City of Whittlesea's Towards Zero Waste Draft Strategy 2021 - 2030

City of Whittlesea

Our plan for a zero waste city through waste avoidance, resource recovery and environmental protection.

Acknowledgement of Traditional Owners

The City of Whittlesea recognises the rich Aboriginal heritage of this country and acknowledges the Wurundjeri Willum Clan as the traditional owners of this place.

We acknowledge and respect their unique ability to care for Country and deep spiritual connection to it. We honour Elders past and present whose knowledge and wisdom has ensured the continuation of culture and traditional practices.

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Landfill, aerial view.

Executive summary

The City of Whittlesea is aiming for zero waste to landfill by 2030 to help our community transition to a circular economy and lead in sustainable living through waste avoidance, resource recovery and environmental protection.

There have been numerous challenges with recycling in Victoria. Population growth and increased consumption have put pressure on our resource recovery system.

City of Whittlesea's Towards Zero Waste Strategy 2021-2030 (the Strategy) has been prepared considering the following:

- The regulatory framework for waste and recycling
- Broader issues and opportunities that shape how we manage waste and recycling
- Historical waste management processes
- Current models and principles relevant to waste management
- The shared responsibility of governments and communities to reduce and manage waste
- Feedback from the community during the consultation period.

The Strategy aims to guide the community towards a zero waste city in the next ten years.

OUR GOALS

AVOID

RECOVER

PROTECT

Key actions in this strategy include:

Advocate for reduced consumer packaging and more product stewardship programs.

Roll out a food and garden waste bin service municipal wide.

Eliminate single-use plastics at Council facilities and support sustainable, low waste events.

Introduce a litter team dedicated to protecting our environment from litter and dumped rubbish.

Our vision for waste management

The City of Whittlesea is a zero waste circular economy that leads the way in clean sustainable living.

To achieve this vision, we will:

Plan strategically for the future and use evidence to inform decision making.

Engage residents and provide them with opportunities to exercise civic responsibility.

Facilitate partnerships and collaboration with residents, not for profit organisations, businesses and all levels of government.

Support local community leadership, community led initiatives and solutions.

Advance shared advocacy priorities with the community and partners.

Focus on prevention, timely investment and interventions that are enduring and strengthen capacity to avoid issues arising or escalating.

Be innovative, seek new ways to improve how we work and the outcomes we achieve.

Adopt new technology to deliver quality customer experience and improve efficiencies.

Monitor our progress towards our goals and community outcomes.

Lead by example through mandatory waste avoidance, sustainable procurement and resource recovery at all Council facilities.

Actions to move us towards zero waste

Connecting businesses together

Partnering with our community producers, businesses, community groups and social enterprises, Council will provide support for local businesses to minimise waste, use recycled materials in manufacturing and encourage local partnerships.

Through assisting in grant applications and local collaboration, Council will help our community move towards a localised circular economy.

Zero waste suburb trial

Utilising a local suburb or street, Council will trial alternate waste minimisation, resource recovery and environmental protection initiatives.

Through a holistic approach to waste management Council will provide education, trial alternate bin collection schedules and infrastructure to improve the accessibility of zero waste options for the community. This will help us to better understand the barriers and challenges of zero waste practices and inform our community education and behaviour change campaigns moving forward.

Zero waste council operations

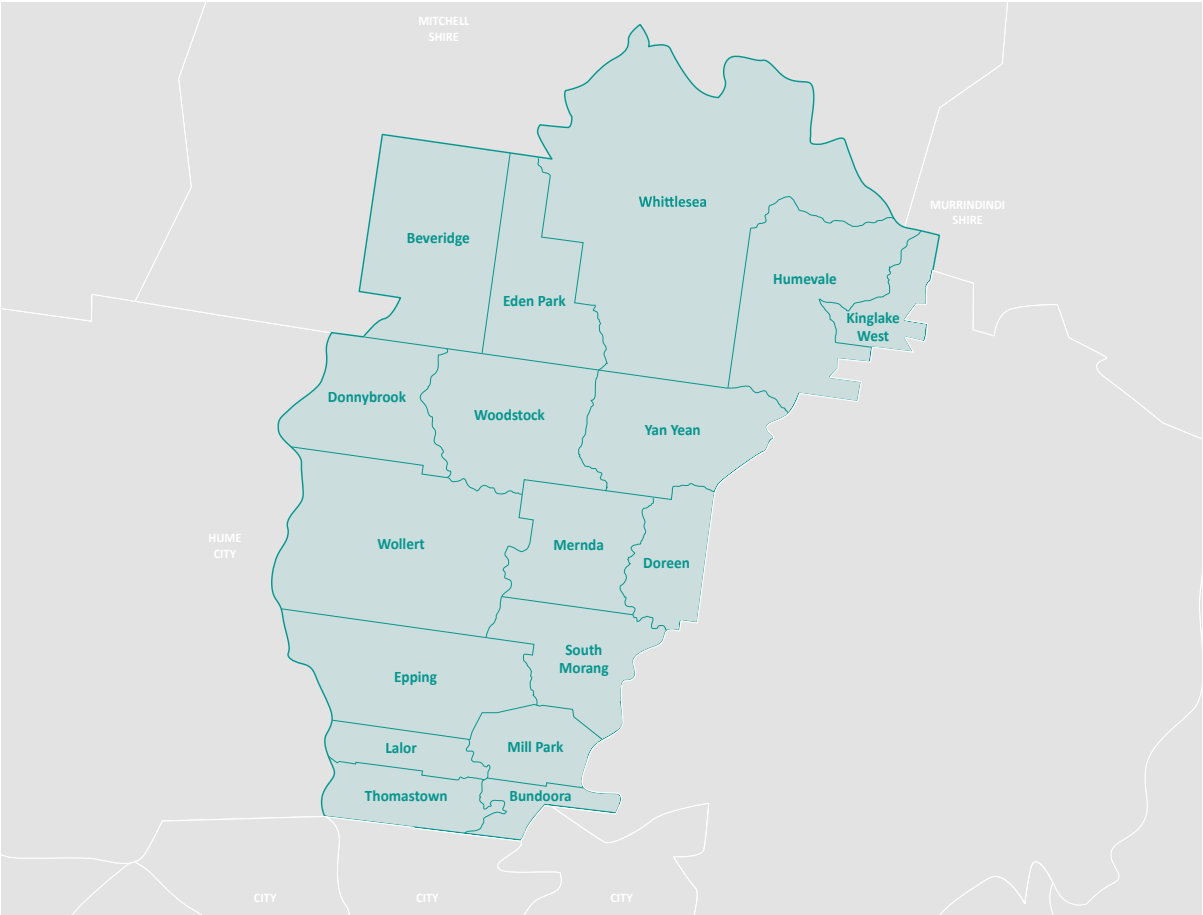
Council will develop an organisational zero waste policy to move the City of Whittlesea towards a waste free operation. We will lead by example through mandatory waste avoidance, sustainable procurement and resource recovery at all Council facilities. This will improve our understanding of the challenges and barriers of zero waste practices.

