



Waste and Resource Recovery Education Strategy 2021-2024

Adopted June 2021



Acknowledgement to Country

We acknowledge the traditional custodians of the land, the Dharawal people and their unique and spiritual connections to the land.

We also respectfully acknowledge Elders past and present for the role they continue to play in guiding future generations.

EPA Acknowledgement

This project is a NSW Environment Protection Authority Waste Less, Recycle More initiative funded from the waste levy.

Project Undertaken by



EnviroCom would like to thank the staff at Campbelltown City Council for their valuable assistance and cooperation during the development of this strategy.



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Executive Summary

Campbelltown is a place for opportunity. Supported by our natural landscape, connected location, inventive spirit and vibrant community, Campbelltown is one of the most significant growth areas in south-west Sydney. As our city continues to grow, we are strategically planning for waste and resource recovery services that meet the current and future needs of our community.

Part of this planning includes preparation for the commencement of our next waste processing and disposal contract in 2024 (Project 24), which is happening against the backdrop of an ever changing regulatory environment. Along with the waste industry, we are continuing to adapt to these challenges. One thing is certain though – the importance of waste minimisation, contamination reduction and progression towards a circular economy has never been greater. There is much work to be done to improve waste management and resource recovery outcomes for the community, and each individual within our community has an important role to play in achieving this improvement.

Our *Waste and Resource Recovery Education Strategy 2021-24* identifies the priorities and actions to be undertaken over the

next 3 years to achieve our broad goals of waste minimisation and improved resource recovery. During this process, we aim to engage, educate and empower the Campbelltown community to work with us and actively participate in achieving these goals. Working together with our community will be critical in achieving our goals of waste minimisation, improved quality of recyclables and organics streams and improved resource recovery from household kerbside bins.

We support the implementation of the actions identified in this strategy, and acknowledge that its success relies heavily on our community's acceptance of concepts and behaviours that may represent significant change for some. It is our hope that the programs delivered under this strategy will provide our community with a better understanding of resource recovery practices, and empower our community to put this knowledge into practice. We simply cannot afford to continue with a 'business as usual' approach, and we hope that the community is willing to embrace our new programs and create positive change for the greater good of our community and environment.



Strategic vision:

Engage with our community in delivering accessible and relevant education that considers the principles of behaviour change to promote waste minimisation, resource recovery and landfill diversion.

This strategic vision is supported by 4 key themes:

1

Encourage the correct and effective use of the 3 bin kerbside collection service to maximise resource recovery and landfill diversion.

2

Lead and promote sustainable waste management approaches by exemplifying waste hierarchy priorities and circular economy practices and principles.

3

Increase resource recovery of household problem wastes.

4

Support the community's role in achieving best practice waste management and meeting sustainability goals and outcomes.





Where are we now?

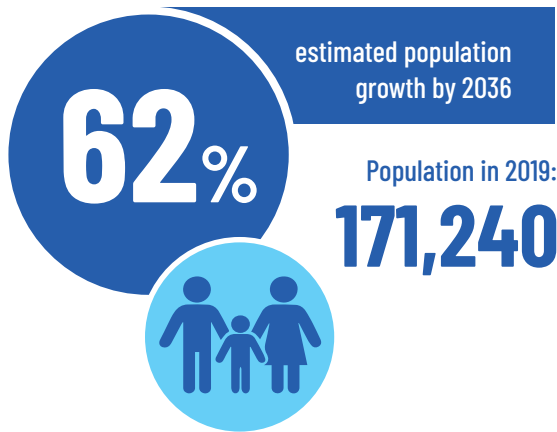
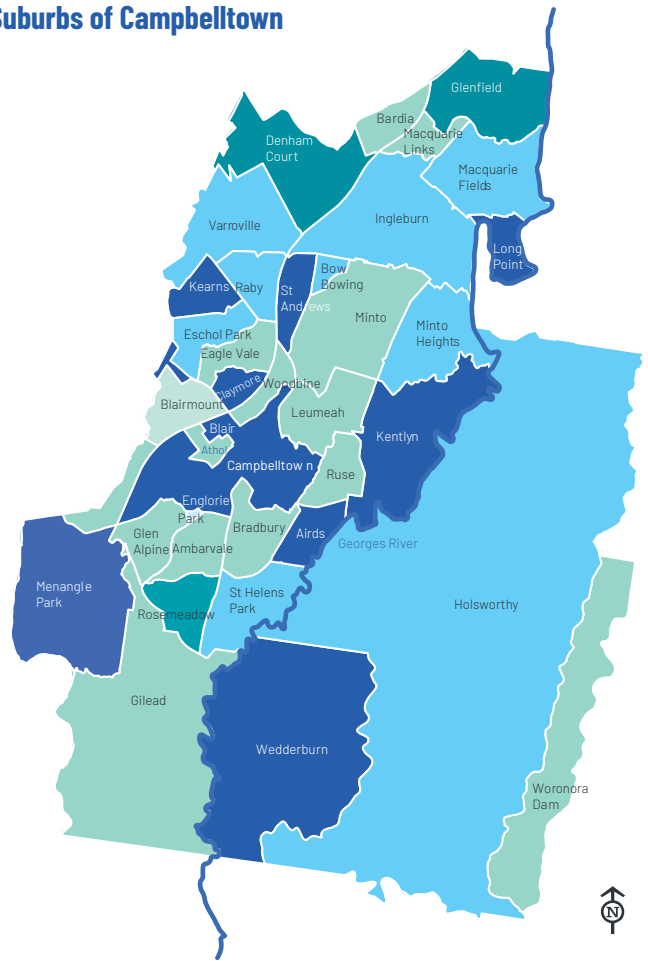
1.0. Where are we now?

1.1 Our City

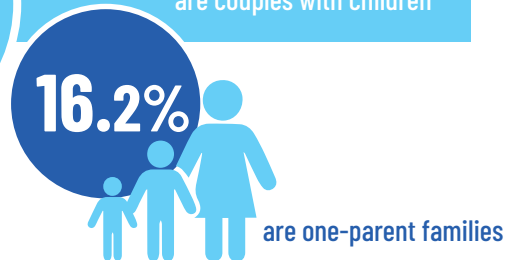
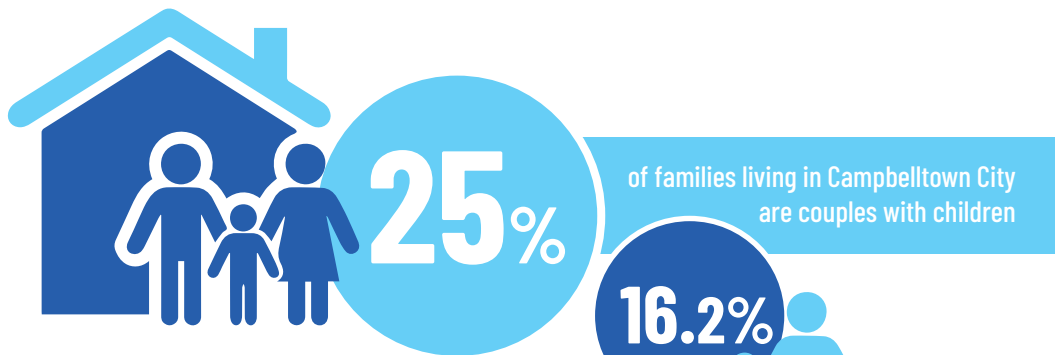
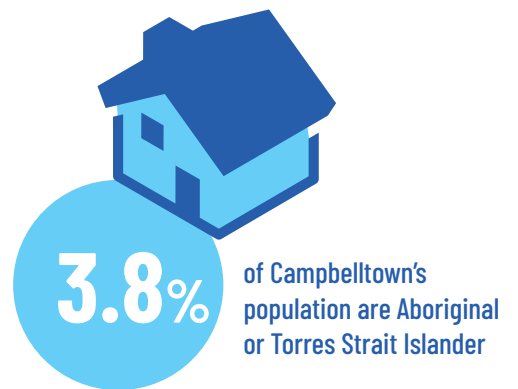
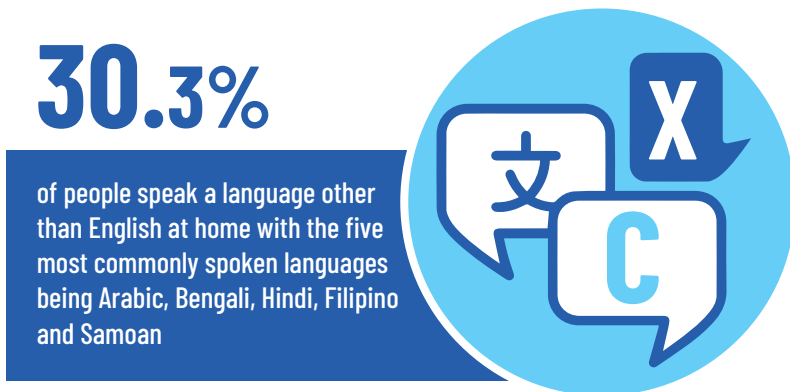
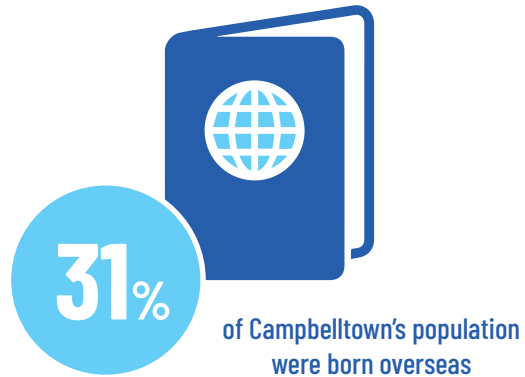
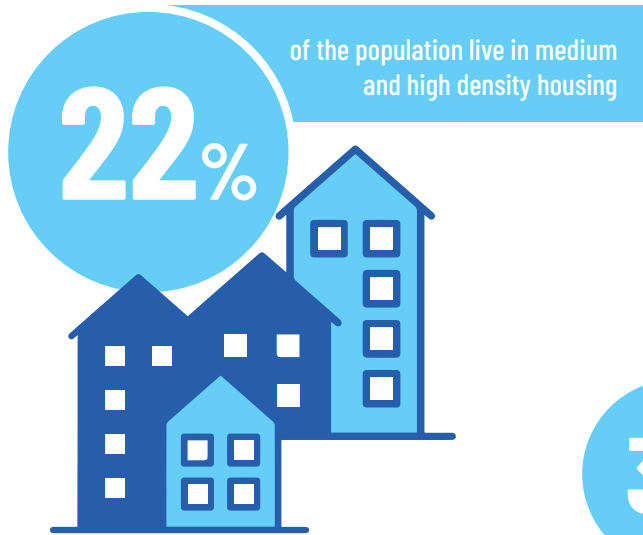
Campbelltown City is located in Sydney's south-western suburbs, between 30 and 55 kilometres from the Sydney CBD. Campbelltown occupies 31,133 hectares of land with a population density of 5.49 persons per hectare¹.

The Campbelltown Local Government Area is currently home to approximately 171,000 residents across 35 suburbs making Campbelltown one of the 10 largest Local Government Areas (LGAs) in NSW. Future projections suggest that the population will reach 275,000 by 2036².

Suburbs of Campbelltown



Latest census data available from the Australian Bureau of Statistics (ABS)³ data (2016) indicates that:



¹Source: Campbelltown City Council website

²ID Community - demographic resources - :Campbelltown City Council population forecast

³Australian Bureau of Statistics, Census of Population and Housing, 2016 <https://profile.id.com.au/campbelltown>

1.2. Our role in the region

We have a strong vision for the future of Campbelltown and together with the community, have determined 4 key goals for the city which are documented in the Community Strategic Plan, Campbelltown 2027.

1. **A vibrant, liveable city**
2. **A respected and protected natural environment**
3. **A thriving, attractive city**
4. **A successful city**

It is our commitment that these goals will be at the core of what is delivered for the community and we will plan for and report on the progress and completion of these goals.

We will follow the NSW local government Integrated Planning and Reporting Framework (Figure 1) which ensures that the community has ongoing opportunities to have their say on the future of the city and that we are always working towards the achievement of the collective vision for Campbelltown.

