

Litter Prevention Eastwood

What was the problem?

The Eastwood business strip is a popular Asian grocery shopping and dining destination in the Ryde City Council area, particularly for the Chinese and Korean populations.

Cigarette butts, fruit peel and toothpicks were identified in the EPA's Local Litter Check.

Lack of community and environmental awareness, as well as cultural-related social behaviours were the reasons for littering.



Locally adapted campaign material

What did we do?

- Improved infrastructure – cleaning public bins, installing 10 extra cigarette butt bins and three extra litter warning signs
- Anti-litter pledges – sought cooperation from businesses and individuals to keep Eastwood clean and promote this message to others
- Partnerships with Eastwood Chamber of Commerce, Korean Chamber of Commerce, YUHU groups (owner of the Eastwood shopping centre) and three community groups (FITA, Tzu Chi Foundation and Eastwood Seniors Group) to promote litter prevention pledges with local businesses. These were carried out at Litter Prevention Awareness Day and the Granny Smith Festival
- In addition to educational messages in the residents' news, web page and Facebook, a banner titled 'Litter! You know it's wrong!' (in three languages) was displayed at Eastwood Mall, the Avenue, Eastwood and Denistone East Public School
- Council rangers participated in Litter Prevention Awareness Day in the targeted area

Project features

Approaches used

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

Project details

Project length and timing

1 February to 30 December 2014

Cost

\$50 447

How was effectiveness/results evaluated

Local Litter Checks were conducted by Council in conjunction with the town centre management team.

What was the result?

- Infrastructure – the collection from the 20 butt bins increased from 5600ml in volume to 9000ml. New bins installed in the correct location, cleaner bins and education have encouraged people to do the right thing
- Pledges – 107 businesses have signed up anti-litter pledges, along with 1430 individual anti-litter pledges
- Education/media – litter prevention messages were promoted through the Council Column, Korea Times Australia, a litter prevention webpage, online anti-litter pledges (in three languages), Council's website and social media. The litter prevention poster was displayed at the Eastwood Kiosk and the banner at the Mall and Denistone East Public School

What did we learn?

- Teamwork – although it was a grant project and was designed and managed by the waste department, each stakeholder had something to offer to the project. Instead of assigning tasks to relevant parties, it was extremely helpful to brief everyone on the project and open it to their suggestions to avoid potential mistakes or failures.
- Ownership – the town centre management team and their community partners were involved from the beginning of the project in the decision making process as well as the clean-up and promotion of the events. Thus, they took ownership and have contributed to the success to this project.
- Celebrate the success – at each milestone we celebrated each success, so that the stakeholders learned throughout the progress of this project and the community groups were each given the recognition of their contribution. It built up momentum and greater involvement in this project.

Legacy

The town centre management team was encouraged by the result of this project and purchased a street vacuum cleaner, 'Glutton', from their own budget, to continue keeping up the Eastwood clean initiative.

The town centre management team agreed to store and send cigarette butts to Terracycle to be recycled.

Community groups are now committed to continue the work. The Seniors Group joined FITA's Putney Park clean up event and the Tzu Chi Foundation joined FITA and has started monthly clean up events at Eastwood. FITA has now also applied for a grant from Keep NSW Beautiful Community Litter Grant program.

- Participation – 60 volunteers participated in Litter Prevention Awareness Day and 40 plus volunteers joined the Granny Smith Parade wearing 'Litter! You know it's wrong!' T-shirts with car rubbish bags as giveaways to raise awareness and promote community pride
- Achieved a 74% reduction in litter



Vehicle litter bags

Contact:

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