



A WASTE LESS, RECYCLE MORE INITIATIVE

# Round 6 Community Litter Grants

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Round 6 Guidelines

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Community Litter Grants are available for community groups who want to do something about litter in their local environments.

They are funded from the Waste Levy, through the Waste Less, Recycle More initiative, which has committed \$50 million to significantly reduce litter volume in NSW.

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## Program overview

Community groups are key stakeholders in the litter prevention effort. They have strong ownership of public places, the knowledge and the drive to influence local litter levels.

The NSW Government has opened Round 6 of the Community Litter Prevention Grants Program, with \$670,000 available. You need to follow the guidelines in this document when you write your application for Round 6 funding.

Funding is provided under two streams:

- Stream 1: On Ground Projects - between \$4,000 and \$40,000 for single-site and multi-site projects
- Stream 2: Own It and Act projects - between \$50,000 and \$90,000 for strategic partnership projects

All projects must make a contribution to reducing litter in NSW and include direct community participation in the delivery of local, regional or state-wide litter prevention initiatives.

## Background

The Community Litter Grant program began in 2012 and ran over four rounds by Keep Australia Beautiful NSW under a Deed Agreement with the NSW Environment Protection Authority (EPA). In that time \$359,540 of grant money went to over 160 community groups to develop litter prevention projects. The average recorded litter reduction ranged from 67% to 80%.

Since Round 5, the Community Litter Grant program has been directly administered by the NSW Department of Planning, Industry and Environment (DPIE).

## Program objectives

The objectives for each project funded through the Community Litter Program Round 6 are as follows:

- Contribute to exceeding the litter reduction target of 40% in NSW.
- Include direct community leadership in planning and carrying out local, regional or state-wide litter prevention initiatives.
- Base litter prevention on good evidence and sound approaches.
- Include activities that increase the capability of the community group to carry out litter prevention (e.g. training or attending a forum).
- Include aspects that can be continued beyond the grant funding period.
- Carry out on-ground litter prevention activities on public land and work productively with the authority that manages that land (e.g. local council).

## Program scope

As you start to plan your project, it is important to understand what the Community Litter Grant program includes in its scope, as well as what it does not include:

**Table 1 Scope of what is and isn't included in the Community Litter Grant program**

What is included	What is not included
<p><b>Litter</b> ✓</p> <p>Litter is “unwanted material that is dropped, thrown or left in a place”. Litter can be anything up to the size of a full supermarket bag.</p> <p>Examples of commonly littered items are drink containers, cigarette butts, bits of paper, chip and lolly wrappers, fast food packaging, bottle caps, plastic straws, or pieces of glass bottles</p>	<p><b>Illegal dumping</b> ✗</p> <p>Illegal dumping relates to larger items than litter, for example: bulky waste such as general household rubbish, large household items like fridges and mattresses, garden material, building materials, clinical and hazardous waste, abandoned cars and tyres.</p> <p>Preventing illegal dumping needs different strategies compared to preventing litter. You could consider applying instead for a grant through the <a href="#">EPA Illegal Dumping Grant Program</a>.</p>
<p><b>Prevention</b> ✓</p> <p>All projects must involve changing littering behaviours, as well as influencing other factors that help prevent litter, i.e. before it occurs in the first place. This should use an integrated approach covering a range of DPIE-supported strategies.</p>	<p><b>Clean-ups</b> ✗</p> <p>Projects that rely on repeated clean-ups as the main way of reducing litter, without aiming to stop litter before it occurs, will not be competitive as grant proposals.</p> <p>If a community clean-up is in mind, this could be one event at the project start, then use other strategies to keep the location clean (e.g. bins, signage and education of location users)</p>

More guidance on approaches to litter prevention that are supported by DPIE can be found in section 6.

## Program structure

The model for Round 6 of Community Litter Grants is based on two funding streams:

### Stream 1: On-Ground projects

- Between \$4,000 and \$40,000 is available per project.
- For groups who want to act on a locally identified litter issue at one or more locations.
- Projects in this stream will use proven methods of litter prevention to support the motivation of the community group to reduce litter.

Please note:

- If your community group has no experience in running a litter prevention project, or has taken early steps\_(e.g. a past attempt at a project with mixed success, or regular volunteering in clean-up events), you should focus your project on one or, at the most, two sites.
- If your community group has demonstrated past success and reach in delivering evidence-driven litter prevention projects, you can aim to take a broader approach to prevent litter at

multiple locations. While there is a \$40,000 cap on funding, you must carefully consider the value for money criteria at this scale (see section 2.1).

## Stream 2: Own It and Act partnership projects

- Between \$50,000 and \$90,000 is available per project.
- Projects in this stream will be longer-term, strategic state or regional litter prevention initiatives that do not need to be site-specific.
- Projects must demonstrate how they build leadership and capacity of your community group and/or partner organisations to deliver ongoing litter prevention outcomes.
- Projects in this stream must align with and support the Own It and Act strategic framework developed by the DPIE Litter Prevention Unit (see Appendix A).

## Eligibility for grantees

To apply for a Community Litter Grant, you must be a community group that meets the following criteria:

- Be a non-government, not-for-profit organisation.
- Have your own constitution and be incorporated under the law of a state or territory as an incorporated association, company or cooperative society.
- Hold an Australian Business Number (ABN).
- Have a project that is geographically located in NSW.
- Be able to run a project that is in line with the program objectives, as determined by the Technical Review Committee.
- Be able to maintain reliable financial records and separately account for grant funds.
- Be able to fully complete proposed activities by 30 September 2021.