In addition to the local responsibilities for waste and recycling Campbelltown City Council also manages the 15-year regional waste processing and disposal contract which services the councils of Campbelltown, Camden, Wollondilly and Wingecarribee.

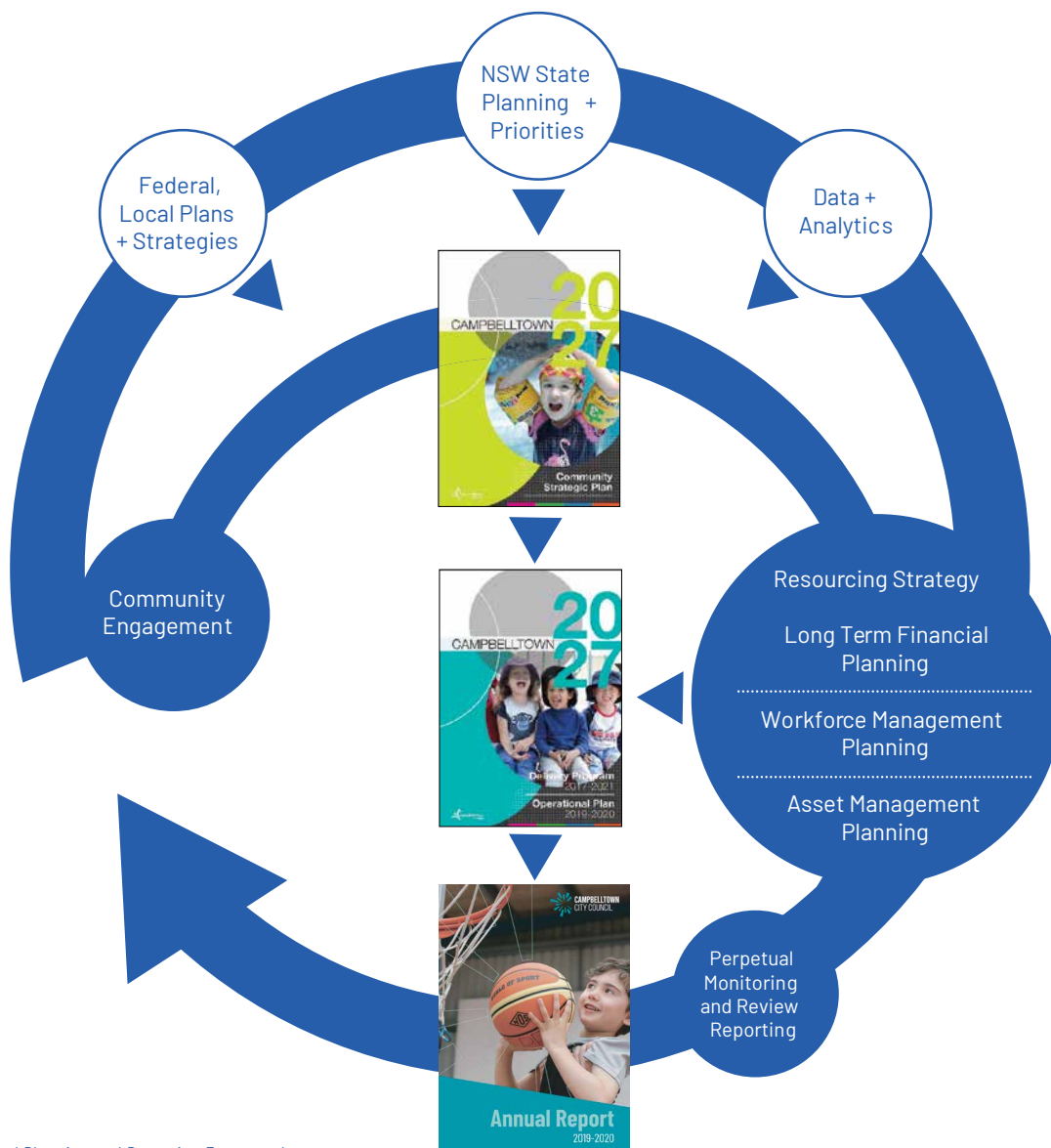


Figure 1. Integrated Planning and Reporting Framework

**The framework includes 3 key activities
which are performed on a continuous basis:**

Engaging our community:

Ongoing community engagement will drive decision making and the achievement of the best possible outcome for the people of Campbelltown.

Planning for success:

Our plans are informed by the community and detail how the programs and services that will achieve community goals will be resourced and delivered.

Delivering results:

Our reports allow the community to monitor the progress and completion of shared goals and objectives.

The following strategic plans and corporate documents have been considered in the development of this Strategy:

- Community Strategic Plan, Campbelltown 2027
- Delivery Program 2017-2021 and Operational Plan 2020-21
- Sustainability Strategy

These plans are summarised further in Appendix 1.

1.3. Current waste management, resource recovery and processing systems

We provide domestic kerbside collection services to approximately 60,000 residential properties, and of these, around 22% are medium to high density housing. The base residential waste services are displayed in Table 1.




Collection service	Tonnes collected (2019/20)	Bin size	Service frequency	Service coverage (% households)
General Waste 	35,609	140 litre	Weekly	95.29%
Commingled recycling 	11,564	240 litre	Alternate fortnightly	95.22%
Garden Organics 	16,012	240 litre	Alternate fortnightly	91.63%
Kerbside clean up	8,207	N/A	4 per year (on call)	93.55%

Table 1. Residential waste services

The Spring Farm Resource Recovery Park, operated by SUEZ, processes the kerbside recyclables and garden organics collected from Campbelltown residents. The former Jacks Gully landfill on the same site is no longer accepting waste. Waste materials from Campbelltown's kerbside general waste bins is taken to the Lucas Heights putrescible waste landfill.

At the time of publication we are in the process of constructing a new Community Recycling Centre to be located in Campbelltown (the nearest centre is currently located in Liverpool). A draft Community Recycling Centre Communication and Education Plan for 2019-21 is being finalised. The centre is due to be completed by mid-2021.

In addition to the kerbside waste collections, the following waste services are also available to Campbelltown residents:

- Free Recyclables Drop-Off Days in February and August each year at Leumeah Station Car Park (Plough Inn Rd, Woodbine side), Leumeah.
- Household Chemical CleanOut events at the Suez Campbelltown Service Centre, Junction Road, Leumeah (household quantities only, up to 20 litres or 20kg of any one item). This event is funded by the NSW EPA.
- E-waste recycling available via Hoxton Industries, a not-for-profit organisation providing employment to people with a disability or facing barriers to mainstream employment. E-waste drop off points called 'Drop Zones' are also available to residents under the National Television and Computer Recycling Scheme.



1.4. Future waste management planning - Project 24

We also manage the processing and disposal of kerbside collected waste as part of a regional contractual arrangement that includes neighbouring councils of Camden, Wollondilly Shire and Wingecarribee Shire.

This contract is due to expire in June 2024 and preparations are currently underway for the next processing and disposal contract to service the region from July 2024 (referred to as Project 24) which will include the current partner councils.

The aim of Project 24 is to secure long term processing and disposal outcomes for waste and recycling streams collected from

households that provide the respective communities with improved environmental, economic and social outcomes.

Authorisation from the Australian Competition and Consumer Commission has been secured under the Competition and Consumer Act 2010 (cth.) to allow the councils to jointly invite tenders and contract for a 20 year period.

1.5. Waste and resource recovery data, composition and performance

A waste audit of our domestic kerbside waste streams was undertaken in 2008, 2011 and again in 2020 (only general waste was audited in 2008). Figure 2 compares general waste and recycling generation over time.⁴

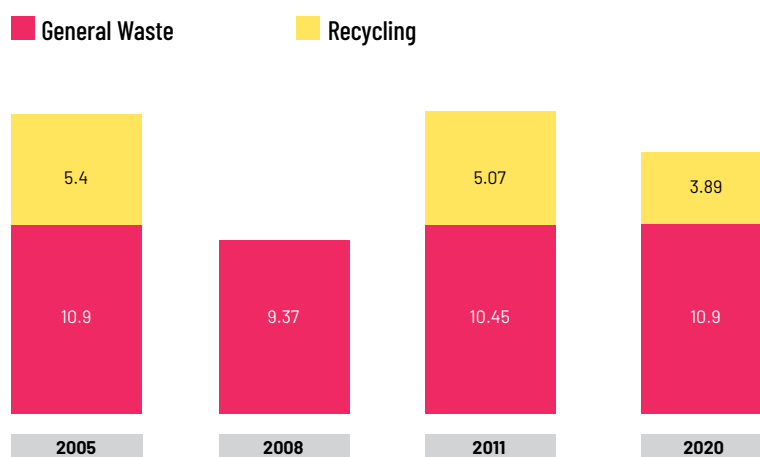


Figure 2. Waste generation rates over time (kg/hh/wk).

As shown in Figure 2, over the last 9 years, generation rates of general waste have remained relatively stable. In fact, the 2020 figure is identical to the rates generated in 2005. Food and kitchen materials were the most common material type found in the general waste stream and accounted for approximately half of this stream (by weight) across all 3 audit years (50%, 48% and 49% for 2008, 2011 and 2020, respectively).

While the mean bin capacity usage (how full the bin is when it's presented for collection) for the recycling stream has hardly

changed over this time, the recycling stream contamination rate increased significantly from 10% in 2011 to 29% in 2020. During this same period, recycling generation rates decreased by 1.21kg/household/week. While the 2020 audit data did not specifically assess the number of container deposit scheme eligible containers presented to the kerbside recycling stream, it is suggested that the introduction of the NSW container deposit scheme, Return and Earn, which rolled out across NSW from 1 December 2017, may have had some impact on reducing kerbside recycling generation rates.

It should also be noted that the 2020 audit was undertaken during the early stages of COVID-19, at a time when widespread lockdowns were in force and much of the workforce had transitioned to work from home arrangements. It is currently unclear what impact this may have had on the audit results and this will be unable to be quantified until further audits are undertaken as a means of comparison.

The audit reports noted that contamination was higher in single unit dwellings than in multi unit dwellings, which is considered uncharacteristic when compared with audit results from other similar LGAs. The most common contaminants in the recycling stream in the 2020 audit included general waste, food and kitchen waste, contaminated soiled paper and other plastics. Resource loss (when items that should go in either the recycling or garden organics bins are placed in the general waste bin), remained very similar at 18.11% in 2011 compared to 18% in 2020, but noticeably higher than the 2008 rates of 11%.

Presentation rates of both the general waste bins and recycling bins have remained consistent between 2011 and 2020 (a 99% presentation rate for general waste and a 97% presentation rate for recycling). These results suggest that while general 'participation' in the kerbside collection system is quite successful, there are a number of items that are not being placed in the correct bin.

Based on the audit data, there is significant opportunity for improvements. A key focus of the Waste and Resource Recovery Education Strategy 2021-24 is to encourage the correct use of the 3 bin kerbside service to maximise resource recovery and limit resource loss, reduce contamination in both the recycling and garden organics streams and maximise opportunities for landfill diversion.