Recycled goods shop

The City of Whittlesea will partner with private and public organisations and social enterprises to introduce Whittlesea's first recycled goods shop. This will assist residents to divert waste from landfill, keep materials flowing in the economy and maximise the continued use of the products.

Introduction

This *Towards Zero Waste Strategy* outlines the goals of the City of Whittlesea and complements Council's Whittlesea 2040 vision: A place for all.



WHITTLESEA 2040 *A place for all*

	Population	Bin collection services	Community facilities
Whittlesea in 2020	**224,989**	**83,000 properties**	**160**
Whittlesea in 2040	**382,900**	**145,000 properties**	**225**

Recycling bailed and ready for processing.

Our City's waste

The City of Whittlesea provides extensive waste and recycling services to the community that contribute towards protecting public health and wellbeing, local amenity and economic growth.

Council provides household waste and recycling collection and drop off services, delivers waste education programs, services street litter bins and manages and rehabilitates closed landfill sites.

Waste management is rated as one of the most important services that Council provides and is a major component of Council's annual budget. The total cost of managing Whittlesea's municipal waste now exceeds $13 million a year.

In 2019-20 Council collected:

45,000 tonnes
of garbage

18,000 tonnes
of recycling

17,000 tonnes
of garden waste

1,900 tonnes
of hard waste

4780 tonnes
of bundled branches

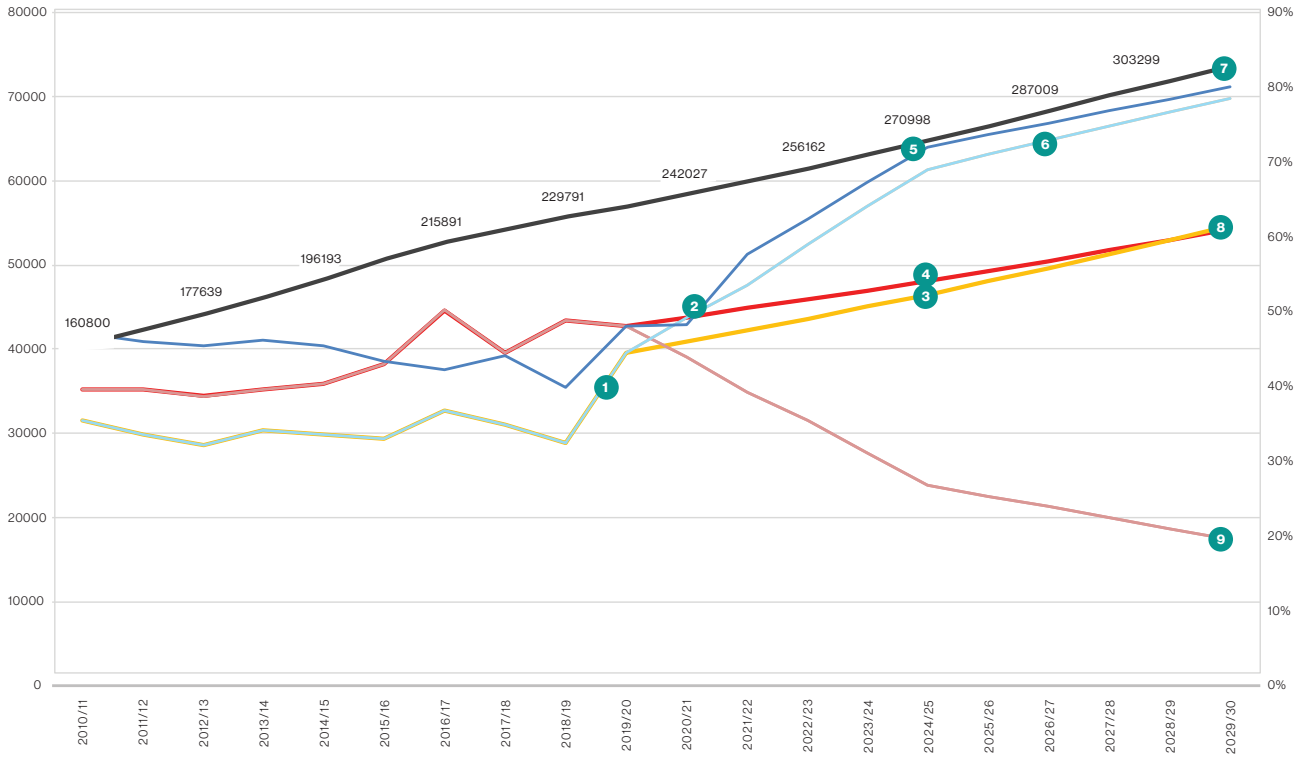
1240 tonnes
of e-waste

Waste and recycling generation

Figure 1 shows historic waste and recycling generation from 2010 to 2020 and forecasts future generation if the current average annual growth rate continues. The graph also shows how our waste generation could change as a result of achieving the targets set out in this strategy.

