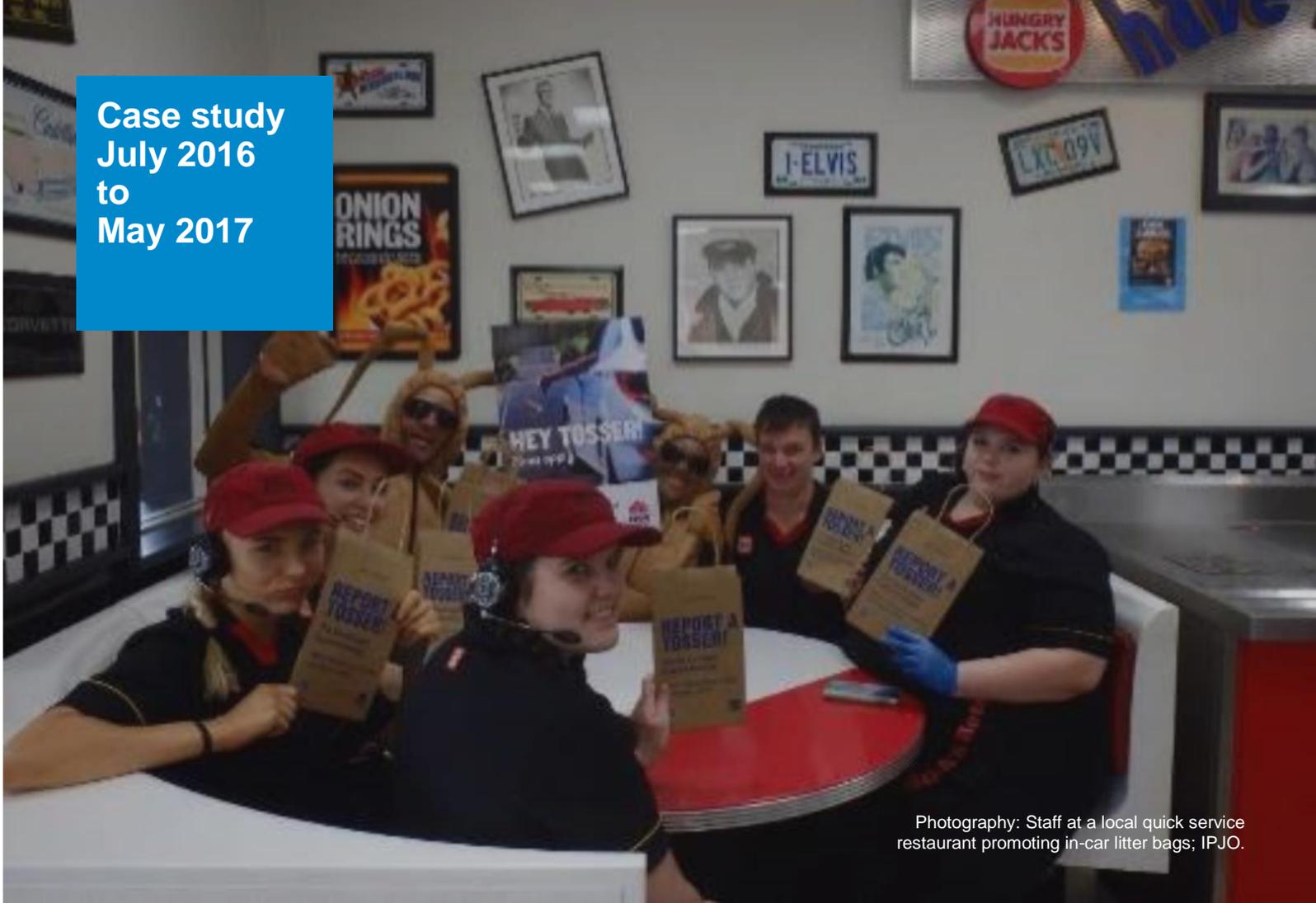


Case study
July 2016
to
May 2017



Photography: Staff at a local quick service restaurant promoting in-car litter bags; IPJO.

Southern Region road litter project

The Illawarra Pilot Joint Organisation, which serves the interests of Southern Region communities, sought to reduce littering of takeaway containers along major roads. Our project raised awareness of the problem among those who use quick service restaurants and service stations, and led to a 75% increase in the number of people reporting littering from vehicles.