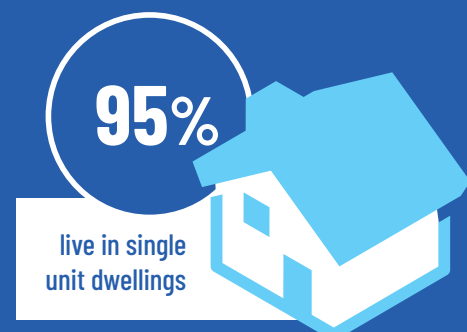
1.6. Community perspectives and expectations

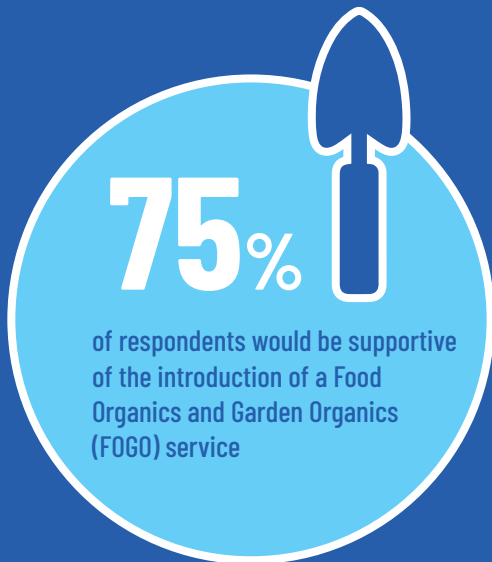
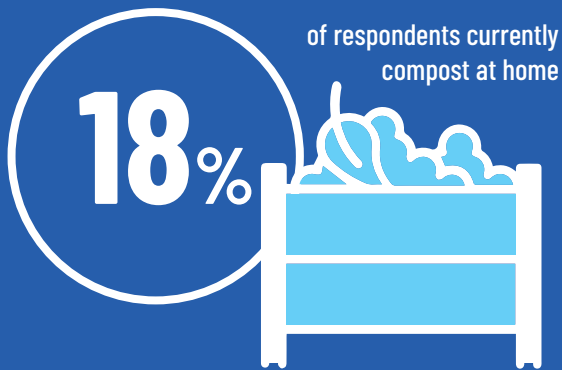
In March 2020, we undertook a *Waste Matters* community survey to gain insight into the community's understanding of our current waste services, their knowledge on how to use the services and inviting suggestions on how we can improve the current services provided.

There were 1003 respondents to the survey. Of those that responded, 95% live in single unit dwellings, 5% live in multi-unit dwellings and 97% of respondents had access to all 3 kerbside bins - general waste, recycling and garden organics.

Overall, respondents had a positive attitude towards the kerbside recycling and garden organics service. However, almost 90% of respondents identified that further information and education regarding material acceptability would assist them to use these services correctly. This identifies an opportunity to reduce contamination incidences and improve rates of resource recovery. These findings are supported by the results from the 2020 waste audit, with the rate of recycling contamination increasing by 19% in the last 9 years.

Food waste is a significant issue with 78% of respondents currently disposing of food waste via the general waste bin. This waste disposal behaviour is reflected in the data from the 2020 waste audit with 50% of the average Campbelltown kerbside general waste bin comprising of food waste (by weight). A total of 18% of respondents currently compost at home and more than 75% of respondents would be supportive of the introduction of a Food Organics and Garden Organics (FOGO) service.





A Community Recycling Centre (also known as CRC) is currently under construction in Campbelltown. Only 14% of survey respondents reported utilising the Liverpool's CRC with over one-third of respondents stating that the location was very inconvenient. More than half of respondents agreed that they would find a local Community Recycling Centre very valuable. It is suggested that the completion of the Campbelltown CRC, supported by targeted community education and engagement, will further assist householders to correctly and safely dispose of problem waste materials and divert these materials away from their kerbside bins. A Community Recycling Centre Communication and Education Plan for 2019-21 has been developed.

Based on the responses to the Waste Matters survey, we identified 3 key priority action areas:

- Addressing food waste management;
- Providing more information to residents to promote preferred waste management and disposal behaviours for each kerbside bin; and
- Promotion of other recycling and re-use options.

The survey responses and associated key priority action areas have been taken into consideration in the development of the *Waste and Resource Recovery Education Strategy 2021-24*. Once the Community Recycling Centre Communication and Education Plan 2019-21 is finalised, the actions identified in this strategy should be reviewed to ensure alignment with the key deliverables identified in the Community Recycling Centre Communication and Education Plan.

1.7. Policy context and framework

The *Waste and Resource Recovery Education Strategy 2021-24* has been developed with consideration given to the following national, state and regional policies, which provide an overarching framework to guide the direction and inform the scope of the strategy.

Level	Title	Description
NATIONAL	National Waste Policy Action Plan (2019)	<p>The 2018 <i>National Waste Policy: Less waste, more resources</i> provides a framework for collective, national action on waste management, recycling and resource recovery to 2030. The National Action Plan presents seven targets and associated actions to implement the 2018 National Waste Policy. This approach is driven by considering waste as a resource and applying circular economy principles. National targets include:</p> <ul style="list-style-type: none"> • banning the export of waste plastic, paper, glass and tyres • reducing total waste generated per person by 10% by 2030, • achieving 80% average resource recovery rates from all waste streams by 2030; • significantly increasing the use of recycled content by governments and industry; • phasing out problematic and unnecessary plastics by 2025; and • halving the amount of organic waste sent to landfill by 2030.
	National Plastics Plan (2021)	<p>Outlines our approach to increase plastic recycling, find alternatives to unnecessary plastics and reduce the impact of plastic on the environment.</p>
	National Food Waste Strategy (2017)	<p>The <i>National Food Waste Strategy</i> provides a framework to support collective action towards halving Australia's food waste by 2030. The four priority areas are:</p> <ul style="list-style-type: none"> • Policy support: Policies are supportive of food waste avoidance, reduction and repurposing • Business improvement: Improvement and adoption of technologies, processes and actions to avoid and reduce food waste • Market development: Development of markets to support the repurposing of food waste • Behaviour change: Practices and attitudes towards avoiding and reducing food waste are adopted and sustained

Level	Title	Description
NATIONAL	National Packaging Targets (2025)	<p>In 2019, in response to China's National Sword policy, the Australian government established four National Packaging Targets to be achieved by 2025.</p> <ol style="list-style-type: none"> 1. 100% of all Australia's packaging will be reusable, recyclable or compostable by 2025 or earlier 2. 70% of Australia's plastic packaging will be recycled or composted by 2025 3. 30% average recycled content will be included across all packaging by 2025 4. Phase out single-use plastic packaging through design, innovation or introduction of alternatives. <p>Released in April 2020 by the Australian Packaging Covenant Organisation (APCO), 'Our Packaging Future' is the strategic framework outlining how Australia will deliver the 2025 National Packaging targets.</p>
	Phasing out exports of waste plastic, paper, glass and tyres - <i>Response strategy to implement the August 2019 agreement of the Council of Australian Governments 2020</i>	<p>The response strategy presents a coordinated and ambitious package to implement the Council of Australian Governments (COAG) waste export ban. The export ban includes waste plastic, paper, tyres and glass.</p>
	Product Stewardship Act 2011	<p>The <i>Product Stewardship Act 2011</i> provides the framework to effectively manage the environmental, health and safety impacts of products, and in particular, those impacts associated with the disposal of products. The framework includes voluntary, co-regulatory and mandatory product stewardship.</p> <ul style="list-style-type: none"> - Voluntary product stewardship: Industries can voluntarily take action to reduce the impact their products. - Co-regulatory product stewardship: These schemes are a combination of industry action and Australian Government regulation. - Mandatory product stewardship: Mandatory product stewardship places a legal obligation on parties to take certain actions in relation to a product. (There are currently no fully mandatory product stewardship schemes in place under the Act).

Level	Title	Description
NSW	Protection of the Environment Operations Act (1997)	<p>The state's principal environmental protection legislation, the POEO Act, defines 'waste' for regulatory purposes, and provides a single licensing arrangement relating to air pollution, water pollution, noise pollution and waste management. The associated Waste Regulation (2015) includes Resource Recovery Exemptions and Orders that support the reuse of permitted waste for alternative purposes.</p>
	NSW Waste Avoidance and Resource Recovery Strategy 2014-21	<p>The <i>NSW Waste Avoidance and Resource Recovery (WARR) Strategy 2014-21</i> provides a clear framework for waste management and aligns with the NSW Government's waste reforms in <i>NSW 2021: A plan to make NSW number one</i>.</p> <p>The <i>WARR Strategy</i> provides long-term targets across six key result areas:</p> <ul style="list-style-type: none"> - Key Result Area 1: Avoid and reduce waste generation - Key Result Area 2: Increase recycling - Key Result Area 3: Divert more waste from landfill - Key Result Area 4: Manage problem wastes better - Key Result Area 5: Reduce litter - Key Result Area 6: Reduce illegal dumping. <p>Targets set by the WARR include:</p> <ul style="list-style-type: none"> • reducing waste generation per capita by 2021-22, • increasing recycling rates for municipal solid waste from 52% (in 2010-11) to 70% by 2021-22 and • increasing the waste diverted from landfill from 63% in 2010-11 to 75% by 2021-22. <p>Significant improvements in resource consumption and waste management will only occur if communities continue to change the way they think and act. Education to encourage behaviour change is regarded as fundamental to achieving WARR Strategy 2014-21 goals.</p>
	Waste Less, Recycle More Education Strategy 2016-21	<p>To meet the goals of the WARR Strategy, education is crucial. The <i>Changing Behaviour Together: NSW Waste Less, Recycle More education strategy 2016-21</i> is a framework for the NSW government, its partners and stakeholders to change community behaviour through targeted education.</p> <p>The strategy vision is to optimise the delivery and quality of education in all <i>Waste Less, Recycle More</i> programs so that they:</p> <ul style="list-style-type: none"> - increase knowledge and skills - build positive attitudes - promote positive behaviour change so the whole NSW community can improve the environment and community wellbeing.

Level	Title	Description
NSW	NSW Circular Economy Policy Statement -Too Good To Waste (2019)	<p><i>The NSW Circular Economy Policy Statement</i> provides a framework for implementing initiatives throughout the product life cycle, from design, manufacturing, and retail to end-of-life-disposal. These initiatives will promote long-lasting design, maintenance and repair, re-use, sharing, transforming products into services, remanufacturing, and recycling. NSW's circular economy principles capture the intent of the National Waste Policy principles.</p> <p>The transition toward a circular economy will focus on seven key principles, one of these being fostering behaviour change through education and engagement - engaging with communities and businesses to communicate the benefit of a circular economy and how circular activities can be implemented at the local level.</p>
	NSW Energy from Waste Policy Statement (2021)	The NSW Energy from Waste Policy Statement sets out the policy framework and overarching criteria that apply to facilities in NSW proposing to thermally treat waste or waste-derived materials for the recovery of energy.
	Cleaning Up Our Act: The future for waste and resource recovery in NSW (Issues Paper 2020)	<p>The NSW Government is developing a state-wide 20-Year Waste Strategy. The <i>Cleaning Up Our Act: The future for waste and resource recovery in NSW</i> issues paper has been prepared to help shape the development of the long-term strategy. The 20-year Waste Strategy aligns with a circular economy approach and considers four key directions:</p> <ol style="list-style-type: none"> 1. Generate less waste by avoiding and 'designing out' waste, to keep materials circulating in the economy 2. Improve collection and sorting to maximise circular economy outcomes and lower costs 3. Plan for future infrastructure by ensuring the right infrastructure is located in the right place and at the right time 4. Create end markets by fostering demand for recycled products in NSW so that recovered materials re-enter our economy and drive business and employment opportunities. <p>The 20-year Waste Strategy is due for finalisation in 2021.</p>
	Cleaning Up Our Act: Redirecting the Future of Plastic in NSW (Discussion Paper 2020)	<p>Cleaning Up Our Act is the first step in developing a new, comprehensive approach to managing plastic waste and pollution in NSW and the discussion paper sets out four key outcomes for each stage of the lifecycle of plastic, each supported by a proposed target and priority directions:</p> <ul style="list-style-type: none"> - Outcome 1: Reduce plastic waste generation - Phase out key single use plastics - Outcome 2: Make the most of our plastic resources - Triple the proportion of plastic recycled in NSW across all sectors and streams by 2030 - Outcome 3: Reduce plastic waste leakage - Reduce plastic litter items by 25% by 2025 - Outcome 4: Improve our understanding of the future of plastics - Make NSW a leader in national and international research on plastics

Level	Title	Description
REGIONAL	The Macarthur Strategic Waste Alliance (MSWA)	The Macarthur Strategic Waste Alliance was formed in 2018 following the dissolution of the entity formerly known as the Macarthur Regional Organisation of Councils (MACROC). The Alliance is an agreement between the councils of Campbelltown, Camden and Wollondilly to support and promote a regional approach to waste and recycling management issues, and is currently staffed by a Regional Coordinator (funded by the NSW EPA).
	The MSWA Waste and Resource Recovery Strategy 2017-2021	<p>The MSWA <i>Waste and Resource Recovery Strategy 2017-2021</i> outlines the Macarthur Councils' current position and sets out a strategic approach to managing the Region's waste into the future.</p> <p>The councils identified ten future opportunities to assist in achieving key regional and state targets, one of which was education and engagement. The development of a regional education strategy on the three-bin system was proposed to address and reduce contamination rates and also prioritise MUDs and tenanted properties. The details of this regional education campaign are yet to be finalised however, it is anticipated that there will be strategic alignment with the <i>Waste and Resource Recovery Education Strategy 2021-24</i> to ensure consistency of messaging across the region.</p>
LOCAL	Regional waste processing and Disposal Contract	The regional contract provides the basis for all source separation, resource recovery, landfill diversion and recycling.



