

Litter Prevention Strategy for Western Australia 2009-2014



Prepared by
Western Australian Litter Prevention Taskforce


on behalf of the
Keep Australia Beautiful Council (WA)

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Our environment, our future 

Acknowledgments

This document has been developed by the Western Australian Litter Prevention Taskforce – Mel Hay (Chair), Jennie Collins, Oliver Crosthwaite, Annabel Paulley, Jeff Munn, Heather Woodley, Raguragavan Ganeshasundaram, Matt Brown, Bradley Wilkinson - and Shantell McClenaughan, and Jennie Anderton of the Keep Australia Beautiful Council (WA), Department of Environment and Conservation.

For more information please contact:

Litter Prevention Strategy Coordinator
Keep Australia Beautiful Council (WA)
Locked Bag 104
BENTLEY DELIVERY CENTRE 6983
Telephone: (08) 6467 5143
Facsimile: (08) 6467 5532

Photo credits:

Keep Australia Beautiful Council (WA), Tangaroa Blue, Cape Conservation Group, Newman College, Tourism WA, Swan River Trust, Department of Environment and Conservation.

Minister's foreword



I have pleasure in presenting Western Australian's second litter prevention strategy.

The Strategy provides for a coordinated and consistent approach to litter prevention and management throughout Western Australia.

The State Government believes that a clean, healthy and strong environment is an essential element of the quality of life of all Western Australians. The prevention of litter and illegal dumping is critical in achieving this.

The Strategy continues to tackle the impacts of littering and illegal dumping through a pro-active and preventative approach. To achieve this, there is a focus on improved legislation, education, and enforcement.

The State Government continues to work with the Keep Australia Beautiful Council and has provided further funding to the Council through the Western Australian Waste Authority.

I congratulate all Western Australians who are demonstrating strong commitment to the prevention of littering and illegal dumping. I also take this opportunity to invite others to join me and the Keep Australia Beautiful Council in the task of maintaining Western Australia as a clean and beautiful State for both residents and visitors alike.

A handwritten signature in blue ink, reading "Donna Faragher". The signature is stylized and cursive.

Hon Donna Faragher JP MLC
Minister for Environment; Youth



Chair's foreword

In 2006, Keep Australia Beautiful Council of Western Australia launched the Litter Prevention Strategy, a three-year comprehensive approach to tackling the litter problem in Western Australia which is due to expire in July 2009. The solid framework established by the strategy provided positive direction for the Council and its Litter Prevention Taskforce over the past three years to achieve significant progress in the implementation of the strategy. This is evident by the consolidation and expansion of existing programs while developing and establishing new and innovative programs.

This positive approach to effective litter prevention and management in Western Australia must continue for us to achieve our aims as outlined in the strategy. The Keep Australia Beautiful Council together with its Litter Prevention Taskforce has developed a second Litter Prevention Strategy for Western Australia 2009-2014 which provides a framework for the future of litter prevention in Western Australia. I am confident that with the continued participation and support from the community, business and government that this new strategy will successfully deliver the direction required for Western Australia to move towards a litter-free environment.

The Western Australian community expects and deserves a clean environment. Preventing litter on our beaches, parks and streets and in our waterways not only protects our environment but delivers social and economic benefits to our communities.

It is now recognised that highly littered areas along with poorly maintained infrastructure, attracts more litter, illegal dumping, anti-social behaviour and petty crime such as graffiti, hooliganism and vandalism. The results and benefits that flow from taking positive action against litter and illegal dumping can extend well beyond the immediate visual impact of litter.

Benefits include a healthier better quality of life because there is less litter, crime and anti-social behaviour resulting in cleaner and safer communities. Less litter also ensures the protection of birds, animals and water organisms from the harm which can come from their habitat and food sources being polluted.

In Western Australia, the majority of people take pride in their environment and would like to maintain our image of a clean State. Sadly this image will soon change if we are unable to prevent the minority of people from doing the wrong thing. With this in mind, this strategy sets out a framework for tackling litter in Western Australia for the next five years and provides direction for the community, business and government. This strategy includes actions to achieve the target of reducing litter by 25 per cent by 2014 compared to 2007/08 levels.

Success of this strategy depends on significant change in the community's attitudes and behaviours and commitment by government and industry to participate in litter prevention.

Keep Australia Beautiful Council is a community based litter prevention organisation and I ask all members of the Western Australian community to work with us to achieve our goal of a litter free Western Australia.

Mr Melvyn Hay APM
Chairperson
Western Australian Litter Prevention Taskforce
Keep Australia Beautiful Council



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Introduction

Litter poses serious social, economic and environmental costs. Not only is litter aesthetically displeasing, it is a potential threat to human and ecological health and it incurs a huge impost on local and State Government which have to spend time and money to clean up litter. Litter also has social implications, in that littered areas tend to attract anti-social behaviour such as petty crime, vandalism and graffiti.

The impacts are real, the issue is genuine and litter is increasingly being recognised as an important component of the mainstream environmental agenda.

For the last three years, the Keep Australia Beautiful Council of WA (KABC) has implemented the Litter Prevention Strategy for Western Australia 2006-2009. This strategy aimed to provide a strategic and coordinated approach to the prevention and management of litter with the aim of working towards a litter-free State. While we are not there yet, much work has been done towards tackling the issue of litter in Western Australia.

Some achievements include the growth of the Litter Reporter Scheme to over 3,000 litter reporters in the community; the participation in the National Litter Index which provides valuable insight into the litter problem in our state; and the production of classroom resources for teachers including a curriculum resource for primary teachers and a DVD. In addition, increased funding has been made available to communities through a litter prevention grants program; a significant marketing campaign which included billboards, bus sides and radio advertisements was implemented; and priority has continued to be given to the Keep Australia Beautiful Sustainable Communities programs including the Tidy Towns Sustainable Communities Awards program and two new programs for Western Australia: Sustainable Cities and the Clean Beach Challenge.

Over the past three years, some great achievements have been made by KABC but the litter situation in Western Australia is still of great concern and much work is still needed. The 07/08 National Litter Index Report shows an increase in litter in Western Australia, both by number of items counted and volume of litter collected when compared to the 05/06 and 06/07 results. In addition, Western Australia has recorded the highest rate of litter in 07/08 compared to the other Australian states.

These results highlight the increased need to prioritise litter prevention and management in Western Australia. KABC believes that what is needed is a holistic approach to the prevention of litter and illegal dumping through intervention to modify community attitudes and behaviour.

This new strategy aims to continue on with the work started with the Litter Prevention Strategy 2006-09.

The first section of the strategy defines the issue of litter and discusses a range of factors that are integral to the development of litter prevention and management initiatives. The second section, which outlines the achievements made throughout the 2006-2009 Strategy is followed by details of the direction this new strategy will take, including an action plan. The final component discusses the implementation, monitoring and evaluation of the strategy and actions.



Background

What is litter?

Litter is the most visible form of pollution. It can be almost any material that is disposed of incorrectly. Litter includes cigarette butts, drink containers, food wrappers, bill posters, junk mail, poorly secured material from a trailer and illegal dumping.

The Western Australian *Litter Act 1979* (the Act) defines litter as:

- (a) all kinds of rubbish, refuse, junk, garbage or scrap; and
- (b) any articles or material abandoned or unwanted by the owner or the person in possession thereof.

