

A decorative graphic on the right side of the page. It consists of a jagged white shape that resembles a torn piece of paper, set against a background of a honeycomb pattern of gold hexagons. The hexagons are arranged in a way that they appear to be behind the white shape, creating a layered effect.

**Round 3: NSW EPA
Council Litter Prevention
Grants
Information and guidelines
for applicants**

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Information and guidelines for applicants

The NSW Government is serious about reducing litter. The Premier has committed to reduce the volume of litter in NSW by 40% by 2020 (see the [Premier's priorities](#)). Local councils are key stakeholders in delivering this change, supported by the Waste Less Recycle More commitment of \$20 million to anti-litter efforts. NSW's recent results in litter reduction are encouraging, but we need to keep going.

The NSW Environment Protection Authority (EPA) has opened Round 3 of the NSW EPA Council Litter Prevention Grants Program with \$1.5 million of funding available to individual NSW councils as part of the five-year \$465.7 million *Waste Less Recycle More* initiative.

Round 3 of the NSW EPA Council Litter Prevention Grants Program will fund litter prevention projects that reduce the volume of litter and target NSW's most littered hot spots.

Individual NSW councils can apply for grants of between \$25,000 and \$125,000 (excluding GST) to deliver projects that both:

- **Apply an integrated approach** to litter prevention including education, enforcement, infrastructure and evaluation strategies
- **Use EPA-developed tools and resources** including *Hey Tosser!* creative materials and the *Local Litter Check*.

Grant applications close at 4pm on Friday 8 April 2016.

Background

The NSW EPA Council Litter Prevention Grants Program began in 2013. Two rounds of the grant program have been completed across 38 NSW councils and seven regional groups of councils to a value of \$2.7 million – with excellent results.

Round 1 councils achieved an average reduction in targeted sites of 68%. Round 2 councils achieved an average reduction in litter in targeted sites of 60%. Round 3 aims to build on the previous program success to support councils meet local and state priorities for litter.

Timeframes

12 February 2016	February 2016	8 April 2016	Before 1 July 2016	From 1 July 2016	31 May 2017
Round 3 Applications open	Webinar to support applicants (dates TBC) How to use the <i>Local Litter Check</i> Monitoring and Evaluation – setting SMART objectives	Round 3 Applications close	Successful applicants announced and complete/deliver: EPA's grant agreement Work and safety plans for project site(s) New Local Litter Check litter count form	Projects to commence	Projects completed and Final report submitted

Getting started

Before applying for a grant, applicants need to complete a litter assessment of their site using the EPA's *Local Litter Check*. How-to videos and forms are available on the [Litter prevention](#) page.

The EPA's Local Litter Check is being adapted to help councils better measure litter volume in addition to littered items. New Local Litter Check litter count forms and a downloadable volume calculator are currently being developed by the EPA. Councils should use the existing Local Litter Check to attach to grant applications. Successful applicants will be required to submit a new Local Litter Check litter count form only to the EPA before project commencement. The EPA will provide compensation to councils for this additional work.

Grant payments will be provided in three instalments on commencement, a progress payment and when a final report is submitted. Projects will need to be completed and final litter checks, case studies and reports submitted by **31 May 2017**.

Grant program objective

The program objective is to continue to support NSW councils to deliver local litter prevention projects that answer local needs and contribute to achieving NSW goals in long-term litter reduction.

The NSW Government is serious about reducing litter. The NSW Premier recently announced a new State Priority to reduce the volume of litter by 40% by 2020 ([Making it Happen – New South Wales Government](#)).

This builds on the foundation that has already been created through the previous focus on reducing the number of littered items in NSW.

NSW litter priorities

Grant funding is available for projects that reflect the NSW priority sites and/or priority materials (see below). Priorities are built on past learnings as well as information from the National Litter Index in 2014–15 about NSW's most littered sites and litter types by volume. Cigarette butts, which have minimal litter volume, continue to be a priority item because of the number littered.