1.8. The Waste Hierarchy and the Circular Economy

The waste hierarchy is the core conceptual framework behind waste policy at all levels (Figure 3). The waste hierarchy sets out the priorities for managing waste based on environmental impacts and the efficient use of resources, and it underpins the objectives and key actions in the *Waste and Resource Recovery Education Strategy 2021-24*.

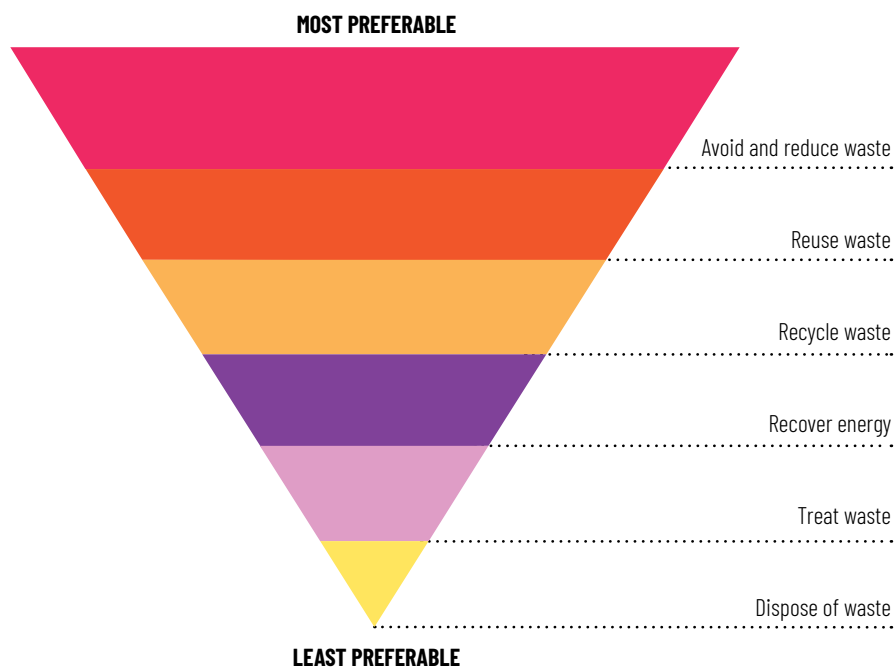


Figure 3. Waste Hierarchy

The circular economy is about valuing resources, using products for as long as and as much as possible and reducing waste generation.

A circular economy (Figure 4) involves changing the way products are produced, assembled, sold and used to minimise waste and reduce environmental impact.

Transitioning to a circular economy provides long-term economic, social and environmental benefits by generating jobs, improving the robustness of the economy, increasing accessibility to goods, maximising the value of resources and reducing waste. Appendix 2 demonstrates how our kerbside collections support a circular economy.

The circular economy principles are integral to the waste management priorities presented in the waste hierarchy and are considered in the actions proposed in the *Waste and Resource Recovery Education Strategy 2021-24*.

Avoidance – including action to reduce the amount of waste generated by households, industry and all levels of government.

Resource Recovery – including reuse, recycling, reprocessing and energy recovery consistent with the most efficient use of the recovered resource.

Disposal – including management of all disposal options in the most environmentally responsible manner.

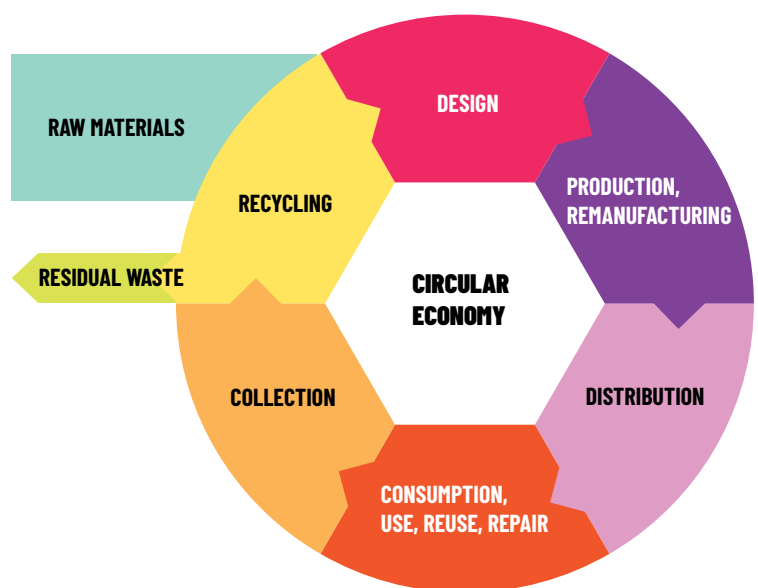


Figure 4. The Circular Economy

1.9. Waste industry challenges and opportunities

Issue	Challenges	Perceived opportunities through delivery and implementation of the <i>Waste and Resource Recovery Education Strategy 2021-24</i>
Broad context- industry challenges		
China Sword policy	<p>Until recently, China was a large importer of recyclable materials worldwide. Australia alone sent 1.25 million tonnes of recycled material to China in 2016-17⁵. At the start of January 2018, China began to strictly enforce restrictions on the importation of recycled materials under its National Sword policy. This policy has had a major impact on the global market for recyclable material, including the recyclable material that is currently collected in NSW. While the waste industry faces ongoing pressures to find alternative markets for recycled materials, this is also regarded an opportunity to strengthen local markets and the NSW recycling industry.</p>	<p>One element of the NSW Government funding package is providing support to local government to fund community education initiatives to reduce kerbside recycling contamination. This is one of the key priority areas for the <i>Waste and Resource Recovery Education Strategy 2021-24</i> and a number of proposed actions will specifically address kerbside recycling contamination to improve the quality and yields of recyclable materials presented to kerbside by Campbelltown residents.</p>
NSW Return and Earn Container Deposit Scheme	<p>The NSW container deposit scheme, Return and Earn, began rolling out across NSW on 1 December 2017. Most NSW beverage containers between 150 millilitres and 3 litres in volume are eligible for a 10-cent refund.</p> <p>The Return and Earn scheme was developed to address litter, as drink containers made up 44% of the volume of all litter in the state and cost more than \$162 million to manage. Return and Earn is the largest litter reduction scheme introduced in NSW, and its implementation has helped to work towards achieving the Premier's goal of reducing the volume of litter in the state by 40%.</p>	<p>In October 2017, a regional pre-Container Deposit Scheme (CDS) audit of the kerbside recycling stream was undertaken across the Macarthur area. A key finding of the audit was that approximately 79% by count (or 63% by volume) of beverage containers in the commingled recycling stream were eligible for refunds under Container Deposit Scheme. This meant that the average household was generating approximately 18 Container Deposit Scheme eligible containers per week.</p> <p>While drink containers remain an accepted item in the kerbside recycling stream, this scheme will also be promoted through the <i>Waste and Resource Recovery Education Strategy 2021-24</i> to encourage resource recovery of this material type and reduce litter incidences.</p>

⁵ NSW EPA website

Issue	Challenges	Perceived opportunities through delivery and implementation of the <i>Waste and Resource Recovery Education Strategy 2021-24</i>
Broad context- industry challenges		
Revocations of Mixed Waste Organic Outputs (MW00)	<p>Mixed waste organic outputs is the end product of a mechanical-biological process which separated the organic waste in household red lid bins from other waste. Mixed waste organic outputs was applied as a soil amendment under strict controls for approximately 15 years. In October 2018, the EPA stopped the use of mixed waste organic outputs following findings from extensive independent research and an initial assessment of the health and environmental risks, which showed that the potential risks outweighed the limited benefits. As a result all red bin waste is going to landfill, putting further pressure on Sydney's limited disposal capacity.</p>	<p>Through targeted education and engagement delivered through the <i>Waste and Resource Recovery Education Strategy 2021-24</i>, our residents will be encouraged to utilise their garden organics bin for all garden organic waste materials. Encouraging food waste avoidance, and greater uptake of home compost techniques to manage excess garden waste and kitchen scraps aims to reduce organic waste materials in the residual kerbside waste stream.</p>
National Waste Policy Action Plan (2019) targets	<p>The Federal Government has set ambitious targets in its National Waste Policy Action Plan 2019 including:</p> <ul style="list-style-type: none"> • banning the export of waste plastic, paper, glass and tyres; • reducing total waste generated per person by 10% by 2030; • achieving 80% average resource recovery rates from all waste streams by 2030; • significantly increasing the use of recycled content by governments and industry; and • phasing out problematic and unnecessary plastics by 2025 halving the amount of organic waste sent to landfill by 2030. 	<p>The objectives identified in the <i>Waste and Resource Recovery Education Strategy 2021-24</i> take these National Waste Policy Action Plan targets into account. Many of the actions look to drive community change to address waste generation behaviours and improve resource recovery and waste diversion across each of the kerbside streams, with the aim of assisting our work towards achieving the Government targets.</p>

Issue	Challenges	Perceived opportunities through delivery and implementation of the <i>Waste and Resource Recovery Education Strategy 2021-24</i>
Local context- Campbelltown City specific challenges		
Population growth in Campbelltown City	Campbelltown currently has a population of approximately 171,000 residents. It is estimated that the population will grow to 270,000 by 2036. 'In 2020 we collected and processed 71,392 tonnes of waste including household residual waste, recyclable materials, garden organics and clean up waste (as shown in Table 1, section 1.3). By FY2037, the projected total waste tonnage (not including the impact of the Container Deposit Scheme) is estimated to be 108,089 tonnes.	The associated increase in waste tonnages that come with population growth will require significant additional waste processing across the region. Targeted education and engagement will enable residents to correctly and effectively use the 3 bin collection service, and considering ways to reduce waste generation and landfill disposal will help to relieve pressure on existing systems and continually improve the quality of commingled recyclable and garden organic materials.
Campbelltown's Culturally and Linguistically Diverse community	Campbelltown has a significant and growing Culturally and Linguistically Diverse (CALD) community. Just over a third of Campbelltown's population were born overseas and speak a language other than English at home. Nearly 6,000 people who speak a language other than English at home report difficulty speaking English.	All cultures have their own values, beliefs, and accepted ways they interact. It's important to keep these things in mind when supporting and engaging with someone from a CALD background. <i>Actions proposed in the Waste and Resource Recovery Education Strategy 2021-24 will be developed to consider the needs of Campbelltown's CALD community by ensuring the education is inclusive and relevant.</i>
Multi unit dwellings in Campbelltown LGA	We provide domestic kerbside collection services to approximately 60,000 residential properties and, of these, 22% are medium to high density multi unit dwellings.	Waste management in multi-unit dwellings is more complex than in single unit dwellings due to considerations such as shared services (e.g. bulk bins), accessibility of bin storage areas, bin capacity issues and misunderstanding of correct usage, where residents are more transient (high rental turnover) and likely to be influenced by other user behaviours than in single unit dwellings. Due to the increasing number of multi-unit dwellings in Campbelltown City, actions proposed in the <i>Waste and Resource Recovery Education Strategy 2021-24</i> will address the specific and unique needs of residents residing in multi-unit dwellings in order to achieve the strategy objectives.