FIGURE 1

Historic waste and recycling generation and forecasts for future generation



KEY

- **POPULATION**
- **% WASTE DIVERTED FROM LANDFILL**
- **MATERIAL SENT TO LANDFILL**
- **20% LESS MATERIAL SENT TO LANDFILL**
- **MATERIAL RECYCLED**
- **20% LESS MATERIAL RECYCLED**

1. SKM Closure
2. Today
3. Waste to landfill increasing by 2.4% a year
4. Material recycling increasing at 3.3% a year
5. 72% of waste diverted by 2025
6. Projected material recycled if targets are met
7. 80% of waste diverted by 2023
8. Projected materiald sent to landfill and recycled in 2030, no change
9. Projected material sent to landfill if targets are met

If the targets in this strategy are met, we can save 115,000 tonnes of waste and recycling from being discarded. This is equivalent to 12,400 less truck loads of waste going to landfill.

KEY

Material send to landfill:

Material collected through the garbage bin collection service, contamination in the recycling bin, hard waste collection service and hard waste drop off vouchers.

Material recycled:

Material collected though the comingled recycling service (less contamination), garden waste bin collection service, bundled branches collection service, timber and green waste drop off vouchers, whitegoods collection service and e-waste dropped at SRS Metals and Wollert Landfill.

Percentage waste diverted from landfill:

The 'diversion rate' is calculated by dividing the tonnes of material recycled by the total tonnes waste generated as a percent.

Projections for waste generation over the next ten years (2020-30) are based on trends in growth seen in the preceding decade. The trends from the preceding decade reveal an average annual growth rate of 2.4 per cent for waste to landfill, and a 3.3 per cent average increase in material recycled. These findings align with the observed and projected (2020-30) annual population growth rate of 3.5 per cent for the 2010-2020 period.

The pledges and artwork shown right were made as part of Council's Collectively Caring for Climate project which aims to raise awareness about climate change and how people can individually and collectively help to mitigate its effects. The project aims to empower participants to take climate change action through art. The artworks have been reproduced as prints on footpaths and collective murals and installed throughout the municipality. For more information on this project visit art.whittlesea.vic.gov.au

