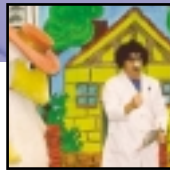


WASTE WISE 2002 - 2004



CITY OF PORT PHILLIP WASTE MANAGEMENT STRATEGY



EXECUTIVE SUMMARY

Waste Wise 2002 – 2004 establishes a framework for the council's Waste Management Services and sets out clear policy directions as a basis for action over the next three years.

Initiatives set out in the Action Plan are designed to reduce the amount of waste going to landfill and ensure that the council has the right services and systems to support continued waste reduction across the municipality.

The Strategy supports the 'waste minimisation hierarchy' using less waste in the first place, reusing items wherever possible and recycling materials as a third option.

In the first instance, Waste Wise 2002 – 2004 commits the council to developing a fuller understanding of the waste generation patterns within the municipality and to continually review the systems in place to better manage waste disposal for a diverse range of needs.

The council is especially keen to reduce the amount of construction and demolition waste going to landfill and continue to increase the already significant diversion rate of recyclables going to landfill.

As a leader and facilitator of environmental policy and management, the City of Port Phillip recognises that setting one's own house in order is essential when seeking to govern and regulate the actions of others. In waste management circles the council has made this commitment through the Waste Wise program, which is now also being implemented at Port Phillip schools, as well as this, the Waste Wise message is being spread among traders and residents.

To effectively deliver the council's waste management programs and services the council recognises that partnerships with local communities are vital. In developing the Strategy, the council has adopted a series of objectives that relate to a number of key sectors across the municipality, including:

- Western Regional Waste Management Group
- Residents
- City of Port Phillip staff
- Schools
- Businesses and industry
- Community groups
- Event coordinators
- Council contractors
- The construction and demolition industry
- Litter Prevention Taskforce

The objectives are supported by a number of recommended strategies that are detailed in the Action Plan.

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1. BACKGROUND

Waste management is one of the major challenges presently facing local government. Finding alternative technologies to landfill disposal, increasing recycling and waste disposal costs, environmental issues and the community's expectation for a sustainable environment are some of the issues that must be addressed.

Waste management issues are not only limited to the council's assets and activities. The council's roles and responsibilities are much broader than this and include providing education and information to the community at large, collaboration with local business and industry, working with other levels of government and working within a regional framework.



In 1996 the City of Port Phillip adopted a waste management strategy – Strategic Directions for Waste Management in the City of Port Phillip which contained a detailed agenda for action to achieve the waste minimisation objectives of a newly amalgamated city via a set of new waste collection contracts set up under compulsory competitive tendering. This Waste Management Strategy – Waste Wise 2002-2004 revisits and updates that agenda.

The Waste Management Strategy is designed to provide a strategic framework to guide council policy and decision making over the next three years and to assist in the overall coordination of litter and waste education programs undertaken by the council. This three-year plan also builds on and refers to existing systems and operations, as well as recent council strategies and plans that deal with specific environmental issues.

The council's Waste Management Strategy must also align with the Waste Management Plan of the Western Regional Waste Management Group. Compliance with the Regional Plan is mandatory for the council.

1.1 Eco Recycle Victoria

The State Government Agency for waste minimisation and recycling, EcoRecycle Victoria (ERV), was created to bring about significant changes in the way Victoria addresses resource recovery, recycling and waste management. ERV works closely with industry, commerce, education, local government and the broader community to facilitate behavioural change towards waste and litter management, and to encourage viable long-term solutions in waste management.

(Source: Eco Recycle Victoria)



1.1.1 The Waste Wise Program

The Waste Wise Program is a major statewide initiative established by ERV to encourage and assist people and organisations across Victoria to reduce litter and minimise waste.

The Waste Wise Program offers substantial support to Regional Waste Management Groups, councils and council contractors in the planning and implementation of waste and litter education strategies for their communities, covering schools, organisations, businesses and events.

(Source: Waste Wise Brochure, Eco Recycle Victoria)

The role of councils in the Waste Wise Program involves:

- Assisting and encouraging a Waste Wise community
- Reducing local litter and dumped rubbish
- Minimising waste to landfill from kerbside services
- Establishing the council's departments, business units and service providers as models of best practice in waste minimisation
- Integrating waste minimisation into tender specifications and evaluation
- Integrating waste minimisation into building and planning approval processes

(Source: Western Regional Waste Management Plan, February 2001)

The City of Port Phillip supports the Waste Wise Program through its commitment to:

- Development and implementation of a Waste Wise strategy
- Becoming signatories of the Waste Wise Organisation Program
- Developing and implementing educational programs with council staff, residents, schools and traders
- Reducing waste to landfill

1.2 Western Regional Waste Management Group

The Western Regional Waste Management Group (WRWWMG) was formalised in 1979, and the member municipalities are Brimbank, Hobsons Bay, Maribyrnong, Melbourne, Melton, Moonee Valley, Port Phillip, Wyndham and Yarra.



The WRWWMG responsibilities include the development and implementation of initiatives for minimisation of waste through **REDUCE**, **REUSE** and **RECYCLE** practices and strategies for waste disposal, litter management and landfill management.

1.2.1 Western Regional Waste Management Plan

All regional waste management groups have a statutory obligation to prepare a waste management plan for the region. The City of Port Phillip has contributed to the preparation of past Western Regional Waste Management Plans (WRWWMs). A new five year plan is awaiting state government approval in principle and will then be subject to community consultation for a period of one month before adoption. The new plan will provide a decision-making process for the development of facilities and programs needed to manage waste being generated or disposed of in the region. For example, ensuring landfill and recycling requirements are being met within the region.

The Western Regional Waste Management Group (WRWWMG) has identified five (5) goals for the life of this plan. Each goal has a number of key activities to be implemented over the life of the WRWWM that are detailed at Appendix 1. The goals are as follows:

- Goal 1 - Integration of waste services across the region.
- Goal 2 - Green waste removal from putrescible collection service
- Goal 3 - Litter management
- Goal 4 - ERV grants programs
- Goal 5 - Waste Wise accreditation for group members, commerce and industry

(Source: Western Regional Waste Management Plan, February 2001)

The activities listed in Appendix 1 must be pursued by the member councils of the region, and therefore these activities will have significant impact on Port Phillip's pursuits under this Waste Wise Strategy.

1.3 The Waste Reduction Hierarchy



This Strategy is based on the waste minimisation hierarchy. The hierarchy gives priority to reducing waste, or in other words, using less to start with and avoiding the creation of waste. Priority is then given to reuse, which is about using the same item more than once and extending the life of an item. Recycling of materials is given third priority and involves reprocessing materials to produce the same item or a different one.

The Waste Hierarchy

Eg. While recycling of paper cups in the office is good practice, reusing your own ceramic mug is a better practice.

The WRWWMG responsibilities also include the development and implementation of initiatives for minimisation of waste through **REDUCE**, **REUSE** and **RECYCLE** practices and strategies for waste disposal, litter management and landfill management.

2. WASTE WISE 2002-2004 – WASTE MANAGEMENT STRATEGY

Education is recognised as a fundamental component of council and regional strategies to minimise waste and litter. Complementing the WRWMP, the City of Port Phillip has agreed, through its membership to the WRWVG, to develop and implement a Waste Wise Strategy within its municipality. By focusing on the City of Port Phillip's Corporate Plan and the Sustainable Environment Strategy, this Waste Wise Strategy has been designed to assist the council in taking waste and litter initiatives to the local community.

This Strategy has been developed in association with council staff, Western Region education officers, the Sustainable Environment Advisory Committee and coheres with the council's existing initiatives in waste management.