Issue	Challenges	Perceived opportunities through delivery and implementation of the <i>Waste and Resource Recovery Education Strategy 2021-24</i>
Local context- Campbelltown City specific challenges		
Future waste management planning- project 24 and the NSW 20 Year Waste Strategy	<p>Our current waste disposal and processing contract is due to expire in June 2024, and preparations are currently underway for the next processing and disposal contract to service Campbelltown and the neighbouring Councils of Camden, Wollondilly Shire and Wingecarribee Shire Councils from July 2024 (referred to as Project 24). The NSW Government through the Environmental Protection Authority (EPA), is preparing a 20 Year Waste Strategy for NSW. The strategy is considered significant to Project 24 as it will define the overall strategic direction for the industry, and provide certainty on issues such as infrastructure planning, waste reduction targets, diversion from landfill, funding programs and confirming the government's position on issues such as recycling, waste diversion and processing.</p>	<p>The objectives and actions proposed in the <i>Waste and Resource Recovery Education Strategy 2021-24</i> look to influence user behaviours and engage and motivate residents to minimise waste, improve the quality of the recyclable and garden organics streams, and improve opportunities for resource recovery. It is anticipated that this will lead to revised benchmarks and expectations in regards to waste generation and disposal behaviours prior to the commencement of the new processing/disposal contracts. The release of the 20 Year Waste Strategy for NSW, may prompt a review of the current strategy, and any future strategy beyond 2024 will consider and align with the overarching strategic direction and key targets set by the NSW 20 Year Waste Strategy.</p>









Where are we heading?

2.0. Where are we heading?

Over the next 3 years, we will be working to ensure the Campbelltown community prioritises circular economy practices and understands the critical role they play in creating a future of less waste and a more sustainable lifestyle.

We aim to:

1. Deliver effective and consistent waste education programs that foster positive attitudes and behaviours within our community towards waste and resource recovery.
2. Provide our community with the tools, capacity and motivation to improve the quality of recyclables and garden organics in kerbside bins.
3. Provide our community with the tools, capacity and motivation to make more sustainable decisions and reduce the volume of waste created.
4. Support best practice and ensure our community is well informed and can turn this knowledge into motivation by taking practical actions that increase waste avoidance, reduce waste to landfill, and maximise the value of recyclable materials.
5. Increase our community's understanding of the importance of effective waste management and resource recovery and foster positive behaviour that improves the quality of recyclables in kerbside bins, resource recovery and waste reduction.
6. Increase recovery of household problem wastes by providing more convenient access and disposal options for our community.

To assist in realising these goals, the *Waste and Resource Recovery Education Strategy 2021-24* is guided by the following vision statement underpinned by 4 key themes and associated objectives.



Figure 5. *Waste and Resource Recovery Education Strategy 2021-24 vision and themes*





How will we get there?

3.0. How will we get there?

Each of the 4 key themes are explored further in the development of strategic objectives that will underpin each theme, translating them into specific measurable goals.

Theme 1	Encourage the correct and effective use of the 3 bin kerbside collection service to maximise resource recovery and landfill diversion
OBJECTIVES	
1.1	Continually improve the quality and yield of the commingled recycling and garden organics streams
1.2	Maximise opportunities for landfill diversion by reducing average contamination of the recycling stream from 29% to 7.5% by 2024
1.3	Maximise opportunities for landfill diversion by reducing contamination of the garden organics stream from 7.5% to 4.0% by 2024
1.4	Reduce resource loss in the general waste stream
Theme 2	Lead and promote sustainable waste management approaches by exemplifying waste hierarchy priorities and circular economy practices and principles
OBJECTIVES	
2.1	Promote the waste management priorities of the waste hierarchy - waste avoidance, waste minimisation and waste reduction
2.2	Lead by example by promoting and sharing our actions that encourage and normalise participation in circular economy practices and waste hierarchy activities and approaches
2.3	Support decisions that promote sustainable and effective waste management, reduce rates of waste generation and improve landfill diversion
Theme 3	Increase resource recovery of household problem wastes
OBJECTIVES	
3.1	Identify problem wastes - what they are, why they are problematic and where they are generated
3.2	Promote preferred disposal options for the community
3.3	Ensure disposal options are convenient, accessible and cost effective
3.4	Identify and promote ways for the community to limit or reduce problem waste generation
Theme 4	Support the community's role in achieving best practice waste management and meeting sustainability goals and outcomes
OBJECTIVES	
4.1	Develop and deliver clear, consistent and reiterated messages to ensure the Campbelltown community is well informed
4.2	Deliver education and engagement that is practical, relevant and accessible for all community demographics
4.3.	Establish and communicate clear and transparent waste minimisation and waste diversion expectations, report progress to the community and recognise and promote practices that support circular economy principles and applications

3.1. Adopting the principles of behaviour change

Targeted and strategic community engagement that is based on a knowledge and application of behaviour change principles and Community Based Social Marketing is a key focus of the *Waste and Resource Recovery Education Strategy 2021-24*. This approach aims to identify the various barriers that can exist for the community in resource recovery practices, and empower our community with the knowledge and practices to overcome these barriers.

For the *Waste and Resource Recovery Education Strategy 2021-24* to be effective, it is critical that the ability of the community and key stakeholders to establish and sustain new behaviours is considered and understood. The important role that the community plays, and will continue to play, in achieving our goals over time must also be recognised and supported.

There are 4 key behaviour change questions addressed by the *Waste and Resource Recovery Education Strategy 2021-24*:

- What do we want our community to do?**
 - Identify and establish desired behaviours
- What is our community currently doing and why?**
 - What are the current behaviours, what is the impact of these behaviours and why are they happening (barriers and motivators)?
- How can our community change?**
 - What educational tools, mechanisms, approaches and interventions do the community need to be able to change and adopt the desired behaviours?
- How do we know that change has been successful?**
 - How do we measure and assess impact, success and change?

Identifying the desired behaviour(s) is critical. Once these have been established, the following scaffolded approach will help to shape the design and implementation to ensure we can effectively shift the community behaviour as shown in Figure 6:

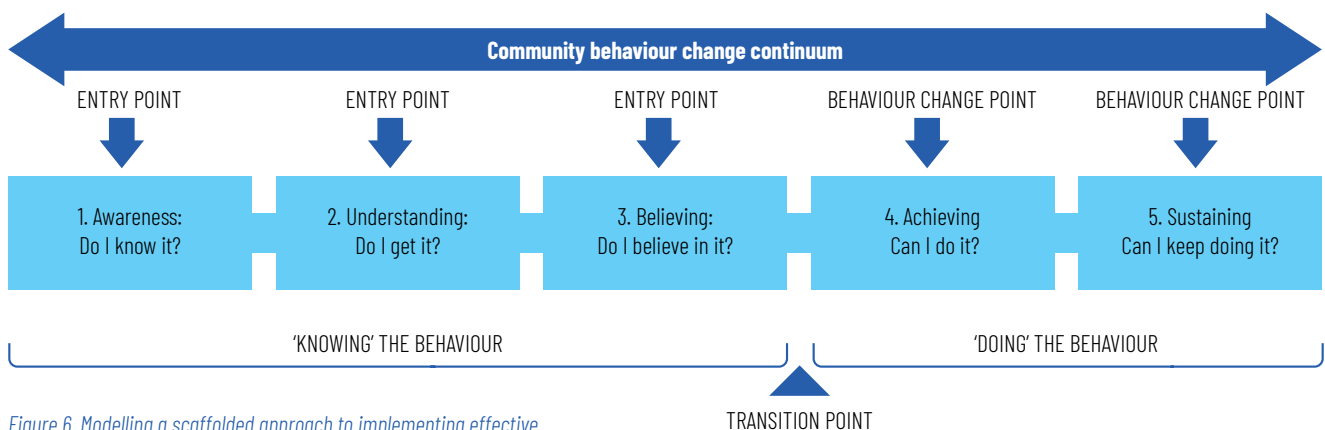


Figure 6. Modelling a scaffolded approach to implementing effective community behaviour change programs

Awareness, understanding, believing, achieving and sustaining are key elements required for effective community behaviour change. When presented on paper, the numerical sequencing of these steps is logical; however, in practice, this linear logic is not always (in fact rarely) followed. As shown in Figure 6, the community behaviour change continuum, depicted by the 2 way arrow, suggests that individuals within a community are unlikely to transition through the scaffold sequentially from left to right, but may move up and back down the scaffold over time and dependent on the topic or issue requiring a change in behaviour. As long as there are clear entry/access points provided and these entry points are directly and deliberately linked to barrier reduction and promoting motives, then there is a clear pathway for the behaviour change mechanism to function effectively.

A range of educational methods and mediums for delivery should also be considered as having benefits and opportunities for different types of 'entry' outcomes. Awareness and understanding can sometimes require levels of detail that are not deliverable in some mediums, whereas building and changing beliefs may be better suited to alternative educational approaches. Table 2 provides suggestions for the types of educational interventions for different elements of the behaviour change scaffold however, this should not be considered an exhaustive list of the approaches that could be adopted.



Key question for the community	Scaffolded approach to community engagement	Example community engagement tools
1. Do we know it?	Where are the community at currently? What do they know, what do they not know, what do they need to know?	<ul style="list-style-type: none"> - Waste audits - Bin Inspection Program - to monitor community waste generation and disposal behaviours at the kerbside - Collection contractor interview/ monitoring reports
2. Do we get it?	How do we know the community understands the key messages? What are the barriers - actual and perceived?	<ul style="list-style-type: none"> - Community survey - Community workshops - Pop-Up Displays/ events - Focus groups
3. Do we believe it?	How do we excite the community and motivate them to turn their understanding into behaviour change?	<ul style="list-style-type: none"> - Share audit data and Bin Inspection Program results - Media campaigns - Community workshops - School visits - Facility tours- Spring Farm and Lucas Heights Landfill, Community Recycling Centre (in person or virtual) - Special events - Case studies- community champions - Technical forums/recycling workshops
4. Can we do it?	Have we provided the community with the knowledge, means and tools to make this change?	<ul style="list-style-type: none"> - Infrastructure changes- e.g. bin lid compliance - Collateral development and distribution - Point of source prompts- bin stickers - Social media posts - Advertising campaigns - New resident/ tenancy waste education packs (multilingual) - Trial education program for multi unit dwellings - Service restructure/ changes (new contract)
5. Can we sustain it?	Is this a behaviour change that can be sustained over time so that it becomes the norm?	<ul style="list-style-type: none"> - Follow up audits - Follow up community survey - Follow up Bin Inspection Program - Focus groups - Community feedback- customer service

Table 2. Aligning community engagement tools with a scaffolded approach to behaviour change





Making it happen

4.0. Making it Happen

Sections 4.1 to 4.4 present the action plan for each of the 4 themes in order to realise the *Waste and Resource Recovery Education Strategy 2021-24* vision and achieve the key objectives over the next 3 years (2021 – 2024).

The actions for implementation have been presented in tabular format with the following column headings:

Strategy objective

What overarching objective(s) is being addressed by the action

Action and mode of engagement

The action that needs to be taken in order to influence and address the targeted behaviour (education and engagement tools)

Purpose- targeted behaviour and call to action

What call to action or specific behaviour is the target for change or influence by the educational intervention(s).

