



11.1 DON'T WASTE IT!: WASTE MANAGEMENT STRATEGY 2018 - 2028 - CONSIDERATION OF SUBMISSIONS AND ADOPTION

EXECUTIVE MEMBER: LILI ROSIC, GENERAL MANAGER, CITY STRATEGY AND SUSTAINABLE DEVELOPMENT

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1. PURPOSE

- 1.1 To present the 'Don't Waste It!': Waste Management Strategy 2018-2028 for adoption, following community consultation.

2. EXECUTIVE SUMMARY

- 2.1 The 'Don't Waste It!' Strategy sets the policy framework and strategic approach for how Council will work with the community and other partners to achieve a sustainable reduction in waste.
- 2.2 The Strategy responds to Strategic Direction 3 of the Council Plan, 'We have smart solutions for a sustainable future' and will help to achieve Outcome 3.5 'A sustained reduction in waste'.
- 2.3 The Strategy expresses Council's commitment to creating a City that minimises waste, maximises recycling opportunities and reduces our impact on the environment, through become a leader in managing waste.
- 2.4 The Strategy contains budgeted actions for delivery over the next four years. These detail how we intend to progress achieving targets and outcomes for waste stated in the Strategy, by improving the way we manage waste now. The Strategy also looks to the longer term and the potential of advanced waste treatment technology to transform the way we manage waste in the future.
- 2.5 At the Ordinary Council Meeting on 20 June 2018, Council resolved to endorse the Draft Strategy for release to the public for consultation for a period of five weeks.
- 2.6 Community engagement on the Draft Strategy was conducted from 23 June – 30 July 2018. Feedback from the community has been used to finalise the Strategy (refer Attachment 2).
- 2.7 Key changes to the Strategy in response to community feedback include:
- Increasing the four-year waste reduction target for households (from 15 per cent to 20 per cent)
 - Increasing the long-term (2028) recycling target for households and Council buildings (from 80 per cent to 85 per cent).
 - Including an action related to community and business food recycling trials.
- 2.8 This report presents the final Strategy to Council for adoption (refer Attachment 1).



3. RECOMMENDATION

That Council:

- 3.1 Adopts the 'Don't Waste It!': Waste Management Strategy 2018-2028, as provided at Attachment 1, inclusive of updates that respond to feedback during community consultation.
- 3.2 Notes that the 'City of Port Phillip Waste Management and Resource Recovery Plan 2014 -2017' is superseded by the adopted 'Don't Waste It!' Waste Management Strategy 2018-2028.
- 3.3 Adopt the amendments (as per Attachment 3) to the 'Act and Adapt' Strategy 2018 - 2028, and incorporate these amendments to align with the adopted 'Don't Waste It!' Strategy 2018-2028.
- 3.4 Thanks community members and groups for their participation in community engagement activities and for providing feedback on the draft Strategy.
- 3.5 Authorises the Chief Executive Officer to make minor editorial updates to the adopted Strategy if required.

4. KEY POINTS/ISSUES

- 4.1 Waste management is included as a transformational priority within the Council Plan 2017-27, with Direction 3.5 seeking 'A sustained reduction in waste'. A key action of the Plan is the preparation of a new waste management strategy.
- 4.2 At the ordinary Council meeting on 20 June 2018, Council resolved to endorse release of the draft 'Don't Waste It!' Strategy for public for consultation, over a period of five weeks (23 June – 30 July 2018).

Background

- 4.3 The 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, by improving the way we manage our waste.
- 4.4 In Port Phillip, we currently produce 14 per cent more waste, and recycle less than the average Metropolitan Melbourne household. The current City of Port Phillip recycling rate is 33 per cent, compared with the average Melbourne metropolitan recycling rate of 43 per cent. 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 at 70 per cent, compared with the Melbourne metropolitan average of 12 per cent.
- 4.5 The Strategy responds to the challenges and opportunities presented by:
 - 4.5.1 Our rapidly growing city and the potential for a corresponding rise in waste, litter and dumped rubbish on our streets.
 - 4.5.2 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.
- 4.5.3 New technology, including Advanced Waste Treatment solutions which have the potential to transform the way waste is managed.
- 4.5.4 A community that is passionate and committed to waste reduction and recycling, and want sustainable solutions for disposing of food and garden waste.
- 4.6 The Strategy establishes a two-stage approach:
- 4.6.1 '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.
- 4.6.2 '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, to create better ways of managing waste in the future.
- 4.7 Four Priority Outcomes are defined in the Strategy:
- 4.7.1 A City that reduces waste.
- 4.7.2 A City that maximises reuse and recycling.
- 4.7.3 A City with clean streets, public spaces and foreshore areas.
- 4.7.4 A City that uses new technology to process waste better and reduce environmental impacts.
- 4.8 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.