The Strategy offers a strategic approach to waste and litter education and introduces and extends ERV's Waste Wise Program into the municipality. The strategy includes aspects of the WRWMP and uses the waste minimisation hierarchy as a model for educational purposes.



3. RELATED POLICIES AND STRATEGIES

3.1 Corporate Plan

The City of Port Phillip encourages sustainability and improved waste management both in terms of community awareness and through its own operations. The City of Port Phillip Corporate Plan, the council's strategic framework, identifies policy actions to achieve environmental sustainability. The current Corporate Plan is under review.

This section will be updated to reflect the new 2003-2008 Corporate Plan.

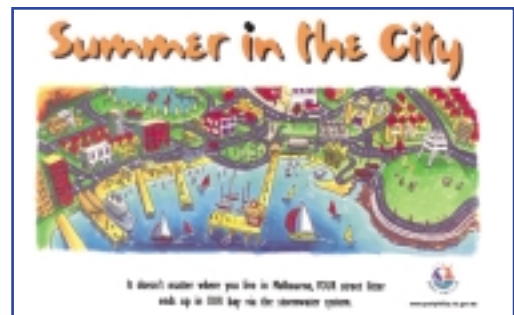
Business Plan Actions directly relevant to litter reduction and waste management follow:

KRA 2: Improving our built environment

- 1 Improve the performance of the Street and Beach Cleaning Service with focused attention to:
 - throughout the city
 - Gutters, overhanging branches, litter traps
 - Contract performance measurement and reporting
 - Introducing GPS to appropriate cleaning vehicles
 - Principles in the beach cleaning Best Practice guidelines
- 2 Investigate and advise the council of alternative methods of street cleaning to deliver cleaner streets.
- 3 Undertake a trial of moving parked cars to enable more effective street cleaning.
- 4 Develop a draft environmental management plan for the beach and foreshore to facilitate the application of Beach Cleaning Best Practice Guidelines.

KRA 3: Building a sustainable environment

- 5 Implement a new list of actions from the Litter Abatement Strategy including litter prevention patrolling and enforcement, enhanced signage, carpark vegetation modifications and in particular :
 - Target the council's current litter prevention resources to the corporate litter of the public realm, eg. ATMs, transport shelters, other trader litter, charity bins and foreshore kiosks
 - Enforce the provisions of the local law that contributes to the reduction and prevention of litter in the public realm
- 6 Minimise littering by continuing to review the type and location of litter bins within the bin replacement program.



- 7 Involve the community in the clean up of selected sites and local streets in general, through Clean Up Australia Day.
- 8 Continue the installation of additional litter baskets that:
 - Trap litter at key points
 - Will have an immediate impact on the cleanliness of the beach
 - Supplement the program of gross pollutant traps installed on outfall drains
- 9 Determine the council response to proposed government restructure of regional waste management authorities.
- 10 Continue to participate in financial viability investigations into regional waste services delivery.
- 11 Determine the preferred position for long-term tipping arrangements following expiry of the tri-party agreement on 30 September 2001 with the cities of Wyndham and Melbourne.
- 12 Implement new strategies to reduce the amount of waste generated by residences and businesses by investigating green waste collection and the composting of materials collected, restoring bi-annual hard and green waste collections, and participating in the Western Regional Waste Management Group's waste re-use program which targets commercial, construction and demolition wastes.

3.2 Sustainable Environment Strategy

The City of Port Phillip Sustainable Environment Strategy (SES) sets directions for overall environmental programs of the council including waste minimisation. The strategy sets out clear policy directions as a basis for action over the next five years. As well as influencing the council's own operations, the SES will guide council in working with the local community.

Strategic directions for action in waste minimisation cover:

- Encourage broader community to implement waste prevention
- Increase participation through education with a particular focus on larger waste generating activities such as building demolition, manufacturing and retail
- Accessible services
- Improved infrastructure
- Continue to promote waste reduction and recycling
- Investigate opportunities to generate energy from waste
- Review and update strategic directions for waste management in the City of Port Phillip

The SES provides an overarching framework for a number of other council policies including this Waste Management Strategy. Other related strategies include:

Litter Abatement Strategy

- Establishes Litter Taskforce
- Identifies hotspots
- Identifies projects to reduce litter
- Updates actions of the WW Strategy

Environmental Purchasing Strategy

- Buy recycled – sustainable products
- Conserve resources
- Energy efficiency

Stormwater Management Plan

- Sets directions to improve quality of stormwater
- Litter trap installation program
- Impact on beach cleaning

Greenhouse Gas Reduction Strategy

- Sets directions to reduce methane gas emission through composting initiatives



This Waste Management Strategy also updates and complements these existing strategies and plans.

4. THE CITY OF PORT PHILLIP



Figure 1: City of Port Phillip Municipal and Suburb Boundaries

The City of Port Phillip is located on the northern shore of Port Phillip Bay to the south of the Melbourne CBD. The city has experienced a significant amount of residential development over the past decade particularly around areas close to the foreshore. With a population of approximately 82,500 people the City of Port Phillip is one of the most densely settled areas of Victoria. There are 40 persons per hectare, which is approximately 10 times the Melbourne metropolitan average.

The municipality covers 20.62 square km of land adjacent to Port Phillip Bay, including 9.3 kilometres of beach frontage. The City of Port Phillip is an inner metropolitan municipality whose geographic location and natural features attract visitors and residents in adjoining cities as well as international tourists. The beach is also the discharge point for stormwater from catchments both within the city and extending beyond into other municipalities. This results in many external forces that impact on the local environment, such as stormwater pollution, litter and transport issues. These are generated from activities of those from both within and outside the city.

(Source: Land Victoria)

The challenge for the council and the Port Phillip community is to manage these external forces and the way people live, work and play in the city to minimise the impact of urban pressures and improve the state of the local environment.

The city contains a number of significant employment areas including the St Kilda Road office district and industrial warehousing and manufacturing districts in South Melbourne and Port Melbourne.

The city is also well served by a number of diverse and substantial retail, entertainment and leisure precincts. These include Bay Street – Port Melbourne, Clarendon Street – South Melbourne, Fitzroy and Acland Street – St Kilda and Carlisle St – East St Kilda. There are over 650 cafes, restaurants and takeaway food outlets serving the needs of residents, visitors, tourists and city workers alike. Organic waste from food services and retail outlets make up a significant proportion of waste to landfill from the municipality.

4.1 Community Profile

Information on Port Phillip's current community profile comes from the 1996 census data and is available on the council website at www.portphillip.vic.gov.au. As part of the actions in this strategy, the community profile will be updated once the 2001 data is received from the Australian Bureau of Statistics. The profile will cover demographic information including:

- Population
- Gender and Age, non english speaking background
- First language spoken at home
- Housing type (dwellings, renting)
- Education
- Occupations and industry
- Community facilities

4.2 Rateable Properties Profile

In Port Phillip there are 45,439 rateable residential tenements and 7,304 rateable non-residential tenements (offices, shops, factories etc). Of the 45,439 residential tenements,

15,085 or 33 percent are single dwellings, the balance comprising flats, apartments and detached units, many of which are in high rise developments. This large proportion of flats and apartments imposes special requirements in the nature of the waste services provided and the educational approach necessary to convey waste and litter messages.

4.3 Domestic Waste Profile

The following data can be referred to in Appendix 2.

- Total council waste stream disposal quantities – 2000/2001
- Household waste profile – 2000/2001



4.4 Litter Profile

The City of Port Phillip has a litter problem.