Susan Abraham

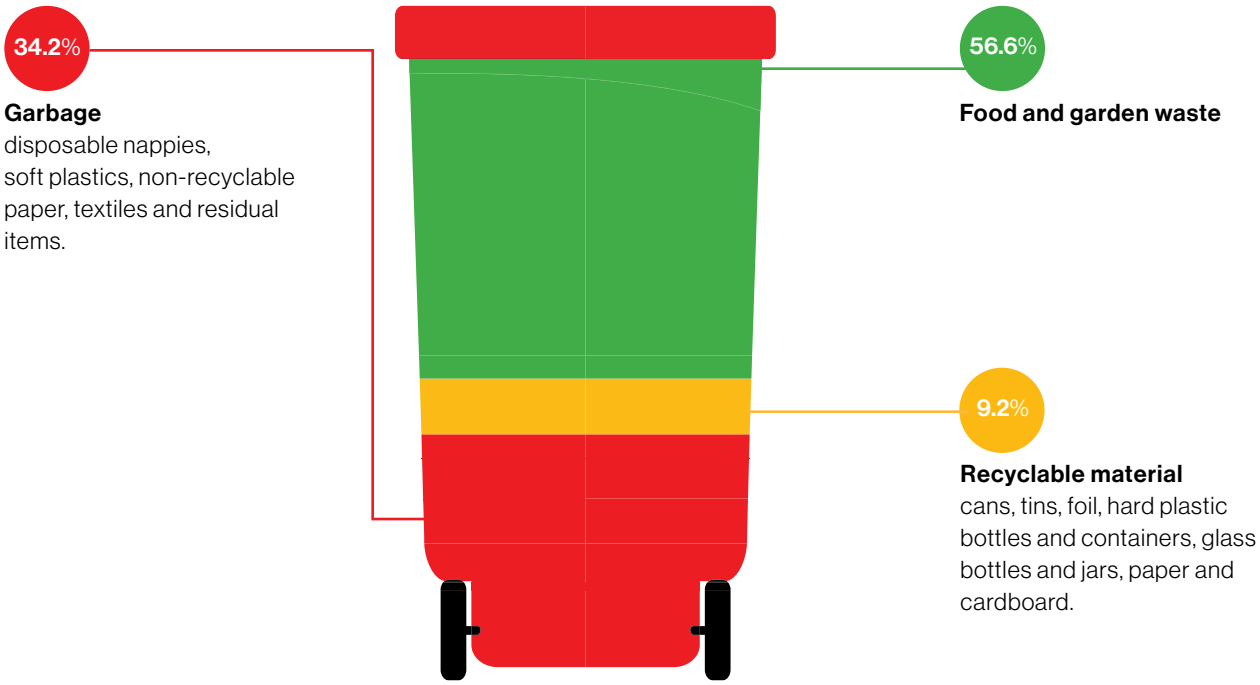
Jane Spracklan & Anna King

Michael von Roehl

Analysis of what is in the bin

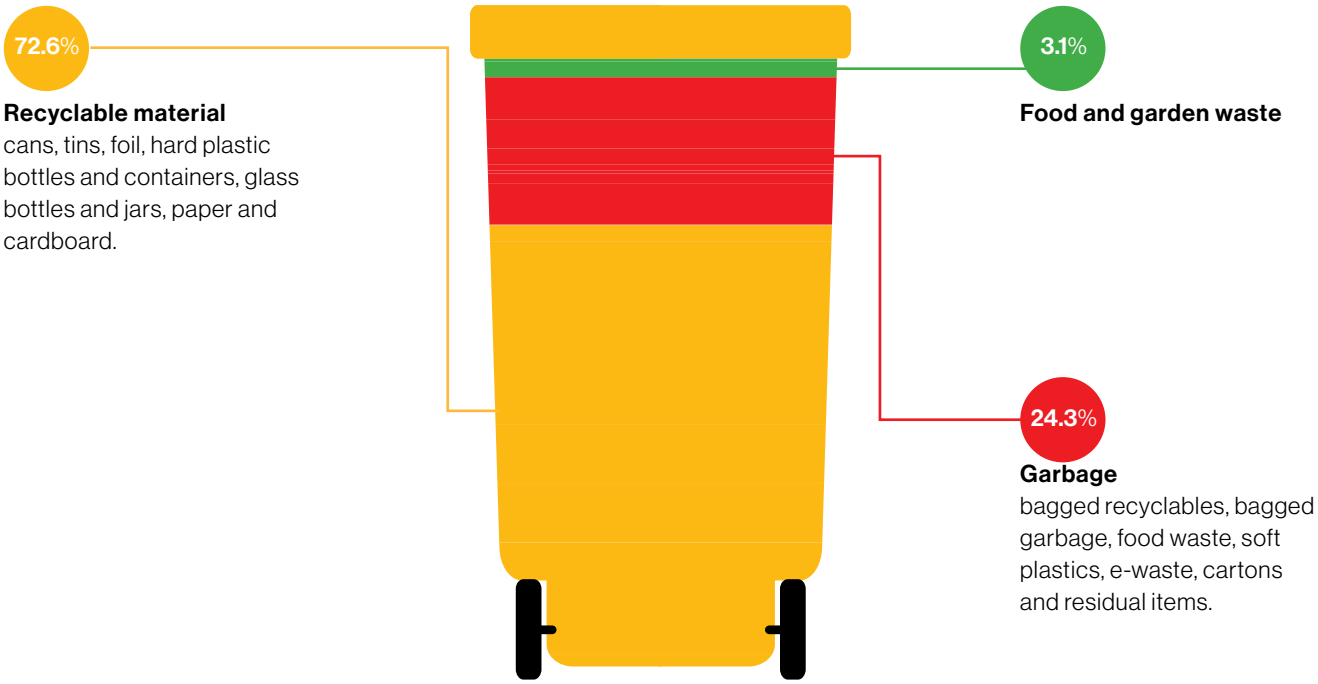
Each year Council undertakes a garbage and recycling bin audit which provides a snapshot of what materials were put in each of the bins. The audit involves 200 randomly selected households having their bins individually collected, hand sorted, weighed, recorded and analysed. This year the audit was conducted in May 2020 when Victoria was in a state of emergency due to COVID-19 and public health restrictions were in place. This is likely to have influenced the results. It was also the first year Council audited the garden waste bin as part our annual domestic garbage and recycling audit.

Composition of the **garbage bin:**

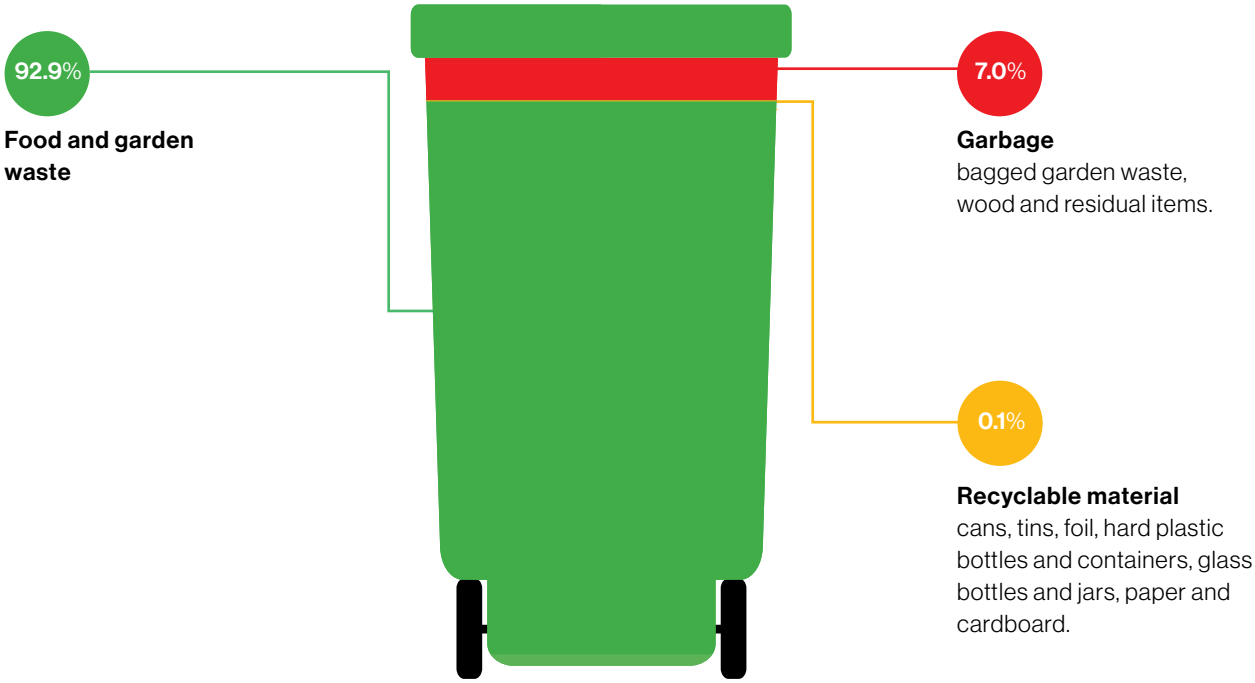


Please note: This audit was undertaken before food waste was accepted in the garden waste bin.

Composition of the **recycling bin**:



Composition of the **garden waste bin:**



Please note: This audit was undertaken before food waste was accepted in the garden waste bin.

The big picture

Due to increasing costs, new legislation and population growth, it is essential for Council to prepare today for the challenges of tomorrow.