In Stream 2, each community group must also meet the following criteria:

- Be a reputable environmental community organisation or non-environmentally focused community organisation with influence over multiple sites and/or multiple related organisational units.
- Be able to provide a certified account for grant fund expenditure with your final report.

If you are unsure about your eligibility to apply in a particular stream, you can contact the Litter Prevention Unit for advice at [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) or call 9995 6466.

## Stream 1: On-Ground Projects

### What will be funded?

Stream 1 projects should aim for direct action to reduce litter and littering behaviour at locations in your local area or region. In this stream you will use resources and approaches provided by DPIE that are proven methods to achieve litter prevention.

For groups with no or little experience, it is recommended that you target a single site or, at the most, two sites to run your project. For groups with more experience, where you have run effective litter prevention projects in the past, you could target three or more sites.

To make a strong case for funding, applicants should use evidence from the Local Litter Check and other sources, employ a suitable mix of approaches, and achieve value for money. Refer to the assessment criteria outlined below in section 2.3 to help develop your project application.

All community groups that develop projects for Stream 1 need to consider the five key factors for litter prevention (see [NSW EPA Litter Prevention Kit](#)):

- Cleaning – engage with your local council to identify whether your litter hotspot(s) are known and cleaned by council.
- Infrastructure – e.g. assessments of bin infrastructure and installation of new bins or signs.
- Community awareness or education– e.g. use of the *Tosser!* creative materials, engagement with the community about litter and its impact, council, and partnerships with business and key stakeholders
- Regulation and enforcement – e.g. application of enforcement messages, partnerships with local rangers, promotion of the Report to EPA littering from vehicle community reporting app
- Involvement or attachment – how the community feels about the location – e.g. creating a sense of pride and ownership – including local clubs, businesses and community groups in the litter prevention process.

Measuring and evaluation – All Stream 1 projects must ensure Local Litter Checks are completed on all affected sites before and after project strategies to measure project impact on litter reduction.

Applicants need to be proactive in contacting their local council or land management authority (e.g. Land Services NSW) to seek advice and in-kind support as part of their application. For example, if you plan to install a bin at a location, you will need agreement from council to continue cleaning and emptying the bin after your grant project ends.

### What will not be funded?

The grant program is focused on supporting not-for-profit organisations to achieve litter prevention in the short to medium term. For this reason, the following will not be funded:

- Activities that do not contribute to reducing litter in NSW.
- Activities that rely on repeated clean-ups or devices that collect litter after the littering has occurred (e.g. stormwater litter booms) as the main way to achieve litter reduction.
- Commercial activities and organisations.
- Fundraising activities, competitions, prizes and award exhibitions.
- Core operating costs, such as funding for permanent staff members, insurance and utilities.
- Salary costs greater than 40% of the grant. (Salary costs will be approved for carrying out On-Ground project deliverables **only**. They must be detailed and itemised in the grant application).

- Project management and administration costs greater than 10% of the grant amount.
- Projects or activities that are existing services and programs (consideration will be given to pre-existing programs that meet all the criteria, and evidence is provided that an extension or additional stream of work is being proposed for grant funding).
- Activities, projects, programs and events that have already taken place.
- Activities, projects, programs and events that have already been funded through other NSW Government programs or activities, another grant or sponsorship program, or through an existing funding agreement.
- Activities, projects, programs and events that take place on land owned or managed by a school, TAFE, university or other educational institution – these are not considered as “public land”.
- Projects with a sole religious or political purpose.

## What criteria will be used to assess Stream 1 projects?

To be eligible for grant funding, your community group must propose a project that can meet the program objectives (section 1.2). The following criteria will be used to assess whether a project is likely to achieve this.)

**Table 2 Assessment criteria for Stream 1 projects**

Assessment criteria	Assessment questions (examples)
1. Based on the evidence provided through the Local Litter Check online tool, the project plan will contribute to a significant reduction in litter in NSW at a local or regional scale.	<ul style="list-style-type: none"> <li>• Does the Local Litter Check provide enough convincing data to justify the project focus and approach?</li> <li>• Do the objectives include targets to reduce litter to be measured during the time frame of the project?</li> <li>• Are the targets likely to make a significant difference to litter at the project location/s?</li> </ul>
2. The project will be led by the community group (working with their partners) to increase local community capability in achieving litter prevention.	<ul style="list-style-type: none"> <li>• Does the project involve the membership and the direct leadership of the community group in driving litter prevention at the location/s, or is it driven by one or two people only (e.g. a consultant)?</li> <li>• Does the project plan include activities such as training or attendance at workshops or conferences focused on litter prevention and/or behaviour change?</li> <li>• Does the project engage the broader community?</li> </ul>
3. The project plan represents an integrated way to approach litter prevention, reflecting the guidelines provided by the NSW Government.	<ul style="list-style-type: none"> <li>• Does the approach strategically account for the following factors? <ul style="list-style-type: none"> <li>○ Cleanliness</li> <li>○ Infrastructure</li> <li>○ Education &amp; awareness</li> <li>○ Enforcement</li> <li>○ Involvement</li> </ul> </li> <li>• Is the project a 'leap to a solution' without a clear connection to the evidence in the Local Litter Check and/or business case?</li> </ul>