The nature of the city's features such as night entertainment venues, numerous restaurants and food outlets, well known strip shopping centres and the foreshore all attract high day and night usage by residents, traders and visitors alike and consequently litter results. The council puts significant funds into litter and waste related services, and the community demands that high standards be achieved. The annual cost to the council for street and beach cleaning including public litter bin clearance is approximately \$3.5 million or \$42 per head of population.

Community involvement in cleaning issues and litter reduction is encouraged via the Citizens Monitor Network and the Neighbourhood Minder initiatives of the council.

Over the summer months the council runs the Summer in the City – Beach Litter Patrol campaign. The aim of the patrols is for council officers to talk to beach users about a range of environmentally desirable activities, with particular reference to litter prevention and waste minimisation actions and initiatives being pursued by the council.

The Litter Abatement Strategy has brought a greater focus on the litter problem and its solutions by all parties with an interest or responsibility in litter generation and abatement in the city. The Litter Abatement Strategy is to be reviewed as part of the actions from this strategy.

Across the municipality there are 120 litter baskets in drain pits with another 15 to be installed in early 2002. Located on drains discharging to the bay are two in-line litter separators, a further three are programmed for installation in early 2002. These installations fall within an ongoing program to treat all 40 drain outfalls along the foreshore area.

Where litter is discharging to the beach, it is removed within the council's beach cleaning program. The estimate of total waste from beach - including litter, rubbish and seaweed is 950 tonnes per year, with seaweed representing the bulk of the weight. Loads can vary depending upon weather and therefore seaweed deposit rate.

5. PORT PHILLIP WASTE MANAGEMENT OPERATIONS

5.1 Waste Collections

The City of Port Phillip provides a range of waste collections and related services for its local community. These services are provided under a single contract which has a term of seven years and which expires in January 2004. The contract has three parties providing services within a consortium arrangement. These are Cleanaway, Visy Recycling and Streetsahead Waste Management Service, which is an internal business unit of the council. Most of the existing services are set in detail by the contractual arrangements, but these can be varied should community needs change. The opportunity will arise for a thorough review of all waste management operations within the Best Value Review process scheduled for mid 2002, and the results will influence the establishment of new contracts in 2004.



5.2 Kerbside Domestic Refuse Collection

Domestic refuse is collected from the kerbside of all residential properties on a weekly frequency. Bins are provided by the council at no specific charge to new residential subdivisions, and as replacements for bins that are lost or stolen. The bins are issued in number and size in accordance with the policy outlined in the Waste Minimisation Incentive section below.

5.3 Kerbside Domestic Recyclables Collection

Domestic recyclable materials are collected from the kerbside of all residential properties on a weekly frequency. A 60 litre crate is provided to single residences for storage and presentation of commingled containers. Wastepaper and cardboard is to be presented tied and bundled placed next to the crate. Multi tenement properties such as flats and apartments are provided with multiple 240 litre MGBs, which are colour coded blue and red for commingled containers and wastepaper respectively. These bins are provided in numbers based on an assessment of needs at the property. The collection encompasses a standard range of glass, plastic and metal products that are viable as re-use materials.



5.3.1 Services offered to schools

As part of the residential kerbside domestic recyclables collection, schools are also offered a recycling service for commingled containers and wastepaper.

5.4 Commercial Refuse Collection

The council does not provide a collection of refuse from commercial properties in the city. The significant variation in type and quantity of refuse generated from the variety of businesses requires specialist and flexible services that are more economically provided by the many private waste collection companies. The council does provide each commercial tenement on request with an entitlement of a 120 litre weekly clearance of domestic type wastes and provides a bin for this purpose. This service is used by many businesses but it is not practical for many others where waste generation is well in excess of the 120 litres per week.

5.5 Commercial Recyclables Collection

The council provides at its cost a weekly clearance of cardboard from the various shopping strips throughout the city. Cardboard is stacked loose by traders and collected early morning from the footway at the shop frontages. This arrangement has problems of footway interference, unsightliness and potential littering, but is necessary due to the limited storage space and access availability for collection vehicles at the rear of many shopping centres. The council also facilitates a collection of glass containers and wastepaper from some commercial businesses using 240 litre MGBs colour coded for the different materials. The service is provided by the collection contractor and a deposit is charged for the container and a service fee applies.

5.6 Ministry of Housing Hi-Rise Buildings Refuse Collection

The council provides a regular clearance of domestic refuse from the six Ministry of Housing hi-rise developments in the city. The developments have a unique waste disposal chute and hopper system and the hopper is cleared from the ground level by use of an open truck. The council has trialled systems of collection of recyclables from these premises but has not found a system that is supported by the residents to the extent that contamination is kept to acceptable levels.

5.7 Hard and Bundled Green Waste Collections

The council provides two combined hard and bundled green waste collections per year to all residential properties throughout the city. The emphasis is on separation of recyclable materials and the contractor removes all metals from the kerbside for sale as scrap. All green waste is transported to a composting plant in Brooklyn, with the balance of hard wastes transported and disposed of to landfill.



5.8 Transfer Station Operation

The council operates a transfer station located in South Melbourne that is available to the community seven days each week for a range of hours. The station receives waste materials for which a charge applies depending on volume deposited. A range of recyclable materials including green wastes and cardboard in reasonable quantities can be deposited at no charge.

5.9 Dial-a-Garbo Waste Collection Service

The council provides a limited waste collection service all year round wherein small quantities of wastes will be collected from the kerbside of particular properties. A charge applies to this service and users are able to arrange for a quotation for the work in advance of commitment. A pensioner discount applies. The service is designed to assist those residents who generate waste in excess of kerbside collection quantities but do not have access to a vehicle or trailer to use the transfer station.

5.10 Public Litter Bin Provision and Clearance

The council provides and services public litter bins throughout the city in shopping centres and other locations where people gather and litter generation is a problem. There are some 850 bins across the city and these are generally emptied on a daily basis and more often where the need arises. The bins are usually of the cabinet type which houses an MGB of 120 litre capacity. The selection of litter bin type is based on aesthetic considerations, volume requirements and occupational safety considerations. The council has conducted trials of public place recycling services using a variety of bins and signage but thus far the excessive levels of contamination of the materials deposited do not make the service practical or viable.

5.11 Waste Minimisation Incentive

The council has adopted waste collection systems that encourage the community to reduce the amount of waste generated for disposal to landfill, and to increase the separation of recyclable waste materials into re-use collection streams. The council has adopted 120 litres as the standard weekly entitlement of waste clearance within rate payments, for both residential and commercial tenements. The establishment of tenement numbers is determined by reference to the council's rate records. All tenements are therefore entitled to a 120 litre MGB for use for waste collection. Where a property has multiple tenements (such as flats and apartments) the waste entitlement is provided by multiple 240 litre MGBs issued for shared use on the basis of a maximum of one bin per two tenements.

The council has adopted a system of differential charging based on the volume of the bin selected to encourage waste reduction. The options for single dwellings are:

- \$30 annual rebate to those who choose to use an 80 litre MGB
- No rebate or charge to those who choose the standard entitlement of a 120 litre MGB
- \$120 annual charge to those who choose to use a 240 litre MGB

Where a property houses a family that can demonstrate that there are six or more permanent family members, then the \$120 charge will be waived for provision of the 240 litre MGB.

The rebate is not made available to flats or apartments where 240 litre MGBs are provided for shared use, as there can be no verification of the actual individual waste disposal quantity per tenement.

The rebate is not made available to commercial properties.

