



11.2 **ENDORSEMENT OF DRAFT WASTE AND RESOURCE RECOVERY STRATEGY FOR COMMUNITY CONSULTATION**

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1. PURPOSE

- 1.1 To consider and release 'Don't Waste It!', the Draft Waste and Resource Recovery Strategy for public consultation.

2. EXECUTIVE SUMMARY

- 2.1 *Don't Waste It!* (the Strategy) expresses Council's commitment to achieving a sustained reduction in waste.
- 2.2 The Strategy sets targets and four priority outcomes for Council and the community in relation to reducing waste, and outlines how Council plans to measure progress.
- 2.3 The Strategy also contains actions for delivery in the next 4 years. These actions detail how Council, together with the community, intend to progress toward the targets and outcomes, to achieve better waste and environmental outcomes.
- 2.4 The Strategy establishes a two-stage approach, focusing on reducing waste through education and service enhancements in the first four years, whilst investigating and implementing/accessing the most appropriate infrastructure solution for the long-term, looking to Advance Waste Treatment technology.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the release of the draft *Don't Waste It!* – the Waste and Resource Recovery Strategy 2018-2028 for public consultation, for a period of five weeks (Attachment 1).

4. KEY POINTS/ISSUES

- 4.1 The *Council Plan 2017-2027* makes a specific commitment to 'achieving a sustainable reduction in waste'. To do this, we will need to:
- Reduce the amount of waste we create
 - Reuse and recycle as much as possible
 - Treat what is left over in the most sustainable way.



- 4.2 This *Don't Waste It* strategy provides the blueprint for how Council and the community will work together to create a more sustainable future for Port Phillip, through the way we manage our waste.
- 4.3 In Port Phillip, we currently produce more waste, and recycle less than the average Metropolitan Melbourne household. This is in part due to the high number of people living in apartments where recycling is more difficult. In contrast, we have one of the best hard rubbish recycling rates in the State.
- 4.4 The Strategy responds to the challenges and opportunities presented by:
- 4.4.1 Our rapidly growing City and the potential for a corresponding rise in waste, litter and dumped rubbish on our streets.
- 4.4.2 Significant changes taking place in the waste industry:
- The rising cost of waste services, including both landfill and recycling, and the opportunity to partner with others to keep these costs down.
 - Export restrictions meaning now more than ever we need to 'clean up' our waste, get it in the right bin and find new ways to process it locally.
- 4.4.3 New technology, including Advanced Waste Treatment solutions which have the potential to transform the way waste is managed.
- 4.4.4 A community that is passionate and committed to waste reduction and recycling, and want sustainable solutions for disposing of food and garden waste.
- 4.5 The Strategy establishes a two-stage approach:
- 4.5.1 **'Managing the now'** - through setting clear priorities and targets for the first four years – 2018 to 2022. These priorities are supported by a set of actions with committed funding, focusing on education and service enhancements.
- 4.5.2 **'Creating the new'** – *through* identifying more ambitious potential targets for the longer term - 2022 to 2028. The strategy will investigate, identify and plan for the right waste treatment technology for our City, in order to create better ways of managing waste in the future.
- 4.6 Four **Priority Outcomes** are defined in the Strategy:
- 4.6.1 A City that reduces waste
- 4.6.2 A City the maximises reuse and recycling
- 4.6.3 A City with clean streets, public spaces and foreshore areas
- 4.6.4 A City that uses new technology to process waste better and reduce environmental impacts.



- 4.7 A set of **Actions** is established for each of these Priority Outcomes, with performance measures also defined to enable us to track progress.
- 4.8 **Key Targets** are also set, with the Strategy identifying where we are now and where we want to be in four years and ten years, as follows:
- 4.8.1 Waste Reduction:
- 15% reduction in waste (per household and Council employee) by 2022.
 - 50% food waste diverted from land fill (households and Council buildings) by 2028
- 4.8.2 Reuse and Recycling:
- Increase in recycling rate to 43% by 2022 (from current 33%) and 80% by 2028.
 - 50% reduction in current contamination levels of recycling by 2022.
- 4.8.3 Clean Streets, public spaces and foreshore areas:
- Maintaining above 90% community satisfaction levels.
- 4.8.4 New Technology:
- 100% kerbside waste treated to get more value out of our waste prior to landfill.
- 4.9 The Strategy highlights that Council cannot deliver these outcomes on its own. It identifies key partners, including state and other local governments, not-for-profit organisations and our community (residents, businesses and visitors) that each have a role in managing our waste better now, and into the future.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 The Strategy has been developed with the benefit of community input through:
- 5.2 A workshop devoted to waste during the development of the *Council Plan 2017-27* (held in February 2017). This identified issues, community priorities and potential solutions to our waste challenges.
- 5.3 The Toward Zero Community Forum, comprised of members of the Port Phillip community that have skills, knowledge and commitment regarding environmental sustainability. This group provided input into an early draft of the Strategy.
- 5.4 Consultation with neighbouring local governments, and the Metropolitan Waste and Resource Recovery Group (MWRRG).
- 5.5 Through engagement, we heard that our community wants:



- Better recycling outcomes
- A focus on managing waste in and around apartments and units
- Action to reduce the amount of dumped rubbish
- A plan to manage the impacts of population growth on waste
- More information and education from Council to help improve how we recycle
- A way to stop food and garden waste going to landfill.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 The Strategy will rely on the community and Government partners to achieve its targets. Council can educate, facilitate, advocate and support the community to act through some regulation, but in most cases, cannot compel the community to engage in positive environmental behaviour. Engagement during the development of the Strategy and an emphasis on education and forming partnerships in the first four years will minimise the risk that targets are not attained.
- 6.2 An emphasis on the first four years of the Strategy, to investigate options for Advanced Waste Treatment, will help ensure Council invests in the best technology solution for our City in the long-term.
- 6.3 Ongoing monitoring of our progress, and the impact of our actions will be conducted annually over the first four years of the strategy. The Strategy and actions will be reviewed and, if needed, updated.

7. FINANCIAL IMPACT

- 7.1 The Strategy indicates the estimated combined cost of implementation over the next four years at \$4.7M. Specific allocation of funding has been made in the draft Budget for 2018/19. Further funding will be assessed and prioritised on an annual basis.
- 7.2 We will seek to partner with other agencies to support delivery of the Strategy, and to access grants from State and Federal Government when available. This will ensure most efficient use of resources.

8. ENVIRONMENTAL IMPACT

- 8.1 The Strategy sets new waste targets and outlines actions to achieve these that will ultimately have a positive impact on the environment, including through reducing waste to landfill.
- 8.2 Investigation of the best Advanced Waste Treatment solution for the City will consider environmental impact and benefits.

9. COMMUNITY IMPACT

- 9.1 The Strategy contains actions designed to enable the community to reduce the level of waste created and to maximise recycling, with an emphasis on education and



behaviour change. This aligns with what the community has asked for through engagement during development of the Strategy.

- 9.2 Local communities will also benefit from the priority outcome of 'a city with clean streets, public spaces and foreshore areas'.
- 9.3 The Strategy recognises that our residents, businesses and visitors all have a role in managing our waste better and achieving the waste reduction targets in the Strategy.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 Strategic Direction 3 of the *Council Plan 2017-27*: 'we have smart solutions for a sustainable future' includes the outcome of a 'sustained reduction in waste'.
- 10.2 Development of this Waste and Resource Recovery Strategy is a priority initiative of the Plan to provide the framework to achieve the desired reduction in waste and diversion of waste from landfill.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 Following Council's endorsement, the draft Strategy will be released for community consultation for a period of five weeks (June 22 – July 28 2018).
- 11.1.2 Following this consultation period, community feedback will be reviewed and used to inform any revisions. The Strategy will be submitted for endorsement at the Council Meeting on 20 September 2018.
- 11.1.3 The Strategy will be delivered over a 10-year period, from September 2018 to August 2028. Actions have been scheduled with short (1-4 year), and long term (5-10 year) time frames.

11.2 COMMUNICATION

- 11.2.1 The draft Strategy will be available on the Have Your Say website. Feedback forms will be available online and in hard copy from Council Town Halls.
- 11.2.2 Engagement opportunities will be promoted via a range of online, print media and face to face methods which will include videos, digital channels and face to face opportunities.
- 11.2.3 The communications approach will ensure all stakeholders who have contributed to the development of the strategy have the opportunity to comment on the draft. We will also provide forums to encourage participation from special interest groups such as schools, youth groups and environmental interest organisations.



11.3 KEY MESSAGES

- This Don't Waste It strategy provides the blueprint for how Council and the community will work together to create a more sustainable future for Port Phillip, through the way we manage our waste over the next 10 years during significant population growth and changes to the waste industry.
 - Council can't do this alone. We need to work with you, our community, to reduce waste, and to maximise recycling
 - Whilst we investigate the best long-term technology solution for our city to reduce waste, there are changes we can all make now to what we buy and how we recycle that will have a large impact.
 - If we come together a community we have a chance of exceeding our recycling target of 80% diversion from land fill, and protecting and enhancing our local environment.

12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS 1. Draft Don't Waste It Strategy