

Litter Prevention Strategy

for Western Australia 2006 - 09



Prepared by
Western Australian Litter Prevention Taskforce

on behalf of the
Keep Australia Beautiful Council (WA)

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Keep Australia Beautiful
WESTERN AUSTRALIA

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For more information please contact:

Keep Australia Beautiful Council (WA)

PO Box K822
PERTH WA 6842

Telephone (08) 6364 6500
Facsimile (08) 6364 6520

kabc@environment.wa.gov.au



Minister's foreword

I have pleasure in presenting Western Australia's first state litter prevention strategy.

This initiative responds to significant community concern about litter and illegal dumping by providing a strategic, coordinated and consistent approach to litter prevention and management throughout Western Australia.

In the past, community, business and government efforts have primarily focussed on cleaning up litter with over \$16million being spent annually.

This reactive approach is costly and unsustainable, and will not produce the long-term behavioural changes needed to ensure that littering and illegal dumping does not degrade our environment.

In order to reduce the impacts of littering and illegal dumping on the Western Australian community, we must embark on a more pro-active and preventative approach. This strategy outlines a number of important focus areas, including improved legislation, on-going education, effective enforcement, appropriate infrastructure, consistent auditing and evaluation, provision of incentives and building stakeholder commitment.

As part of our commitment to litter prevention, this Government has recently announced a process to develop a best-practice container deposit system for Western Australia. Container deposits, small refundable fees on items such as drink cans and bottles, are an effective litter prevention tool as they encourage the return of the containers for recycling and consequently discourage the littering of these items.

In addition to this, I have also initiated a process to update and strengthen WA's primary litter legislation, the *Litter Act 1979*. This Act will be amended to introduce a new offence of illegal dumping, increase fines for littering offences committed by corporations, and enhance the investigative powers of enforcement officers.

I congratulate those individuals and organisations in the State 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 crusade to maintain Western Australia as a clean, green State for both residents and visitors alike.

A handwritten signature in black ink that reads "Mark McGowan". The signature is fluid and cursive, with a long horizontal line extending to the right.

Hon Mark McGowan, MLA

Minister for the Environment, Racing and Gaming



Chair's foreword

On a world scale Western Australia enjoys a relatively clean environment, with the majority of the community 'doing the right thing'. However, as our society shifts towards increased consumption of take away food and beverages, and pre-packaged, single use goods, our clean environment, and subsequent clean reputation and image, will soon be eroded. That is, unless strategic measures are undertaken to prevent and manage the litter issue.

Litter ranges from small items carelessly thrown away to the more serious problem of illegal dumping, and imposes considerable economic, environmental and social costs. A number of anti-litter initiatives are currently in operation throughout Western Australia, however many of these initiatives focus on the clean up of litter, rather than taking a sustainable approach focused on litter prevention and minimisation. Our future focus should be proactive and directed at dealing with the causes of littering, including addressing inappropriate disposal attitudes and behaviours, rather than just the physical after-effects.

With this in mind, the Keep Australia Beautiful Council (WA) established and commissioned a Western Australian Litter Prevention Taskforce in 2005 to develop a litter prevention strategy for Western Australia. The taskforce, comprising a mix of enthusiastic and committed community, industry and government representatives, set upon this task and through their efforts have developed this strategy, the first of its kind in Western Australia.

The strategy sets out a framework for effective litter prevention and management in Western Australia and provides strategic direction for the combined and consistent efforts of community, industry and government throughout the state. The strategy's success depends on a significant change in community attitudes and behaviour, and responsibility and commitment by industry and government for maintaining a clean and green future for Western Australia.

I am confident that this strategy provides a solid framework to achieve its vision and goals towards a litter-free Western Australia.

Mr Mel Hay APM
Chair
Western Australian Litter Prevention Taskforce
Keep Australia Beautiful Council (WA)



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"Western Australia has developed a reputation as a clean environment. Litter, however, poses a potential threat to this image."

Introduction

Over the years, Western Australia has developed a reputation as a clean environment in which to live, work, play and also visit. However, while we continue to maintain our clean environment and respective image, there are a number of ongoing issues that pose a potential threat. One such issue, of increasing community concern, is litter.

Litter is a complex issue that incorporates a diverse array of economic, environmental and social aspects and subsequently requires the involvement of a range of community, industry and government stakeholders.

It is estimated that each year approximately \$16 million is spent on litter reduction initiatives in Western Australia, the majority of which is borne by local government and spent on clean up initiatives.

In addition to the economic costs, litter also poses serious social and environmental costs. Not only is litter aesthetically displeasing, it is a potential threat to human and ecological health. Risks from litter include, but are by no means limited to, the danger of fires from cigarette butts, personal injury from broken glass, encouragement of vermin and subsequent disease from food wastes, pollution of waterways from hazardous chemicals and goods, threats to wildlife from plastics and other discarded material, and the danger of accidents from discarded litter from vehicles.

The impacts are real, the issue is genuine and litter is increasingly being recognised as an important component of the mainstream environmental agenda. This increase in recognition of litter as an issue of concern, not only environmentally but also economically and socially, has led to a broad consultation with the Western Australian community and the subsequent development of this strategy. This strategy seeks to provide a strategic and coordinated approach to the prevention and management of litter with the aim of working towards a litter-free state.

The first section of the strategy outlines the public consultation process undertaken, 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 outlines the vision, goals and aims of the strategy, and goes on to recommend a series of objectives, actions, implementation tasks and key performance indicators under seven key areas of priority. The last component of the document discusses the implementation, monitoring and evaluation of the strategy and actions.





Background

Public consultation process

This strategy has been informed by an extensive public consultation process. In July 2003 the Keep Australia Beautiful Council of WA (KABC) released a discussion paper titled *Litter abatement in Western Australia*. The discussion paper was released for public comment and shortly after a public consultation process was undertaken. The public consultation included a series of workshops and forums, a survey and also called for public submissions. An extensive number of stakeholder representatives from the community, private and government spheres were involved in this process.

The methodology and findings from the public consultation process were developed into a report, *Litter abatement strategy for Western Australia public consultation report*. The stakeholder input, as detailed in the report, has been used to formulate the strategic direction and actions as set out in this strategy.

The discussion paper and public consultation report are available on the Department of Environment website <www.environment.wa.gov.au>.

Definition of litter

The Western Australia *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,

but does not include dust, smoke or other like products emitted or produced during the normal operations of any mining, extractive, primary or manufacturing industry.

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.

This definition, for the most part, focuses on the material or physical aspects of litter (i.e. what we see in situ), however the issue of litter is much more inclusive and encompasses a range of human behavioural aspects and activities. It is therefore necessary to broaden the above definition to combine the physical aspects of litter with the behavioural aspects of littering, into a more holistic conceptual model that encompasses the environmental, social and economic factors associated with litter.

It should be noted that illegal dumping is a substantial component of the overall litter issue in Western Australia. While the term litter is often used to refer to acts of a spontaneous nature and involve items of a smaller size and quantity, illegal dumping is often used to refer to acts of a premeditated nature and include items of a larger size and quantity. For the purpose of this report, the term litter incorporates acts of illegal dumping.