In the development of this Strategy, we considered the main challenges within the Australian and Victorian resource recovery systems.

Figure 2 shows SKM Service's vast stockpile of recyclable materials at their Laverton North Facility in 2019.[1]

FIGURE 2

Stockpiling of recyclable material (The Age, 2019)

The challenges of resource recovery

The main challenges of resource recovery for Council are listed below:

China recycling ban

In 2018, China enforced strict contamination thresholds on its import of recycled materials exposing significant weaknesses in Australia's recycling system.

Stockpiling of recyclables

Stockpiling of recyclable materials is leading to recyclable materials being improperly disposed of into landfill.

OH&S fires in recycling facilities

There have been numerous fires at recycling facilities, as a result of contamination and stockpiling.

Recycling market failure

Recycling companies who receive co-mingled recycling for sorting have started charging a gate fee per tonne rather than paying for material, increasing waste disposal costs.

Legislative changes

Legislative requirements and infrastructure building costs are continually increasing without markets valuing our recycled products, increasing waste disposal costs.

Increasing landfill levy

As the Victorian Government progressively increases the landfill levy to bring us in line with other states, the cost of waste disposal increases.

Case Study
Wash Against Waste Initiative

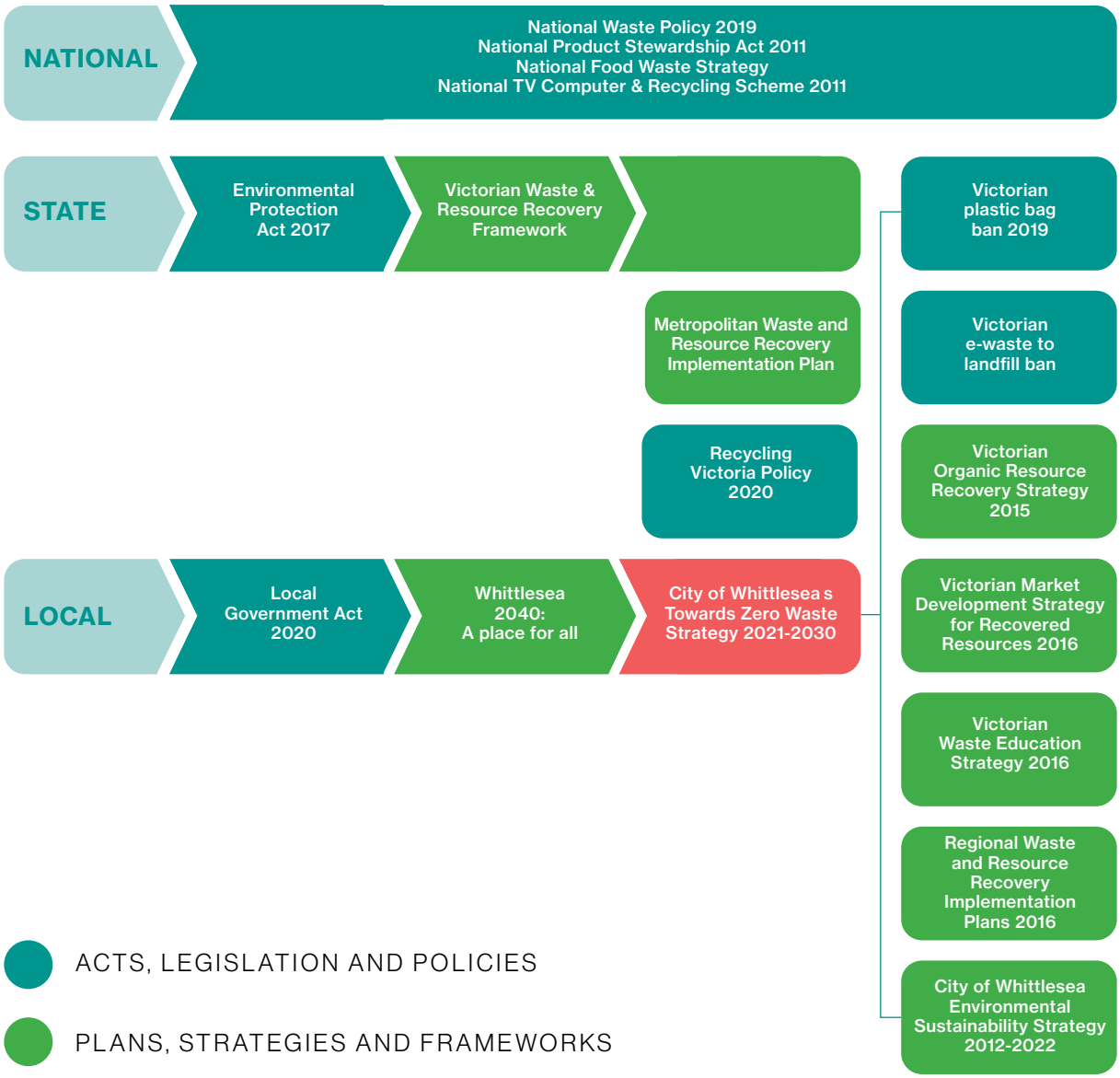
In 2018-19 Council trialled using reusable plates, cups and cutlery at four major community events. This greatly reduced the amount of waste produced at the events.

Complementary policies

This Strategy was informed by national, state and local government legislation and policies. The effective implementation of national and state policies will result in better waste management for our community.

FIGURE 3

Waste management legislation and policies



Victorian Container Deposit Scheme

The State Government is currently developing the design for introducing a Container Deposit Scheme to increase beverage container recycling and reduce litter in Victoria. A Container Deposit Scheme works by applying a small deposit to beverages sold to consumers which covers the cost of recycling. The Container Deposit Scheme will begin in 2023.

National Waste Policy

The *Recycling and Waste Reduction Bill 2020* will establish a legislative framework to enable Australia to more effectively manage the environmental and human health and safety impacts of products and waste material.