The number of serviced MGBs throughout the municipality is as follows:

- 80 MGB – 3 600
- 120 MGB – 16 200 (this includes 140 MGBs in service)
- 240 MGB – 11 200
- Total MGBs = 31 000

This includes bins provided to single dwellings and bins shared at flats and apartments.



5.12 Waste Reduction Achievements

Data on waste to landfill disposal quantities before 1997/98 is not completely reliable due to the use of volume estimations at the disposal site. From 1997/1998 inclusive, the installation of a weighbridge at the landfill has provided accurate disposal quantities. The bin downsizing program commenced in February 1997 and the figures from 97/98 to 98/99 reflect in part a waste reduction of 8.3 percent due to the program. The full impact of the introduction of the waste minimisation incentives is therefore not reliably available. The recent waste generation data is as follows:

YEAR	POPULATION	TOTAL RESIDENTIAL WASTE (TONNES)	RESIDENTIAL WASTE PER CAPITA (KG)	ANNUAL CHANGE PER CAPITA
1997/98	77 323	18 717	242	
1998/99	78 711	17 158	218	-9.9%
1999/00	80 127	17 943	224	+2.7%
2000/01	81 405	18 254	224	0%
2001/02	82 500	19 047	231	+3.1%

The WRWMMG Regional Waste Management Plan shows the average residential waste per capita to be 228kg across nine municipalities with a total population of 757 000. Port Phillip is therefore marginally lower than the average.

The opportunity exists, subject to a waste analysis, to reduce the residential waste per capita disposed of to landfill. A target reduction of 2 percent is proposed in 2001/02 by community promotion and education on the benefits of recycling.

Waste reduction is also reflected by the quantities of material diverted from the total residential waste stream, and the diversion data is as follows:

YEAR	TOTAL RESIDENTIAL WASTE (TONNES)	TOTAL RECYCLABLES (TONNES)	TOTAL WASTE STREAM (TONNES)	DIVERSION RATE
1997/98	18 717	8732	27 449	31.8%
1998/99	17 158	8504	25 662	33.1%
1999/00	17 943	8978	26 921	33.3%
2000/01	18 254	8750	27 004	32.4%

These diversion rates compare favourably with the metropolitan average of 25.2 percent (1998 Recycling and Bin Audit by BIEC).

5.13 Disposal of Waste Materials

Recyclable materials collected at kerbside become the property of the recycling contractor. The materials are used in processes that enable recycling into new products. The council visits the materials sorting plant to conduct regular audits of materials quantities and destinations. The results of the audits are at Appendix 2.

Non-recyclable waste collected as refuse from kerbside and from other council services is disposed of to landfill. The quantities and their origin are illustrated at Appendix 2.

Port Phillip has been a party to a 15-year agreement with the City of Wyndham for use of the Wyndham owned and operated landfill in Wests Road, Werribee. The entire Wyndham landfill has a future life of some 35 years from 2001 on

current disposal rates. There are two other commercial landfills approved for receipt of municipal refuse operating within the Western Region, and these facilities have a potential combined future life of 50 years beyond 2001. There is therefore no shortage of landfill capacity in the Western Region, which is economically accessible by Port Phillip. It is likely that alternate waste disposal technology will become viable and intervene prior to any shortage of landfill capacity being experienced.

The landfill agreement with the City of Wyndham expired on 30 September 2001 and the City of Port Phillip is pursuing a further agreement that will meet the long term future needs of the city. The new agreement will acknowledge the emergence of new waste disposal technology, including waste to energy processes, and will enable the council to move to a new technology as an alternative to landfill where this proves viable.

5.14 Waste to Energy Technology

It is not practical or economical for an individual council to pursue any such new technology, and if and when introduced, this will be done on a regional basis to achieve the necessary economies of scale. The council has, as a member of the Western Regional Waste Management Group, been exposed to presentations of proposals of new technology from several private companies, and has expressed support in principle. It has also provided service data to facilitate on-going feasibility studies.

The introduction of waste to energy process plants will require the involvement of the state government in the approval and licensing of any such facility. The council will, via the WRWWMG, seek to ensure that a facility is evaluated on financial, environmental and social grounds. A social concern with the introduction of this technology is that it may generate a change in community attitude from one of waste minimisation to one where waste generation is unlimited as it is considered that it all converts to energy. Any relief of pressure on the packaging producers and consumers is not considered desirable.

5.15 Regular Containerised Green Waste Collection



A potential area of waste to landfill reduction exists within the Kerbside domestic refuse collection. It is considered that there may be sufficient quantities of green and organic waste that warrant its separation and disposal via an alternate collection service. The council is investigating the viability of a user pays fortnightly collection of green waste for which a separate MGB container would be provided. Adoption of such a system will require adequate support by a sufficient number of householders to keep the annual charge at an acceptable level, and verification that the green wastes are in such quantities as to warrant the new service. Such a service would also require a treatment facility for green waste that is viable in the long term. The council will be seeking assurances from the region and existing facility operators, as similar process plants have proven unviable in the past.

5.16 Household Chemicals Disposal



Many households accumulate paint and a range of chemicals that becomes surplus to requirements and require disposal. These chemicals can include pesticides, medicines, herbicides, pool chemicals, oils, brake fluids and batteries. These materials can cause damage to the environment if disposed of to stormwater drains or sewers, or if placed in the garbage bin for a landfill destination. These various means of disposal are illegal and can attract significant fines.

The council does not collect and store these materials due to the difficulties in providing a safe, approved location and system of storage, and due to the potential risk to council employees in receiving, handling and working in proximity to the chemicals without first receiving professional training.

EcoRecycle Victoria acknowledges the difficulties found by the council in dealing with these materials and provides a statewide collection opportunity for households at no charge. ERV develops a collection calendar wherein each month a site is nominated in the Melbourne metropolitan area to which householders can transport and deposit materials. The calendar is available from ERV and the council. This collection system is deficient in that it is not convenient to many members of the community and inappropriate disposal may result.

An alternative to householders is the employment of a private company to collect and dispose of the materials, but the householders must meet the high costs involved.

The council will explore enhancement of the above system to increase the convenience of disposal of household chemicals.

6. TARGET SPECIFIC GROUPS

Waste and litter programs should be targeting specific groups within the community to ensure the overall coverage of key audiences and the maximum minimisation of waste. Key groups that were identified during the development of the WRWMP and have also been incorporated into the Port Phillip Waste Wise Strategy are:

6.1 Council as a member of the Western Regional Waste Management Group

The City of Port Phillip has an opportunity through its membership of the Waste Management Group to involve itself in and influence and promote regional directions for waste management. Regional projects for which the council has expressed support include:

- β The conduct of a feasibility study into an integrated waste management system within which certain waste management services of council are consolidated into major contracts managed by the Region, to deliver cost savings to participating councils.
- The conduct of a feasibility study into a regional waste to energy facility.
- The establishment of new long term waste disposal arrangements for Port Phillip's waste that give the best value landfill option until a preferable alternate technology becomes viable.
- The conduct of a feasibility study into a regular green waste collection for residents that will use the green waste treatment process plant provided in Brooklyn under contract to the Region.



6.2 Residents

In 1999/2000 the City of Port Phillip collected 18 254 tonnes of domestic garbage from 30 431 bins and approximately 8750 tonnes of recyclables.

Through undertaking initiatives such as composting or worm farming, residents within the City of Port Phillip could potentially divert more waste from landfill.