In order to develop a broader conceptual model of litter that embraces the totality of the problem, a range of factors need to be considered. These factors include the 'who, what, where, when, why and how' of litter.



The who, what, where, when, why and how of litter

Litter occurs through a complex relationship of factors. These factors—the who, what, where, when, why and how of litter—give rise to different litter and littering patterns in different circumstances and their subsequent environmental, economic and social impacts. These factors will be each discussed in turn.

Who litters?

While it is a commonly held belief that certain groups in the community, particularly younger people, are responsible for the majority of littering, research actually indicates that women and men of all ages and social backgrounds litter. Those least likely to litter are those under 15 years of age, and people most likely to litter are those aged between 15 and 24. Research also demonstrates that people under the age of 25 are most likely to litter when in a group, while adults over the age of 25 are most likely to litter when alone.¹

What do people litter?

A diverse and extensive array of items are littered. These items range from small things such as tickets, dog excrement, chewing gum and food and beverage containers, to larger items such as whitegoods, shopping trolleys, building materials and motor vehicles. Cigarette butts are the most commonly littered item, accounting for more than 50 per cent of the total litter stream.² Hazardous items, such as asbestos, chemicals and batteries that are littered are of particular concern. The list of items that can be littered is endless.

Where do people litter?

People litter in a number of locations. Areas of high public use, such as beaches, sporting venues, event sites, roadsides, building and fast food outlet surrounds, are common locations where littering occurs. People also litter in areas of low or intermittent public use including charity bin surrounds, national parks, urban bushland, and construction and industrial sites. These isolated areas tend to attract larger quantities of illegally dumped waste.

While people litter in the aforementioned areas, the littered items can also accumulate in other areas such as drains and waterways due to movement of the littered items from weather conditions and/or water run-off.³

It should also be noted that more than 50 per cent of littering occurs within eight metres of a bin.⁴

¹ E Williams et al. *Understanding littering behaviour in Australia*. Beverage Industry Environment Council, Victoria, 1997.

² Victorian Litter Action Alliance. *Litter prevention kit: cigarette butts*. Victorian Litter Action Alliance, Victoria, 2002.

³ Nolan ITU. *Litter Management Options in Western Australia*. Nolan ITU, Sydney, 2002.

⁴ Beverage Industry Environment Council and Community Change. *Littering behaviour studies III: measuring environmentally desirable behaviour*. Beverage Industry Environment Council and Community Change, Sydney, 2001.



When do people litter?

Littering occurs around the clock, though is often directly related to the type of activity and the time the activity is being undertaken. People are often engaging in an activity when they litter, whether it be attending an event or watching a sports match, working on a building site, driving home from work, eating lunch in the park or camping in a national park. There are often times where these activities are more likely to take place. This may be on a daily, weekly, monthly or even on a seasonal basis.

Why do people litter?

There are a number of reasons why people litter. Common explanations given by litterers include laziness, lack of easy access to disposal facilities and apathy. Many share the mindset that 'someone else will clean it up' or 'I'm giving someone a job'. There is also a number of more indirect reasons why people litter – these include peer pressure or a lack of instruments being employed i.e. education, enforcement and infrastructure.

How do people litter?

Community Change, specialists in littering behaviour research, have identified and characterised a number of ways that people tend to dispose of litter.

These include:

- foul shooting – throwing litter into a bin but missing
- flagrant flinging – litter is flung or dropped without concern
- clean sweeping – litter is swept from tables or chairs
- wedging – litter is stuffed into crevices and cracks
- grinding – grinding cigarette butts into the ground
- undertaking – burying litter
- inching – litter is left and the person slowly inches away from it
- dual depositing – most rubbish is disposed of appropriately but some is left behind.⁵

In addition to these detailed techniques of littering, other techniques include: casual methods, such as throwing litter from a vehicle or failing to pick up dog excrement; inadvertent littering, for example fly-off from the transportation of uncovered loads, flying plastic bags and the placement of household waste on the council verge in non-collection periods; or deliberate littering, such as bill posting, illegal dumping and the vandalism of bins and other property.

The who, what, where, when, why and how of litter are important factors to consider in the development of litter prevention initiatives.



⁵ For further information on Community Change's research into littering behaviours please refer to their website <www.communitychange.com.au>



Vision

Vision

The vision of this strategy is that we as a community strive

TOWARDS ZERO LITTER IN WESTERN AUSTRALIA

This vision is consistent with the *Statement of Strategic Direction for Waste Management in Western Australia* and aligned with its vision, 'Towards zero waste in Western Australia'.



Goals

The goals of this strategy are to:

- minimise the amount of litter found in the environment
- minimise the incidence of littering
- minimise the incidence of illegal dumping
- minimise the economic, social and environmental costs associated with litter.

Aims

The aims of this strategy are to:

- raise the profile of litter
- ensure effective auditing and evaluation of the litter issue and litter prevention initiatives
- ensure robust litter legislation and respective enforcement
- provide the community with clear and consistent litter messages
- shift the emphasis of litter management from clean up to prevention
- ensure a coordinated, best practice approach to litter prevention and management throughout the state
- ensure litter prevention and management initiatives are responsive to local and regional needs
- ensure incentives and rewards are provided to those participating and/or encouraging appropriate disposal behaviours
- ensure that stakeholders have a common and shared understanding of the problem at hand and are aware of, and responsible for, their litter prevention and management roles.





"I am confident that this strategy provides a solid framework to achieve its vision and goals towards a litter-free Western Australia."

Mr Mel Hay APM, Chair
Western Australian Litter Prevention Taskforce
Keep Australia Beautiful Council (WA)

Strategy and action plan

This strategy examines seven key areas of priority:

- auditing and evaluation
- policy and legislation
- education, information and training
- enforcement
- physical intervention
- incentives
- stakeholder responsibility.

Within each of the key areas a series of objectives, actions, implementation tasks and key performance indicators are proposed. These are to be implemented over the next three years, 2006–09.

Please note that while actions are listed within a specific key area, it does not infer that they are exclusive to it. For example, an action listed within the area of enforcement may also contain elements significant to education and stakeholder responsibility. This categorisation of actions has been undertaken for strategy clarity and ease of understanding.





1 Auditing and evaluation

Litter auditing and evaluation is essential to understanding the extent of the litter issue and in assessing litter prevention and management initiatives. Currently very little data on litter is collected on a state and national basis, with the litter issue largely defined and assessed through anecdotal evidence and stakeholder advice. However, this is set to change with the recent pursuit of a National Litter Index (NLI) by the Keep Australia Beautiful National Association (KABNA).



The NLI aims to compile litter data through the physical inspection and visual counting of litter in a number of specific, fixed sites across Australia. The information collected in the NLI will result in empirical data on the quantities, types and locations of litter deposited across the country. The first NLI was undertaken in November 2005 and the second is proposed for May 2006. It is anticipated however, that in the near future the NLI will be conducted on a quarterly basis.