For the purpose of the Act, litter is deposited on land or on or in waters if:

- (a) it is placed, put, left, dropped or thrown there; or
- (b) it is allowed to fall there or be carried there by the action of wind or water, or both.

Litter detracts from the amenity of public spaces and reduces the value of our natural environment. Litter can impact on the environment in a number of ways. It can:

- choke waterways and be a danger to marine life
- pose a danger to native animals by polluting their food and water
- block drains and cause floods
- become a fire hazard (i.e. lit cigarettes being thrown from vehicles)
- be dangerous or cause health risks (e.g. broken glass, syringes, animal faeces)
- cost the community and councils hundreds of thousands of dollars each year to clean up, including bags of rubbish and small household items.
- cause more litter – if people see litter around, they may be more likely to litter.

Importantly, highly littered areas along with poorly maintained infrastructure, such as broken windows and graffiti, can be directly linked to an increase in other anti-social behaviour, including crime.

What is being littered?

Litter can be counted by number of items or by the volume it takes up. By item, cigarette butts form the major part of litter. However, by volume, plastic is the major littered item.

Figure 1: Types of litter as a percentage of items found (WA)

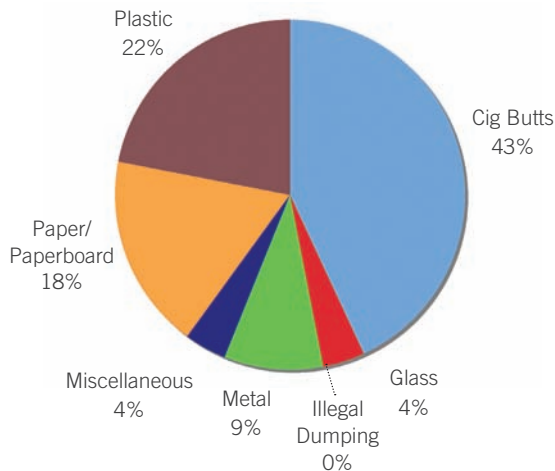
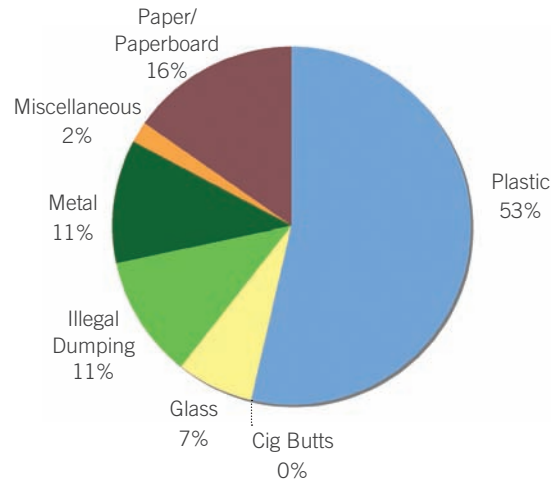


Figure 2: Types of litter as a percentage of volume found (WA)

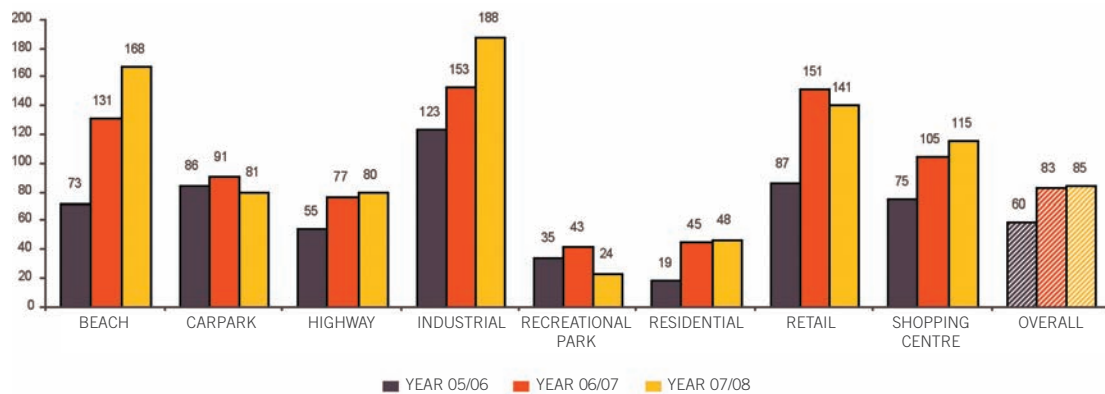


Source: National Litter Index 2007/2008

Where is littering occurring?

In Western Australia, litter is distributed throughout many different public places, as shown below. From 2005 to 2008, litter has increased substantially on beaches and in industrial sites.

Figure 3: items per 1000 square metres by site type – annual averages - WA



Source: National Litter Index 2007/2008

Perceptions of litter

Research in Australia and the United Kingdom shows that there are perceptions that some forms of litter are less harmful, for example, an apple core. KABC and this strategy consider all forms of litter to be harmful and not acceptable.

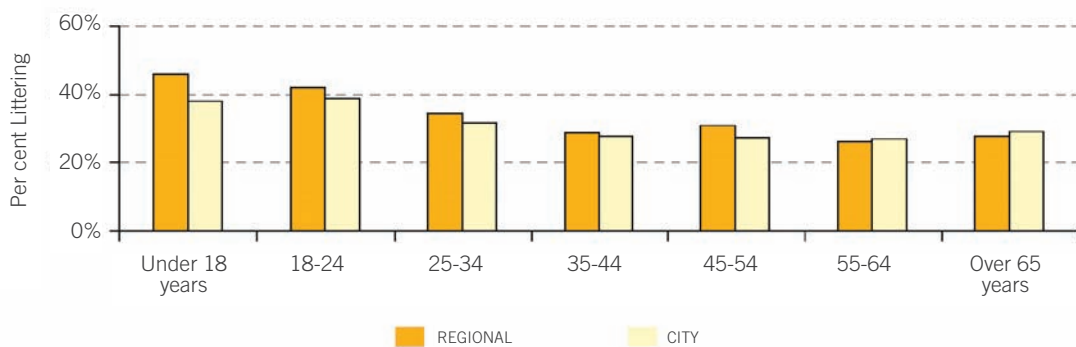


Littering behaviour

National surveys of litterers, conducted by the Beverage Industry Environment Council, found that the majority of people who litter in public places are unable to remember that they had littered or did not show a willingness to admit they had littered.

The littering behaviour studies have found that there is 'no clear relationship between the gender of those using public places and disposal behaviour'. There is a perception that younger people are more likely to litter, however, this could be due to the prevalence of young people in public areas. The figure below shows that across all age groups, there is a littering rate of over 20 per cent.

Figure 4: Littering by age group



Source: Beverage Industry Environment Council, 2004, *Littering Behaviour Studies VII, National Benchmark 2004*

The litter behaviour studies have found that people are more likely to litter when they are in a large group – the larger the group, the more likely people are to litter. The results below may reflect the influence of peer pressure on littering behaviour, as for all ages, littering increases with the size of a group.