6.3 Council

The City of Port Phillip has an important role to play in the minimisation of waste and litter generated in the region. The council is taking a lead in the municipality to minimise waste and is a certified Waste Wise Organisation, a program of EcoRecycle Victoria. All City of Port Phillip staff can have an active role in promoting waste minimisation and litter initiatives both internally and externally in the broader community. This is already proving to be the case through the establishment of the council's Environmental Advocate Program, which commenced in March 2001. More information on the Waste Wise Organisation Business program is at Appendix 3.

6.4 Schools

Port Phillip is home to seven secondary schools, 13 primary schools and over 35 childcare centres and preschools. Some of which are starting to become involved in environmental projects and the Waste Wise school program developed by ERV.

Schools are continually being supported to participate in the ERV's Waste Wise Schools program and kept updated on the latest information in waste and litter education and other environment projects and activities through the council's school newsletter. Schools are also invited to attend Waste Wise Schools workshops, which encourage schools to adopt best practice waste management at school.



6.5 Traders/Businesses and industry

The City of Port Phillip is home to a number of diverse and substantial employment areas covering offices, industrial warehousing and manufacturing, retail and around 600 food traders.

Business and industry should consider implementing waste minimisation strategies not only to reduce the waste going to landfill but to be more cost effective with business operations. ERV has developed a Waste Wise Business program that is being introduced throughout the Western Region. The City of Port Phillip have also become signatories to the program and will encourage other businesses and organisations in the municipality to do likewise. Information on the Waste Wise Business/Organisation Program is at Appendix 3.

In August 2001 South Melbourne Market commenced a green waste collection service. The green waste collected from the market accounts for a significant amount of waste that has now been diverted from landfill. Opportunities for the market to become a signatory to the Waste Wise Business Program are being explored.

6.6 Community groups

Community groups such as the Port Phillip EcoCentre, environment groups, sporting clubs and lifesaving clubs can actively become involved in the council's waste management initiatives and also through the assistance of grants being made available through ERV's Community Grants program.

Local community groups that regularly participate in Clean Up Australia Day some of which include Earthcare, Friends of Port Melbourne Foreshore and the Housekeepers Network. The City of Port Phillip will continue to support this significant national event that raises public awareness about the damage that littering and rubbish dumping has on the environment.

6.7 Event Coordinators



The City of Port Phillip is host to a number of celebrated local and state events, which include:

- St Kilda Festival – 250 000 people
- Port Phillip Community Festival - 15 000
- Garden and Environment Festival – 3 000
- Port Melbourne Community Festival – 1500
- Other events that take place in the municipality on a more regular basis that attract large numbers include triathlon and yachting events.

Some of these events have participated in the Waste Wise event programs developed by ERV.

Like all major events, there is an increase in the generation of waste. ERV's Waste Wise Events program has been developed to assist event organisers in all aspects of waste management. Good waste and litter management at events can be cost effective. Information covering the seven steps to becoming a Waste Wise Event is at Appendix 4.

6.8 Council Contractors

The council manages a number of major external contractors covering road construction and maintenance, street and beach cleaning, parks and gardens maintenance and the building's cleaning contract. All these service areas inevitably produce waste and it is the council's role to ensure that the specifications for these services direct the contractors towards disposal of wastes in a sustainable way.

6.9 Construction and Demolition Industry

The nature of construction of housing development in the municipality in recent years has meant that large quantities of construction and demolition waste are generated. The majority of construction and demolition waste currently ends up as landfill. The council's Sustainable Design Policy has been developed to help guide and educate the construction and demolition industry on environmental best practice. The ability to divert waste material from landfill requires a more contextual approach to educating the industry through the timely provision of information on the cost benefit of waste diversion as developed by EcoRecycle Victoria information.

6.10 Litter Prevention Taskforce

ERV is encouraging councils to establish Litter Prevention Taskforces to produce and implement a Litter Abatement Strategy that addresses localised litter issues. The City of Port Phillip established a Litter Prevention Taskforce in 1997. Membership to the taskforce is currently under review.

Some litter hotspot areas identified by the taskforce include:

- Foreshore areas
- Strip shopping centres
- Carparks
- Outside bank branches
- Public Litter Bins
- Railway station and tram stops
- South Melbourne Market
- Street worker areas
- Schools
- Junk mail from residential areas



7. KEY OBJECTIVES

1. To promote projects and studies via council membership of the Western Regional Waste Management Group, that pursue improved management and waste reduction on a regional basis.
2. Facilitate greater commitment of residents to reduce, reuse, recycle and compost waste.
3. In line with the Waste Wise Organisation model, facilitate greater council staff involvement in waste minimisation initiatives.
4. In line with the Waste Wise model, facilitate greater waste and litter education activities within schools.
5. Facilitate greater commitment of businesses and industry to reduce waste and litter.
6. Facilitate greater community group involvement in waste and litter education programs.
7. Facilitate and implement strategies to assist event coordinators in developing and implementing the Waste Wise model into events and functions.
8. Work closely with council infrastructure, maintenance and cleaning contractors to adopt waste minimisation practices.
9. Facilitate greater involvement of the construction and demolition industry in waste reduction initiatives.
10. Facilitate and implement strategies, through the Litter Prevention Taskforce, to reduce litter in public space and roadsides.

8. RECOMMENDED STRATEGIES AND ACTION PLAN

STRATEGY/ACTION	YEAR TO BE IMPLEMENTED	RESPONSIBILITY	STATUS
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1. CITY OF PORT PHILLIP AS A MEMBER OF THE WESTERN REGIONAL WASTE MANAGEMENT GROUP



Key Objective: To promote projects and studies via council membership of the Western Regional Waste Management Group that pursue improved management and waste reduction on a regional basis.

Key Indicator: The adoption into policy by the region and/or the council of firm long term commitments to more sustainable management and waste reduction directions.

■ Promote and be involved in the feasibility study into a regional integrated waste management system.	2002 ongoing	■ WMS	
■ Promote and be involved in the feasibility study into a regional waste to energy facility.	2002 ongoing	■ WMS	
■ Establish a new long term waste disposal arrangement for Port Phillip that is the best value regional option.	2002	■ WMS	
■ Conduct a feasibility study into a regular collection for Port Phillip residents that will direct green wastes to the regional treatment facility.	2002	■ WMS	
■ Undertake a Best Value Review of Waste Management Services that will consider current best practices, benchmarking with like councils in the region, local community consultation and establish service directions in advance of the renewal of contracts in 2004.	2002	■ WMS	
■ Explore with the EPA and the WRWWMG methods to improve the convenience of the collection of household chemicals.	2002	■ WMS	
■ Explore the promotion of the recycling collection service and potential green waste separation to reduce the per capita residential waste to landfill by 2% each year of the life of this strategy.	2002 ongoing	■ WMS	

2. RESIDENTS



Key Objective: Facilitate greater commitment of residents to reduce, reuse, recycle and compost waste.

Key Indicator: An annual decrease in the total quantity of material being collected from kerbside and a decrease in the amount disposed of to landfill per capita per year.

■ Educate and raise awareness of the residential community about the council's kerbside services and waste minimisation through the annual distribution of brochures and the regular update of the council's website.	2002 ongoing	■ WMS ■ LWEO	
■ Continue to provide a kerbside recycling service to residents and promote the correct separation of recyclables.	2002 ongoing	■ WMS	
■ Continue to provide and promote the council's hard and green waste collection services offered every six months.	2002 ongoing	■ WMS	

STRATEGY/ACTION	YEAR TO BE IMPLEMENTED	RESPONSIBILITY	STATUS
■ Continue to supply compost bins and worm farms to households at cost price.	2002 ongoing	■ WMS	
■ Develop a comprehensive Waste Wise Guide for residents describing the waste and recycling service. As well as offering advice on reducing waste and composting.	2002	■ LWEO	
■ Conduct a needs analysis of green waste collection for residents.	2002	■ WMS	
■ Encourage residents to compost and or use worm farms through Sustainable Living at Home program.	2002 ongoing	■ LWEO ■ Environment Project Officer	
■ Update community profile in this strategy once 2001 census data is received from ABS.	2002	■ WMS ■ LWEO	
■ Promote waste reduction messages on council-owned trucks.	2003	■ WMS ■ LWEO	

3. City of Port Phillip



Key Objective: In line with the Waste Wise Organisation model, facilitate greater staff involvement in waste minimisation initiatives.