The data collected in the NLI will be analysed and prepared into a biannual (or as appropriate) user-friendly NLI report. The report will highlight the findings of the NLI on both a national and state-by-state basis and a suite of recommendations, including government initiatives, developed from the data analysis will be presented.

In addition to the NLI, and Clean Up Australia's physical assessment of litter trends, Community Change, commissioned by the Beverage Industry Environment Council, monitors and assesses state and national community disposal behaviours. Since 1997, Community Change have been observing actual disposal behaviour (i.e. littering, bin use and recycling) in a range of public places throughout Australian cities, and more recently some regional towns, and comparing what people say about their disposal behaviour with what they actually do. The data gained through the studies is used to monitor the level of disposal behaviours and used to assess the effectiveness of litter prevention and management initiatives in Australian capital cities.

Not only is it important to monitor physical and behavioural litter trends on a state and national basis, it is equally important to audit and evaluate local and regional litter trends and initiatives. There are currently a number of disparate methodologies in use throughout Western Australia, however a review of these methodologies and the development of a consistent and comparative approach is required.

AUDITING AND EVALUATION

OBJECTIVE: Achieve a consistent approach to litter auditing and evaluation in Western Australia and nationally, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
1.1	Participating in the development and implementation of the Keep Australia Beautiful National Association's National Litter Index.	A. Work with the Keep Australia Beautiful National Association in the development and implementation of the National Litter Index.	National Litter Index is operative in WA.
1.2	Participating in the development and promotion of the Keep Australia Beautiful National Association's National Litter Index report.	A. Work with the Keep Australia Beautiful National Association in the development of the National Litter Index report. B. Promote the National Litter Index report in WA.	National Litter Index report is promoted.
1.3	Identifying and developing synergies between existing litter auditing and evaluation methodologies.	A. Identify existing litter auditing and evaluation methodologies. B. Identify and develop synergies between existing litter auditing and evaluation methodologies.	Synergies between litter auditing and evaluation methodologies developed.
1.4	Researching, developing and promoting a consistent litter auditing and evaluation methodology for local scale litter prevention initiatives.	A. Research existing litter auditing and evaluation methodologies. B. Develop consistent and comparative methodology for local scale litter initiatives. C. Promote methodology to stakeholders.	Local scale litter auditing and evaluation methodology developed and promoted.

OBJECTIVE: Ensure assessment of key litter issues and trends on a state and national basis, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
1.5	Assessing the National Litter Index report on a state and national basis and developing appropriate response/s.	A. Assess the National Litter Index report on a state and national basis. B. Develop responses for WA to the assessment of the National Litter Index report.	Responses to the findings of the National Litter Index report developed.

2 Policy and legislation

The principal piece of litter legislation in Western Australia is the *Litter Act 1979* (the Act). The Act contains provisions for the abatement of litter, the establishment, incorporation and conferring of powers upon the Keep Australia Beautiful Council (WA), and for incidental and other purposes. One of the key recommendations made by stakeholders in the strategy's public consultation process was to increase the level of litter penalties contained with the Act. In March 2004 the litter penalties in the Litter Regulations 1981 were increased and gazetted, as detailed in Table 1.

Table 1 – Littering penalties under the Litter Regulations 1981 (as amended 19 March 2004)

ITEM	SECTION OR REGULATION	NATURE OF OFFENCE	PENALTY (\$)
1	s. 23	Littering – a cigarette butt	75
2	s. 23	Littering – all other litter	200
3	s. 24	Breaking glass, metal or earthenware	200
4	s. 24A (1)	Bill posting	200
5	s. 24A (2)	Bill posting on a vehicle	200
6	r. 6	Depositing domestic or commercial waste in a public place receptacle	200
7	r. 8	Transporting load inadequately secured	200

In addition to the modification of litter penalties, a number of other key amendments to the Act were recommended. These included introducing specific fines for corporations and illegal dumping, and enhancing the powers of authorised enforcement officers.

The Keep Australia Beautiful Council (WA) is currently in the process of reviewing the Act, with amendments due for completion in 2006.

There are a number of current and proposed policy and legislative initiatives at the state and national level that have implications for the litter issue in Western Australia. These include, but are by no means limited to the:

- Department of Health's recent and future smoking bans under the Health (Smoking in Enclosed Public Places) Regulations 2004
- Western Australian Local Government Association's policy decision to recommend an amendment to the *Local Government Act 1995* to enable local governments to impound shopping trolleys
- Department of Environment's recently released *Extended Producer Responsibility Policy Statement*; proposed Waste Avoidance and Resource Recovery Bill; and proposed used tyre strategy for Western Australia
- Environment Protection and Heritage Council's National Packaging Covenant; and proposed phase out agreement of lightweight plastic carry bags.

A number of these policy and legislative initiatives are of particular relevance to littering and illegal dumping, as identified and prioritised by stakeholders in the strategy's public consultation process, and include extended producer responsibility, container deposit schemes and the National Packaging Covenant.

Extended producer responsibility

In June 2005 the Department of Environment (DoE) released an *Extended Producer Responsibility Policy Statement*. This extended producer responsibility (EPR) policy approach seeks to ensure that producers and suppliers are responsible for the waste created during their products' lifecycles, including the post-consumer management of their products.

There are a number of EPR initiatives and schemes that directly contribute to litter prevention and management. These initiatives include enhancing product design, reducing packaging use, incorporating appropriate product disposal labelling and enhancing post-consumer resource recovery in order to minimise the environmental impacts of potentially littered items. Schemes that aim to improve the post-consumer recovery of resources have the potential to create resource recovery markets for waste and litter products by adding economic value to products that currently have, negative, zero or limited economic value.

In order to facilitate the implementation of EPR initiatives, a number of voluntary and/or mandatory policy instruments need to be developed and adopted. The DoE aims to develop and publish annual priority statements that nominate priority wastes, priority products, and the industries where EPR schemes will operate.⁶ This process will include public consultation, and the consideration of a number of factors including the likelihood of illegal waste disposal through littering or dumping. It is important that the Keep Australia Beautiful Council (WA) and litter stakeholders participate in this process.

The new waste legislation which the Department of Environment is currently developing – the Waste Avoidance and Resource Recovery Bill – will incorporate EPR provisions, thereby removing the need for EPR provisions to be incorporated into the *Litter Act 1979*.

Container deposit schemes

Container deposit schemes are one example of extended producer responsibility. Container deposits are small refundable fees on items such as drink cans and bottles which can be redeemed on return of the containers to specified locations. Schemes of this nature aim to encourage the return of containers for recycling and discourage the inappropriate disposal and/or littering of these items.

The Minister for the Environment has recently initiated an investigation into best practice container deposit schemes for Western Australia, and established a Stakeholder Advisory Group (SAG) to oversee an extensive community consultation process and to provide advice to the Minister on merits, options and principle issues associated with container deposit schemes for WA.

The WA Litter Prevention Taskforce has been invited to participate on the Stakeholder Advisory Group and aims to ensure that the investigation into best practice container deposit schemes for WA is thorough in determining such schemes level of effectiveness as a litter prevention tool.

