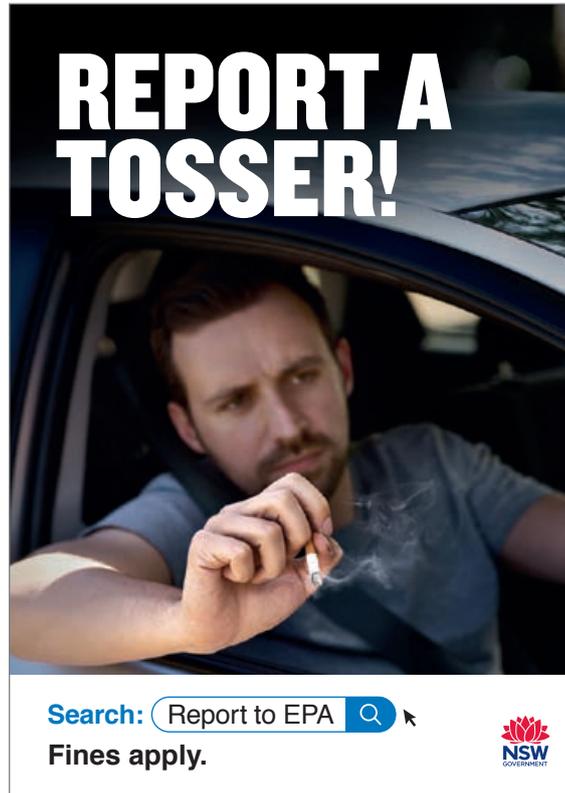
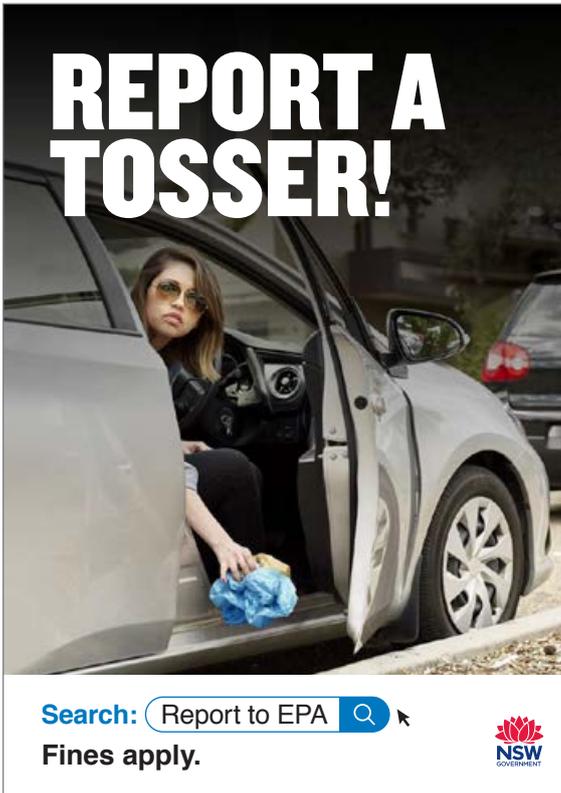
The NSW Government is serious about reducing litter and has committed to meeting the Premier's Priority to reduce litter by 40% by June 2020.

<Our agency> encourages all staff to visit [Report to EPA](#) to register and be on the lookout to report littering from vehicles.

## Images, web tiles and social media content to support emails, intranet and newsletters

Use these images, web tiles and videos to support your staff email, intranet and newsletter content. The Department can also help with resizing or adapting these for your requirements.

### Key campaign images



## Web images and tiles

### Mobile leaderboard

**REPORT A TOSSER!**

Search:

Fines apply.

**REPORT A TOSSER!**

Search:

Fines apply.

**REPORT A TOSSER!**

Search:

Fines apply.

### MREC

**REPORT A TOSSER!**

Search:

Fines apply.

**REPORT A TOSSER!**

Search:

Fines apply.

### Leaderboard (static and animated gif)

**REPORT A TOSSER!**

Search:  Fines apply.

NOTE: Once you have download an image or tile from the Litter Library and added it to your website, we recommend including an active link from that image to the [Report to EPA](#) webpage for more information.

## Social media (copy and images)

Share the word by posting on your social media platforms. Here are some example Facebook posts to get you started.

### Copy

If you see a tosser littering from a car, you now have the power to report them, fines apply.

Register at [Report to EPA](#).