What was the problem?

The community was concerned about litter along highways and major roads, mainly from takeaway containers and cigarette butts, our community consultations and inspections showed. Our checks also showed this littering took place a short distance from quick service restaurants.

HEY TOSSER!

The Southern Highlands are yours to enjoy

Visit the Hey Tosser website to report littering from vehicles.



epa.nsw.gov.au/litter

Hey Tosser! posters placed at quick service restaurants in the Southern Highlands.

Educating road users about reporting litter to the EPA from vehicles both encouraged this reporting, and put drivers on notice that littering may be seen and reported.

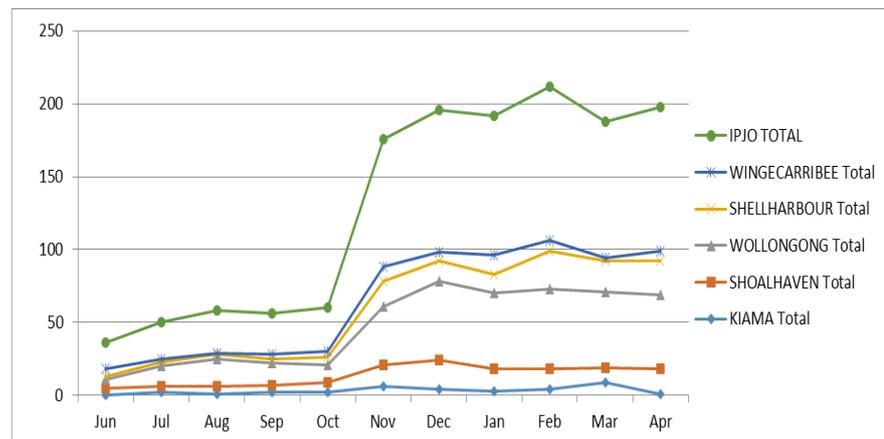
What did we do?

The Illawarra Pilot Joint Organisation:

- carried out consultation, visual inspections, and Local Litter Checks, to gauge volumes of litter, its likely sources, and how to best reduce it
- engaged quick service restaurants, service stations and their customers to dispose of takeaway containers properly, and promote litter reporting
- employed actors to engage with customers in a fun way, to raise awareness of littering
- deployed mobile signage (provided by Roads and Maritime Services) on roadsides, and put up posters at quick service restaurants
- ran radio advertising during 'drive time' to deliver 'Hey Tosser!' messages
- handed out in-car litter bags to quick service restaurant customers.

What was the result?

- The number of local residents who registered with the NSW Environment Protection Authority (EPA) to report littering from vehicles increased by 73% (by 1415 registrations) during the project.
- Roads and Maritime Services formed new partnerships with local quick service restaurants to target roadside litter.
- Thirty thousand car litter bags were distributed.
- Visual litter checks showed substantial decreases in litter at project sites.



Increase in community registrations on the 'Report to EPA' program over the project period.

What did we learn?

- Safety emerged as a concern for those conducting Local Litter Checks around roadways, necessitating other methods.
- Not all quick service restaurants control the carparks around them; gaining access can be tricky.
- Of the campaign materials, most people preferred in-car litter bags, being reluctant to use windscreen stickers that promote reporting litter to the EPA.
- Weather influences how much people visit quick service restaurants.
- The state-wide campaign of Hey Tosser! billboards and banners strengthened local projects.

How we evaluated our project

Although our project initially used roadside Local Litter Checks to gauge progress, safety concerns led us to focus on local registrations of the Report to EPA program as the key project target.

Cost

Grant:
\$71,060

In-kind:
\$90,906

Total cost:
\$161,966



Roadside litter along Hume Highway, Suttons Forrest.

Contact

James Vincent,
Illawarra Joint
Pilot Organisation

Email:

jvincent@illawarra
jointorganisation.
nsw.gov.au

Legacy

- The project raised awareness among road users that they can report littering from vehicles to the EPA.
- A new partnership between the Illawarra Pilot Joint Organisation and Roads and Maritime Services will improve coordination of future efforts to reduce litter.



Litter characters: cockroaches and butlers promote the project and hand out car litter bags across the Illawarra region.

Photos: Illawarra Pilot Joint Organisation

NSW Environment Protection Authority
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Website: www.epa.nsw.gov.au
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