

The Boulevardde Lakemba Litter Prevention Program

What was the problem?

The general litter problem at the retail and transport hub, The Boulevardde Lakemba, included:

- residents leaving food scraps to feed the birds
- residents unaware of litter laws
- no public ownership of area
- no business commitment to helping to keep area litter free
- cultural and language barriers with signage and enforcement
- general litter such as food scraps, cigarettes and chewing gum being left at site.



Cigarette butts collected before cigarette bin installation



New cigarette bins with clean and litter free surrounding area

What did we do?

The key steps included:

- taking a consultative and community based approach – bottom up rather than top down
- developing a litter strategy and implementation plan that the community could help implement
- researching best practice litter strategies from other councils in Sydney, Brisbane and Melbourne that have participated in similar litter reduction projects
- involving key stakeholders from start to finish.

Project features

Approaches used

- ✓ Cleaning and clean-ups
- ✓ Improved infrastructure
- ✓ Education and awareness
- ✓ Enforcement
- ✓ Community involvement

Project details

Project length and timing

February to December 2014

Cost

\$20 939 plus project management

How was effectiveness/results evaluated

- Attendance at litter meetings
- Business involvement and participation
- Onsite litter reduction
- Community awareness of program
- Community organisations' support
- Ability to integrate with current Council litter reduction activities
- Active participation by residents

What was the result?

- Community goodwill and awareness about litter and the importance of clean, vibrant and well-used public spaces
- Local resident and business support that has helped promote and implement various litter reduction initiatives
- A 67% and 63% reduction in litter in both hotspot locations in the project area
- Internal Council support that included additional clean-ups, ranger patrols and training, and litter education
- Strong media coverage including four media releases and advertisements in local papers (Torch and Valley Times)
- Ongoing participation from members of Environment@Lakemba (local resident action group) that have been the real drivers and an integral part of our successful litter project

Key partners

- Council – rangers, cleaning team, barrowmen, waste manager, park and recreation manager, communications team, Mayor Robson and Lakemba library
- Community organisations – Canterbury City Community Centre, Tripoli Mena, Youth@Lakemba, local Arabic and Bengali social and youth groups, Cooks River Valley Association and Mudcrabs
- Religious organisations – council project manager visited local mosques and spoke to several Imans to encourage wider community support
- Business – provided regular project updates to local businesses along The Boulevard and Sydney Rail

Legacy

This pilot litter project for Lakemba was a way to showcase a clean and litter free project area and to build community pride.



LITTER!
Lakemba is yours to enjoy
القمامة!
لاكمبا هي لك لتتمتع بها

**Litter damages our waterways, bushland and wildlife.
Don't litter, put it in the bin.**
أضرار القمامة تضر في مجاري المياه وفي الأدغال والحياة البرية.
لا للقمامة، ضعها في صندوق المهملات.

 **City of Canterbury**
City of Cultural Diversity

 **LAKEMBA**

 **NSW**
GOVERNMENT

epa.nsw.gov.au/litter



Community clean-up

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City of Canterbury
City of Cultural Diversity

Locally tailored campaign material

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