### Images



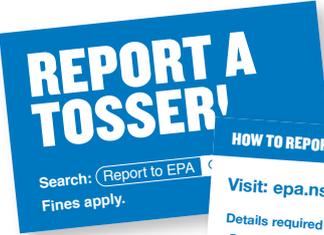
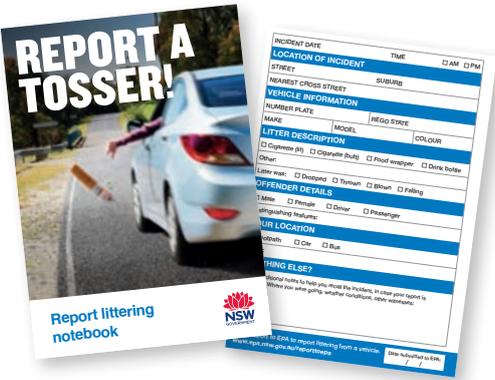
## Place Report to EPA collateral in fleet vehicles

Order **Report to EPA** collateral to distribute to your agency Fleet Vehicle Staff.

Fleet Vehicles are an ideal place to remind staff to report littering from vehicles. Many agency staff spend long hours on the road and observe littering from vehicles.

Messaging on Fleet Vehicles is also a good way to communicate and reinforce the **Report to EPA** message to the public (i.e. through window stickers).

The following collateral has been produced by the EPA and is available to your agency at no cost. Please email [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) to order. To ensure a prompt delivery, please provide the type of material, quantity and the delivery details.

<p><b>Vehicle window stickers</b></p>	<p>To go on windows of fleet vehicles to:</p> <ul style="list-style-type: none"> <li>remind drivers and passengers how to report littering from a vehicle</li> <li>communicate the 'Report to EPA' message to the public.</li> </ul> <p>The stickers are small enough to be placed on fleet vehicles windows without obscuring driver visibility.</p>	 
<p><b>Reporting notebooks</b></p>	<p>To be placed in fleet vehicle consoles or gloveboxes for staff to take notes about littering observations and keep for their personal record.</p>	
<p><b>Wallet cards</b></p>	<p>To go in all fleet vehicle log book folders to let drivers know how to report littering from vehicles to the EPA.</p>	 
<p><b>Reuseable car litter bags</b></p>	<p>To go in all fleet vehicles to remind drivers and passengers to dispose of rubbish correctly.</p>	

## Distribute Report to EPA collateral to staff

Order **Report to EPA collateral** to distribute to your agency staff.

The following collateral has been produced by the EPA and is available to your agency at no cost. Please email [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) to order. To ensure a prompt delivery, please provide the type of material, quantity and the delivery details.

These materials will also be available at the face-to-face training sessions delivered by the EPA.

<p><b>Reporting notebooks</b></p>	<p>To help staff record and report littering from vehicles.</p>	
<p><b>Wallet cards</b></p>	<p>For staff to place in their wallet/purse as a reminder of how to report littering from a vehicle.</p>	
<p><b>Vehicle window stickers</b></p>	<p>To go on windows of personal vehicles to:</p> <ul style="list-style-type: none"> <li>• remind drivers and passengers how to report littering from a vehicle</li> <li>• communicate the 'Report to EPA' message to the public.</li> </ul> <p>The stickers are small enough to be placed on vehicles windows without obscuring driver visibility.</p>	

## Display posters in offices and staff rooms

Order these A3 posters to display in your agency offices and staff rooms.

A3-size colour posters have been produced by the EPA and are available to your agency at no cost. Please email [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) to order. To ensure a prompt delivery, please request the quantity you require and the delivery details.

### Report a Tosser!



### Don't be a Tosser!



## FAQs

**A comprehensive FAQ document, *Reporting Litter from a Vehicle*, has been developed and can be downloaded from the [NSW EPA Litter Library](#). It is also available [online](#).**

The FAQ will help staff who are running an enforcement campaign to reduce littering from vehicles to understand how the reporting system works and answer customer enquiries.

The FAQ provides answers to common queries about reporting litter from vehicles, including:

- background to reporting litter
- fines for littering from a vehicle
- how to report littering from a vehicle
- verifying reports of littering from a vehicle
- receiving a penalty notice for littering from a motor vehicle
- using [Report to EPA](#) to report littering from motor vehicles.

## Background – reporting littering from vehicles

**In February 2015, the EPA established [Report to EPA](#) for littering from motor vehicles to allow members of the public to report. The EPA can issue penalty notices for littering from a vehicle based on reports from members of the public.**

The NSW Government is serious about reducing litter and has committed to cut the volume of litter in NSW by 40% by June 2020. The 'report littering from vehicles' service forms a part of the solution, with the ultimate goal being that no one will be reported or fined for littering, because no one will litter.

The fine for committing the offence of littering from a motor vehicle is \$500 if the vehicle is owned by a corporation or \$250 if the vehicle is owned by an individual.

Since February 2015, more than 46,000 people across NSW have registered with [Report to EPA](#) to report littering from vehicles, over 60,000 reports of littering from a vehicle have been made, and more than 41,000 fines have been issued by the EPA.