Assessment criteria	Assessment questions (examples)
4. The project plan represents a way to work productively with land managers (e.g. local council/s) to sustain litter prevention now and into the future.	<ul style="list-style-type: none"> <li>Does the project include land use managers as partners and/or co-funders?</li> <li>Does the project engage the manager/s of the public land on which the project is run in a way that will lead to effective litter prevention solutions?</li> <li>Will the project bring ongoing benefits for managing litter on public land?</li> </ul>
5. The project is effective in integrating the 'Don't be a Tosser!' message and materials.	<ul style="list-style-type: none"> <li>Are <i>Tosser!</i> creative materials used to appropriately educate and guide the community on the impacts of litter?</li> <li>Are they clearly incorporated into the project plan?</li> <li>How appropriate are the resources and activities for the target audience identified?</li> </ul>
6. The project represents value for money.	<ul style="list-style-type: none"> <li>Are costs reasonable?</li> <li>Is enough detail provided to account for and justify budgeted items?</li> <li>What is the extent of in-kind and/or partner co-funding contributions?</li> <li>Are wage and salary costs and administrative overhead costs justified and within the guidelines?</li> </ul>

## Stream 2: Own it and Act Projects

### What will be funded?

Stream 2 projects should build leadership and capacity of community groups to deliver ongoing litter prevention outcomes. Applicants need to demonstrate depth of experience in effective development of strategic projects with a regional and/or state-wide reach. This stream is for 'front-end' strategy work, to engage partners and communities, build collaboration, attract significant co-funding, build knowledge, and achieve outcomes that can be sustained beyond September 2021.

Any approach proposed must align with the DPIE Own It and Act strategic framework (Appendix A). Before embarking on your Stream 2 application you should contact the DPIE Litter Prevention Unit at [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) or on 9995 6466 to discuss your project.

### Own it and Act Strategic Framework

DPIE has developed the Own it and act framework to help embed litter prevention by supporting individuals, organisations and networks to take ownership and action to achieve it.

To help community groups progress to this framework, Round 6 grant funding will enable community groups to run projects that support the Own It and Act approach. Funded projects should fill organisational gaps or build on strengths and capacity of community groups in relation to the Own It and Act "enablers". These are:

- **Leadership** – setting a clear vision and an ambitious target.
- **Process** – knowing what to do, where to find information, and who to work with.
- **Commitment** – answering the questions – why undertake litter prevention, what's in it for me?

- **Permission** – giving the green light to prioritise action on litter - this can include litter prevention in a project plan or strategy, in a position description, and/or in a budget.

Community Groups applying for Own It and Act project funding must demonstrate how the proposed project will build these enablers in their own and partner organisations. The project may focus on developing one or multiple enablers.

Contact the Litter Prevention Unit for more information on the framework.

## What will not be funded?

Stream 2 is focused on supporting not-for-profit organisations to achieve litter prevention in the medium to long term. For this reason, the following will not be funded:

- Activities that do not contribute to reducing litter in NSW.
- Activities that rely on repeated clean-ups or devices that collect litter after the littering has occurred (e.g. stormwater litter booms) as the way to achieve litter reduction.
- Commercial activities and organisations.
- Fundraising activities, competitions, prizes and award exhibitions.
- Core operating costs, such as funding for permanent staff members, insurance and utilities.
- Salary costs greater than 80% of the grant, inclusive of on-costs. (Salary costs will be approved only for carrying out project deliverables detailed in the project business plan. They must be itemised in the grant application).
- Project management and administration costs greater than 10% of the grant amount.
- Projects or activities that are existing services and programs (consideration will be given to pre-existing programs that meet all the criteria, and evidence is provided that an extension or additional stream of work is being proposed and is required for grant funding).
- Activities, projects, programs and events that have already taken place.
- Activities, projects, programs and events that have already been funded through other NSW Government programs or activities, another grant or sponsorship program, or through an existing funding agreement.
- Activities, projects, programs and events that take place on land owned or managed by a school, TAFE, university or other educational institution – these are not considered as “public land”.
- Projects with a sole religious or political purpose.

## Examples of Own It and Act projects that may be funded

Listed below are examples of projects that support the Own it and Act framework. This list is not exhaustive, and there is no strict limit to what projects will be funded if applicants clearly demonstrate how the project will progress the Own it and Act framework.

### Litter prevention business case

- Developing a business case for undertaking litter prevention that answers the bottom-line needs of your organisation and/or your partners - including a cost/benefit analysis
- DPIE has developed a business case template for councils that can be adapted for other organisations.

### Litter prevention capacity building

- Developing a strategy and program for partner organisations to be effective in preventing litter.
- Liaison with key organisations to enable plans and implementation.

## Adapting circular economy principles to reduce plastic litter through source reduction and leakage capture

- Focusing on prevention of plastic litter.
- Engaging community organisations, business and government in regional plastic-free planning and action.

## Training and support to build community interest in litter prevention

- Running workshops, consultations, develop training materials.
- Facilitating community leadership to drive litter prevention.

## Baseline data study, e.g. community surveys, litter assessments

- Undertaking baseline data to help understand the problem. This may be done to build leadership, set targets or help build a business case.

## Operational procedures/guidelines

- Work with partner organisations to develop best practice, contacts, and organisational charts for implementing litter prevention initiatives.

## Examples of Own It and Act projects that won't be funded

The following will not be funded:

- Salary costs for On-Ground litter prevention or project delivery other than Own It and Act
- Projects that do not support the Own it and Act *framework*.