Figure 5: Littering by age and group numbers



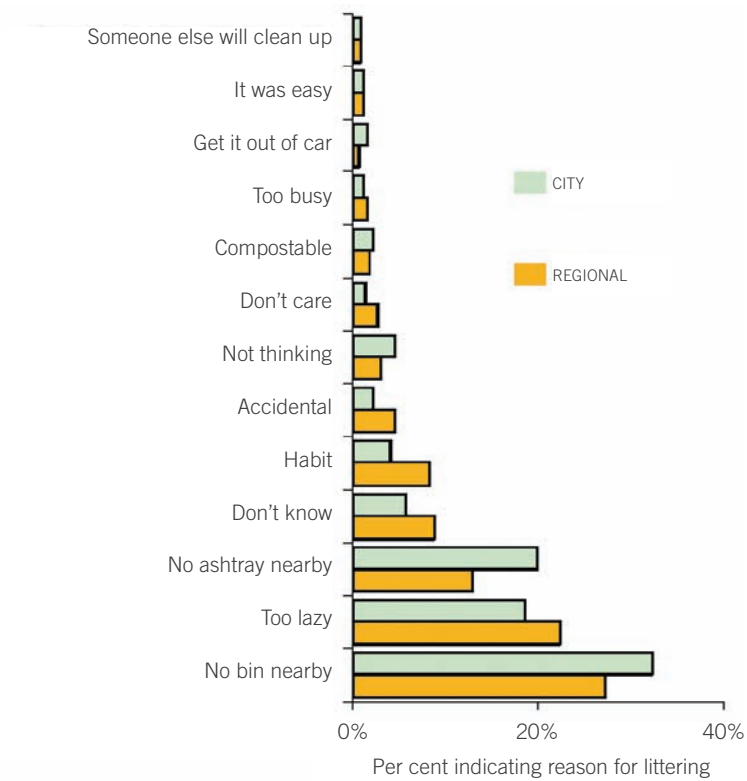
Source: Beverage Industry Environment Council, 2004, *Littering Behaviour Studies VII, National Benchmark 2004*





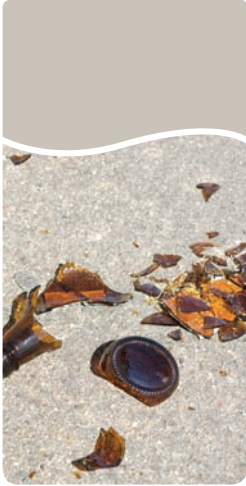
Litterers give a number of reasons for their behaviour such as ‘no bins or ashtrays nearby’, or that they were too lazy. Figure 6 below shows that there are some deliberate decisions made by litterers.

Figure 6: Reasons for littering



Source: Beverage Industry Environment Council, 2004, *Littering Behaviour Studies VII, National Benchmark 2004*

The information in this section has been extracted, with permission, from the ‘Litter Management in Australia Report’, Environment and Heritage Council (EPHC), November 2008.



Who manages the littering problem in Western Australia?

The KABC administers Western Australia's *Litter Act 1979* and is responsible for the enforcement of litter and illegal dumping fines and for recommending and influencing legislation and regulations that improve and protect the environment.

KABC also provides leadership in the field of litter prevention and reduction by helping to change the attitudes and behaviours of the community as well as collecting data and developing litter related policy.

Police and local governments are authorised under the Act to enforce the legislation and regulations. Various officers of other State agencies can also be authorised by the Minister for Environment to enforce the Act.

As with any law, individuals, government agencies and businesses have a legal responsibility to comply with the Act and any other applicable laws.

Local governments play a central role in litter management through provision of litter bins, litter traps, street and beach cleaning, and running targeted litter prevention programs. Local governments spend millions on litter management each year and the community turns to them with their concerns about litter in our environment.

If enough people could be motivated to practice small acts of kindness to our environment, it's still just possible that we could bestow a sustainable planet on future generations.

Genette Keating
Member, Keep Australia Beautiful Council

Achievements so far

Significant achievements were made by the Keep Australia Beautiful Council during the life of the Litter Prevention Strategy for Western Australia 2006 – 2009:

Incentives

- The Litter Prevention Grants increased in popularity since their inception in 2006. Currently, approximately \$100,000 is given to the community each year as financial assistance for litter prevention projects
- Roadside litter grants were available throughout 2007.



Community Pride Programs

The Sustainable Communities Awards for towns, cities and beaches have expanded significantly in WA:

- The Tidy Towns Sustainable Communities program continues to be a great success.
- The WA Clean Beach Challenge was started in 2007.
- The Sustainable Cities Awards program was started in 2008.
- Support for the WA Environment Awards 2006-08.



Education

- Development and promotion of the "Learning about litter" curriculum resource for primary teachers and accompanying CD and DVD. This is supported by professional development workshops for teachers.
- A "Community Toolkit" was developed and is available to help members of the community coordinate a litter prevention project in their local area.
- The "Bin your butt" cigarette butt education campaign resource was developed and implemented in buildings in the Perth CBD.
- A new marketing campaign was created: "Litter and you're Rubbish", including billboards, bus sides and radio advertisements.
- "Talking Rubbish": KABC quarterly newsletter.
- Development and maintenance of the Keep Australia Beautiful website: www.kabc.wa.gov.au
- "Tools for tackling illegal dumping" guidelines and training developed and implemented with local government.
- An expanded range of educational resources with the introduction of stickers, posters, brochures and event display kits.
- Illegal dumping posters, postcards and investigation signs and tape were produced.



Clean Ups

A community clean up kit and associated resources have been developed to encourage and assist communities to coordinate local clean ups effectively.



Auditing

- The National Litter Index has been conducted in November and May of each year. Annual reports are created which outline the litter situation both State and nationally.
- The Branded Litter Survey was first developed in 2007 and identifies brands of litter found throughout Australia. This survey is conducted twice yearly and an annual report produced.
- Keep Australia Beautiful Council responds to litter issues as they emerge through these auditing processes.



Stakeholder Responsibility

- Relevant sponsorship arrangements have been secured.
- A roadside litter working group was formed in 2008, a variety of government and non-government agency representatives are involved.
- Continued support of and encouragement of partnerships between stakeholders is a priority.

Infrastructure

- Sponsored by the Packaging Stewardship Forum, an 'events recycling trailer' is now available for use, including sulo bins and bin caps.
- Sign templates and guidelines for use have been developed.
- Cigarette butt bins, pocket ashtrays, re-usable shopping bags, car litter bags and rubbish bags are available to the community.



Enforcement

- Expansion of the Litter Reporting Scheme - there was an increase in infringements by 55 per cent during the life of the 2006-09 strategy.
- Ongoing recruitment and training of authorised officers.
- Employment of two illegal dumping investigation officers who investigate and prosecute illegal dumping incidences and provide illegal dumping advice to local government authorities on investigation, education, policy development, and provision of appropriate infrastructure.



Policy and legislation

- Recommendations to establish an offence for illegal dumping and to increase the penalties for littering and illegal dumping have been submitted.
- Input was provided on the 'Used tyre strategy for WA'.
- Representation was provided on the Stakeholder Advisory Group for the investigation of Container Deposit Systems for WA.
- Policy documents have been written on cigarette butt litter and general litter.



Future direction

Vision

The vision of this strategy is;

TO STRIVE FOR A LITTER-FREE WESTERN AUSTRALIA

Mission

To help reduce litter and littering in Western Australia through the development and implementation of effective policy, education and enforcement initiatives.

Aims

In order to achieve our vision, this strategy aims for a holistic and proactive approach to litter prevention and management in Western Australia by seeking to promote and sustain positive littering behaviours by all Western Australians.