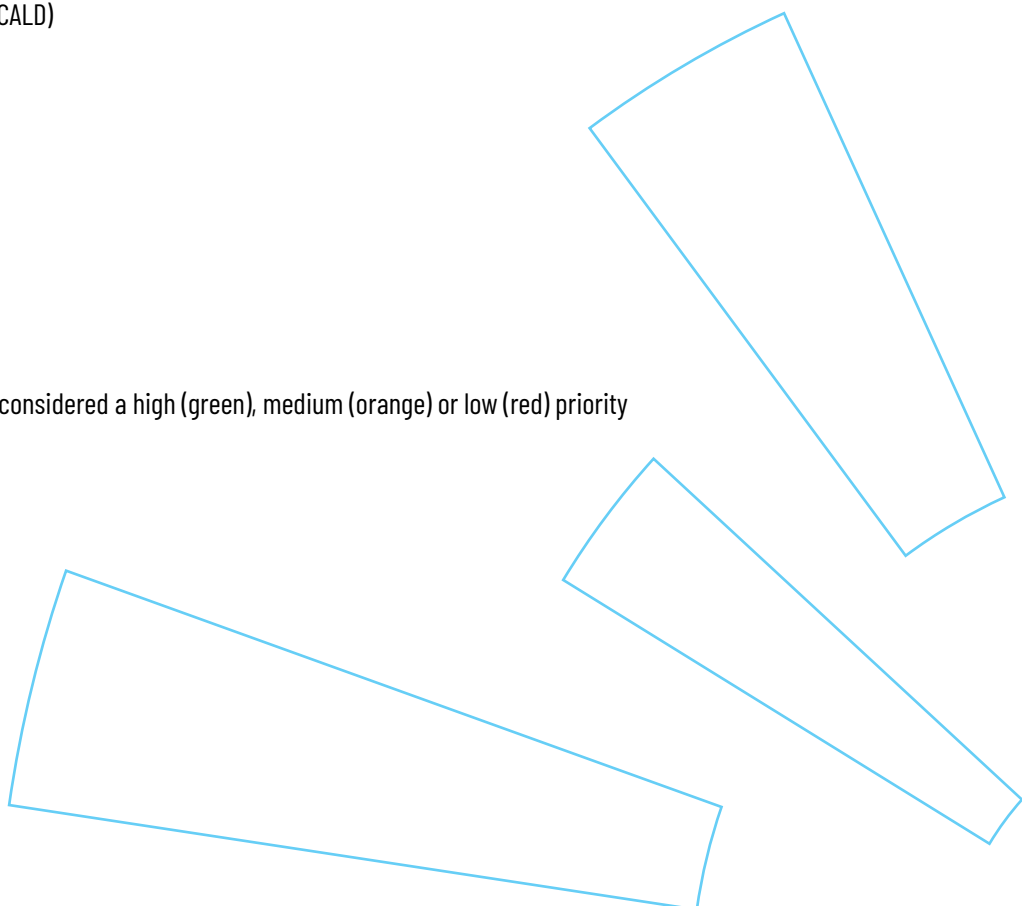
Target audience and stakeholders

Who the action is intended for:

- School and childcare centres
- Households - single unit and multi unit dwellings housing
- Culturally diverse communities (CALD)
- Internal stakeholders
- Our communication team
- Collection contractor

Activity prioritisation

Whether the initiative or activity is considered a high (green), medium (orange) or low (red) priority



4.1. Action Plan Theme 1

Theme 1: Encourage the correct and effective use of the 3-bin domestic collection service to maximise resource recovery and landfill diversion					
Nos.	Strategy objective	Action/mode of engagement	Purpose: Targeted behaviour/ call to action	Target audience/ stakeholder	Priority
1	1.1 1.2 1.3 1.4 2.1 4.2	Provide updates to the community on progress with kerbside service contamination and identify opportunities for improvement.	Reduce contamination incidences in the recycling and garden organics stream and limit resource loss in the general waste stream through transparent sharing and promotion of data that establishes clear expectations of preferred behaviours.	Residents Community groups Schools Council	High
2	1.1 1.2 1.3 1.4 2.1 2.2 4.1 4.2	Design, develop and deliver a new media campaign that focuses on the correct use of the 3 bin kerbside service, the impacts of contamination and the links to circular economy.	Targeted and strategic education campaign will help to reduce contamination incidences in the recycling and garden organics stream. Promote landfill diversion by limiting resource loss in the general waste streams.	Residents Community groups Schools Council CALD community	High
3	1.1 1.2 1.3 1.4 2.1 4.1 4.3	Provide current website content to promote and encourage best practice for the 3 bin domestic collection service.	Use website content to raise awareness of the benefits of resource recovery and landfill diversion and provide practical tips on material acceptability, correct use of the 3 bin system, address barriers to use and promote environmental benefits.	Residents Community groups Schools Council	High
4	1.2 1.3 2.1 4.1 4.2	Develop social media posts to promote desired behaviours in relation to the 3 bin kerbside collection service.	Short, succinct form of relaying targeted content that raises awareness that resource recovery and waste diversion from landfill is a priority and the effective and correct use of the 3 bin kerbside service is the responsibility of the community.	Residents Council	High
5	1.2 1.3 1.4 2.1 2.3 4.1 4.2 3.2 (after CRC opens)	Provide waste education displays at various locations across Campbelltown.	A static display provides a platform for passively engaging with community members allowing knowledge sharing raising of awareness.	Residents CALD communities	High

Theme 1: Encourage the correct and effective use of the 3-bin domestic collection service to maximise resource recovery and landfill diversion

Nos.	Strategy objective	Action/mode of engagement	Purpose: Targeted behaviour/ call to action	Target audience/ stakeholder	Priority
6	1.1 1.2 1.3 2.3 3.1 4.2	Undertake a visual Bin Inspection Program targeting both single unit dwellings and multi unit dwellings to assess waste generation and disposal behaviours in the kerbside recycling and garden organics stream.	Monitor and aim to reduce contamination incidences in the recycling and garden organics streams.	Residents of both single and multi unit dwellings in target suburbs.	High
7	1.1 1.3 1.4	Undertake waste segregation assessments (audit) of kerbside recycling, residual waste and garden organic streams.	Analysis of waste assessment results allows for more effective targeting and implementation of community education and engagement activities and resources that target specific waste related behaviours.	Community members in target suburbs	High
8	1.1 1.4	Deliver bin lid compliance program to ensure that all households within the Campbelltown LGA have bin lids that are consistent with the Australian Standard.	Consistent use of standard bin lid colours will reduce confusion within the community and help to reiterate preferred user behaviours for each waste stream.	Residents	High
9	1.1 1.2 1.3 1.4 4.1 4.2	Trial a multi unit dwellings education program at selected complexes, analyse results and transfer any successful components to other complexes within the LGA.	A strategic education campaign specifically targeting multi unit dwelling residents will help to improve the use of the 3 bin kerbside system by promoting best practice and practical means to correctly source separate.	Residents of multi unit dwellings	High
10	1.1 1.3 1.4 4.2	Create game apps for smart phones to engage with the community about contamination issues in a fun and educational context.	Game apps are accessible to a broad demographic and encourages correct recycling behaviours, reduces contamination incidences and promotes resource recovery.	Residents Council	High

Theme 1: Encourage the correct and effective use of the 3-bin domestic collection service to maximise resource recovery and landfill diversion

Nos.	Strategy objective	Action/mode of engagement	Purpose: Targeted behaviour/ call to action	Target audience/ stakeholder	Priority
11	1.1 1.2 1.3 1.4 2.2 4.1 4.2	Create a suite of digital media (videos) demonstrating how the circular economy works for kerbside recycling streams, and how to use the recycling service correctly.	Visual video content is accessible to a broad demographic and encourages correct recycling behaviours, reduces contamination incidences and promotes resource recovery.	Residents Community groups Schools Council	Medium
12	1.1 1.2 1.3 1.4 2.1 2.2 4.2	Develop and promote Early Learning Resources to local centres to support waste education for early learners and their staff.	Early years educators, and students become better educated and engaged on the benefits of waste avoidance, resource recovery and diversion practices both in the Centre and at home.	Target ELC and educators/directors	Medium
13		Develop and deliver a range of school activities through excursions/incursions to highlight the negative impacts of contamination in kerbside bins and identify how this can be minimised.	Teachers and students become better educated and engaged on the benefits of waste avoidance, resource recovery and diversion practices both at school and at home. Students become the communicators/ advocators of preferred waste management behaviours back to their home environments and extended communities.	Target schools-students (focusing on years 5-6), teachers and support staff	Medium
14	1.1 1.2 1.3 1.4 2.1 2.2 4.2	Develop educational materials for students that can be downloaded from our website or handed out at schools or events.	Students have easy access to educational resources and learn about best practice and the benefits of waste avoidance, resource recovery and diversion both in the school and at home. Students become the communicators/ advocators of preferred waste management behaviours back to their home environments and extended communities.	Community Schools	Medium

4.2. Action Plan Theme 2

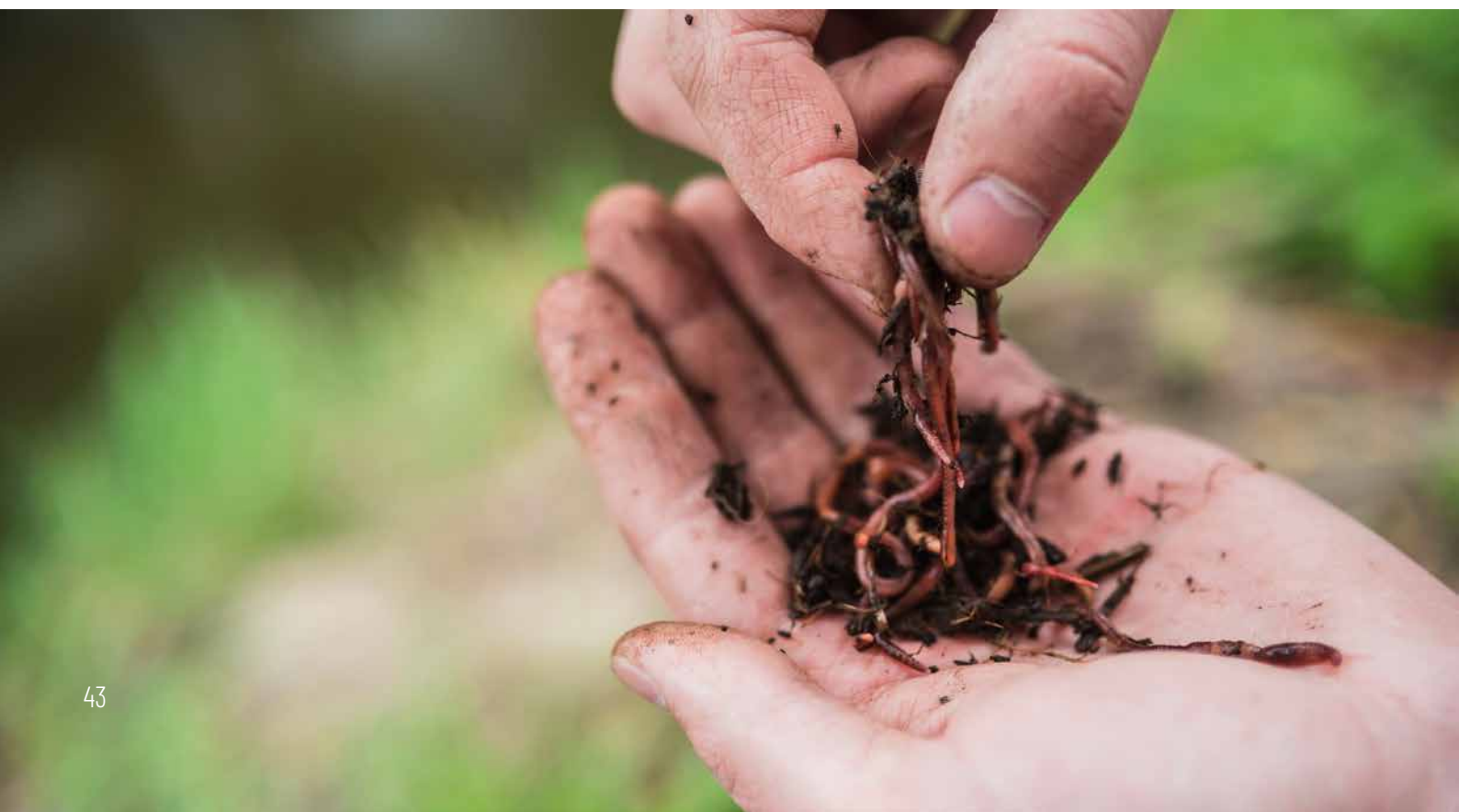
Theme 2: Promote sustainable waste management approaches through consideration of the waste hierarchy and circular economy principles					
Nos.	Strategy objective	Action/mode of engagement	Purpose: Targeted behaviour/ call to action	Target audience/ stakeholder	Priority
1	1.1 1.2 2.1 2.2 2.3 4.2	Develop and deliver workshops to the community on a range of waste related themes.	Workshops can be a valuable forum for encouraging participants to commit to changing/ modifying their waste generation and disposal behaviours and considering ways to adopt circular economy practices within the home through reuse and repair.	Community groups Residents Schools CALD community groups	High
2	1.1 1.2 1.3 2.1 2.2 2.3 4.2	Advertise and promote waste reduction and improved resource recovery campaigns during themed weeks including International Compost Awareness Week, National Organic Week, National Recycling Week, Plastic Free July.	Use national waste related events to inspire and motivate the community to change/ modify their waste generation and disposal behaviours.	Community groups Residents School	High
3	1.4 2.1 2.2 2.3 4.1 4.2	Promote other waste reduction, reuse and recycling options not provided by us (e.g. Return and Earn, REDCycle, Op Shops).	Promote circular economy principles by encouraging the community to use other options for diversion of waste materials not accepted in the 3 bin kerbside service.	Community groups Residents School Council	High
4	1.1 1.2 1.3 2.1 2.2 2.3 4.2	Develop a targeted media campaign that focuses on food waste avoidance and aligns with the existing NSW Government's existing <i>Love Food Hate Waste</i> program.	Targeted and strategic education campaign will provide the community with the tools, resources and knowledge to reduce food waste in the home thereby also reducing the volumes of food waste materials going into the kerbside general waste bins destined for landfill.	Residents Community groups Schools Council CALD community	High