Whittlesea 2040

Whittlesea 2040: A place for all is Council's long-term community vision for the future to ensure that the City of Whittlesea remains a great place to live. It provides a broad goal to reduce waste and increase recycling which supports State Government priorities.

Recycling Victoria Policy

The *Recycling Victoria Policy 2020* outlines the State Government's plan to establish a recycling system that Victorians can rely on. It will transform how our economy uses materials and how our state reuses, repairs and recycles.

Environmental Protection Act 2018

From July 2021 new environmental laws give more powers to the Environmental Protection Authority and tools to prevent risks to the environment and human health. It allows for stronger sanctions to hold polluters to account. The general environmental duty is central to the new laws and it requires all Victorians to manage risks to human health and the environment that their activities create. Under the Act, everyone has a responsibility to make sure their waste goes to the right place.

Proposed national and state targets

The state and national targets that influence this Strategy are:

- Cutting total waste generation by 15 per cent per capita by 2030
- Diverting 80 per cent of waste from landfill by 2030
- Halving the volume of organic material going to landfill between 2020 and 2030
- Every household will have access to a food and garden waste bin or local composting by 2030
- Banning the export of waste plastic, paper, cardboard, glass and tyres commencing in the second half of 2020
- Significantly increasing the use of recycled content by government and industry
- Phasing out problematic and unnecessary plastics by 2025
- Making comprehensive, econo
  timely data publicly available t
  consumer, investment and poli

Case Study
Raspberry Pi

Staff from the Waste and Recycling Team at Council have been teaching local students how they can build low cost computers using a Raspberry Pi and locally recovered e-waste.

Kerbside household recycling reforms

Through the *Recycling Victoria Policy* released in February of this year, the State Government proposes to reform our household recycling services by:

- Standardising bin lid colours and items accepted in bins
- All households having access to:
  - Garbage bin
  - Recycling bin
  - Food and garden waste bin service or local composting
  - A separate glass recycling service
- Introducing a Container Deposit Scheme by 2023.

Red	Yellow	Purple	Green
Unrecyclable household waste	Plastic, metal containers, paper and cardboard	Glass bottles and jars	Food scraps and garden organics

Case Study
Food and Garden Waste Bin

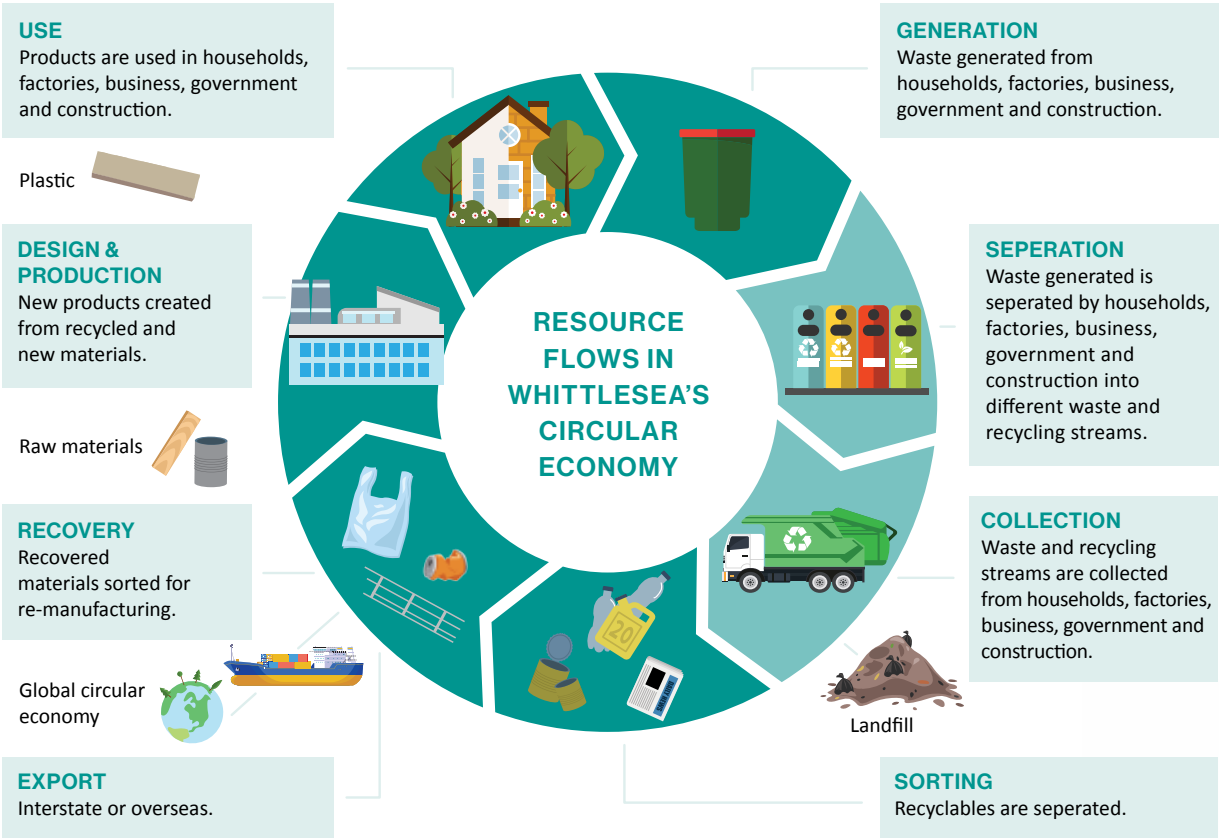
In mid 2020 Council started accepting food waste into the garden waste bin service, with plans to provide this service municipal wide by 2023.

The circular economy

A circular economy continually seeks to reduce the environmental impacts of production and consumption, while enabling economic growth through more productive use of natural resources. This includes reuse, sharing, repair, refurbishment, remanufacturing and recycling to create a closed-loop system, minimising the use of resource inputs and the creation of waste, pollution and carbon emissions.