National Packaging Covenant

At the eleventh meeting of the Environment Protection and Heritage Council in July 2005, environment ministers entered into the newly revised National Packaging Covenant for a five-year term. The covenant, a voluntary component of a co-regulatory agreement between the packaging supply chain and all spheres of government, is designed to: minimise the environmental impacts arising from the disposal of used packaging; conserve resources through better design and production processes; and facilitate the re-use and recycling of used packaging materials. The covenant is based upon the principles of shared responsibility through product stewardship, and sets out the agreed obligations of each party involved in the packaging supply chain, from manufacture and supply to the recovery/recycling of post-consumer packaging. This includes reducing packaging litter, including plastic bags.

The actions detailed in this strategy aim to ensure that the Keep Australia Beautiful Council (WA) and relevant litter stakeholders remain aware of and respond to these and other policy and legislative initiatives.

⁶ Department of Environment, *Extended producer responsibility policy statement*, Department of Western Australia, Perth, 2005.

POLICY AND LEGISLATION

OBJECTIVE: Ensure robust litter legislation, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
2.1	<p>Reviewing and amending the <i>Litter Act 1979</i>, and regulations including:</p> <ul style="list-style-type: none"> • reviewing monetary level of litter penalties • introducing specific fines for illegal dumping and commercial entities • broadening the range, and enhancing the powers of authorised enforcement officers. 	<p>A. Seek input from relevant stakeholders into the review and amendment of the <i>Litter Act 1979</i> and regulations.</p> <p>B. Undertake research as appropriate.</p> <p>C. Develop a discussion paper on the proposed amendments to the <i>Litter Act 1979</i> and regulations.</p> <p>D. Develop drafting instructions for Parliamentary Counsel.</p> <p>E. Finalise draft legislation for public comment.</p> <p>F. Review and incorporate public comments to finalise amendments.</p>	<p>Review and amendment of <i>Litter Act 1979</i> and regulations enacted.</p>
2.2	<p>Reviewing and supporting the amendment of relevant Acts to incorporate litter prevention and management provisions.</p>	<p>A. Identify relevant Acts.</p> <p>B. Liaise and negotiate with relevant authorities to incorporate litter prevention and management provisions within relevant Acts.</p>	<p>1) Relevant Acts are reviewed.</p> <p>2) Relevant Acts are in alignment with amended <i>Litter Act 1979</i>.</p>

OBJECTIVE: Ensure litter penalties are appropriate, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
2.3	<p>Regularly reviewing, and where appropriate amending, litter penalties in the <i>Litter Act 1979</i> and Litter Regulations 1981.</p>	<p>A. Determine review period for litter penalties.</p> <p>B. Review litter penalties as per review period.</p> <p>C. Amend litter penalties in the <i>Litter Act 1979</i> and Litter Regulations 1981 as appropriate.</p>	<p>Regular review of litter penalties as per determined time period.</p>
2.4	<p>Researching, developing and promoting alternatives to monetary litter penalties.</p>	<p>A. Research alternatives to monetary litter penalties.</p> <p>B. Where appropriate, develop and promote alternatives.</p> <p>C. Where appropriate, incorporate alternative litter penalties into <i>Litter Act 1979</i>.</p>	<p>Alternatives to monetary litter penalties researched and, where appropriate, developed and promoted.</p>

OBJECTIVE: Develop policy to encourage producers and suppliers to take responsibility for the potential litter impacts of their products, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
2.5	<p>Developing and communicating a policy statement on container deposit schemes as a litter prevention tool in WA.</p>	<p>A. Research container deposit schemes as a litter prevention tool in WA.</p> <p>B. Develop a policy statement.</p> <p>C. Communicate policy statement to Department of Environment/Waste Management Board, Minister for the Environment and other relevant stakeholders.</p>	<p>Keep Australia Beautiful Council (WA) policy statement developed and communicated.</p>

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
2.6	Participating in the investigation of container deposit schemes that maximise litter prevention in WA through the Stakeholder Advisory Group.	<p>A. Participate in the Stakeholder Advisory Group.</p> <p>B. Utilise research in 2.5A and 2.5B to provide advice on options and principle issues associated with container deposit schemes that maximise litter prevention in WA.</p> <p>C. Encourage stakeholder participation in the consultative processes to identify best practice container deposit schemes for WA.</p>	Participation in the Stakeholder Advisory Group.
2.7	Developing and communicating a policy statement on extended producer responsibility and product stewardship schemes relevant to littering and illegal dumping.	<p>A. Research and identify priority areas relevant to litter and illegal dumping for the development of extended producer responsibility schemes in WA.</p> <p>B. Work with the Department of Environment/Waste Management Board to develop priority areas for the development of extended producer responsibility schemes in WA.</p> <p>C. Develop a policy statement.</p> <p>D. Communicate policy statement to Department of Environment/Waste Management Board, Minister for the Environment and other relevant stakeholders.</p>	Keep Australia Beautiful Council (WA) policy statement developed and communicated.
2.8	Developing and communicating a policy statement on the National Packaging Covenant relevant to littering and illegal dumping.	<p>A. Review the National Packaging Covenant in relation to littering and illegal dumping.</p> <p>B. Develop policy statement.</p> <p>C. Communicate policy statement to Minister for the Environment, Department of Environment and Heritage, National Packaging Covenant Council and other relevant stakeholders.</p> <p>D. Participate and provide recommendations in the 2008 mid-term review of the National Packaging Covenant.</p>	<p>1) Keep Australia Beautiful Council (WA) policy statement developed and communicated.</p> <p>2) Recommendations presented in NPC review.</p>

OBJECTIVE: Ensure policy development regarding litter prevention and management, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
2.9	<p>Developing and communicating policy statements on high priority litter issues including, but not limited to:</p> <ul style="list-style-type: none"> • cigarette butts • fast food packaging • beverage containers • events • building and construction industry • plastic bags • shopping trolleys. 	<p>A. Undertake appropriate research on high priority litter issues.</p> <p>B. Develop policy statements.</p> <p>C. Communicate policy statements to relevant stakeholders.</p>	Keep Australia Beautiful Council (WA) policy statements developed and communicated.

POLICY AND LEGISLATION (cont.)

OBJECTIVE: Ensure policy development regarding litter prevention and management, by (cont.)

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
2.10	Participating in the development and implementation of the Environment Protection and Heritage Council's national approach to phase out light weight plastic carry bags.	<p>A. Identify the national Environment Protection and Heritage Council's recommended approach/s to phase out light weight plastic carry bags.</p> <p>B. Work with the Environment Protection and Heritage Council in the development and implementation, as per policy statement on plastic bags (action 2.9), of national approach/s to phase out light weight plastic carry bags.</p>	Participation in the Environment Protection and Heritage Council's national approach to phase out light weight plastic carry bags.
2.11	Participating in the development of state and national used tyre strategies.	A. Work with Department of Environment and Department of Environment and Heritage in the development of respective state and national used tyre strategies.	Participation in the development of state and national used tyre strategies.
2.12	Assisting WA state government agencies, local governments and key industry groups to develop and implement litter and waste management plans.	<p>A. Work with the Department of Environment/Waste Management Board in assisting government and industry stakeholders to establish litter and waste management plans.</p> <p>B. Provide relevant support/resources to government and industry to develop and implement litter and waste management plans.</p>	Number of WA state government agency, local government and industry litter and waste management plans developed and implemented.