Priority sites	
High	<ul style="list-style-type: none"> • Industrial areas • Highways and roads • Car parks
Medium	<ul style="list-style-type: none"> • Retail strips • Transport interchanges • Residential areas
Low	<ul style="list-style-type: none"> • Beaches • Shopping centres • Recreational parks • Ovals/sports grounds
Priority Materials	
High	<ul style="list-style-type: none"> • Drink containers (all materials – plastic, paper, glass, metal) • Takeaway containers, including coffee cups (all materials – plastic, paper, glass, metal) • Plastic • Paper and paperboard (e.g. newspapers) • Metal
Medium	<ul style="list-style-type: none"> • Cigarette butts • Glass
Low	<ul style="list-style-type: none"> • Miscellaneous

Integrated approach

The NSW Government and the NSW EPA Council Litter Prevention Grants Program apply an integrated approach to litter prevention, including action across four pillars (see below).

Each of the pillars supports and complements the other to deliver effective behaviour change. Applications need to apply an integrated approach to litter prevention.

Partnerships (internal and/or external) across the four pillars are essential. Projects can also leverage other NSW EPA litter grant programs, including the Litter Regional Implementation Program (L-RIP) and EPA Community Litter Grants administered by *Keep NSW Beautiful*.

Four pillars of the integrated approach			
Community education and engagement using the 'Hey Tosser!' message and materials (for example to signs, adverts, brochures and posters)	Regulation and enforcement ((for example enforcement action, messages that fines apply and the public can report littering, enforcement blitzes and enforcement training)	Infrastructure and clean sites (for example clean-ups, assessment of bin infrastructure, new bins and upgrading bins)	Measuring and evaluation using the <i>Local Litter Check</i> (and for example also using community and partnership surveys)

Hey Tosser!

Projects funded through the NSW EPA Council Litter Prevention Grants Program need to apply the *Hey Tosser!* creative materials. A range of *Hey Tosser!* tools and resources (including print ready and editable artwork files) are available through the EPA.

Email litter.prevention@epa.nsw.gov.au for access to the resources.

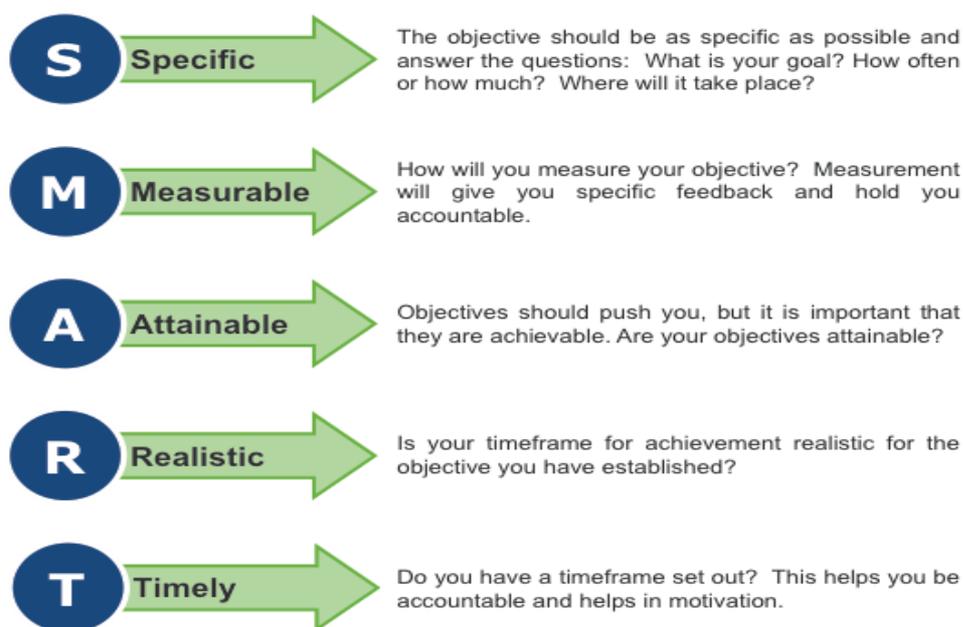
Hey Tosser! is a foundational component of the integrated approach to litter prevention in NSW. The *Hey Tosser!* message was developed through focus group testing and a Local Government Stakeholder Reference Group. Evaluation and analysis shows *Hey Tosser!* is effective and is making a substantial impact on littering behaviour in NSW.