FIGURE 4

Circular economy approach.[2]

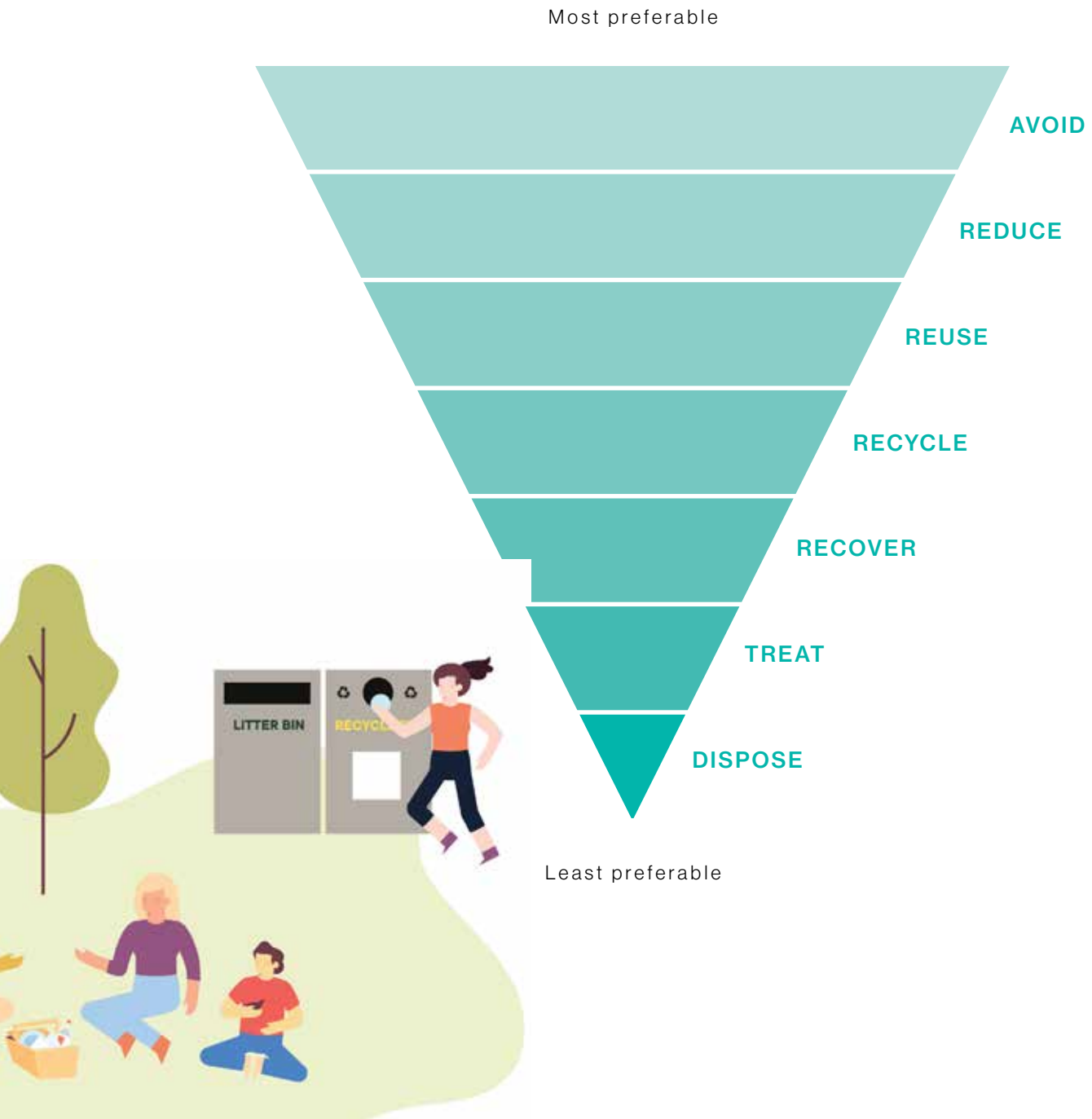


The waste hierarchy

The Strategy is underpinned by the fundamentals of the waste hierarchy from in the Environment Protection Act 1970[3]. Through focusing on waste avoidance, resource recovery and environmental protection Council aims to support the community in living more sustainably.

FIGURE 5

Waste hierarchy from most preferable to least preferable waste management strategies.

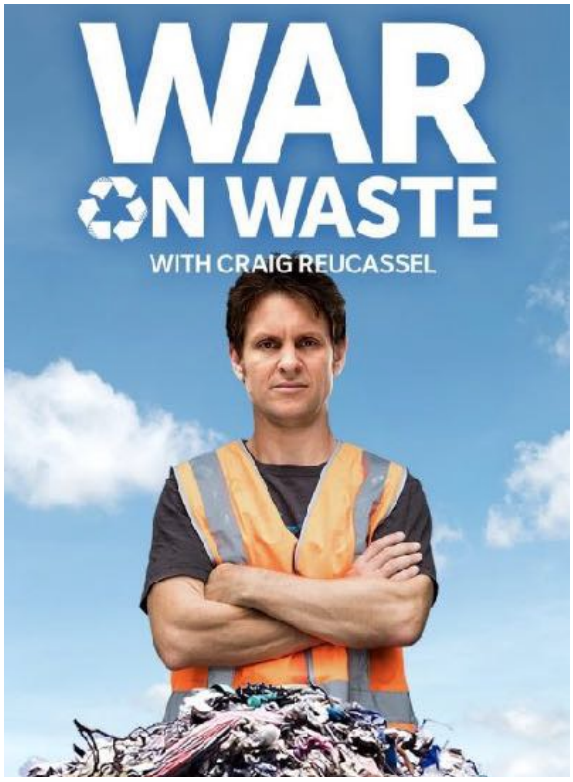


Environmental impacts of waste

Increasing consumption and waste generation, is having a significant impact on the plants, animals and the ecosystems that sustain us.

Carbon emissions from the waste industry are contributing to climate change. When waste breaks down in a landfill, methane is produced and causes heat to be trapped in the atmosphere.