3 Education, information and training

Education, information and training are proactive measures aimed at preventing the creation of litter and achieving long-term, positive behavioural change through the provision of clear and consistent disposal messages and information. Initiatives range from school education campaigns and targeted behaviour change programs, to the creation of state and national information sharing networks, and the development of best practice guidelines and training.

Many of these initiatives, particularly the educational initiatives, can be used as stand-alone or support initiatives for other key areas of this strategy: for example educating the public of new litter penalties. Many of these education, information and training initiatives need to be ongoing.

EDUCATION, INFORMATION AND TRAINING			
OBJECTIVE: Ensure a consistent and coordinated approach to litter education in schools, by			
	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
3.1	Developing a consistent approach to school litter education in WA, including resources for years Kindergarten-12.	<ul style="list-style-type: none"> A. Identify and collate current schools litter education programs on a state, national and international basis. B. Document an overview of key litter messages in existing schools litter education programs in WA. C. Form a working group to progress consistent approach to school litter education in WA. D. Liaise with education providers for inclusion of litter educational resources for years Kindergarten-12 that link directly to the student outcome statements of the Curriculum Framework. E. Litter education resources developed as required. 	<ul style="list-style-type: none"> 1) Assessment of litter education and resources in WA schools. 2) Number of litter educational resources developed for schools.
3.2	Working 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 that litter education is progressed in schools. 	<ul style="list-style-type: none"> 1) Involvement with the WA Sustainable Schools Initiative. 2) Level of litter education undertaken in schools in WA.

EDUCATION, INFORMATION AND TRAINING (cont.)

OBJECTIVE: Develop a state litter education campaign resource package, allowing for local adaptability and implementation, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
3.3	Developing standardised litter messages for WA.	<p>A. Review and document existing key litter messages and campaign slogans in WA, nationally and internationally.</p> <p>B. Evaluate campaigns to determine effectiveness of different messages and approaches.</p> <p>C. Develop standardised litter messages for WA.</p>	Standardised litter messages for WA developed.
3.4	Ensuring the development and promotion of a litter education campaign resource package.	<p>A. Based on 3.3C, develop a state litter education campaign resource package, including “how to” documents and monitoring frameworks.</p> <p>B. Develop communication strategy for package, including the involvement of a high profile person/s to champion the campaign.</p> <p>C. Assess delivery and effectiveness of package.</p>	<p>1) Litter education campaign resource package developed.</p> <p>2) Assessment of delivery and effectiveness of litter campaign resource package.</p> <p>3) High profile litter champion/s employed.</p>

OBJECTIVE: Develop specific litter education campaigns for high priority litter issues, allowing for local adaptability and implementation, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
3.5	Developing standardised litter messages for high priority issues in WA.	<p>A. Work with relevant stakeholders to determine a list of priority litter issues for campaign development.</p> <p>B. Review and document existing litter messages and campaign slogans for high priority issues in WA, nationally and internationally.</p> <p>C. Evaluate campaigns to determine effectiveness of different messages and approaches.</p> <p>D. Liaise with relevant stakeholders to develop standardised litter messages for high priority issues in WA.</p>	Standardised litter messages for high priority issues in WA developed.
3.6	Developing and promoting a series of litter education campaign resource packages for high priority issues in WA.	<p>A. Based on 3.5D, develop series of litter education campaign resource packages, including ‘how to’ documents and monitoring frameworks.</p> <p>B. Develop communication strategy for packages.</p> <p>C. Assess delivery and effectiveness of packages.</p>	<p>1) Series of litter education campaign resource packages developed.</p> <p>2) Assessment of delivery and effectiveness of litter education campaign resource packages for high priority issues in WA.</p>

OBJECTIVE: Ensure litter information is available and accessible to everyone, by			
	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
3.7	Researching and publicising relevant state, national and international litter information, including best practice.	<p>A. Research and identify state, national and international litter information, including best practice.</p> <p>B. Publicise relevant litter information on a website and through other various means.</p>	Relevant state, national and international litter information researched and publicised.
3.8	Ensuring the development, maintenance and promotion of a state litter website.	<p>A. Research existing litter websites in WA, nationally and internationally.</p> <p>B. Investigate the use of existing versus new website approach.</p> <p>C. Identify and collate appropriate material for publishing on website.</p> <p>D. Develop, if appropriate, and maintain state litter website.</p> <p>E. Promote state litter website through various means.</p>	<p>1) State litter website operational</p> <p>2) Level of website access.</p>

OBJECTIVE: Ensure best practice litter prevention and management guidelines and training is available to the community, government and private sectors, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
3.9	Identifying and reviewing existing litter prevention and management guidelines and training.	<p>A. Identify and review existing litter prevention and management guidelines and training.</p> <p>B. Identify gaps and overlaps between existing litter prevention and management guidelines and training.</p>	Existing litter prevention and management guidelines and training identified and reviewed.
3.10	Identifying priority areas for best practice litter prevention and management guidelines and training.	A. Liaise with relevant stakeholders to identify priority areas for best practice litter prevention and management guidelines and training.	Priority areas for best practice litter prevention and management guidelines and training identified.
3.11	Researching, developing and/or promoting best practice litter prevention and management guidelines and training for all sectors.	<p>A. Research and identify best practice litter prevention and management for priority litter areas as identified in 2.9A.</p> <p>B. Determine which of the priority areas as identified in 2.9A require the development of best practice litter prevention and management guidelines and training (ie if not already available).</p> <p>C. Develop, in conjunction with stakeholders, best practice litter prevention and management guidelines and training where appropriate.</p> <p>D. Promote best practice litter prevention and management guidelines and training to all sectors.</p>	Number and type of best practice litter prevention and management guidelines and training developed and promoted.

EDUCATION, INFORMATION AND TRAINING (cont.)

OBJECTIVE: Establish state and national litter networks for information sharing and project collaboration, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
3.12	Facilitating the development of state and national litter prevention networks.	<p>A. Identify key litter contacts in WA and other states and territories of Australia.</p> <p>B. Develop relevant state and national litter prevention networks.</p> <p>C. State and national litter prevention networks to develop appropriate processes for information sharing.</p>	State and national litter prevention networks established.
3.13	Supporting and adopting where appropriate a national approach to litter prevention and management in Western Australia.	<p>A. Identify litter prevention and management projects undertaken on both a state and national basis.</p> <p>B. Develop national litter prevention and management projects as appropriate.</p>	Number of national litter prevention and management projects undertaken.





4 Enforcement

Proactive measures need to be supported by enforcement initiatives to help achieve compliance with the requirements of the *Litter Act 1979* and other relevant legislation.

The aim of enforcement is to encourage a community and corporate culture of positive action. This involves accountability, consultation and cooperation, and consistent, integrated and coordinated enforcement action.