Key Indicator: Annual increase in the quantity of materials being recycled across council buildings, with no increase in the total amount of waste generated.

■ City of Port Phillip to adopt this Waste Management Strategy and include it in the review of the Corporate Plan.	2002 ongoing	■ Council approval	
■ Continue to implement the council Waste Wise Organisation Action Plan involving the council's Environmental Advocates and other staff.	2002 ongoing	■ Litter and Waste Education Officer (LWEO) ■ Environment Projects Officer ■ Environmental Advocates	
■ Introduce new recycling bin system into council buildings.	2002 ongoing	■ LWEO	
■ Audit council buildings every six to 12 months. Document baseline data and review Waste Wise Organisation Action Plan as required.	2002 ongoing	■ LWEO ■ Environmental Advocates	
■ Undertake a feasibility study into compost collection for council buildings.	2002	■ Waste Management Services(WMS)	
■ Continue to participate in the Buy Recycle Alliance program through implementing the council's Purchasing Policy and promoting the purchasing of green products (including cleaning products) to council staff. Also continue to monitor the policies efficiency	2002 ongoing	■ Environmental Project Officer ■ LWEO ■ Property Management ■ Purchasing Officer	

STRATEGY/ACTION	YEAR TO BE IMPLEMENTED	RESPONSIBILITY	STATUS
■ Develop an awards system for recognising the environmental efforts of various units and/or individuals.	2002 ongoing	■ Environmental Project Officer ■ LWEO ■ Property Management	
■ Encourage the recycling of building and construction material where possible.	2002 ongoing	■ LWEO ■ Property Management	
■ Promote the council's waste minimisation efforts and achievements to the broader community.	2002 ongoing	■ LWEO	

4. Schools



Key Objective: In line with the Waste Wise model, facilitate greater waste and litter education activities within schools.

Key Indicator: Two new schools to sign up to the Waste Wise Program and work to become accredited Waste Wise Schools in each year of the life of the strategy. Existing school's performance to be monitored and improved.

■ Continue to promote and support schools in joining the Waste Wise schools program.	2002 ongoing	■ LWEO ■ WRWVG	
■ Fund waste education programs with schools.	2002 ongoing	■ LWEO	
■ Continue to distribute environmental newsletter to primary and secondary school teachers on a bi-monthly basis.	2002 ongoing	■ LWEO	
■ Provide free recycling collection services to schools in municipality.	2002 ongoing	■ WMS	
■ Implement Sustainable Schools program into three primary schools in the municipality.	2002	■ Environmental Projects Officer ■ LWEO	
■ Promote waste minimisation in early childhood centres and kindergartens.	2002 ongoing	■ LWEO ■ WRWVG	
■ Continue to involve tertiary students in waste and litter reduction projects and other environmental projects.	2002 ongoing	■ LWEO ■ Environmental Projects Officer	
■ Conduct an environmental forum for both primary and secondary schools.	2002	■ LWEO ■ Environmental Projects Officer	
■ Develop and coordinate an exhibition of student works.	2003	■ LWEO ■ Environmental Projects Officer	

5. Traders/ Businesses and Industry



Key Objective: Facilitate greater commitment of businesses and industry to reduce waste and litter.

Key Indicator: Net increase of three new businesses to sign up to the Waste Wise Organisation/Business Program in each year of the life of the strategy.

<ul style="list-style-type: none"> Continue to assist traders (owners and occupiers) of premises to comply with the Environmental Local Law/Health Law. 	2002 ongoing	<ul style="list-style-type: none"> EHO's WMS Local Laws 	
<ul style="list-style-type: none"> Continue to circulate Traders Calendar covering waste reduction initiatives every six to 12 months. 	2002 ongoing	<ul style="list-style-type: none"> Corporate Publicity LWEO 	
<ul style="list-style-type: none"> Promote Waste Wise Organisation program with businesses including retail, food, office and manufacturing sectors. 	2002-2004	<ul style="list-style-type: none"> LWEO Environment Projects Officer Business Development Coordinator 	
<ul style="list-style-type: none"> The council to continue to assist with improving the amenity of laneways where environmental problems exist. 	2002 ongoing	<ul style="list-style-type: none"> Local Laws Street Cleaning EHOs 	
<ul style="list-style-type: none"> Survey of traders' current waste management practices with the support of neighbourhood minders. 	2002	<ul style="list-style-type: none"> Environment Project Officer LWEO Neighbourhood Minders 	
<ul style="list-style-type: none"> Coordinate waste and energy workshops for traders with ERV and SEAV. 	2002	<ul style="list-style-type: none"> Environment Project Officer LWEO EHOs 	
<ul style="list-style-type: none"> Develop waste management and recycling brochure for traders. 	2002	<ul style="list-style-type: none"> LWEO Environment Project Officer 	
<ul style="list-style-type: none"> Provide information to traders on collection services through distributing a waste and recycling brochure. 	2002-2003	<ul style="list-style-type: none"> WMS LWEO Minders 	
<ul style="list-style-type: none"> Run a Waste Wise Business trial within a shopping precinct in the municipality. 	2003	<ul style="list-style-type: none"> LWEO WRWVG 	
<ul style="list-style-type: none"> Continue to involve the council's neighbourhood minders in litter reduction activities and to promote trader responsibility in preventing litter. 	2002 ongoing	<ul style="list-style-type: none"> LWEO Neighbourhood Minders 	
<ul style="list-style-type: none"> Develop campaign against litter associated with kiosks along the foreshore and investigate waste minimisation opportunities. 	2002	<ul style="list-style-type: none"> LWEO WMS 	

STRATEGY/ACTION

YEAR TO BE
IMPLEMENTED

RESPONSIBILITY

STATUS

6. Community Groups



Key Objective: Facilitate greater community group involvement in waste and litter education programs.

Key Indicator: Net increase in the number of community members engaged through successful community group grant submissions supported in Port Phillip.

<ul style="list-style-type: none"> Continue to support the Port Phillip EcoCentre and its links with community environment groups and provide advice on waste minimisation initiatives. 	2002 ongoing	<ul style="list-style-type: none"> EcoCentre LWEO Environment Projects Officer 	
<ul style="list-style-type: none"> Oversee/support various student research projects on waste and litter minimisation. 	2002 ongoing	<ul style="list-style-type: none"> EcoCentre LWEO Universities 	
<ul style="list-style-type: none"> Implement the waste component of the Sustainable Living at Home program with an emphasis on waste minimisation and home composting with existing environmental group networks. 	2002 ongoing	<ul style="list-style-type: none"> Environment Projects Officer LWEO EcoCentre 	
<ul style="list-style-type: none"> Promote ERV's annual Community Grants Program with local community groups. 	2002 ongoing	<ul style="list-style-type: none"> LWEO WRWVG 	
<ul style="list-style-type: none"> Provide guidelines to sporting clubs/life saving clubs on how to reduce, reuse and recycle. 	2002	<ul style="list-style-type: none"> Recreation WMS 	
<ul style="list-style-type: none"> Introduce an awards program to recognise achievements by sporting clubs/life saving clubs in waste minimisation. 	2002	<ul style="list-style-type: none"> Recreation WMS 	

7. Event Coordinators



Key Objective: Facilitate and implement strategies to assist event coordinators in developing and implementing the Waste Wise model into events and functions.