Given the nature of Own It and Act projects, if the use of consultants is justified and within reason, there is no specific limit on how much grant funding can be allocated. However, only a maximum of 80% of grant costs can be used for consultant staff costs. The remaining funds can be allocated to other deliverables such as workshops, collateral, travel etc.

## What criteria will be used to assess Stream 2 projects?

To be eligible for grant funding, your community group must propose a project that can meet the program objectives (section 1.2). The following criteria will be used to assess whether a project is likely to achieve this.

**Table 3 Assessment criteria for Stream 2 projects**

Assessment criteria	Assessment questions (examples)
1. Based on the project plan provided, the project will make a significant and sustained contribution to exceeding the NSW target of a 40% reduction in litter at a regional or state-wide scale.	<ul style="list-style-type: none"> <li>• Do the objectives align with the Own It and Act strategy?</li> <li>• Is the business case well-developed and supported by persuasive evidence to justify the approach described?</li> <li>• Is the project likely to make a significant difference to litter prevention across the region or state?</li> <li>• Does the project represent a significant value-add to the NSW Government's Litter Prevention program?</li> </ul>

Assessment criteria	Assessment questions (examples)
2. The project will enhance the already existing capacity of the organisation to deliver state-wide or regional strategic outcomes for litter prevention.	<ul style="list-style-type: none"> <li>• Does the organisation have governance in place to confidently provide leadership and accountability in delivering the project?</li> <li>• Are there well-established links to communities and other organisations that can be harnessed to develop project outcomes?</li> <li>• Does the organisation have a good track record in delivering high level projects and outcomes?</li> </ul>
3. The project will be led by the community group (working with their partners) to increase regional or state-wide community capability in achieving litter prevention.	<ul style="list-style-type: none"> <li>• Does the project involve the membership and the direct leadership of the community group in driving litter prevention, or is it driven by one or two people only (e.g. a consultant)?</li> <li>• Does the project plan include activities such as training or attendance at workshops or conferences focused on litter prevention and/or behaviour change?</li> <li>• Does the project engage the broader community?</li> </ul>
4. The project plan represents an integrated way to approach litter prevention, reflecting the guidelines provided by the NSW Government.	<ul style="list-style-type: none"> <li>• Does the approach strategically account for the following factors? <ul style="list-style-type: none"> <li>○ Cleanliness</li> <li>○ Infrastructure</li> <li>○ Education &amp; awareness</li> <li>○ Enforcement</li> <li>○ Involvement</li> </ul> </li> <li>• Is the project a 'leap to a solution' without a clear connection to the evidence in the Local Litter Check and/or business case?</li> </ul>
5. The project plan builds capacity of partners (e.g. local council/s and land managers) to sustain litter prevention now and into the future.	<ul style="list-style-type: none"> <li>• Does the project include land use managers as partners and/or co-funders?</li> <li>• Does the project engage the key stakeholders in a way that will lead to effective litter prevention solutions?</li> <li>• Will the project bring ongoing benefits for managing litter on public land?</li> <li>• If the project does not relate to site specific on-ground litter prevention, does it build capacity for partners to prevent litter on public land in the future?</li> </ul>
6. The project is effective in integrating the 'Don't be a Tosser!' message and materials.	<ul style="list-style-type: none"> <li>• Is <i>Tosser!</i> material used to appropriately educate and guide the community on the impacts of litter?</li> <li>• Are they clearly incorporated into the project plan?</li> <li>• How appropriate are the resources and activities for the target audience identified?</li> </ul>
7. The project represents value for money.	<ul style="list-style-type: none"> <li>• Are costs reasonable? Is enough detail provided to account for and justify budgeted items?</li> <li>• What is the extent of in-kind and/or partner co-funding contributions?</li> <li>• Are wage and salary costs and administrative overhead costs justified and within the guidelines?</li> </ul>

# Submitting an eligible application

## Starting on your application

Before you start writing your grant application, each community group should do the following:

- Spend some time planning together with your community group and other key people, such as local government. Ensure the right people are committed to achieving a realistic plan to reduce litter, referring to the NSW Litter Prevention Kit.
- For Stream 1, complete a preliminary Local Litter Check at each location and use this information to justify the approach you plan to take to reduce littering.
- For Stream 2, make a project plan that sets out the evidence, reasoning, objectives, timeframes, finance and funding plan, and evaluation framework for achieving litter prevention outcomes. The Local Litter Check should be integral to your planned implementation, but not necessarily directly delivered by the organisation applying for the grant.
- For all streams, ensure that all partner organisations are consulted and give their informed consent to be part of your proposed project.
- Attend one of the webinars that will be provided to applicants to hear an overview of the grant program and objectives
- Contact the DPIE Litter Prevention Unit at [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) for assistance with your grant application.

## Timeframe

**Table 4 Overall timeframe for Round 6 Community Litter Grants<sup>1</sup>**

11 March 2020	18 March 2020	28 July 2020	12 September 2020	March 2021	September 2021
Round 6 applications open.	Workshops and/or webinar on how to use the Local Litter Check, set SMART objectives and develop effective litter prevention projects	Round 6 applications close	Successful applicants announced. Groups complete and deliver: <ul style="list-style-type: none"> <li>• Deed Agreement, signed.</li> <li>• Detailed work and safety plans for project site(s) completed</li> </ul>	Stream 1: mid-project meeting due to report on progress.  Stream 2: mid-project meeting and written report due on progress.	All projects completed, and final reports submitted.