ENFORCEMENT			
OBJECTIVE: Ensure effective and efficient enforcement of the <i>Litter Act 1979</i> , by			
	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
4.1	Developing the capacity to investigate and prosecute incidences of littering and illegal dumping.	<p>A. Recommend that the activities of the Metropolitan Illegal Dumping Taskforce be incorporated into the activities of the Environmental Enforcement Unit of the Department of Environment.</p> <p>B. Identify and secure resources for two investigator positions within the Environmental Enforcement Unit of the Department of Environment.</p>	Two illegal dumping investigator positions established within the Environmental Enforcement Unit of the Department of Environment.
4.2	Promoting and encouraging the authorisation of enforcement officers under the <i>Litter Act 1979</i> , particularly in regional, remote and rural areas of WA.	A. Promote and enlist authorised enforcement officers from eligible agencies.	<p>1) Number of authorised enforcement officers in regional, remote and rural areas of WA.</p> <p>2) Number of authorised enforcement officers in metropolitan areas of WA.</p>
4.3	Encouraging and supporting relevant agencies, including the WA Police Service, to ensure authorised enforcement officers are active in enforcing the <i>Litter Act 1979</i> .	<p>A. Liaise with relevant agencies, including the WA Police Service, to ensure authorised enforcement officers are active in enforcing the <i>Litter Act 1979</i>.</p> <p>B. Monitor and provide feedback to agencies on activities of authorised enforcement officers.</p>	<p>1) Number of agencies engaged in enforcing the <i>Litter Act 1979</i>.</p> <p>2) Number of infringements issued by authorised enforcement officers.</p>
4.4	Providing enforcement resources and advice to authorised enforcement officers.	<p>A. Liaise with agencies/authorised enforcement officers to ensure appropriate supply of Litter Report Scheme cards.</p> <p>B. Provide advice to agencies on correct infringement format and processing.</p>	Extent of enforcement resources and advice provided to authorised enforcement officers.
4.5	Promoting 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.

ENFORCEMENT (cont.)

OBJECTIVE: Continue and expand the Litter Report Scheme, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
4.6	Promoting the Litter Report Scheme.	A. Liaise with all stakeholders to market the value of the Litter Report Scheme.	Number of registered reporters within Litter Report Scheme.
4.7	Promoting the reporting of illegal dumping incidences through the Litter Report Scheme or similar scheme as appropriate.	A. Determine whether Litter Report Scheme is the most effective system for reporting incidences of illegal dumping. B. Promote Litter Report Scheme or develop and promote new scheme (as appropriate) for the reporting of illegal dumping incidences.	Number of illegal dumping incidences reported through Scheme.
4.8	Seeking extra resources for the maintenance and management of the Litter Report Scheme.	A. Identify extra resources required for the maintenance and management of the Litter Report Scheme. B. Liaise and negotiate with relevant stakeholders to secure resources.	Resourcing level for the maintenance and management of the Litter Report Scheme.
4.9	Introducing online reporting for the Litter Report Scheme.	A. Develop and implement online litter reporting scheme.	Online Litter Report Scheme operative.
4.10	Investigating the opportunity for the Department of Environment's littering and illegal dumping reporting systems, including online reporting, to be compatible and/or integrated, to allow the extraction of appropriate data/information.	A. Identify appropriate litter and illegal dumping data/information to extract/able to be extracted from the Department of Environment reporting systems. B. Investigate opportunity for Department of Environment systems for littering, illegal dumping and incident reporting to be integrated/made compatible. C. If opportunity exists, develop integrated/compatible agency system that allows the extraction of appropriate litter and illegal dumping data/information. D. Data/information extracted from reporting system/s to be made available and easily accessible to relevant stakeholders.	1) Investigation of the integration of all Department of Environment's littering and illegal dumping reporting systems. 2) Level and type of litter and illegal dumping data extracted from Department of Environment's reporting systems.

OBJECTIVE: Reduce the incidence of littering from alcohol related street drinking, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
4.11	Supporting and working with relevant stakeholders to identify and implement solutions for littering from alcohol related street drinking.	A. Work with and encourage stakeholders to develop appropriate solutions for littering from alcohol related street drinking.	Solutions identified for littering from alcohol related street drinking.

5 Physical intervention

Physical intervention can be broadly split into two areas:

- the use of litter prevention and recycling infrastructure
- the physical clean up or control of littered items.⁷



This strategy proposes a number of physical intervention initiatives to ensure the provision of best practice litter prevention infrastructure (such as litter, waste and recycling bins, anti-litter signage and litter traps), as well as services to be delivered, throughout Western Australia. Areas of particular focus for litter infrastructure include public places, residential areas, events and also regional, remote and rural areas.

While this strategy supports a preventative approach to littering, there is still a future role for the physical clean up of litter. In fact, current research suggests that an environment that is kept clean is less likely to attract litter. There are a number of community clean up activities that are currently in operation throughout Western Australia, including the annual national Clean Up Australia Day event in March, and regional clean ups such as the Kimberley Clean Up, as well as local community clean up activities. This strategy aims to ensure the continuation, expansion and an increase in community participation in such events.

⁷ Nolan ITU, 2002.

PHYSICAL INTERVENTION

OBJECTIVE: Increase community participation in litter collection & clean up days, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
5.1	Supporting, expanding and securing continued resources for Clean Up Australia Day in WA.	<p>A. Identify and secure resources from relevant organisations for the coordination of Clean Up Australia Day in WA.</p> <p>B. Identify number of community groups, businesses and schools who have previously participated in Clean Up Australia Day in WA.</p> <p>C. Promote Clean Up Australia Day to community groups, businesses and schools in WA.</p> <p>D. Liaise with Clean Up Australia to change the date of Clean Up Australia Day to avoid the long weekend/hot weather in WA.</p>	Increase in the number of communities, businesses and schools participating in Clean Up Australia Day in WA.
5.2	Establishing and promoting a second annual statewide clean up day in Spring.	<p>A. Liaising with relevant stakeholders to establish Spring clean up day in WA.</p> <p>B. Seek and secure sponsorship.</p> <p>C. Promote Spring clean up day in WA.</p>	Second annual clean up day established in WA by Spring 2007.
5.3	Identifying and promoting effective systems and processes which incorporate and/or promote community litter collection.	<p>A. Research and identify systems and processes which incorporate and/or promote community litter collection, including community service orders, work-for-the-dole projects and pay-to-pick-up schemes.</p> <p>B. Promote effective community litter collection systems and processes to relevant stakeholders.</p>	Level of community litter collection systems and processes in place.

PHYSICAL INTERVENTION (cont.)