Key Indicator: Net increase of one significant event to be conducted each year adopting the Waste Wise Events model.

<ul style="list-style-type: none"> City of Port Phillip to continue to encourage and promote Waste Wise events across the municipality. 	2002 ongoing	<ul style="list-style-type: none"> Facilities LWEO 	
<ul style="list-style-type: none"> Include clause in contract with hirers of council facilities that they must operate in line with the council's Waste Wise Program. 	2002	<ul style="list-style-type: none"> Facilities LWEO 	
<ul style="list-style-type: none"> Include clause in contract with event organisers that they should consider the Waste Wise concept in the organisation and delivery of their event. 	2002	<ul style="list-style-type: none"> Facilities LWEO 	
<ul style="list-style-type: none"> Provide festival event organisers with ERV's '7 Steps to a Waste Wise Event' guide and encourage them to attend ERV Waste Wise Event workshops. 	2002 ongoing	<ul style="list-style-type: none"> LWEO Facilities Cultural Development 	

8. Council Contractors



Key Objective: Work closely with council infrastructure, maintenance and cleaning contractors to adopt waste minimisation practices.

Key Indicator: All contracts to incorporate Waste Wise practices and collect data on achievements.

<ul style="list-style-type: none"> Educate contractors, including cleaning, building and road construction and maintenance about the council's Waste Wise Organisation Program. 	2002 ongoing	<ul style="list-style-type: none"> Property Management 	
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9. Construction and Demolition Industry



Key Objective: Facilitate greater involvement of the construction and demolition industry in waste reduction initiatives.

Key Indicator: The number of information materials distributed and the percentage of planning proposals that include a construction waste minimisation plan.

<ul style="list-style-type: none"> ■ Disseminate information on minimising construction and demolition waste as per the EcoRecycle construction and demolition toolkit. 	2002 ongoing	<ul style="list-style-type: none"> ■ LWEO ■ Environment Projects Officer ■ Urban Design and Architecture 	
<ul style="list-style-type: none"> ■ In line with the council's Sustainable Design Policy, educate the construction and demolition industry on environmental best practice, including: <ul style="list-style-type: none"> ■ maximise the volume of materials recycled by occupants post-occupancy ■ Contact local waste authorities to identify companies to recycle materials. ■ Increase the amount of construction materials reused or recycled on site. 	2002 ongoing	<ul style="list-style-type: none"> ■ WMS ■ Urban Design and Architecture 	

10. Litter Prevention Taskforce



Key Objective: Facilitate and implement strategies, through the Litter Prevention Taskforce, to reduce litter in public space and roadsides.

Key Indicator: The achievement of the annual action program.

<ul style="list-style-type: none"> ■ Review Litter Prevention Taskforce and membership 	2002 ongoing	<ul style="list-style-type: none"> ■ WMS 	
<ul style="list-style-type: none"> ■ Undertake an assessment of Litter hotspot areas as identified in the 1999 Litter Abatement Strategy. 	2002	<ul style="list-style-type: none"> ■ WMS 	
<ul style="list-style-type: none"> ■ Review and update Litter Prevention Action Plan. 	2002	<ul style="list-style-type: none"> ■ LWEO 	
<ul style="list-style-type: none"> ■ Promote the enforcement of Environment Protection (Resource Efficiency) Act 2002 with Local Law officers. 	2002 ongoing	<ul style="list-style-type: none"> ■ Local Laws ■ WMS 	
<ul style="list-style-type: none"> ■ Provide continual support to Litter Taskforce and activities. 	2002 ongoing	<ul style="list-style-type: none"> ■ WMS ■ LWEO 	
<ul style="list-style-type: none"> ■ Explore litter reduction measures at tram stops. 	2002 ongoing	<ul style="list-style-type: none"> ■ WMS 	
<ul style="list-style-type: none"> ■ Initiate education campaign in partnership with banks regarding ATM receipt spillage. 	2002 ongoing	<ul style="list-style-type: none"> ■ WMS 	

General Indicators

- Number of litter and waste education projects facilitated
- Average number of participants per project
- Number of media releases
- Number of media hits
- Number of publications

The third year of the life of this document will be spent reviewing the strategy and the waste management services contract and formulating guidelines for the 2005 – 2009 strategy.

9. IMPLEMENTING THE STRATEGY

Implementation of the Waste Management Strategy involves action across a range of council services, as well as action in partnership with individuals, households, businesses, institutions and the local community as a whole. Elements of the strategy also involve working with other local councils, WRWWMG and state government agencies.

The key aspects of implementing the strategy are:

- Council endorsement of the Waste Management Strategy as the basis for its policies on waste and litter education and waste management for the 2002-2004 period
- Incorporating actions from this strategy into Key Result Areas and actions of the annual Corporate Plan
- Ensuring that the strategic directions for action under Theme 2 in the SES are being met
- Ensuring that waste management objectives and principles are effectively applied to all council decision making

In many cases, the implementation of actions will need to involve consultation with the Port Phillip community and other key stakeholders.

An important element of this strategy is to implement change right across the organisation. Care for the environment, including effective waste management, is everyone's responsibility and requires initiative across council activities. To achieve this the council has established an Environmental Panel and an Environmental Advocates Program that includes representatives across all areas of council.

10. COMMUNICATIONS PROGRAM

The City of Port Phillip regularly communicates with residents and business about the importance of waste minimisation. The council needs to ensure that the messages it puts forward about waste management are effectively presented and consistent.

The council has developed a communications strategy for the Waste Management Services Unit and is at Appendix 5.

11. MONITORING AND EVALUATION

Evaluation of the implementation of the action plan should take place on an annual basis. The indicators in the action table will be used for evaluation purposes.

12. APPENDICES

Appendix 1 - Western Regional Waste Management Plan. Executive Summary

The Western Regional Waste Management Group (WRWMG) has identified five (5) goals for the life of this Plan. Each goal has a number of key activities to be implemented over the life of the Plan. Port Phillip and other regional council members will be involved in the activities either by giving direction or advice to the region, or by direct involvement at council level. Details of both are set below:



Goal 1. Integration of waste services across the region.

- (a) Advocate for the restructure of Regional Waste Management Groups to skills-based boards of directors with group members retaining 'ownership' of the group and appointing the directors.
- (b) Advocate for a comprehensive review of waste services across Victoria to identify and resolve duplication and gaps in responsibility and accountability amongst all stakeholders in waste services.
- (c) Advocate for increased Regional Waste Management Group access to Landfill Levy monies contributed by their Region, to improve their financial viability.
- (d) Investigate standard servicing cycle for like services.

Goal 2. Green waste removal from putrescible collection service

- (a) Investigate the viability of a regional green waste service.
- (b) Provision of convenient access transfer/recycling facilities across the region.

Goal 3. Litter management

- (a) Introduction of Litter Prevention Task Forces in all member councils.
- (b) Development and implementation of a recurrent litter prevention campaign via member Task Forces.
- (c) Introduction of dual waste and recycling bins in all shopping centres and major reserves across the region where the recycling is proven viable.
- (d) Encourage all members to formulate and implement a stormwater management plan.
- (e) Progressive installation of in-line interceptor traps in all outfall drains across the region at the point of discharge.