<sup>1</sup> Due to the COVID-19 pandemic, the timeframe may be subject to future changes owing to circumstances out of DPIE's control.

## Thinking about the criteria for project funding

It is important to carefully consider the project assessment criteria as you plan and write your application. These will apply when your applications are reviewed by the Technical Review Panel (the Panel).

The Panel is independent of DPIE, made up of people with technical expertise in litter prevention and/or community-based projects, from inside and outside the NSW Government. The Panel will assess whether your group is eligible and your grant proposal can achieve the program objectives (section 1.2). They will use agreed criteria that is appropriate to either Stream 1 (see section 2.3) or Stream 2 (see section 3.3). Section 5 provides more information on the Panel review process.

## Completing your application

To ensure your grant application is fully completed, you must do the following:

- Fill out the Community Litter Grants Round 6 Grant Application Form that matches the stream. This is available on the same NSW DPIE web page as these guidelines.
- Demonstrate that your project meets the eligibility criteria.
- Include in the application the signature of the appropriate office-bearer of your community group (e.g. CEO, president, secretary, treasurer, etc).
- Provide written consent from key partner organisations, including any organisation that manages public land where you plan to conduct any On-Ground litter prevention initiative (e.g. local council, NSW Land Services, etc)
- Ensure the application form gets to DPIE by the due date –**late applications will not be accepted and will be returned.**

Grant applications close at 10am on Tuesday 28th July 2020. You can submit your application by emailing [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au). In the subject line of your email, write “Community Litter Grants R6 application:” followed by your community group’s name.

## After submitting your application

### How are applications handled and assessed?

Once you submit your grant application it will be checked by DPIE to make sure it includes all the information needed. DPIE will then submit all complete applications to the Technical Review Panel.

The Panel will use an assessment form and score sheet to individually review each proposal, based on the selection criteria. Then, once individual reviews are done, the Panel will meet to review the applications together and come to an agreement about whether to recommend projects for funding.

At this stage, the Panel may decide to shortlist Stream 2 projects and ask shortlisted applicants to make a brief presentation to the Panel, and to answer questions in an interview-style meeting. This may be conducted online or in person, depending on circumstances.

The Panel will then submit their recommendations for final determination - with reference to the guidelines and recommendations - and announce the successful grants.

### How do community groups receive the funding?

Once grants are announced, DPIE will send each successful group a deed agreement to sign. This document is a standard contract that sets out the respective obligations and entitlements of the

community group and DPIE regarding spending public funds to carry out the litter prevention project.

Once the deed agreement is signed, it needs to be sent back to DPIE with an invoice for the first instalment attached. Instalments are the cash payments made against an invoice sent to DPIE following the completion of a stage of a project (a milestone).

There is generally a 30-day turnaround for processing invoices. When you send an invoice to DPIE, the funds will then be transferred electronically into your community group's nominated bank or building society account. Grantees are strongly advised to open a separate account to manage the grant funds, as this will simplify accounting and reporting.

The table below sets out options for instalments that can be available to grantees. Please note, that Option B is not available to Stream 1 applicants.

**Table 5 Instalment options for grantees**

Options	1 <sup>st</sup> Instalment	2 <sup>nd</sup> Instalment	Final Instalment
Option A (Stream 1 or 2)	70%	N/A	30%
Milestone report due	September 2020	N/A	September 2021
Payment	October 2020	N/A	October 2021
Option B (Stream 2 only)	50%	30%	20%
Milestone report due	September 2020	March 2021	September 2021
Payment	October 2020	April 2021	October 2021

## Grant conditions

Successful grantees will be required to meet the following conditions before they can receive grant funding:

- Sign and return the deed agreement to DPIE and attach a tax invoice with your group's ABN (for the first instalment).
- If the site includes waterways, roadsides or car parks, include a completed work and public safety plan with the signed deed agreement.
- If your group is working in public spaces, arrange any necessary insurance and public liability cover.
- Start the project by 12 September 2020 and complete it by 30 September 2021.
- Carry out your project according to a project plan agreed with DPIE, and submit a report on how this was achieved, attached with a tax invoice (for the second and/or final instalments).
- For Stream 1, complete a Local Litter Check at each project site **before** you start and **after** you complete your project. Results must be entered into the online Local Litter Check (see section 4). For Stream 2 projects, the Local Litter Check must be incorporated as the principal tool for assessing and evaluating litter prevention initiatives.

The Litter Prevention team at DPIE will be available to advise and assist, where appropriate, with administration of your grant project.

## Available resources and tools

### The EPA Litter Prevention Kit

In collaboration with the EPA, DPIE has developed resources to help people plan and conduct an effective litter prevention project. These are available for free on DPIE's website, and include

- Part 1: Things you should know about litter and litterers
- Part 2: Delivering effective local litter prevention projects
- Part 3: The Local Litter Check guidelines
- Local Litter Check – an online tool that guides you through an investigation of a littered location and helps you decide what actions are most likely to reduce litter there
- The NSW Litter Library: downloadable communications resources for the *Tosser!* campaign.

### Integrated approach

The NSW Government and the DPIE Community Litter Grant Program use an integrated approach to litter prevention, known as the five factors of litter prevention (see below). Each of the factors works with the others to achieve effective behaviour change. These approaches are covered in more detail in the EPA Litter Prevention Kit Part 2: Delivering effective local litter prevention projects.