Theme 2: Promote sustainable waste management approaches through consideration of the waste hierarchy and circular economy principles

Nos.	Strategy objective	Action/mode of engagement	Purpose: Targeted behaviour/ call to action	Target audience/ stakeholder	Priority
5	1.1 1.2 1.3 2.1 2.3	Develop and deliver a range of school workshops (upper primary/ high school) that focus on the waste hierarchy and circular economy principle.	Teachers and students become better educated and engaged of the benefits of waste avoidance, waste minimisation and resource recovery and start to identify way to implement circular economy practices within the school environment.	Schools (focusing on upper primary and secondary) - students, teachers and support staff.	High
6	1.1 1.2 1.3 2.1 2.3	Partner with SUEZ to arrange tours of the Spring Farm facility for schools and community groups.	Facility tours can provide community members with a greater appreciation of how waste streams are managed and processed beyond the kerbside which can also help to positively influence waste generation and disposal behaviours.	Community groups Residents School Council	Medium
7	2.1 2.2 2.3 3.4 4.1 4.2	Develop a Mobile Education Van 'roadshow' to promote positive waste management throughout the Campbelltown LGA.	Undertaking a mobile education roadshow can provide targeted education to improve the community's knowledge and understanding of our waste services and can be a valuable platform for encouraging residents throughout the LGA to commit to improving their waste generation and disposal behaviours.	Residents Multi unit dwelling residents Schools CALD community	Medium
8	2.2 2.3	Promote and celebrate circular economy actions that we have undertaken as an organisation.	Promote the steps we are taking to adopt Circular Economy practices through our operations with the community sharing the outcomes of these trials.	Council Community	Medium

Theme 2: Promote sustainable waste management approaches through consideration of the waste hierarchy and circular economy principles

Nos.	Strategy objective	Action/mode of engagement	Purpose: Targeted behaviour/ call to action	Target audience/ stakeholder	Priority
9	2.1 2.3	Undertake procurement choices by addressing National Waste Action Plan Target 4 – significantly increase the use of recycled content by governments’ and industry.	Review our policies and procedures to identify improvements in procurement and improve use of recycled content in good purchased for our operations.	Council	Low
10	2.3	Establish waste reduction steps and rules regarding our events (link to Sustainable Events Policy).	Ensure all our events are Waste Wise and align with our Sustainable Events Policy. Identify further waste management improvements and monitor outcomes e.g. post event audits, vendor interviews etc.	Council Community External stakeholders	Low



4.3. Action Plan Theme 3

Theme 3: Increase resource recovery of household problem wastes					
Nos.	Strategy objective	Action/mode of engagement	Purpose: Targeted behaviour/call to action	Target audience/ stakeholder	Priority
1	3.1 3.2 3.3 3.4 4.1 4.2	Complete and implement the Community Recycling Centre Communication and Education Plan to promote the new Campbelltown Community Recycling Centre.	Ensure the Campbelltown community are aware of the Community Recycling Centre and the type and range of materials that can be disposed at the Community Recycling Centre in order to meet the EPA targets of: - 75% of NSW householders are aware of the services available for the disposal of household problem waste by June 2021 - 15% year on year increase in quantity (kg) of household problem waste correctly disposed.	Residents	High
2	3.1 3.2 3.4 4.1 4.2	Promote the availability and correct usage of the Community Recycling Centre, in line with the approved Community Recycling Centre Communication and Education Plan.	Raises awareness of the Community Recycling Centre. Highlights that the correct disposal of problem wastes and diversion from landfill is a priority and the effective and correct use of the Community Recycling Centre is the responsibility of the community.	Residents	Medium
3	3.1 3.2 3.4 4.1 4.2	Create and deliver a series of videos and / or a virtual tour that promote the Community Recycling Centre, material acceptability and safe handling/ transport of household problem wastes.	Visual video content is accessible to a broad demographic and encourages correct recycling behaviours, reduces contamination incidences and promotes resource recovery.	Residents Community groups Council	Medium
4	3.3 2.3	Community Recycling Centre site user assessments and customer satisfaction surveys.	Undertake site assessments and user satisfaction surveys to assess how residents are utilising the facility, assess resource recovery and waste diversion across different streams and how satisfied customers are with service provision. Result may identify opportunities for changes/ improvements.	Community Recycling Centre users	Medium

4.4. Action Plan Theme 4

Theme 4: Support the community's role in meeting best practice waste management and achieving sustainability goals and outcomes					
Nos.	Strategy objective	Action/mode of engagement	Purpose: Targeted behaviour/ call to action	Target audience/ stakeholder	Priority
1	4.2 2.3	Focus group sessions/ community consultation.	A method of seeking the community's opinion on current waste service provision, waste facilities and potential changes to service structure in new waste contract.	Community members across LGA	High
2	4.2	Community survey	A method of seeking the community's opinion on current waste service provision, waste facilities and potential changes to service structure in new waste contract.	Residents (18 and over)	High
3	1.1 1.2 1.3 1.4 3.1 3.2 4.1 4.2	Waste education tenancy/ new resident pack 'Welcome to Waste' kit for new estates and multi unit dwellings.	Introduce new residents to Campbelltown to our waste service and facilities including the 3 bin kerbside system, the new Community Recycling Centre and other waste services e.g. bulky waste clean-up. Set expectations and promote the community's role in achieving best practice resource recovery and waste diversion practices.	New residents/ tenants Strata managers Real estate agents	High
4	1.1 1.2 1.3 1.4 3.1 3.2 4.1 4.2	Engage with building managers and caretakers to provide assistance in dealing with waste issues in various locations.	Providing information sessions directly to building managers, caretakers and body corporates helps to identify specific issues allowing for the implementation of targeted education. Building managers can also circulate and communicate waste education materials to multi unit dwelling residents.	Strata managers Body corporates	High

Theme 4: Support the community's role in meeting best practice waste management and achieving sustainability goals and outcomes

Nos.	Strategy objective	Action/mode of engagement	Purpose: Targeted behaviour/ call to action	Target audience/ stakeholder	Priority
5	4.1 4.2	Review strategy actions every 6 months to ensure flexibility to adjust and prepare the community for any service changes required for the next collection and disposal contracts.	Allows for a progress summary in regards to the implementation of initiatives in the action plans and assessment of outcomes.	Exec team	High
6	2.3 4.1 4.2	Identify and promote the success of waste champions within our community.	Promoting good waste related behaviours by developing case studies of local community members demonstrating best practice is known as social diffusion (making a preferred behaviour a social norm through leading by example) and can be very effective in driving change throughout a community.	Community members	Medium







Assumptions

5.0. Assumptions

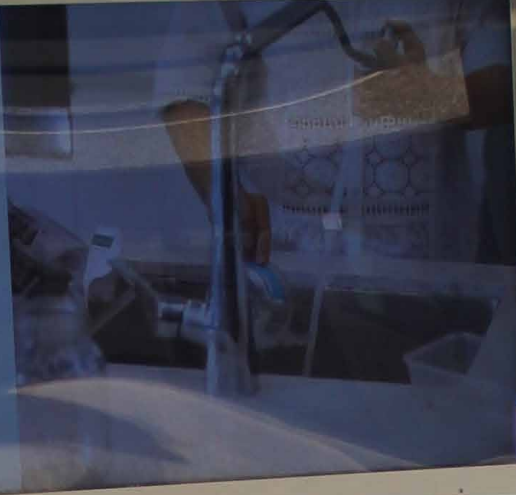
The successful implementation of the *Waste and Resource Recovery Education Strategy 2021-24* is based on the following assumptions that:

- Our staff currently responsible for waste education and community engagement will be primarily responsible for delivery of the strategy.
- The Macarthur Strategic Waste Alliance (MSWA) will continue to be available to provide ongoing support in the delivery of the actions and initiatives outlined in the Strategy, and that the development of the Macarthur Strategic Waste Alliance Regional Education Campaign is strategically aligned with Campbelltown's *Waste and Resource Recovery Education Strategy 2021-24* to ensure consistency of messaging across the region.
- We have the necessary resources and skillsets to be able to develop and deliver the actions and initiatives outlined in the strategy, or have the ability and funding to be able to outsource these to external parties and contractors as required.
- We are able to allocate sufficient time to develop and implement the actions and initiatives as outlined in the strategy within the timeframes stipulated, in addition to delivery of existing workloads.
- Support from other departments, our executive team and councillors will be available for the implementation of actions and initiatives as outlined in the strategy.
- Effective communication channels between external stakeholders including existing collection and processing contactors will continue to exist so that any changes regarding material acceptability or service schedules (as examples) are communicated in a timely manner and appropriate action can be taken in regards to the implementation of actions and initiatives outlined in the strategy. This will be especially relevant on awarding of the Project 24 contract.
- We undertake regular monitoring, evaluation and assessment of discrete initiatives and use these results to shape delivery of the action plans.
- We undertake a review of the proposed actions and initiatives as outlined in the Strategy at 6 monthly intervals and develop an annual plan for the strategic implementation of actions and initiatives based on outcomes, available budget, staff availability, resources and skillsets. This periodic review will enable us to make informed and evidence-based judgements on the success and effectiveness of actions being undertaken to achieve the overarching Strategy objectives. Further, this will also enable us to remain flexible and responsive to the needs and expectations of the community over time and as required, ensuring that the strategy remains effective and fit for purpose.



KEEP IT CLEAN

Rinse or wipe containers and remove all food and liquid before placing in the yellow-lidded recycling bin.



WHAT'S SO GREAT ABOUT COMPOSTING?



Reduce greenhouse gases

When garden organic waste ends up in landfill, they release methane - a powerful greenhouse gas that contributes to global warming. But when they are composted, no methane is released - and as by added plants, a natural and natural soil fertility is created.



Save money

We have to reduce the amount of waste we create, and one way is to reuse, reduce, and recycle. It's much better to compost garden organic waste than to throw it away. That way it can be used for your garden for the next year. It's a win-win. Why not try it?

Quality and makes your plants reach health in the water. Keeping you well and fit.

WHEELIE BIN FOR GARDEN ORGANICS

CAMPBELLTOWN WASTE SERVICES

BEYOND YOUR BINS: WHY BIN BEHAVIOUR MATTERS

Contamination is something in a bin that isn't meant to be there, like plastic bags or garbage in the recycling or garden organics bin.

Contamination is bad news for everyone. It wastes valuable resources, it's bad for the environment and it costs the community money.

But here's the good news - we can all stop contamination by putting the right things in our bins.



Lists of items not safe at home only be recycled elsewhere.

The yellow-lid bin is for:

- Paper
- Cardboard
- Plastics
- Non-ferrous
- Milk and drink cartons
- Aluminium cans
- Glass bottles and jars
- Metal caps
- Plastic bottles and containers







Our plans

6.0. Appendix 1: Our Plans

6.1. Community Strategic Plan, Campbelltown 2027

The *Community Strategic plan, Campbelltown 2027* is our highest level, strategic planning document. It outlines the aspirations of the city's people and details how we and other key stakeholders will achieve those goals over the next 10 years.