Goal 4. ERV grants programs

- (a) Promote and co-ordinate applications from within the region to optimise funding opportunities in the defined program areas in accordance with the annual ERV program.

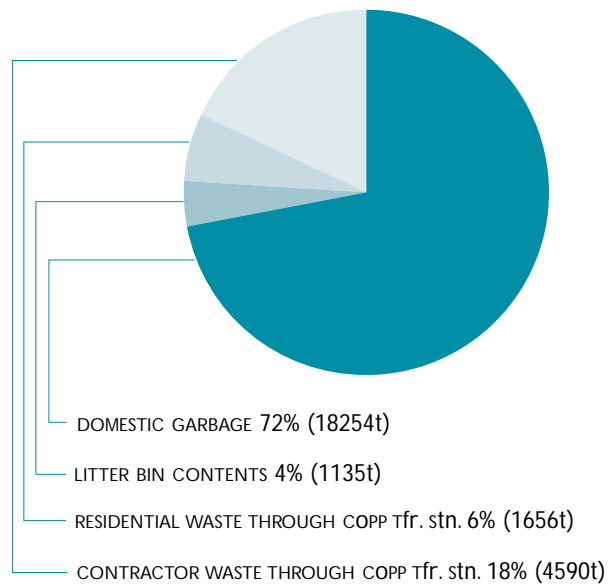
Goal 5. Waste Wise accreditation for group members, commerce and industry

- (a) Promote and co-ordinate accreditation of group members and businesses across the region.
- (b) Research the quantity and type of waste generated from industry, commerce and construction/demolition across the region.
- (c) Identify opportunities for separation, recycling and elimination of wastes in industry, commerce and construction/demolition sectors.
- (d) Develop and implement an education program to promote opportunities for recycling or elimination of industrial waste.
- (e) Advocate for legislation to amend the Planning and Environment Act to require new developments and their ongoing operation to include a waste minimisation plan as part of the development approval process, and for formal recognition of Regional Waste Management Plans in the Planning and Environment Act.

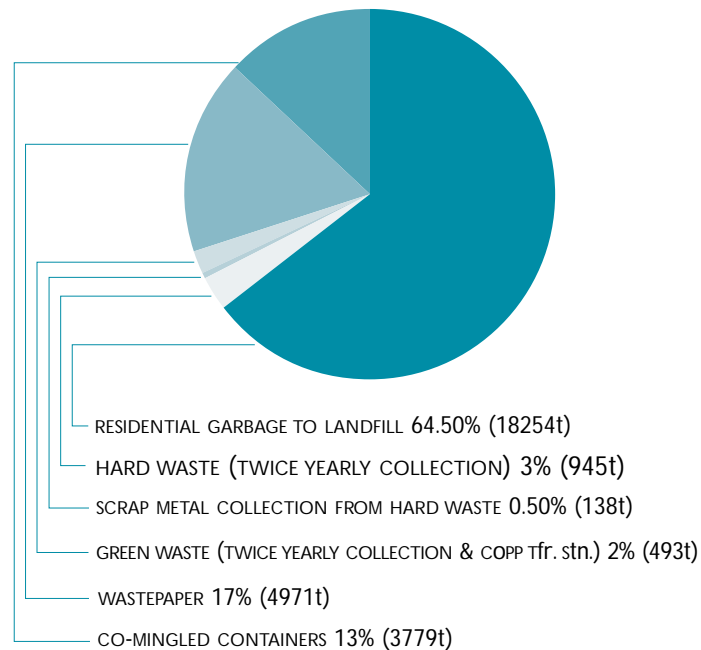
(Western Regional Waste Management Plan, February 2001)

Appendix 2 – Waste Profile

Total Port Phillip Council Waste Disposal Stream to Landfill (Tonnes) 2000/01



Household Waste Profile (Tonnes) 2000/01



Appendix 3 – Waste Wise Organisation/Business Program

Every organisation uses resources and produces waste. Every year, nearly 2.3 million tonnes of commercial and industrial "waste" (potential resources) is sent to landfill in Victoria. The Waste Wise Program is for all types of businesses and organisations because they all use resources and produce waste.



The Waste Wise Business Program offers businesses the opportunity to save money through waste reduction. This in turn helps your business to conserve precious resources, move towards environmental sustainability and increase your profile as a sustainable trader.

Organisations are invited to become part of the Waste Wise Program by making a commitment to reducing waste to a minimum practical level.

The Waste Wise Program involves:

- Undertaking a waste audit to assess the resources used and waste generated by an organisation.
- Identifying opportunities to reduce, reuse and recycle so that less waste is produced.
- Taking action to minimise waste and monitoring the results.
- Displaying a certificate that shows your organisations commitment to being a Waste Wise organisation.

(Source: Eco Recycle Victoria)

Appendix 4 – Waste Wise Events Program

A Waste Wise Event is an accredited event that meets a standard of excellence in waste minimisation.



For function/event organisers, the Waste Wise Event Program involves:

STEP 1. COMMITMENT – Become a Waste Wise Event

STEP 2. PACKAGING – Select materials that reduce waste and litter and are easily recycled

STEP 3. EQUIPMENT – Match equipment to the packaging material used

STEP 4. SYSTEMS – Match a management system to the equipment and packaging used

STEP 5. STANDARDS – Where appropriate use standard signs and equipment to reduce confusion

STEP 6. COMMUNICATE – Tell caterers, vendors and participants about your program before, during and after the event

STEP 7. EVALUATE – How effective has your Waste Wise program been?

Appendix 5 – Waste Management Services Communications Strategy

Introduction

The Waste Management strategy is designed to provide a strategic framework to guide council policy and decision making about managing waste for the whole of Port Phillip over the next three years. It also assists in the overall coordination of litter and waste education programs undertaken by the council. This strategy builds on and refers to existing systems and operations as well as recent council strategies and plans that deal with specific environmental issues.

This strategy must also align with the Waste Management Plan of the Western Regional Waste Management Group. Compliance with the regional plan is mandatory.

Objective

- To educate and raise awareness of the community about the council's kerbside services and waste minimisation
- To motivate community members to use the council's kerbside recycling collection
- To increase the participation rate for recycling (currently around 65-70%)
- To reduce the amount of kerbside waste collected for landfill

Target Audience/s

- Staff
- Contractors
- Residents
- Schools
- Traders, businesses and industry
- Community groups
- Event coordinators
- Construction and demolition industry
- Litter Prevention Task Force

Key Messages

- We are an active and committed community when it comes to recycling, minimising waste and litter at home and at work
- The council is a leader in environmentally desirable behaviour and provides the community with a wide range of opportunities to recycle and minimise waste and litter
- Recycling and waste minimisation are behaviours the community and organisations in it must adopt and develop to ensure a sustainable future.

Communicating the key messages

A variety of mediums will be used to communicate the key messages in a consistent manner and with a community focus.

Communications Tools

General

- Divercity (council's bi-monthly community newsletter)
- Divercity weekly in the Emerald Hill Times
- Paid advertisements as required
- Media releases
- Council monthly radio show, Port Phillip Pulse
- Email promotion – internal and external
- Posters
- Flyers
- Banners
- Internet – Enviro Services pages

Community

- EcoCentre
- Port Phillip Community Festival – annual in November
- Garden and Environment Festival – annual – date to be determined (April 2000)
- Green Palm Awards – World Environment Day

Schools

- It's more than just rubbish bi-monthly schools newsletter
- School fetes – 3Rs educational trailer

Staff and Councillors

- Intranet
- EcoUpdate
- Councillors' notes
- Environmental advocates