Community groups need to apply the five factors when they develop their grant applications. To achieve the five factors, partnerships with other organisations (such as local councils) are strongly encouraged. Projects can also be coordinated with other DPIE litter grant projects, including Litter - Regional Implementation Program (L-RIP) and Council Litter Prevention Grants projects.

**Table 6 The five factors of litter prevention**

Cleanliness	Infrastructure	Education and awareness	Enforcement	Involvement
For example, cleaning up a location and keeping it clean to communicate to people what behaviours are expected there	For example, improving physical infrastructure, including bins and signs, to make it clear and simple for people to dispose of their rubbish responsibly	For example, outreach and consistent messages to prompt people to dispose of their rubbish responsibly	For example, increase awareness of litter laws and fines, and increase the perception that people are likely to be caught for littering	For example, increase the community's sense of pride and ownership in the location and show the improvements from your litter prevention efforts

### SMART objectives

Litter prevention grants are offered to community groups to deliver projects that apply an integrated approach to litter prevention. After you have completed your first Local Litter Check and gathered any other research or data about littering behaviours, you will need to develop SMART objectives (see following) for your project that cover all the Five Factors of litter prevention.

## What are SMART objectives?

<b>S</b>	Specific	The objective should be as specific as possible and answer the questions: What is your goal? How often or how much? Where will it take place?
<b>M</b>	Measurable	How will you measure your objective? Measurement will give you specific feedback and hold you accountable.
<b>A</b>	Attainable	Objectives should push you, but it is important that they are achievable. Are your objectives attainable?
<b>R</b>	Realistic	Is your timeframe for achievement realistic for the objective you have established?
<b>T</b>	Timely	Do you have a timeframe set out? this helps you be accountable and helps in motivation.

## *Don't be a Tosser!* creative materials

The NSW Government's *Don't be a Tosser!* media and promotional campaign underpins litter prevention in NSW. The *Tosser!* message was developed after extensive focus group testing and stakeholder consultation. The *Tosser!* message and brand have high levels of community support and recognition. Research indicates it has influenced negative sentiment toward littering and has increased the likelihood of people being reported for littering from a vehicle. A community group that uses the *Tosser!* branded materials is likely to increase their local community's awareness and support for their litter prevention campaign.

Projects funded through the DPIE Community Litter Grant Program need to use the *Don't be a Tosser!* creative materials. A range of *Tosser!* tools and resources (including print ready and editable artwork) are available online via DPIE's online Litter Library (<https://litterlibrary.epa.nsw.gov.au>). Email [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au) for access to the online resources.

## Litter prevention advisors

The Litter Prevention Unit in DPIE is available to assist you in developing and implementing your project.

DPIE has contracted litter prevention advisors to support community groups who want help to plan and submit high quality grant proposals. Advisors are based around the state, have experience in litter prevention and can provide occasional advice about how to develop projects that are effective in reducing litter. In general, litter prevention advisors are available for either face-to-face or telephone meetings, site visits or email inquiries.

For support or further information contact the Litter Prevention Unit at [litter.prevention@epa.nsw.gov.au](mailto:litter.prevention@epa.nsw.gov.au).

# Appendix A

## The Own It and Act strategic framework

### Litter prevention beyond 2020

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#### Summary for grant 2 applicants

##### Background

To support enhanced waste and recycling, the NSW Department of Planning, Industry and Environment (DPIE) is delivering Waste Less, Recycle More. This is a nine-year, \$802 million waste and recycling agenda for NSW that will deliver economic, employment and environmental benefits for local communities and transform waste and recycling in NSW. DPIE is working with households, businesses and industry to drive improved waste and recycling practices.

From the Waste Less, Recycle More initiative, \$50 million has been committed to reinvigorate litter prevention programs in NSW.

Underpinning work already underway through Waste Less, Recycle More, the NSW Government set 13 Premier's Priorities for the state, which include a target to reduce the volume of litter in NSW by 40% by 2020.

The DPIE Litter Prevention Unit is responsible for managing the NSW Government's Litter Prevention Program and delivering on the Premier's Priority. From 2017 to 2021 the program budget is \$20 million, which has included \$5.5 million for council and community litter grants, \$9 million for the *Don't be a Tosser!* state-wide anti-littering campaign, continued support for and improvement of the Report to EPA system and other enforcement action. All program elements aim to reduce littering behaviour in NSW to achieve the state's litter target and to continue to reduce litter after that.

#### The importance of legacy

##### Context for this report

DPIE is entering the final leg of delivery of litter prevention programs under Waste Less, Recycle More to June 2021. Starting from foundational work done by the EPA, the DPIE Litter Prevention Unit has, until recently, focused on supporting evidence-based, on-ground litter prevention initiatives, building networks and ensuring stakeholders and partners have the capacity to act.

##### The story till recently

Some funding programs inadvertently create dependence on the part of organisations seeking funding to continue to deliver services that ought to be part of everyday practices. Indeed, some stakeholders equate sustainable programs to finding ongoing funding sources. This chase for dollars to support programs can create a cycle of dependence on funding rounds and priorities that may undermine the establishment of independent action.

The innovative approach to community and local government engagement at the heart of the NSW Litter Prevention Program has supported many collaborative initiatives with shared ownership and effective delivery. Ongoing leadership supported by funding has enabled solid foundations to be laid for the major elements of litter prevention in NSW. The current program has developed solid foundations for establishing and cultivating connections in the delivery of projects led by:

- community members
- local government staff
- regional integration

- state-wide coordination.