Hey Tosser! achieves high campaign recall, solid message take out and excellent social engagement. Research also indicates it contributes to a reduction in the number of people who self-report that they litter, increases negative sentiment towards litterers, and increases the likelihood to report someone for littering from a vehicle.

SMART objectives

After you have completed the Local Litter Check and gathered any other research or data about littering behaviours, you will be required to develop SMART objectives for your project for each of the four pillars of litter prevention.

What are SMART objectives?



Building on success

Councils have achieved excellent results through Rounds 1 and 2 of the EPA's NSW Council Litter Prevention Grants Program using the integrated approach to litter reduction. The efforts of the NSW Government, councils, community groups and individuals, all using the integrated approach, is beginning to be reflected in litter survey data.

In 2014–15 NSW reduced the number of littered items, as measured through the National Litter Index, by 15.8%. This is well above the national annual reduction of 3.9%. NSW also reduced the volume of litter by 7.8%, slightly above the national average reduction in litter volume of 6.8%, excluding illegal dumping. NSW has made a good start, but we need to keep going.

Eligible applicants

To be eligible for funding, applicants must demonstrate a capacity to manage the grant funds, fulfil the grant criteria and be an individual NSW Council (as defined under the *Local Government Act 1992*).

Regional groups of councils **will not** be eligible to apply for Round 3 of the NSW Council Litter Prevention Grants Program. Instead, the EPA has provided \$1.3 million to regional groups of councils through the Litter - Regional Implementation Program (L-RIP). Nearly all local councils are now involved in the L-RIP program through their regional groups.

However **all individual NSW Councils are encouraged to apply**, including all councils involved in Litter – Regional Implementation Program (L-RIP).

This grant is open to both previous applicants and recipients of EPA's NSW Council Litter Prevention Grant funding and to NSW councils that have not previously applied.

Litter sites targeted in previous rounds of EPA NSW Council Litter Prevention Grants funding will be considered if the project illustrates an enhancement on previous work.

Where multiple sites are selected, the strategic intent of the project needs to be focused on a problem litter type or a problem litter site type.

Eligibility criteria

To be eligible for funding, a proposed project must:

- be a litter reduction and/or prevention project
- be site specific and developed in response to the evidence collected based on the *Local Litter Check* results (rather than a generic council wide project)
- be conducted on council-owned and council managed public space or on other publicly-used land with the support of the landholder
- use *Local Litter Checks* on affected sites before the project starts and on completion of the project
- include collaborative partnerships with key stakeholders such as internal staff, adjoining public or private land managers, industry, business and community organisations
- show value for money in delivering the project outcomes
- provide evidence of in-kind or partner contributions
- build capacity to act, providing council employees, land managers and community organisations with the knowledge and skills to implement effective solutions (during and beyond the project)
- educate and guide the community on the social, environmental and economic impacts of litter through the *Hey Tosser!* litter campaign materials
- have a clean-up component at the onset of the project
- use strategic enforcement, to increase knowledge of and compliance with litter legislation
- measure and report on the objectives and outcomes of the funded projects.

Grant funding is available to cover 100% of project costs but an in-kind contribution is expected. A maximum of 50% of salary costs (including oncosts) for staff delivering the project will be funded. Applicants should demonstrate why salary funding is needed and state other funding sources and in-kind contributions.

What activities or infrastructure will be funded?

All applicants will need to consider and apply the integrated approach to litter reduction. Applications should include components of the following:

1. community education and engagement – use of the *Hey Tosser!* message, engagement with the community and internal staff, and partnerships with business and key stakeholders
2. regulation and enforcement – approach and application of the enforcement message
3. infrastructure and clean sites – clean-up component, assessment of bin infrastructure and installation of new or improved bins
4. measuring and evaluation – *Local Litter Check* on all affected sites before and after the project strategies have been implemented.