Seven key areas have been identified to make this happen:

Auditing and evaluation

Comprehensive and objective litter auditing and evaluation is essential to understanding the extent of the litter issue in Western Australia and in assessing litter prevention and management initiatives.

A consistent and comparative approach to monitoring physical and behavioural litter trends on a local, State and national basis needs to be undertaken to ensure the community and stakeholders share a common and holistic view of the litter issue in Western Australia.

Policy and legislation

Policy and legislation measures provide a formal approach to litter abatement and aim at preventing litter by providing disincentives for inappropriate behaviours and a framework for decision making.

There are a variety of policy and legislation mechanisms available for use including fines, levies, taxes, bans on products and rebate schemes. KABC aims to ensure that appropriate legislation is in place and this and other policy and legislative initiatives are noted and responded to by all stakeholders.

Education, information and training

Education, information and training are proactive measures required to prevent the creation of litter and to achieve long-term positive behavioural change. KABC sees the provision of clear and consistent disposal messages and information as imperative.

Tools used include school education campaigns, targeted behaviour change programs, creation of State and national information sharing networks and the development of best practice guidelines and training.

Enforcement

In order to change and sustain correct disposal behaviour, proactive measures must be supported by enforcement initiatives. Enforcement aims to encourage positive action through compliance with the requirements of the current litter legislation. Through this strategy, KABC intends to ensure there is accountability, consultation and cooperation, and consistent, integrated and coordinated enforcement action.

Physical intervention

Best practice litter prevention infrastructure is essential to reducing litter and illegal dumping. This includes bins, anti-litter signage and services.

In addition, the physical clean up or control of litter must be ensured as current research suggests that an environment that is kept clean is less likely to attract litter. This strategy aims to ensure the continuation, expansion and increase in community participation in such events.

Incentives

While it is important to be responsive to negative littering behaviour it is equally important to encourage, reward and reinforce those who are actively participating in and/or encouraging positive disposal attitudes and behaviours. Reward programs, provision of financial and resource assistance and community pride programs are all effective incentives that help to encourage the correct attitudes and behaviours.

Stakeholder responsibility

Litter is a community-wide issue and as such requires the involvement and cooperation between a variety of stakeholders from the community, private and government sectors. Stakeholders need to have a common and shared understanding of the litter problem and need to be aware of, and responsible for, their litter prevention and management roles. Additionally, litter prevention initiatives need to be coordinated between stakeholders throughout the State to improve efficiency and effectiveness and to reduce overlaps and gaps.

Strategy Key Performance Indicator

A 25 per cent reduction in litter by 2014 in Western Australia compared to the 2007/08 National Litter Index results.

1 Auditing and evaluation

The primary litter auditing tools currently in Australia are the National Litter Index (NLI) and the Branded Litter Survey (BLS), coordinated by the Keep Australia Beautiful National Association and supported by KABC.

The NLI and BLS compile data through the physical inspection and visual counting of litter in a number of specific, fixed sites. Currently 151 sites are counted in Western Australia. The information collected provides empirical data on the quantities, types, locations and brands of litter deposited across the country. The first NLI was undertaken in November 2005 and the first BLS in 2007. Both continue to occur every November and May of each financial year and results are analysed and prepared into annual reports. The reports highlight the findings on both a national and state basis.

The 2007/08 NLI report indicated that litter in Western Australia is in fact increasing, both by number of items counted and volume of litter collected when compared to the 05/06 and 06/07 results. In addition, Western Australia was recorded as having the highest rate of litter in 07/08 compared to the other states.

Mitigating circumstances such as an increase in population, increased activity in regional areas and the sheer size of Western Australia need to be considered, however, the results of this latest report highlight the need for increased priority to be given to litter prevention and management initiatives.

The NLI and BLS are essential auditing tools as they allow KABC to assess the effectiveness of its litter reduction programs and develop initiatives according to emerging needs.

Continued assessment of key litter issues and trends as they emerge on a State and national basis is a priority for KABC in this strategy, as is achieving a consistent approach to litter auditing and evaluation in Western Australia.



ACTION	TASKS	PERFORMANCE INDICATORS
OBJECTIVE: Achieve a consistent approach to litter auditing and evaluation in Western Australia.		
1.1	Maintain and report on the National Litter Index and Branded Litter Survey.	A. Work with the Keep Australia Beautiful National Association in the on-going implementation of the National Litter Index and Branded Litter Survey and associated reports. National Litter Index and Branded Litter Survey conducted twice a year and reports promoted throughout WA.
1.2	Develop new auditing methods where gaps are identified.	A. Identify existing and develop new litter auditing methods where required. 1) Existing auditing methods identified and promoted. 2) New methods developed and promoted as required.
1.3	Research, develop and promote consistent litter auditing and evaluation methodology for program specific litter prevention initiatives.	A. Research existing litter auditing and evaluation methodology. B. Develop consistent and comparative methodology for program specific litter prevention initiatives. C. Promote methodology to stakeholders. Program specific litter auditing and evaluation methodology developed and promoted.
OBJECTIVE: Ensure assessment of key litter issues and trends on a state and national basis.		
1.4	Assess the National Litter Index and Branded Litter Survey reports on a state and national basis and develop appropriate response/s.	Assess the National Litter Index and Branded Litter Survey reports on a state and national basis and develop responses to the reports. Responses to the findings of the National Litter Index and Branded Litter Survey developed.
1.5	Monitor and respond to emergent State-based issues.	A. Monitor the National Litter Index results for emergent State-based issues. B. Respond to State-based issues that emerge from the National Litter Index results. Responses to State-based issues that emerge from the National Litter Index and Branded Litter Survey developed.

KEY PERFORMANCE INDICATOR:

Litter auditing and evaluation occurs bi-annually, responses are made and effectiveness evaluated.

2 Policy and legislation

Throughout the 2006-09 strategy the principal piece of litter legislation in Western Australia has been the *Litter Act 1979* (the Act). Recently, the KABC has provided advice on the proposed new offence of illegal dumping including significantly increased penalties for dumping.

There are a number of other current policy and legislative initiatives at the State and national level that have implications for the litter issue in Western Australia. These include the:

- *Waste Avoidance and Resource Recovery [WARR] Act 2007*, the *WARR Levy Act 2007*, the *WARR Regulations 2008* and the *WARR Levy Regulations 2008*. These two Acts and Regulations came into operation on 1 July 2008. Among other things the legislation provides for:
 - o A Waste Strategy to be developed that outlines a long term strategy for continuous improvement in waste management for the whole of the State; and
 - o Waste Plans to be prepared by local government that outline how waste services will be provided for the local area.
- Environment Protection and Heritage Council's extended producer responsibility and plastic bag reduction initiatives and investigation into measures for reducing waste from beverage containers.
- National Packaging Covenant initiatives.
- Department of Health's smoking bans under the *Health (Smoking in enclosed Public Places) Regulations 2004*.
- Western Australian Local Government Association's policy decision to support the impounding of shopping trolleys through amendments to the *Local Government Act 1995*.

It is essential that Keep Australia Beautiful Council and relevant litter stakeholders remain aware of and respond to these and other policy and legislative initiatives as they emerge, in order to encourage producers, suppliers and consumers to take responsibility for litter prevention and management.