Outcomes of Community Consultation

- 4.9 Section 5 of this Council Report provides details of the community engagement process, and an overview of the responses received.
- 4.10 The feedback received by the community and stakeholders has been analysed and captured within the Consultation Report (Attachment 2), produced by JTA Consulting.
- 4.11 The key findings from the consultation are as follows:

General feedback

- 4.11.1 97 per cent of respondents supported the four main priorities of the draft Strategy;
- 4.11.2 48 per cent of the respondents reported they were 'surprised' by the current waste generation and recycling statistics for households in Port Phillip, and 67 per cent advised these statistics inspire them to make changes to the way they manage waste.
- 4.11.3 General support for Council to be a leader in waste management, however awareness that State and Federal intervention is crucial to success;



- 4.11.4 Communal food waste solutions for business and residents need to be considered while waiting for advanced waste technology solutions.
- 4.11.5 The use of a new funding tool for waste management, such as a separate waste charge received no significant feedback either supporting or otherwise.

Reducing Waste

- 4.11.6 Strong support for targets relating to waste reduction, with 65 per cent respondents supporting the targets (particularly relating to packaging and food waste). However, 40 per cent of all respondents also sought higher targets.
- 4.11.7 Repairing and reuse of items was suggested numerous times as an important way of reducing waste.

Recycling

- 4.11.8 Strong support for targets relating to recycling, with 65 per cent respondents supporting the targets. However, 40 per cent of all respondents sought higher targets.
- 4.11.9 General support for more food recycling options, 27 per cent of respondents especially regarding community drop-off opportunities, and solutions for apartments and businesses.
- 4.11.10 30 per cent of respondents wanted Council to lead by example, and to decrease the amount of waste it produced and increase its recycling rates.
- 4.11.11 The inclusion of a public place litter bin recycling target was repeatedly recommended, to improve Council's recycling initiatives.

Advocacy/Policy

- 4.11.12 Strong support for collaborative solutions and partnerships, with 94 per cent supporting collaboration with other Councils to ensure consistency across greater Melbourne, and to create cost effective solutions.
- 4.11.13 General support for Council to be a leader in waste management, however respondents were aware we can't do it alone.
- 4.11.14 Advocating to the State and Federal governments to minimise/ban single use plastics and non-recyclable packaging, was repeatedly suggested as a way of reducing waste.

Education

- 4.11.15 53 per cent of respondents supported the proposed investment in education, with food waste and awareness of excess packaging common topics suggested for campaigns.
- 4.11.16 60 per cent of respondents stated they were inspired to change their waste habits after seeing the draft strategy statistics relating to household waste production and current recycling rates.
- 4.11.17 26 per cent of respondents wanted stronger support to address business / commercial waste (especially food waste).



- 4.11.18 64 per cent of respondents were interested in learning more about advanced waste treatment options.
- 4.11.19 Strong support (over 65 per cent) for education campaigns focused on the following:
- Where your recycling goes.
 - What can and cannot be recycled, including the effect of contamination on your recycling bin.
 - What products re-use recycled material.
 - How you can help reduce the use of non-recyclable materials in our City.

New Advanced Waste Technologies

- 4.11.20 81 per cent of respondents supported the stepped approach to the strategy, allowing time to consider new technologies;
- 4.11.21 Strong support to collaborate with other Councils (94 per cent), including on the Sustainability Hub.
- 4.11.22 72 per cent of respondents wanted to learn more about how other Countries used these technologies, and more about the technologies themselves.