The partnerships formed in this unique approach to evidence-based collaboration have strengthened local knowledge, capacity and leadership for implementing sustainable solutions. Embracing a more complex and comprehensive approach to building a litter prevention legacy will help sustain program elements and outcomes, regardless of access to additional funding.

Fundamentally, gaps exist in some of the essential elements for extending the life cycle of collaboration and building independence from external funding sources. These include

- a strategic vision for legacy outcomes across NSW
- systematic planning approach to achieve a shared vision with clear description of litter prevention principles
- establishing structural changes (e.g. whole-of-organisation ownership of litter prevention with an associated professional career progression) to facilitate programs independent of variations in funding.

The challenge for litter prevention leadership is to

- sustain and expand those collaborations
- build on the capacities that have been developed
- consolidate achievements across the state
- embed and maintain local litter prevention practices
- expand and embed litter prevention policy and practice into other agencies across the state.

## Vision for litter prevention

If litter prevention is to remain a priority in NSW - regardless of funding levels and independent of whether it remains a Premier's Priority - a long-term strategic approach is required. This will ensure that litter has a place in every organisation in NSW and that people know what to do to prevent litter effectively.

This means that individuals have the will and knowledge and take action to prevent litter. It means that organisations also take responsibility for their role in preventing litter by embedding principles, policies and practices into everyday business. And it means that organisations reach out to others and work collaboratively to embed the right behaviours in NSW for the longest term possible and create an enduring legacy for future generations.

The vision for litter prevention in NSW is simple: own it and act.



## Who is responsible for litter prevention in NSW?

To realise the litter prevention vision – *own it and act* - responsibility must move beyond DPIE. The proposed legacy framework has identified three delivery champions.



### Me

Each of us is responsible for litter prevention. At home, at work, at play. We must ensure that we continue to work towards zero acceptance of litter with every individual.



### My organisation

We must ensure the organisations where we work or volunteer have systems in place to prevent litter. We must collaborate with our colleagues and ensure this approach crosses organisational boundaries, including internal departments and jurisdictions.



### My network

We must work across sectors and work collaboratively to create the will and confidence to act in efficient and effective ways.

## Critical success enablers

### Leadership

At the highest levels, leaders must be supported to understand the challenge and be committed to preventing litter. They need to understand the evidence and use this to design processes that will work to prevent litter in the short, medium and long term. And in doing so, they provide the much-needed permission for staff, customers, suppliers and partners to act.

At a more informal level, each individual has the capacity to lead others and to take individual responsibility and action.

Leadership across all levels, formal and informal, is the keystone to realizing the litter prevention vision.

Those taking on leadership roles need to be supported to select, prioritise, plan and implement activities that enable lasting change and build independence from grant funding.

### Commitment

While the data says that people do not like litter, it also says that everyone litters somewhere sometime.

Identifying the triggers for change has started. The *Don't be a Tosser!* campaign has made significant in-roads with individuals.

Council and community litter grants have brought about evidence-based litter reduction using pillars of behaviour changes - enforcement, clean-up, infrastructure, education and awareness, monitoring and evaluation. To date, much of our project delivery has targeted individual responsibility. But with the growing maturity of program development we are increasingly working with stakeholders to influence organisational change.

The opportunity for extending litter prevention legacy exists by increasingly and accurately identifying *What's in it for me? (WIIFM)* for organisations and networks to drive commitment to litter prevention.

## Permission

This is all about understanding and supporting organisational support for change in the face of common barriers *'I want to, but ... I am not allowed ... I have no time ... I have no resources ... I have no knowledge of what to do ...'*

We need to ensure that permission is given to staff, to teams, to leaders, to individuals to enable them to take action. We need to understand the organisational barriers (both real and perceived) to taking action and we need to work with leaders to establish permission to remove those barriers.

## Process

Litter prevention is not simply cleaning up litter. We have developed, tested and proven that taking action across the five pillars will bring about sustainable litter prevention behaviour.

We have and must continue to have projects working to prevent individuals from littering.

We also need evidence-based approaches to litter prevention that can be applied at an organisational level and across our networks.

We can become the knowledge leaders in processes that work by identifying under which conditions solutions are likely to be sustainable. We can lead others to actions that work.

We can develop resources to support the strategic approach to the vision that can be tailored to suit local circumstances.