OBJECTIVE: Ensure the provision of best practice public place litter/waste/recycling infrastructure and services throughout WA, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
5.4	<p>Researching, identifying and promoting best practice public place litter/waste/recycling infrastructure and services throughout WA, including for:</p> <ul style="list-style-type: none"> • public events • cigarette butts • regional, remote and rural areas • stormwater management. 	<p>A. Work with relevant stakeholders to research and identify best practice public place litter/waste/recycling infrastructure and services.</p> <p>B. Assess which local governments and other relevant agencies have best practice litter/waste/recycling infrastructure and services in operation.</p> <p>C. Promote and actively encourage best practice litter/waste/recycling infrastructure and services to relevant stakeholders, particularly those in regional, remote and rural areas of WA.</p>	<p>1) Best practice public place litter/waste/recycling infrastructure and services identified and promoted.</p> <p>2) Number of local governments and other relevant agencies with best practice litter/waste/recycling infrastructure and services in operation.</p>
5.5	<p>Ensuring the production and supply of best practice public place litter/waste/recycling infrastructure.</p>	<p>A. Liaise with relevant businesses to ensure the production and supply of best practice litter/waste/recycling infrastructure.</p> <p>B. Promote the availability of best practice infrastructure to stakeholders, particularly local governments.</p>	<p>Best practice public place litter/waste/recycling infrastructure available.</p>

OBJECTIVE: Encourage the provision of best practice residential waste/recycling infrastructure and services throughout WA, and ensure consistency with respective public place infrastructure, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
5.6	<p>Researching, identifying and promoting best practice residential waste/recycling infrastructure and services throughout WA.</p>	<p>A. Work with relevant stakeholders to research and identify best practice residential waste/recycling infrastructure and services.</p> <p>B. Assess which local governments have best practice waste/recycling infrastructure and services in operation.</p> <p>C. Promote use of best practice residential waste/recycling infrastructure and services to relevant stakeholders, particularly those in regional, remote and rural areas of WA.</p>	<p>Number of local governments with best practice residential waste/recycling infrastructure and services in operation.</p>
5.7	<p>Encouraging and promoting consistency between public place and residential litter/waste/recycling infrastructure.</p>	<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, particularly local governments.</p>	<p>Number of local governments with consistent best practice public place and residential litter/waste/recycling infrastructure in operation.</p>

OBJECTIVE: Minimise the incidence of illegal dumping particularly asbestos, tyres, hard, hazardous and green waste, by			
	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
5.8	Researching, developing and communicating recommendations about all aspects of waste disposal in WA and its impact on illegal dumping.	<ul style="list-style-type: none"> A. Research all aspects of waste disposal in WA and its impact on illegal dumping. B. Develop recommendations based on above research. C. Where appropriate communicate and/or implement recommendations. 	Waste disposal recommendations developed, communicated and/or implemented where appropriate.
5.9	Identifying and promoting effective illegal dumping prevention initiatives.	<ul style="list-style-type: none"> A. Research and identify effective illegal dumping prevention initiatives, such as track barriers, video surveillance, pay-to-use/wheel locking trolleys. B. Promote effective illegal dumping prevention initiatives to relevant stakeholders. 	<ul style="list-style-type: none"> 1) Effective illegal dumping prevention initiatives identified and promoted. 2) Number of illegal dumping incidences reported.
5.10	Promoting current, and supporting the development of future, domestic and industrial waste exchange programs in WA.	<ul style="list-style-type: none"> A. Research and identify existing domestic and industrial waste exchange programs in WA. B. Promote existing domestic and industrial waste exchange programs in WA. C. Liaise with relevant stakeholders to encourage and support the development of new domestic and industrial waste exchange programs in WA. 	Number and type of domestic and industrial waste exchange programs in operation in WA.

OBJECTIVE: Minimise the incidence of hazardous littering (i.e. that which is potentially harmful to human health e.g. used syringes, broken glass), by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
5.11	Expanding and promoting current, as well as supporting the development of future, effective hazardous litter prevention and management programs.	<ul style="list-style-type: none"> A. Research and identify existing hazardous litter prevention and management programs in WA. B. Liaise with relevant organisations to support and expand current, and develop future, hazardous litter prevention and management programs. C. Promote effective hazardous litter prevention and management programs. 	Number and type of effective hazardous litter prevention and management programs in operation in WA.



6 Incentives

While it is important to be responsive to negative littering behaviour, it is equally important to encourage and reward those who are actively participating in and/or encouraging positive disposal attitudes and behaviours. One way of doing this is by providing incentives. Incentives, unlike disincentives, not only discourage negative behaviours but they also encourage, reward and reinforce alternative positive disposal attitudes and behaviours.

This strategy proposes a number of incentives to both encourage and reward individuals and organisations involved in litter prevention and/or management. These incentives include: operating programs that develop community pride through local action; providing financial and resource assistance for groups to undertake litter prevention initiatives; and recognition and reward programs for best practice litter prevention and management initiatives for all sectors of the Western Australian community.

INCENTIVES			
OBJECTIVE: Develop community pride through local action, by			
	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
6.1	Identifying and supporting existing community pride programs which relate to litter prevention and management such as Tidy Towns, Perth's Best Beaches and plastic bag reduction initiatives.	<ul style="list-style-type: none"> A. Identify existing community pride programs. B. Raise the profile of and promote community pride programs. C. Continue to operate and strengthen the Tidy Towns program. 	Level of participation in community pride programs.
6.2	Initiating and developing new community pride programs relating to litter prevention and management.	<ul style="list-style-type: none"> A. Undertake a gap analysis of existing community pride programs. B. Research national and international community pride programs. C. Determine how to best coordinate and implement appropriate new community pride programs within WA. D. Make appropriate new community pride program recommendations to the KABC. 	New community pride programs recommended to KABC for development and implementation.
OBJECTIVE: Provide financial assistance and/or resources to local government and non-government organisations wishing to undertake litter prevention and management initiatives, by			
	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
6.3	Identifying, developing and promoting a litter prevention and management grants program for local government and non-government organisations.	<ul style="list-style-type: none"> A. Research national and international litter grants programs. B. Identify and secure funding resources to establish grants program. C. Recommend a scope for grants program for the Keep Australia Beautiful Council/Department of Environment to implement. D. Promote the grants program. 	Litter prevention and management grants program for local government and non-government organisations is operative.

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
6.4	Identifying and promoting other funding and/or resource opportunities available for litter prevention and management activities in WA.	<ul style="list-style-type: none"> A. Research other funding and/or resource opportunities available for litter prevention and management activities in WA. B. Promote other funding and/or resource opportunities available in WA. C. Develop a database that matches other litter funding and/or resource organisations with potential project coordinators. 	Information on other funding and/or resource opportunities in WA available.
6.5	Lobbying and engaging 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. 	<ul style="list-style-type: none"> 1) Amount and type of sponsorship provided. 2) Number of corporate bodies and government agencies who provide sponsorship.
6.6	Encouraging and supporting community groups and schools to lobby local businesses and local governments for sponsorship of local litter prevention and management initiatives.	<ul style="list-style-type: none"> A. Liaise with community groups and schools to identify type and extent of support required to lobby local organisations for sponsorship. B. Ensure type and extent of lobbying support for community groups and schools is developed/available. C. Promote available lobbying support to community groups and schools. D. Provide relevant support to community groups and schools where requested. 	<ul style="list-style-type: none"> 1) Extent and type of lobbying support provided to community groups and schools. 2) Amount and type of sponsorship provided.
OBJECTIVE: Recognise and reward best practice in litter prevention and management within all sectors of the WA community, by			
	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
6.7	Developing and promoting a proposal for recognising, encouraging and rewarding 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 reward schemes that are relevant. B. Liaise with relevant stakeholders to develop a system for recognising best practice litter prevention and management initiatives. C. Liaise with DoE to include best practice litter prevention and management into the WA Environment Awards and the WA Schools Environmental Education for Sustainability Awards. D. Promote appropriate awards and encourage litter stakeholder involvement. 	Level and type of recognition for best practice litter prevention and management initiatives.