Proposed changes to the draft Strategy

- 4.11.23 Changes are proposed to the draft 'Don't Waste It!' Strategy (refer Attachment 1), in response to feedback received from the community, external stakeholders, council officers and councillors. Key changes proposed are detailed below.
- 4.11.24 Increase in the waste reduction target for residential properties from 15 per cent to 20 per cent by 2022:
- This variation is achievable, using the targeted education campaigns and associated auditing programs allocated within the current budget.
 - Meeting this target will align Port Phillip with the average waste per household for Inner Metro Melbourne Councils.
- 4.11.25 Increase the recycling target for Council buildings from 48% to 58% by 2022.
- This variation is achievable, as Council has more control of these facilities to enable significant change.
 - This variation is in response to community feedback for Council to lead by example.
- 4.11.26 Increase in recycling target for residential properties and Council buildings from 80 per cent to 85 per cent by 2028:
- This variation aligns with the City of Melbourne's target in their new Waste Strategy, which will ensure a consistent approach between the neighbouring councils.
 - The ability to reach 85 per cent is only possible utilising advanced waste treatment, as is current draft target of 80 per cent.



- 4.11.27 Addition of a new target for recycling of for public place litter bins of 85 per cent by 2022:
- This outcome is built into our current recycling contract, which will take effect within the next 18 months.
 - This option requires no additional infrastructure or collection vehicles to implement.
- 4.11.28 Addition of a new action to ‘trial community composting and other communal food recycling opportunities for commercial premises’.
- This action addresses both the Recycling and Education themes of the consultation feedback. This action focuses more on commercial and communal solutions for food waste, rather than targeting specific individual households. This approach was preferred by respondents and will likely deliver broader community benefit.
 - In the first year of the Strategy, options and locations will be identified for the trials, for both community and business food recycling solutions. Year two of the Strategy has funding to implement the trials.
 - This action will allow case studies to be created, and help to shape future design requirements for managing waste in new residential and mixed-use buildings.
 - This action will not have a large impact on the overall recycling and waste reduction targets for the community, but can facilitate behaviour change relating to food waste more broadly if successful.
- 4.11.29 A new action ‘We will seek funding to trial insinkers within existing apartments’, to replace Action 9 ‘We will trial insinkers and other recycling methods in apartments’.
- 4.11.30 Inclusion of a new case study on food and garden waste recycling (FOGO), to explain the challenges of providing this service in an inner-city context, and the potential of Advanced Waste Treatment technology to offer a future solution.
- 4.11.31 There is no change required to the four-year budget resulting from these proposed changes.
- 4.11.32 A number of the proposed changes to the actions and targets of the ‘Don’t Waste It!’ Strategy will require updates to the ‘Act and Adapt’ Strategy 2018-2018, adopted by Council in June 2018. The specific changes required to ensure alignment of the two strategies are detailed in Attachment 3.

Other potential additional changes

- 4.11.33 The Strategy (refer Attachment 1) includes targets for food waste diversion from landfill, recycling contamination and recyclables in waste bins for Council managed buildings.
- 4.11.34 Increased targets for Council managed buildings were explored at the Councillor Workshop held 26 September 2018. The proposed targets plus two alternative options (Option A and Option B) are presented below in Table 1.



Both Option A and B consider setting stronger targets (at differing levels) for Council managed buildings.

Table 1

Comparison of target options for Council managed buildings			
%	Draft Target (Refer Attachment 1)	Option A	Option B
Food waste diverted from landfill (by 2028)	50 per cent reduction*	100 per cent diverted	70 per cent reduction*
Recycling contamination level (by 2022)	50 per cent reduction (baseline level 9 per cent)	0 per cent contamination	Less than 3 per cent
Recycling in waste bins (By 2022)	50 per cent reduction*	0 per cent recyclables in waste bins	70 per cent reduction*
Financial implication	n/a (Already included in ten-year budget forecast)	Estimated additional \$255,000 per year	Estimated additional \$180,000 per year

* Note - Baseline to be determined in first year of Strategy

4.11.35 Implications of Option A and B are as follows:

- Setting higher targets for council buildings would provide the community with a leading example for waste management, however significant additional resourcing would be required at council buildings to fund the auditing, monitoring and education required to achieve either Option A or B.
- **Option A additional resourcing**– increase in budget estimated at \$255,000 pa + GST for three years (commencing July 2019).
- **Option B additional resourcing** – increase in budget estimated at \$180,000 pa + GST for three years (commencing July 2019).
- It should be noted that the efficiency and effectiveness of the initial education campaigns and auditing programs (currently budgeted) have yet to be tested. It is recommended that a review be undertaken at the end of year three of this strategy, and a reassessment of resourcing and targets occur at this time.