Litter affects everyone in NSW. Each year over 25,000 tonnes of litter is tossed in NSW. Litter damages our natural environments, harms wildlife and sea creatures, can injure people and makes our spaces less safe. Litter is also very costly. More than \$180 million a year is spent managing litter in NSW.

Over 90% of fines for littering from vehicles are issued for cigarette butts. Twelve hundred grass fires are attributed to littered cigarettes in NSW each year.

By reporting littering from motor vehicles to the EPA, members of the public are helping to reduce the burden of cleaning it up, as well as protecting the environment and community safety. Visit [Report to EPA](#) to register to report littering from vehicles.

# Don't be a Tosser! 2020

The *Don't be a Tosser!* campaign has evolved since the launch of the *Hey Tosser!* campaign in 2014. This evolution is based on extensive consumer research that shows we need to continue to mature the conversation with the NSW community about litter. It builds on the *Hey Tosser!* approach and moves the conversation from external shame into an internal dialogue and creating internal guilt about littering.

## Concept and message

- The campaign focus is no longer on using the witness to drive behaviour change but is designed to place responsibility for littering on the individual and to encourage people to think about their actions.
- The concept is playful and eye catching, with the reintroduction of the *Don't be a Tosser!* messaging.
- Use of humour allows for a stronger message.
- This message gives people a choice to NOT be a 'Tosser' – with the tag *Don't be a Tosser!* reinforcing positive behaviour.
- The campaign employs a number of 'excuses' that have been devised (and tested) to reflect what litterers say to themselves to justify their littering.
- Excuses are used ironically, stating the silly excuses we use to litter.
- The tagline "If it's not in the bin, it's on you" is a friendlier method of saying "put it in the bin".
- The aim is to make the audience recognise themselves and feel something. Having an emotional or humorous reaction will help to cement the campaign image and message in their mind and prompt them to do the right thing.

## New creative materials

New creative materials have been designed to convey the campaign messages. They are bright, bold and energetic. They use visual devices to reflect an internal dialogue that littering is not comfortable or nice, and you can easily solve that feeling by putting your rubbish in the bin.

### The excuses

The most commonly used excuses for littering were taken from pre- and post-campaign research, since 2012. These excuses were tested in focus groups during the campaign development. The excuses used in the campaign were the most effective. They provided the best balance between making participants feel guilty for their actions (littering), while also making them think: *That really is a ridiculous excuse. There is no excuse for my actions (littering). The answer is simple – to put it in the bin.*

### Call to action

The campaign call to action reinforces the primary message to respond by not being a tosser and by putting rubbish in the bin. *Don't be a Tosser! If it's not in the bin, it's on you.*



### The characters and occupations

Research shows that anyone can be a litterer and that there is no 'typical' litterer. Therefore a range of characters, representing people across all NSW demographics and regions, have been featured in the campaign. The campaign targets everyone, because anyone can be a litterer.

# How to access the Litter Library

You can download any of the images in this toolkit from the [NSW EPA Litter Library](https://www.litterlibrary.epa.nsw.gov.au). The library lets you search and download both print-ready and editable artwork files.

## To register to use the NSW EPA Litter Library

1. Go to [www.litterlibrary.epa.nsw.gov.au](https://www.litterlibrary.epa.nsw.gov.au).
2. Click 'Register' on the top-right corner of the homepage.
3. Complete the registration form.
4. Tick the 'I'm not a robot' box.
5. Read and agree to the terms and conditions and click the 'Register' button.
6. Await confirmation your registration has been approved by the EPA.
7. Once your registration has been confirmed, you can log in.

1 → [litterlibrary.epa.nsw.gov.au](https://www.litterlibrary.epa.nsw.gov.au)



We recommend you begin using the library by downloading the *How to use the Litter Library* pdf from the Tools and Resources album.

To easily find the material from this toolkit in the Litter Library, type 'Report a Tosser' into the search bar on the homepage. All of the available material will be displayed.

Email [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) with any questions about the Litter Library.

**Published by:**

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**Post:** Locked Bag 5022, Parramatta NSW 2124

**Phone:** 1300 305 695 (switchboard)

**Email:** [info@dpie.nsw.gov.au](mailto:info@dpie.nsw.gov.au)

**Website:** [www.planning.nsw.gov.au](http://www.planning.nsw.gov.au)

**TTY users:** phone 133 677, then ask for 1300 555 695

Speak and listen users: phone 1300 555 727, then ask for 1300 305 695

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The information contained in this publication is based on knowledge and understanding at the time of writing (February 2020). However, because of advances in knowledge, users are reminded of the need to ensure that the information upon which they rely is up to date and to check the currency of the information with the appropriate officer of the Department of Planning, Industry and Environment or the user's independent adviser.