ACTION	TASKS	PERFORMANCE INDICATORS
OBJECTIVE: Ensure robust litter legislation and appropriate penalties.		
Ensure regular review of current litter legislation in WA.	<ul style="list-style-type: none"> A. Determine review period for litter legislation in WA. B. Review legislation and penalties as per review period. C. Seek input from relevant stakeholders to the review. 	Provision of advice to government as required.
OBJECTIVE: Develop policy to encourage producers, suppliers and consumers to take responsibility for litter prevention and management.		
Research, develop, communicate and review policy on current and emerging issues as required (e.g. product stewardship, extended producer responsibility)	<ul style="list-style-type: none"> A. Research current and emerging issues in WA as required. B. Develop policy statements. C. Communicate policy statements to relevant stakeholders. D. Review policy statements. 	Keep Australia Beautiful Council (WA) policy statements developed and communicated as required.
Develop and communicate position statements on high priority litter issues identified in the National Litter Index as required.	<ul style="list-style-type: none"> A. Undertake appropriate research on high priority litter issues identified in the National Litter Index. B. Develop position statements. C. Communicate position statements to stakeholders. 	Keep Australia Beautiful Council (WA) position statements developed and communicated as required.
Contribute to and encourage the development and implementation of litter and waste plans by local government and industry.	<ul style="list-style-type: none"> A. Work with the Department of Environment and Conservation/ Waste Authority in assisting government and industry stakeholders to establish litter and waste management plans. B. Provide relevant support/ resources to government and industry to develop and implement litter and waste management plans. 	Number of WA state government agency, local government and industry litter and waste management plans developed and implemented.

KEY PERFORMANCE INDICATOR:

Policies and penalties for littering offences are appropriate to ensure effective deterrence.



3 Education, information and training

Education, information and training are essential components in the fight against litter. They are proactive mechanisms useful in raising the profile of litter issues and achieving long term, positive behavioural change.

This new strategy focuses on providing a consistent and coordinated approach to litter education and information both in schools and in the community. Litter education is more than simply the transmission of information about litter and littering behaviours. The resources and projects within this section also highlight how to incorporate behaviour change strategies into local projects. This can include engaging the audience and communicating chosen messages effectively, removing barriers and facilitating the rapid adoption of new ideas and behaviours.

Also considered essential is the provision of consistent and clear litter messages, and ensuring litter information is available and accessible to everyone. The ongoing development of resources based on best practice which allow for local adaptability and implementation and the commitment to maintaining and improving State and national litter prevention networks ensuring information sharing and project collaboration are also a priority.

ACTION	TASKS	PERFORMANCE INDICATORS
OBJECTIVE: Ensure a consistent and coordinated approach to litter education in schools.		
Develop a consistent approach to school litter education in WA, including resources for years Kindergarten-12.	<ul style="list-style-type: none"> A. Litter education resources developed as required. B. Liaise with educational providers for inclusion of litter educational resources for years Kindergarten – 12. 	Number of litter educational resources developed for schools used by schools.
Work with stakeholders, including the WA Sustainable Schools Initiative, to ensure that litter education is progressed in schools.	<ul style="list-style-type: none"> A. Liaise and work closely with the WA Sustainable Schools Initiative to identify and promote potential synergies. B. Work with relevant stakeholders to ensure litter education is progressed in schools. C. Ensure online litter educational resources for teachers and students. 	<ul style="list-style-type: none"> 1) Involvement with the WA sustainable schools initiative. 2) Level of litter education undertaken in schools in WA. 3) KABC website includes student and teacher friendly resources. 4) Level of access to school resources on website.

ACTION	TASKS	PERFORMANCE INDICATORS
OBJECTIVE: Ongoing development, review and promotion of State and priority issue litter resources allowing for local adaptability and implementation.		
<p>Ensure the continued development, promotion and review of:</p> <p>I. general</p> <p>II. priority issue</p> <p>litter education resources as required.</p>	<p>A. Develop litter education resources as required.</p> <p>B. Develop priority litter issue education resources as required.</p> <p>C. Promote educational resources.</p> <p>D. Review educational resources.</p>	<p>1) Number of educational resources developed for general litter and priority litter issues.</p> <p>2) Assessment of delivery and effectiveness of educational resources.</p>
OBJECTIVE: Ensure litter information is available and accessible to everyone and encourage project collaboration.		
<p>Research and publicise relevant State, national and international litter information, including best practice.</p>	<p>A. Ongoing research of litter information and best practice.</p> <p>B. Publicise relevant litter information on the KABC website and through various means.</p>	<p>1) KABC website maintained and promoted.</p> <p>2) Level of website access.</p> <p>3) Level of promotion of best practice information.</p>
OBJECTIVE: Ensure a consistent and coordinated approach to litter education in schools.		
<p>Facilitate the development of State and national litter prevention networks for information sharing and project collaboration.</p>	<p>A. Develop relevant litter prevention networks and appropriate processes for information sharing as required.</p> <p>B. Support and adopt where appropriate national approaches to litter prevention and management in Western Australia.</p>	<p>1) State and national litter prevention networks established.</p> <p>2) Number of national litter prevention and management projects undertaken.</p>
OBJECTIVE: Ensure training and guidelines in litter prevention and management are available to the community, government and private sectors.		
<p>Research, develop and promoting new and existing best practice litter prevention and management guidelines and training for all sectors.</p>	<p>A. Identify and review existing litter prevention and management guidelines and training.</p> <p>B. Liaise with relevant stakeholders to identify priority areas and develop best practice guidelines and training.</p>	<p>Number and type of best practice litter prevention and management guidelines and training developed and promoted.</p>

KEY PERFORMANCE INDICATOR:

Number of WA schools, local councils, community groups and businesses involved with KABC initiatives.