The strategic direction of the *Community Strategic Plan* is based on the feedback from the community, as well as research on successful and resilient communities. This approach ensures that strategic decisions are evidence based, and support the desired outcomes of our community.

The *Community Strategic Plan, Campbelltown 2027* has been structured to address 4 key outcomes (listed in section 1.2) that we and other stakeholders will work to achieve. These outcomes will be achieved through the implementation of 27 strategies identified within the plan. Further detail regarding the programs of work and activities that we will implement to accomplish these strategies is outlined in the Delivery Program and Operational Plan. *Campbelltown 2027* also identifies the key stakeholders that will be involved in this work and the indicators that we will measure to help us understand our progress against the strategies.

The *Community Strategic Plan* has been considered in the development of the *Waste and Resource Recovery Education Strategy 2020-2024* and alignment has been identified with Outcome One, strategy 2.3: *To promote and educate our community on sustainable practices and encourage practicable take up of more sustainable life-choices.*

Alignment has also been identified with the community indicators addressed under Outcome Two in the *Community Strategic Plan* that state: *Participation in education programs run by Council; and, Reported changes in sustainable practices as a result of education programs run by Council.*

6.2. Delivery Program 2017-2021 and Operational Plan 2020-21

Our *Delivery Program 2017-2021* and *Operational Plan 2020-2021* detail our commitment to ongoing service delivery, as well as a number of key projects and programs for delivery over the next 12 months that will continue to enhance the city and guide Campbelltown's future. The plan directly responds to the outcomes of the *Community Strategic Plan*.

We document and report its activities under key service areas. These 10 key service areas help the organisation frame its strategic priorities, ongoing activities, key projects and performance indicators.

Waste and Recycling is one of the key service areas considered in the plan. One of the key projects for implementation in the 2020-21 Operational plan is the development of the *Waste and Resource Recovery Education Strategy*, while an ongoing action identified in the 4 year service delivery plan is the implementation of the *Waste and Resource Recovery Education Strategy*. The plan also sets a target of 35% landfill diversion rate as one of its quarterly measures.



6.3. Sustainability Strategy

In October 2015, we endorsed our first *Sustainability Strategy* dedicated to organisational improvement. The strategy aspires to the vision: "Working together to achieve smart practices for a positive legacy".

The *Sustainability Strategy* addresses 3 key areas of our operations:

Sustainable governance

Sustainable procurement, transport, staff, events and City

Sustainable environment

Sustainable energy, water, waste management and avoidance and land management

Sustainable community

Developing green communities

In developing the *Waste and Resource Recovery Education Strategy 2021-2024* consideration has been given to section 4.3 of our Sustainability Strategy: Sustainable Waste Management and Avoidance and, more specifically, the 2 goals and associated actions:

GOAL 1 Increase the amount of our waste diverted from landfill

GOAL 2 Reduce the amount of waste generated by our activities


Figure 7. Extract taken from our Sustainability Strategy, section 4.3

GOAL 1 Increase the amount of Council waste diverted from landfill	
ACTION	
1	Investigate the inclusion of targets within the Council contacts relating to constructions and demolition waste.
2	<p>Include recycling provisions at all of Council's operational facilities. Provisions should seek to support initiatives such as:</p> <ul style="list-style-type: none"> - provide recycling bins at Council facilities that currently do not have one - establish recycling stations within Council office spaces - investigate food waste collections, including worm farms in kitchens - develop and implement specific waste action programs for groups of Council facilities (child care centre, leisure centres etc) - provide staff training - undertake educational and behavioural change campaigns - recognise recycling champions
3	Include co-mingled recycling bins within the scope of the front lift collection/disposal contract.

GOAL 2 Reduce the amount of waste generated by Council activities	
ACTION	
1	Undertake annual waste reviews of Council activities (i.e. project work and facility waste).
2	Undertake annual waste reviews of Council's top five waste generating facilities and quantify baseline data.
3	Investigate the inclusion of lifecycle analysis in Council's Procurement Policy.
4	Monitor Council's performance against NSW waste targets.
5	Prepare annual reports on Council's waste generation.
6	Investigate options for increased diversion of garden organic waste. For example mulching on-site in parks and gardens.
7	Undertake an audit of Council's depot bulk bin with the view to increasing diversion rates.
8	Support and promote annual event and initiatives which, provide educational messages about waste management and avoidance. (i.e. Clean Up Australia Day and Planet Ark's National Recycling Week).

7.0. Appendix 2: Household Waste Circular Economy


Demonstrating minimising waste to landfill and maximising the recovery of resources.

 **CAMPBELLTOWN**

HOUSEHOLD WASTE CIRCULAR ECONOMY

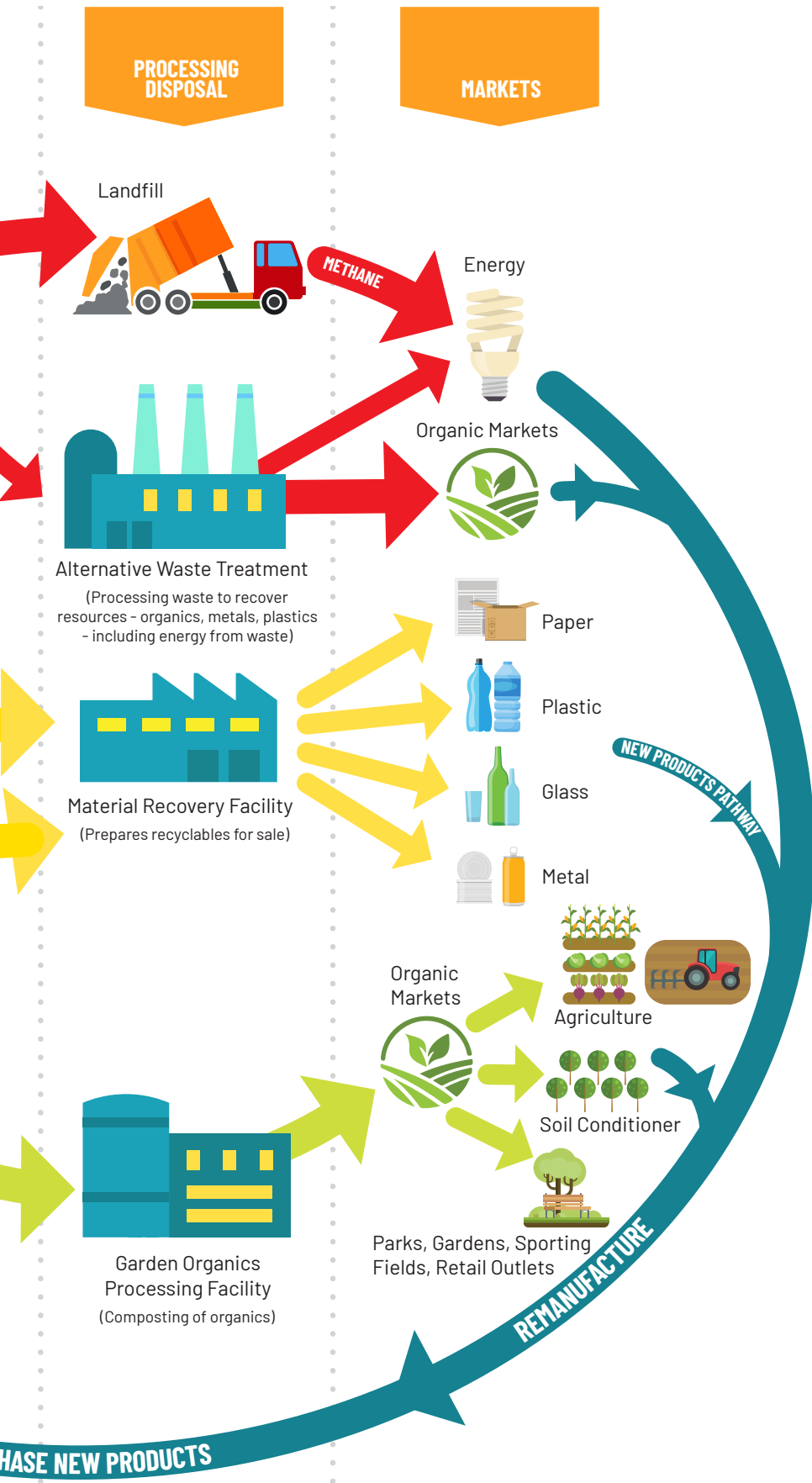
Minimising Waste to Landfill and Maximising Recovery of Resources

THE KERBSIDE TO MARKET RETURN JOURNEY



campbelltown.nsw.gov.au/waste





8.0. Appendix 3: Community Behaviour Change Continuum

People’s behaviours and habits are shaped by many factors. Delivering effective behaviour change programs is about identifying, understanding and appreciating these various factors and being able to positively influence behaviour change through meaningful, targeted, relevant and appropriate educational interventions.

In developing and delivering community education and engagement for behaviour change, it is important to understand how an individual transitions from ‘knowing’ about a behaviour to ‘doing’ the behaviour. The ‘entry points’ shown in Figure 6 consider ‘why’ and ‘how’ users engage with educational tools and are characterised by user knowledge, understanding, contemplation, attitudes, beliefs and social norms (what other people within the community are doing) as well as the perceived opportunity and capability to undertake the behaviour. For example, an individual may be attracted by a belief because of the actions of their neighbours or friends, but require further awareness in order to promote or sustain a change in their behaviour; while another individual may already have a basic awareness, but need to build their understanding so they can overcome barriers or develop sufficient motives in order to believe enough to take action and commit to a change in their behaviours.

While knowledge is important, knowledge alone does not necessarily influence our behaviours. Studies have shown that peoples’ behaviour is strongly influenced by their confidence in their ability to perform that behaviour⁶. The second element of the model is the transition from ‘knowing’ the behaviour to ‘doing’ the behaviour. The behaviour change point and behaviour sustain points in the model consider the ‘what’ and ‘when’ that users need to transition knowledge and an intention to act into actual action. It is important to establish what educational approaches, tools and support individuals need in order to be able to achieve change, and when and how they need to receive this so that they are capable, willing and motivated to sustain a changed behaviour over time.

Identifying the desired behaviour(s) is critical. Once these have been established, the following scaffolded approach will help to shape the design and implementation to ensure we can effectively shift the community behaviour as shown in Figure 6:

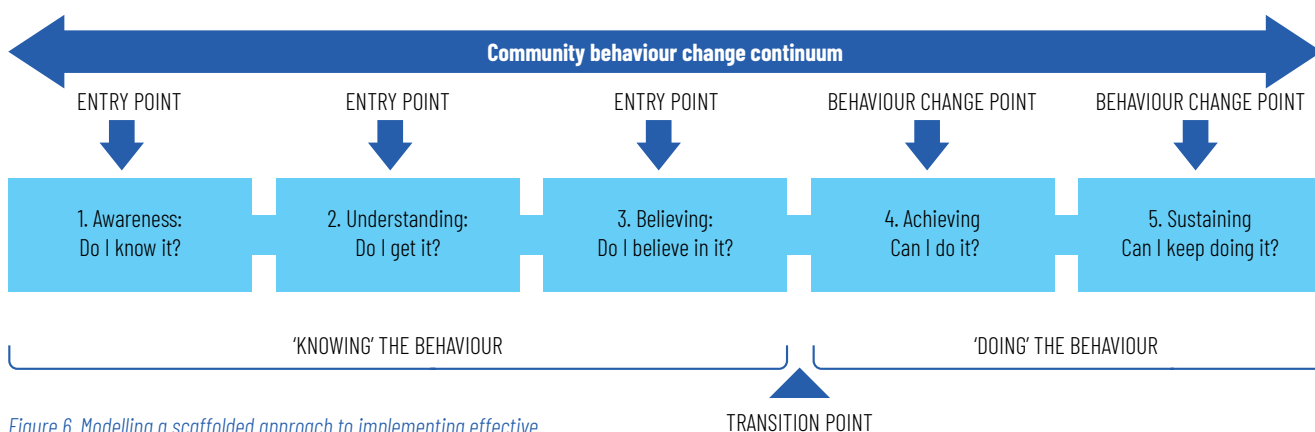


Figure 6. Modelling a scaffolded approach to implementing effective community behaviour change programs