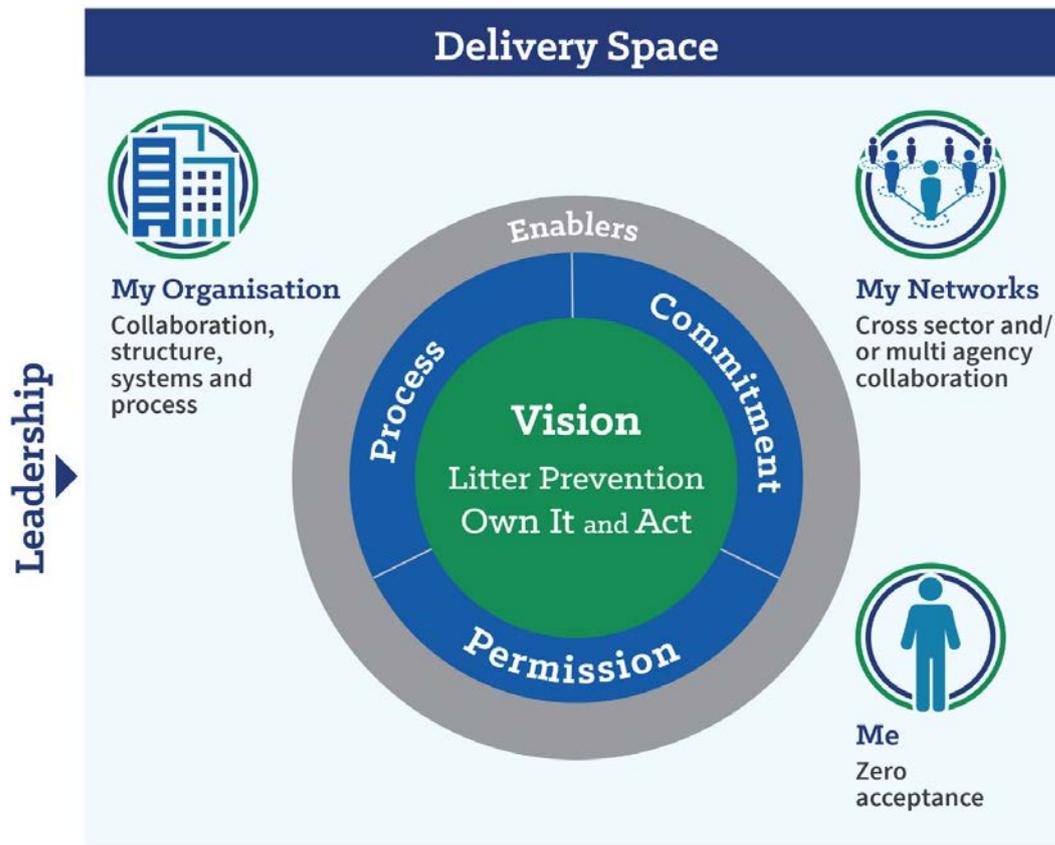
## The measures

We will continue to gather and present evaluation to policy makers and stakeholders as we monitor and evaluate our actions, our projects and our investment in litter prevention.

We will expand our monitoring and evaluation framework, which currently focuses on individual actions, to include organisational and network activity. We will collect evidence of environmental outcomes as well as organisational and behavioural outcomes at the organisation and network level.

Evaluation will demonstrate progress toward and across all these levels and address concerns raised by stakeholders during consultation, development and implementation of the vision.

## Litter prevention legacy framework



## Evaluation

**Table 7 Litter reduction evaluation**

Environment	Factors influencing behaviour change
<p>Cleaner site</p> <ul style="list-style-type: none"> <li>• Infrastructure</li> <li>• Clean-up</li> <li>• Enforcement</li> </ul>	<p>Intention to change</p> <ul style="list-style-type: none"> <li>• Attitudes and beliefs</li> <li>• Social norms</li> <li>• Self-efficacy</li> </ul>
<ul style="list-style-type: none"> <li>• Reduce the volume of litter by 40% by 2020</li> <li>• Prevent litter and littering behaviour in NSW for a clean, safe and healthy environment we can all share and enjoy</li> </ul>	

## Status Check – Where is your organisation at?

How you and your organisation apply the Own it and Act framework may differ depending on current involvement and experience with litter prevention.

It is helpful to first undertake a status check of progress along the Own it and Act pathway towards integrated litter prevention practice.

### Ownership as a foundation

Where does litter prevention sit within your organisation? Who has ownership of delivering on litter prevention?

### Own it and Act - Checklist

Consider the following statements. Which ones are true from your perspective?

#### Me:

##### Commitment

- I am committed to integrated litter prevention practice
- I practice litter prevention in my life beyond my work
- I demonstrate zero tolerance of littering

#### My organisation:

##### Leadership

- My organisation has litter prevention included in a strategic or corporate plan
- My organisation has an established litter prevention commitment and/or target
- Someone is accountable for delivering this commitment and/or target
- Leaders communicate a shared vision of litter prevention
- Leaders are engaged and committed to litter prevention
- Leaders understand the litter prevention challenge

##### Commitment

- My organisation understands the importance of litter prevention to the organisation
- There is an established baseline of litter data and community sentiments (surveys)
- The cost of litter to my organisation is known
- There is a business case for litter prevention
- Key partners are involved and committed to litter prevention

##### Process

- My organisation understands how to deliver effective and coordinated litter prevention
- My organisation has developed protocols and stakeholder capacity to deliver effective litter prevention
- Litter prevention roles are included in related duty statements
- Staff know how to implement litter prevention plans
- My organisation links to relevant local government and state agencies

**Permission**

- My organisation has an officer, position or unit responsible for litter prevention
- My organisation allocates resources (budget, staff and materials) to litter prevention
- There are clear career paths for those involved with litter prevention
- Training and support exists for building litter prevention capacity in my organisation
- Support and tools for litter prevention are readily available
- There is a track record of on-ground delivery of successful litter prevention for our organisation
- Litter prevention successes are celebrated

**My networks:****Leadership**

- My networks communicate a shared vision of litter prevention

**Commitment**

- My networks understand the importance of litter prevention
- My networks are engaged in my organisation's activities and collaborate to maintain litter prevention outcomes
- My organisation has links to local government and state agencies that help us to consult and develop shared commitments in litter prevention

**Process**

- My networks have coordinated litter prevention policies and practices
- The links between sectors are well managed
- There is confidence that each part of our network knows about other's litter prevention activities

**Permission**

- My networks have appropriate resources (budget, staff and materials) to manage litter prevention