4 Enforcement

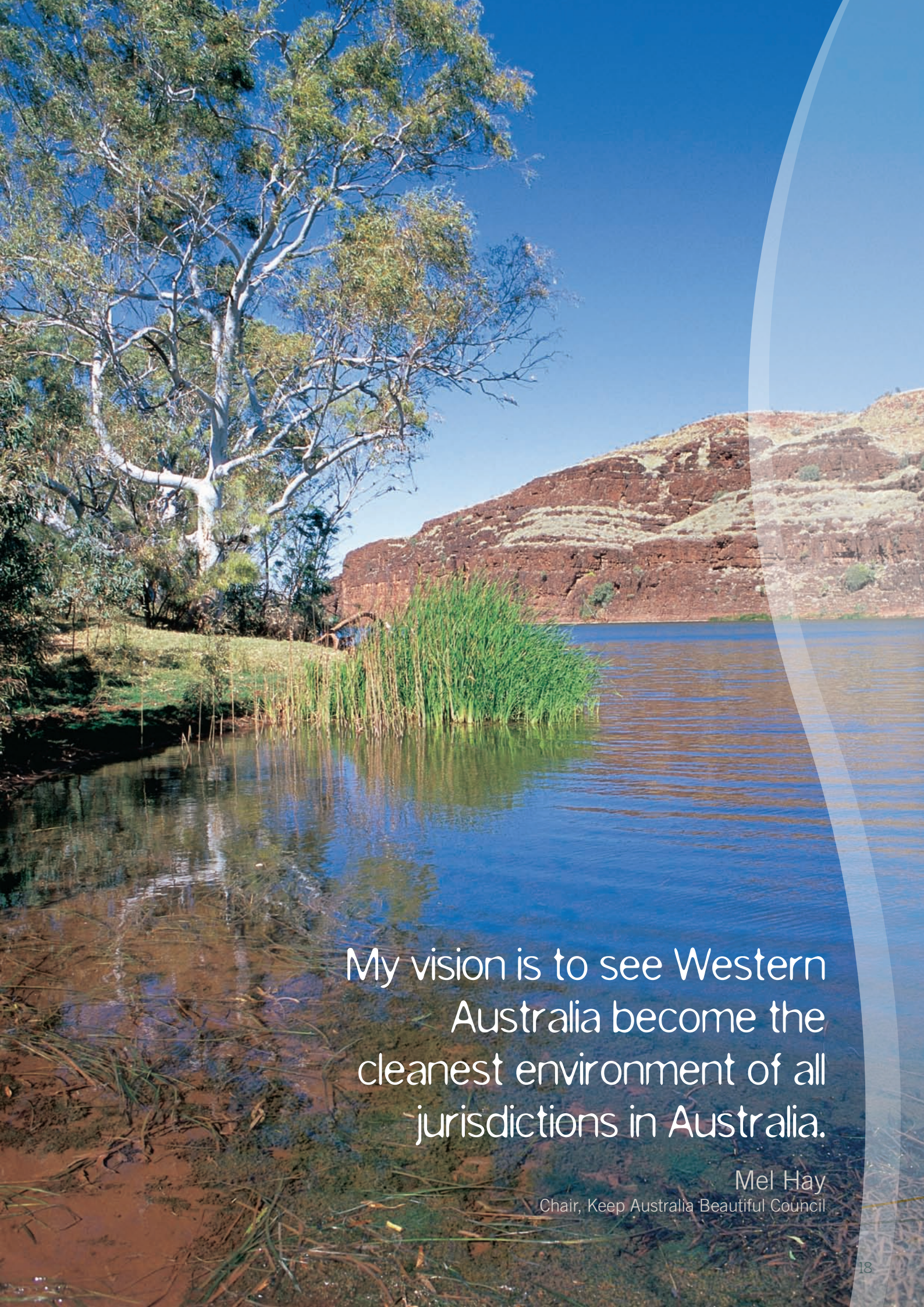
Proactive measures need to be supported by enforcement initiatives to help achieve compliance with the current litter legislation and to encourage appropriate disposal methods. KABC aims to deter littering through the application of appropriate penalties and to identify, solve and assist government and other regulatory agencies with illegal dumping offences.

Effective and efficient enforcement of litter legislation in Western Australia is a key focus of this strategy as is the continued expansion of the Litter Reporting Scheme.

ACTION	TASKS	PERFORMANCE INDICATORS
OBJECTIVE: Ensure effective and efficient enforcement of the current litter legislation in WA.		
Promote current litter offences and penalties within the community.	A. Promote current litter offences and penalties to authorised enforcement officers and the broader community.	Litter offences and penalties promoted.
Ensure authorisation of eligible enforcement officers under current litter legislation in WA and support their activities.	A. Promote and enlist authorised enforcement officers from relevant agencies particularly in regional, remote and rural areas of WA. B. Liaise with agencies and authorised enforcement officers and provide advice on correct infringement formats and processing and ensure appropriate supply of resources. C. Encourage and support relevant agencies, to ensure authorised enforcement officers are active in enforcing the current litter legislation in WA.	1) Number of agencies engaged in enforcing the current legislation. 2) Number of authorised enforcement officers. 3) Number of infringements issued by authorised officers. 4) Extent of enforcement resources and advice provided to authorised enforcement officers.
Continue to develop the capacity to investigate and prosecute incidences of littering and illegal dumping.	A. Ensure resources continue to be available for two investigator positions within the Environmental Enforcement Unit of the Department of Environment and Conservation.	1) Two investigator positions maintained within the Environmental Enforcement Unit of the Department of Environment and Conservation.
OBJECTIVE: Continue and expand the Litter Reporting Scheme.		
Promote the reporting of littering and illegal dumping incidences through the Litter Reporting Scheme.	A. Promote the Litter Reporting Scheme. B. Promote the reporting of illegal dumping incidences through the Litter Reporting Scheme.	1) Number of litter reporters registered. 2) Number of illegal dumping reports.
Ensure littering and illegal dumping data is available on the Department of Environment and Conservation's enforcement reporting system (ICMS).	A. Data from the Litter Reporting Scheme transferred to ICMS. B. Illegal dumping reports/ investigations logged in ICMS.	1) Number of Litter Reporting Scheme infringements. 2) Number of illegal dumping instances logged.

KEY PERFORMANCE INDICATOR:

Number of paid litter infringement notices resulting from the Litter Reporting Scheme.



My vision is to see Western
Australia become the
cleanest environment of all
jurisdictions in Australia.

Mel Hay
Chair, Keep Australia Beautiful Council



5 Physical intervention

Physical intervention is the term broadly used for initiatives that feature the use of litter prevention infrastructure and/or involve the physical clean up or control of littered items¹.

This strategy proposes a variety of physical interventions to ensure the provision of best practice litter prevention infrastructure. Areas of particular focus include the ongoing provision of resources and best practice guidelines which assist with litter reduction and recycling.

While preventative approaches are emphasised, there is still an important role for the physical clean up of litter. Current research suggests that an environment that is kept clean is less likely to attract litter. This strategy aims to ensure the continuation, expansion and increase in community participation in clean up events such as Keep Australia Beautiful week and local community clean ups.

ACTION	TASKS	PERFORMANCE INDICATORS
OBJECTIVE: Increase community participation in litter collection and prevention of litter.		
Support, expand and secure continued resources for community clean up projects in WA.	A. Identify, secure and promote resources from relevant organisations for the coordination of clean up activities. B. Investigate and develop an annual “Clean up WA day”.	1) Increase in the number of communities, businesses and schools participating in clean up projects. 2) Implementation of a new “Clean up WA” annual event.
Identify and promote effective systems and processes which incorporate and/or promote community litter collection.	A. Research and identify systems and processes which incorporate and/or promote community clean ups. B. Promote effective community litter clean up systems and processes to relevant stakeholders.	Level of community litter clean up systems and processes in place.
OBJECTIVE: Encourage the provision of best practice public place litter/waste/recycling infrastructure and services throughout WA.		
Research, promote and encourage best practice public place litter/waste/ recycling infrastructure and services throughout WA.	A. Work with relevant stakeholders to research and identify best practice public place litter/waste/recycling infrastructure and services. B. Promote and actively encourage best practice public place. litter/ waste/recycling infrastructure, particularly to regional, remote and rural areas of WA.	Best practice public place litter/ waste/recycling infrastructure and services identified and promoted.

¹ Nolan ITU, 2002.