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. If every individual stopped littering, litter would cease to be an issue. However, as littering continues the issue of litter remains a community concern. It is vitally important to continue to raise awareness and encourage individual responsibility, and for other sectors in the community to be involved in the promotion of appropriate 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 organisations and groups are involved in range from education and enforcement, to the physical clean up of litter.⁸

Industry and business share responsibility for packaging and products that end up in the litter stream. Peak industry bodies provide a capacity for raising member awareness of the litter issue and facilitating 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 according to their legislative focus, while local government responsibility is distributed on a geographical basis.

It is important to note that for many stakeholders involved in litter prevention and management—particularly the government and industry sectors—litter is not a primary focus. It is therefore important to raise the profile of litter and incorporate litter prevention into the core business of these organisations.



⁸ B Dawson & S Watson 'Victoria's policy framework for litter', *Proceedings of the Leading on Litter 2004 National Conference & Expo*, EPA Victoria, Victoria, 2004.

STAKEHOLDER RESPONSIBILITY

OBJECTIVE: Recruit a state litter coordinator to coordinate the implementation of the *Litter prevention strategy for Western Australia*, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
7.1	Securing funding and resources for the on-going employment of a state litter coordinator.	<p>A. Identify possible sources of funding and resources for the on-going employment of a state litter coordinator.</p> <p>B. Liaise with relevant bodies to secure funding and resources for the on-going employment of a state litter coordinator.</p>	Funding and resources for the on-going employment of a state litter coordinator secured.
7.2	Appointing a state litter coordinator.	<p>A. Review the Victorian Litter Champion role of the Victorian Litter Action Alliance, and other similar litter roles in Australia.</p> <p>B. Investigate the potential for the current Litter Strategy Coordinator's role to evolve into the state litter coordinator role.</p> <p>C. Develop a clear job description for the role of state litter coordinator.</p> <p>D. Advertise position and appoint state litter coordinator.</p>	<p>1) Job description for state litter coordinator developed.</p> <p>2) State litter coordinator position advertised and filled.</p>

OBJECTIVE: Ensure that all stakeholders have a clear understanding of and commitment to their respective litter prevention and management roles and responsibilities, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
7.3	Working with all stakeholders to identify and define their respective litter prevention and management roles and responsibilities.	<p>A. Identify WA litter stakeholders.</p> <p>B. Establish a WA litter stakeholder working group.</p> <p>C. Litter stakeholder working group to develop agreement (memoranda of understanding) on litter prevention and management roles and responsibilities.</p>	Stakeholder agreement (memoranda of understanding) on litter prevention and management roles and responsibilities developed.
7.4	Researching, developing and utilising methods to engage industry in litter prevention.	<p>A. Research and develop methods for engaging industry in litter prevention.</p> <p>B. Utilise methods identified to engage industry in litter prevention.</p>	Methods for engaging industry in litter prevention developed and utilised.
7.5	Working with and supporting relevant stakeholders in the development and/or promotion of extended producer responsibility and product stewardship schemes.	<p>A. Identify relevant stakeholders and/or existing extended producer responsibility and product stewardship schemes.</p> <p>B. Provide support and assistance to relevant stakeholders in the development and/or promotion of schemes as required.</p>	Support provided to relevant stakeholders in the development and/or promotion of schemes.
7.6	Supporting, particularly in regional, remote and rural areas, and monitoring stakeholders litter prevention and management activities.	<p>A. Provide support and assistance to stakeholders to undertake their respective litter prevention and management roles and responsibilities.</p> <p>B. Monitor and assess stakeholders litter prevention and management activities.</p>	Level of litter prevention and management activities undertaken by stakeholders.

OBJECTIVE: Ensure that stakeholder litter prevention and management activities are coordinated and consistent, by

	ACTION	IMPLEMENTATION TASKS	KEY PERFORMANCE INDICATORS
7.7	Facilitating and encouraging partnerships and coordination between litter stakeholders.	<p>A. Working with litter stakeholder working group to identify, collate stakeholder litter prevention and management activities, gaps and overlaps.</p> <p>B. Liaise with WA litter stakeholders working to achieve coordination and consistency of activities, and facilitate where appropriate, partnerships between stakeholders and their activities to minimise gaps and overlaps.</p>	Level of coordination and partnerships between stakeholders.



Strategy implementation, monitoring and evaluation

Implementation 2006–09

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

- avoiding duplication
- making best use of resources
- establishing priorities
- avoiding conflicting messages
- coordinating a diverse range of approaches
- 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 are required. The Western Australian Litter Prevention Taskforce, Keep Australia Beautiful Council (WA), will work towards fostering community ownership of initiatives and identifying the resources to implement these. The Taskforce will have a major role in facilitating links which enable organisations, individuals and the community to contribute to a planned, coordinated approach to litter and related issues.



Monitoring and evaluation

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

Details of targets, timelines, roles and responsibilities will be described in the following strategy support documents. These will be updated as more organisations and sectors become involved, and as detailed commitments are agreed upon.

An annual reporting cycle will be undertaken for all program priorities outlined in this strategy. Part of this annual process will be the reporting of measures of success and the results of projects undertaken, with a planned mid-term review after eighteen months operation of the strategy. Input from the community and other stakeholders will be sought to feed into this process.

Conclusion

The *Litter prevention strategy for Western Australia*, the first of its kind in this state, sets out a framework for effective litter prevention and management, and provides strategic direction for the combined efforts of the community, industry and government sectors in Western Australia.

The strategy is built around a series of objectives, actions and implementation tasks under seven key priority areas – auditing and evaluation; policy and legislation; education, information and training; enforcement; physical intervention; incentives; and stakeholder responsibility. These objectives, actions and implementation tasks are aimed at realising the vision, goals and aims as outlined in the strategy.

This strategy is only the beginning, and aims to be an ongoing, evolving document. All Western Australians have an important part to play in litter prevention in Western Australia and we can all work together towards a **common vision...**

The Western Australian community has pride in its environment and their high level of personal commitment ensures that they dispose of their litter appropriately. The vast array of stakeholders work together on a common and shared understanding of the problem at hand and is aware of and responsible for their litter prevention and management roles. These stakeholders continue to provide the community with a clear and consistent litter prevention message, and ensure that the litter initiatives used are responsive to local and regional needs. This means a litter-free environment for all Western Australians to enjoy!



For more information please contact:

Keep Australia Beautiful Council (WA)

PO Box K822
PERTH WA 6842

Telephone (08) 6364 6500

Facsimile (08) 6364 6520

kabc@environment.wa.gov.au

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