4.11.36 It is not recommended to further increase targets or resourcing for council buildings at this time.



5. CONSULTATION AND STAKEHOLDERS

Community Engagement Activities

- 5.1 Council sought feedback from the community and stakeholders on the draft Don't Waste It! Strategy between 23 June – 30 July 2018.
- 5.2 The community was given the opportunity to respond via Have Your Say, directly via email, and at four pop-up events. Officers also met with various community forums and committees to encourage feedback.
- 5.3 The consultation program consisted of the following:
- 5.3.1 **Four community pop up events**
- St Kilda Marina - Saturday 30 June
 - South Melbourne Market – Sunday 8 July
 - Gasworks Farmers Market – Saturday 14 July
 - Elwood Farmers Market – Saturday 21 July
- 5.3.2 **Two internal staff sessions**
- South Melbourne Depot - Friday 20 July
 - St Kilda Town Hall – Tuesday 24 July
- 5.3.3 **Sessions with Community Forums / Committees**
- Fishermans Bend Community Forum – 8 June
 - Multicultural Forum – 21 June
 - Older Persons Consultative Committee – 2 July
 - Youth Advisory Committee – 3 July
- 5.3.4 **Other initiatives**
- Three informative one-minute videos were created to encourage community feedback on the strategy. These videos focused on why we need the strategy, and why we need to focus on reducing waste and recycling right over the next four years
 - Prizes for answering waste questions were used, in the form of reusable glass drink bottles
- 5.4 Overall there was a high level of engagement, with Council receiving the following feedback (refer Attachment 2 for detail):

Table 2

Source	Number of points of feedback
Have Your Say On-Line Survey	327
Face-to-face community pop-up events and targeted community and stakeholder forums	41
Face-to-face staff pop-up events	200
Email	3
TOTAL	571



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. 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 On-going 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 implementation of the draft Don't Waste It! strategy has been considered in the 2018/19 Council budget and over the 10-year financial plan. Council will commit approximately \$4.7 Million over 4 years to deliver 21 actions in this strategy. 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 asked for during the engagement process to develop of the Strategy.
- 9.2 Local communities will also benefit from the 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 This strategy outlines how we will achieve Strategic Direction 3 of our Council Plan, 'We have smart solutions for a sustainable future' and is focused on associated Outcome 3.5, 'A sustained reduction in waste'.



- 10.2 The Strategy also contributes to key elements of other Directions and Outcomes in the Council Plan including:
- Liveability in a high-density City
 - Well-designed buildings that contribute to safe, lively, high amenity places
 - Enhancing the environmental and recreational qualities of the foreshore
- 10.3 The Strategy will help Council achieve its objective of transforming how we manage waste, and supports the transformation of Fishermans Bend urban renewal precinct.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 The Strategy will be delivered over a 10-year period, from September 2018 to October 2028. Actions have been budgeted and scheduled for the first four years.
- 11.1.2 Reporting on progress of the Strategy will be presented to Council and the wider community as part of the Annual Report.
- 11.1.3 The Strategy and actions will be reviewed and, if needed updated every 3 years This will allow planning for budget implications past the current four-year action plan, to consider options for Advance Waste Treatment and other changes to the waste and recycling industry that are likely in the coming years.

11.2 COMMUNICATION

- 11.2.1 The Strategy will be published on Council's website, the Sustainable Port Phillip website and promoted through our social media channels. The Have Your Say webpage will be updated to communicate adoption of the Strategy.
- 11.2.2 All respondents who participated during consultation on the draft strategy and requested to be kept informed, will receive a summary of the adopted strategy.
- 11.2.3 Further community engagement will be undertaken in relation to progressing some individual actions within the Strategy as required, including those related to education programs and trials.

12. OFFICER DIRECT OR INDIRECT INTEREST

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 2018-2028
2. Don't Waste It Public Engagement Report
3. Amendments to Act and Adapt Strategy 2018-2028