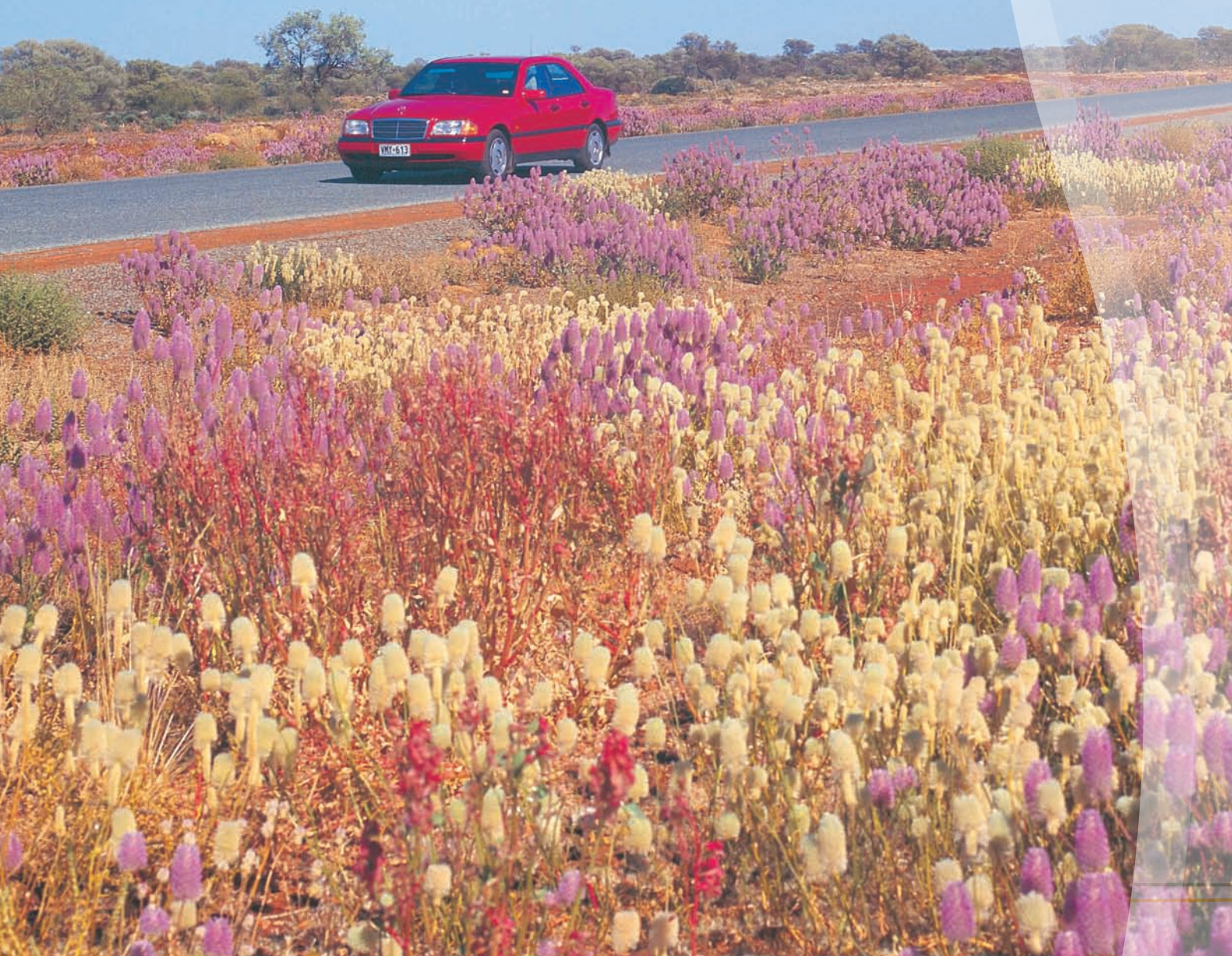
ACTION	TASKS	PERFORMANCE INDICATORS
Encourage and promote the production and supply of best practice public place litter/waste/recycling infrastructure.	<p>A. Liaise with businesses to encourage the production and supply of best practice public place litter/waste/recycling infrastructure.</p> <p>B. Promote the availability of best practice infrastructure to stakeholders, particularly local governments.</p>	Best practice public place litter/waste/recycling infrastructure available.
OBJECTIVE: Encourage the provision of best practice residential waste/recycling infrastructure and services throughout WA, and encourage consistency with respective public place infrastructure.		
Research, promote and encourage best practice residential waste/recycling infrastructure and services throughout WA.	<p>A. Work with relevant stakeholders to research and identify best practice residential litter/waste/recycling infrastructure and services.</p> <p>B. Promote and actively encourage best practice residential litter/waste/recycling infrastructure, particularly to regional, remote and rural areas of WA.</p>	Best practice residential litter/waste/recycling infrastructure and services identified and promoted.
Support and promote consistency between public place and residential litter/waste/recycling infrastructure.	<p>A. Work with relevant stakeholders to ensure consistency between public place and residential litter/waste/recycling infrastructure.</p> <p>B. Promote use of consistent public place and residential litter/waste/recycling infrastructure to stakeholders.</p>	Number of local governments and other relevant agencies with consistent public place and residential litter/waste/recycling infrastructure in operation.
OBJECTIVE: Minimise the incidence of illegal dumping.		
Identify and promote effective illegal dumping prevention activities.	Research, identify and promote effective illegal dumping prevention initiatives such as enforcement, education and communication.	<p>1) Effective illegal dumping prevention initiatives identified and promoted.</p> <p>2) Number of effective illegal dumping prevention activities reported.</p>
OBJECTIVE: Minimise the incidence of hazardous littering.		
Expand and promote current, as well as supporting the development of future, effective hazardous litter prevention and management programs.	<p>A. Research, identify and promote existing hazardous littering prevention and management programs in WA.</p> <p>B. Liaise with relevant organisations to support and expand current, and develop future hazardous litter prevention and management programs.</p>	Number and type of effective hazardous litter prevention and management programs in operation in WA.

KEY PERFORMANCE INDICATOR:

Number of local clean ups in WA.

The importance of this strategy is that it recognises that legislation by itself will not change littering habits unless the will of the public is behind it.

Oliver Crosthwaite
Member, Litter Prevention Taskforce



6 Incentives

Incentives encourage, reward and reinforce positive disposal attitudes and behaviours. Ongoing support and increased participation in the Sustainable Communities Awards for towns, cities and beaches is a focus of this strategy as is the continued provision of financial assistance through the litter prevention grants.

ACTION	TASKS	PERFORMANCE INDICATORS
OBJECTIVE: Develop community pride through local action.		
Identify and support existing community pride programs which relate to litter prevention and management.	<ul style="list-style-type: none"> A. Promote existing community pride programs. B. Strengthen KABC community pride programs, including the Sustainable Communities awards for towns, cities and beaches. 	Level of participation in KABC community pride programs.
Initiate and develop new community pride programs relating to litter prevention and management as required.	<ul style="list-style-type: none"> A. Research national and international community pride programs. B. Make new community pride program recommendations to the KABC as required. 	New community pride programs developed.
OBJECTIVE: Provide financial assistance and/or resources to local government and non-government organisations wishing to undertake litter prevention and management initiatives.		
Develop and promote litter prevention and management grant programs for local government and non-government organisations.	<ul style="list-style-type: none"> A. Continue current grant program. B. Research and develop new grant programs if required. C. Identify and secure funding resources to establish and maintain grant programs. D. Promote grant programs. 	Amount of financed assistance for litter prevention.
Identify and promote other funding and/or resource opportunities available for litter prevention and management activities in WA.	Research and promote other funding and/or resource opportunities available for litter prevention and management activities in WA.	Level of promotion of funding availability in WA for litter prevention.
Lobby and engage corporate bodies and government organisations to provide sponsorship for litter prevention and management initiatives.	<ul style="list-style-type: none"> A. Identify and develop ways to improve competitiveness for sponsorship opportunities. B. Lobby and engage corporate bodies and government organisations for sponsorship. C. Encourage and support community groups and schools to lobby local organisations for sponsorship. 	<ul style="list-style-type: none"> 1) Amount and type of sponsorship provided. 2) Number of corporate bodies and government agencies who provide sponsorship. 3) Extent and type of lobbying support provided to community groups and schools.
OBJECTIVE: Recognise and reward best practice in litter prevention and management within all sectors of the WA community.		
Recognise, encourage and reward best practice litter prevention and management initiatives undertaken by the community, government and private sectors.	<ul style="list-style-type: none"> A. Identify current recognition and/or rewards schemes that are relevant. B. Liaise with relevant stakeholders to develop and ensure recognition programs for best practice litter prevention and management initiatives. C. Promote appropriate awards and encourage litter stakeholder involvement. 	Level and type of recognition for best practice litter prevention and management initiatives.