Applicants should demonstrate a mix of approaches and be guided by the evidence in the *Local Litter Check* and other sources to determine the weight of the approach needed across the four pillars. That is, the project need not spend effort equally across each of the pillars.

What activities and infrastructure will not be funded?

Grant funding will not be available for:

- use of education materials other than *Hey Tosser!* materials
- activities carried out before the grant is offered and accepted
- public place recycling bays
- maintenance and servicing of new or existing bins
- play equipment, new paths, public amenity upgrades such as BBQs or shelters (excluding litter and butt bins), or landscaping unless the applicant can demonstrate that the project prevents litter or engages the community in litter prevention
- school programs – unless the *Local Litter Check* can demonstrate the ‘identified litterers’ for the project are school aged.

Submitting an eligible application

To submit a valid grant application, councils must:

- complete the Round 3 NSW EPA Council Litter Prevention Grants Program application form
- demonstrate in their application that the project meets the eligibility criteria (see above)
- include in the application the names and signatures of the General Manager/CEO and Program Director who are able to attest to the accuracy of the information in the application
- provide the written consent of any organisation that the council partners with on the project (or has nominated to provide in-kind support)
- ensure the application is received by the closing date – late applications will not be accepted and will be returned
- complete a baseline *Local Litter Check* for the proposed site(s) and include the results in the application.

Grant conditions

Applicants must:

- prior to funding, sign and return the EPA’s grant agreement, including risk analysis and work and public safety plan (if sites include waterways, roadsides or car parks) and a new *Local Litter Check* litter count form
- commence the project implementation from **1 July 2016** and complete the project by **31 May 2017**
- hold appropriate insurance and public liability coverage

- submit a case study, final report and final *Local Litter Check* by **31 May 2017** (10% of the final grant amount will be held by the EPA until these are submitted)
- acknowledge the support the NSW Government on all publications, externally distributed reports, websites and publicity material including brochures, signage, advertising and invitations relating to the Project with the following statement prominently displayed: *'This project is a NSW EPA Waste Less, Recycle More initiative funded from the waste levy.'*

Submitting your application

Grant applications close at 4pm on Friday 8 April 2016.

You can submit your application by:

- Emailing litter.prevention@epa.nsw.gov.au with the subject line: 'Your Council Name: Round 3 NSW EPA Council Litter Prevention Grants Program Application'.
- Posting it to:
Round 3 NSW EPA Council Litter Prevention Grants Program Application
Litter Prevention Team
NSW Environment Protection Authority
PO Box A290
Sydney South NSW 1232

Available resources and tools

A range of tools and resources are available through www.epa.nsw.gov.au/litter including:

- Things you should know about litter and litterers:
[NSW Litter Prevention Kit – Things you should know about litter and litterers](#)
- Run an effective litter prevention project:
[NSW Litter Prevention Kit – Run an effective litter prevention project](#)
- The *Local Litter Check* (Introduction and how to manual):
[NSW Litter Prevention Kit – The Local Litter Check](#)
- The 'How to' videos:
[Understanding your litter problem](#)
- The Local Litter Check forms:
[Understanding your litter problem](#)
- Litter Prevention for Authorised Officer Course:
To register your interest in completing this course email litter.prevention@epa.nsw.gov.au with your details.
- You can contact litter.prevention@epa.nsw.gov.au for a copy of the *Hey Tosser!* creative material and style guidelines.
- For more information on the Waste Less, Recycle More initiative please visit [Waste Less, Recycle More initiative](#)

Need help?

If you need assistance with your application or have questions, call (02) 9995-6878 or email litter.prevention@epa.nsw.gov.au.

The EPA will provide a support webinar in February 2016 to help councils develop their applications, use the *Local Litter Check*, understand local and state litter priorities, set SMART objectives and design effective litter projects.

To register interest in attending the webinar, email your details to:
litter.prevention@epa.nsw.gov.au.