KEY PERFORMANCE INDICATOR: Level of participation in KABC community pride programs.

7 Stakeholder responsibility

Litter is a community-wide issue and as such requires the involvement and cooperation between a variety of stakeholders from the community, private and government sectors.

The individual is the most important player in litter prevention as each person is ultimately responsible for his or her own disposal behaviour. It is vitally important to continue to raise awareness of individual responsibility and for other sectors in the community to be involved in the promotion of positive disposal behaviour and other aspects of litter prevention and management.

An array of non-government organisations and community groups are currently involved in litter prevention and management activities. The diversity of activities that these groups are involved in range from education and enforcement to the physical clean up of litter.

Industry and business share responsibility for products and packaging that end up in the litter stream, and their respective peak bodies should provide a capacity for raising member awareness of the litter issue and their subsequent responsibility.

Both State and local governments also have a major role in litter prevention and management. The responsibility of State Government is dispersed among a number of key agencies and is in accordance with agency responsibility, while local government responsibility is distributed on a geographical basis.

For many stakeholders involved in litter prevention and management, particularly the government and industry sectors, litter is not always a primary focus. It is therefore important to raise the profile of litter in these organisations.

This strategy will see the continued engagement, facilitation and encouragement of partnerships and coordination between key stakeholders, particularly in regional, remote and rural areas.



ACTION	TASKS	PERFORMANCE INDICATORS
OBJECTIVE: Encourage all stakeholders to identify their responsibilities and manage their role in litter prevention.		
Work with all stakeholders to identify and define their respective litter prevention and management roles and responsibilities.	A. Identify WA litter stakeholders. B. Establish stakeholder groups - develop agreement on litter prevention and management roles and responsibilities.	Stakeholders implementing agreement to litter prevention and management.
Engage industry in litter prevention.	A. Research, develop and utilise methods to engage industry in litter prevention activities.	Number of industries undertaking litter prevention activities.
Work with and support relevant stakeholders in the development and/or promotion of extended producer responsibility and product stewardship schemes.	A. Identify relevant stakeholders and/or existing extended producer responsibility and product stewardship schemes. B. Provide support and assistance to relevant stakeholders in the development and/or promotion of schemes as required.	Number of stakeholders supporting/assisting extended producer responsibility and product stewardship schemes.
Support and monitor stakeholders (particularly in regional, rural and remote areas) in litter prevention and management activities.	A. Provide support and assistance to stakeholders to undertake their respective litter prevention and management roles and responsibilities. B. Monitor and assess stakeholders litter prevention and management activities.	Level of litter prevention and management activities undertaken by stakeholders.
OBJECTIVE: Ensure that stakeholder litter prevention and management activities are coordinated and consistent.		
Facilitate and encourage partnerships and coordination between litter stakeholders.	Work with litter stakeholders to identify and collate litter prevention activities, gaps and overlaps.	Number of partnerships between stakeholders.
Seek funding and resources for the KABC programs from stakeholders.	A. Identify stakeholders and funding sources. B. Seek financial and in-kind support for KABC programs.	Level of support for KABC programs.

KEY PERFORMANCE INDICATOR:

Number of local councils and other organisations involved in litter prevention initiatives.



Strategy implementation, monitoring and evaluation

Implementation

This strategy emphasises a planned, coordinated approach to litter prevention and reduction across the state of Western Australia based on a number of important needs. These include:

- the need to avoid duplication;
- making best use of resources;
- establishing priorities;
- avoiding conflict of messages;
- the need to coordinate a diverse range of approaches; and
- the need for long-term planning.

Achieving community-wide coordination for litter prevention and management is a significant challenge. A large number of organisations and individuals have a role to play and a wide range of resources is required. Fostering community ownership of initiatives and identifying the resources needed to implement these is essential. Facilitating links which enable organisations, individuals and the community to contribute to a planned, coordinated approach to litter and the related issues are also a priority.

Monitoring and evaluation

Many of the actions specified in the strategy involve long-term processes and will take a number of years to implement.

A regular reporting cycle will be undertaken for all program priorities outlined in this strategy. Part of this process will be the reporting of measures of success and the results of projects undertaken by relating to the performance indicators. Feedback from the community and other stakeholders will be sought to provide input into this process.

The overall progress of this strategy will be monitored in relation to the seven key performance indicators below:

SECTION	OUTCOME	KEY PERFORMANCE INDICATOR
Auditing and evaluation	Consistent approach to auditing to ensure KABC litter prevention initiatives are contributing to a reduction in litter in WA.	Litter auditing and evaluation occurs bi-annually, responses are made and effectiveness evaluated.
Policy and legislation	Robust litter legislation and penalties.	Policies and penalties for littering offences are appropriate to ensure effective deterrence.
Education, information and training	Clear and consistent anti-litter messages and information throughout WA.	Number of WA schools, local councils, community groups and businesses involved with KABC initiatives.
Enforcement	Modify littering behaviour by targeting people who commit littering offences.	Number of paid litter infringement notices issued resulting from litter reports.
Physical intervention	Increased participation in local clean ups.	Number of local clean ups in WA.
Incentives	Increased participation in KABC community pride programs.	Level of participation in KABC community pride programs.
Stakeholder responsibility	Increased involvement, partnerships and coordination between stakeholders in litter prevention and management activities.	Number of local councils and other organisations involved in litter prevention activities.

Conclusion



The Western Australian Litter Prevention Strategy 2009-14 sets out a framework for effective litter prevention and management, and provides direction for the work of the KABC and the combined efforts of the community, business and government sectors in Western Australia.

The strategy is built around a series of actions under seven key priority areas – Auditing and Evaluation; Policy and Legislation; Education, Information and Training; Enforcement; Physical Intervention; Incentives; and Stakeholder Responsibility. These actions are aimed at realising the vision, goals and objectives as outlined in the strategy.

This strategy aims to be an ongoing, evolving document. All Western Australians have an important role to play in litter prevention in Western Australia by working together to achieve modified littering behaviour and our common vision of a litter-free Western Australia.

A photograph of a silver metal shopping cart with red handles and a red logo on the side, abandoned in a grassy area. The cart is tilted and appears to be in a residential neighborhood with a paved road, trees, and a fence in the background. The scene is overcast.

When you look at your
environment, look at your
grandchildren and then look
at what you leave behind.

Jeff Munn
Member, Litter Prevention Taskforce



Every person in WA can make a difference - by not littering.

Jennie Collins
Member, Litter Prevention Taskforce

For more information please contact:

Keep Australia Beautiful Council (WA)

Locked Bag 104
BENTLEY DELIVERY CENTRE 6983

Telephone: (08) 6467 5122

Facsimile: (08) 6467 5532

kabc@dec.wa.gov.au

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www.kabc.wa.gov.au

kabc@dec.wa.gov.au



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