Our reliance on single use plastics has significantly increased litter in our environment and oceans. If we continue to rely on single use plastics, this trend will continue.



The war against waste

Recent changes in the recycling industry combined with media attention such as the ABC's War on Waste series have pushed waste into the spotlight. The community is more interested in what happens to their waste than ever before.

With this interest comes higher expectations. The community wants more recycling services, alternatives to landfill and ways to protect the environment from waste. Council will do its part, working in partnership with the community to have the best possible outcome.

Multidimensional approach

Based on feedback there was a significant need for a new educational approach and services. *The Simpler Way* is one approach designed to empower our community and create a better future, collaborating with everyone, especially our youth.

School of life

Council will promote community-to-community education by giving unprecedented access to Council facilities, event promotion and training courses to help our community learn together.

Community collaboration

Through focusing on community collaboration the City of Whittlesea can go waste free.

Community courses

Council hope to transition from a traditional educational approach with hollistic and connected community programs designed with residents.

Youth led action

Empowering youth, means Council commits to building a resilient city by engaging more young people as stakeholders.

Case Study
Lalor Links Community Garden

Our community has turned a public space into a functioning community garden where residents can compost their food scraps, swap home-grown vegetables and use the old tram as a free tool library.

Community input

We consulted the community using a range of engagement activities to help develop this Strategy.

Council undertook community engagement to:

- Inform the community about the development of a new Waste Strategy including why it's being developed and what it aims to achieve over the next ten years
- Seek community feedback so the Strategy reflects the needs and aspirations of the community
- Allow the community the opportunity to share their vision of what a zero waste city might look like.

OCTOBER 2020

DISCUSSION PAPERS

ONLINE SURVEY

INTERNAL CONSULTATION

NOVEMBER 2020

COMMUNITY WORKSHOPS

Think 2030 STUDENT ART COMPETITION

DECEMBER 2020

City of Whittlesea's Towards Zero Waste Strategy 2021- 2030 FIRST DRAFT

Discussion papers

Four discussion papers were prepared providing a snapshot of the steps we can take towards becoming a zero-waste city. The discussion papers, themed Avoid, Recover and Protect, were accompanied by a background paper. An online survey was available on Council's *Have Your Say* page and was promoted to the community using a variety of media channels.

Workshops

Community and staff consultation workshops were undertaken in October and November 2020, to gather feedback and input into the development of the strategy.

What we heard

To ensure the community's vision of a zero waste city was reflected in the development of this Strategy, we collated feedback received through the consultation phase. In total, 141 survey responses were received through the online survey. We also had 39 residents, employees and community group members attend the online focus groups to provide further input and discussion.

Students were encouraged to enter in a *Think 2030* art competition, to provide an artistic interpretation of a waste free City of Whittlesea in 2030. Over 30 entrants provided dioramas, images, clay models and pictures highlighting the wants and needs of our future generations. Sustainability, originality and creatively underpinned the responses, with the following three winners identified:
Aaliya, *St Lukes Primary School Grade 4*
Scarlett, *St Joseph's Catholic Primary School Grade 4.*
Jayden, *St Mary's Primary School, Grade 4*

Out of the consultation, we received a range of suggestions, concerns and priorities which we have used to inform the Strategy action plan and overall vision for waste management in the City of Whittlesea in 2030.

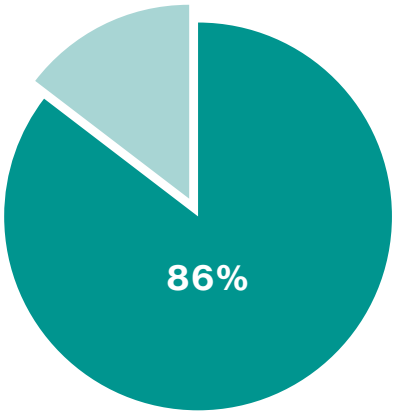
Aaliyah, Grade 4

Scarlett, Grade 4

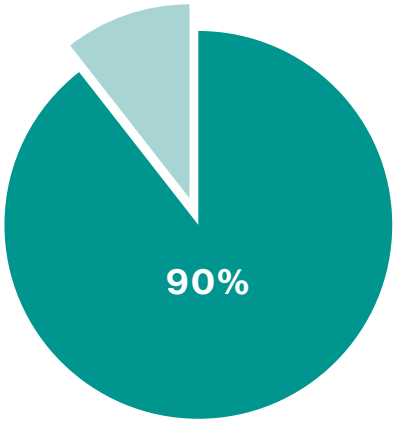
Jayden, Grade 4

Popular

The survey participants were supportive of the concepts and actions proposed in the discussion papers, with the following receiving the most support:



Weekly food and garden waste bin service



Lead by example at Council and community centres by avoiding all single use plastics

An overwhelming 86 per cent of residents supported the idea of a weekly food and garden bin service. This is not surprising as we received a positive response following the food waste recycling launch in July 2020.

Over 90 per cent of residents agreed or strongly agreed that Council should lead by example by banning all single use plastics at its facilities and community centres. Council has successfully run low waste community events and festivals in previous years. By banning single use plastics across all of our facilities, we will be taking another step in the right direction.

The community also strongly believe that Council rt businesses and individuals that ip in reducing waste (95 per cent).

Emerging themes

Accessibility and convenience of services

A common theme that emerged from the responses of many residents was the need for waste and recycling services to become more accessible within the community. Some suggestions included:

- Food waste recycling options for multi-unit developments and renters
- More community recycling drop-off stations across the municipality
- More permanent drop off locations (as opposed to pop up events) particularly for e-waste and soft plastics.

Closed loop systems

Over 70 per cent supported the idea that our roads, public benches and street infrastructure should be made of recycled materials. Similarly, residents wanted to know the end use of materials collected through the kerbside recycling and food and garden waste bin. Residents would like to be able to purchase back their compost and see it well utilised within the City's parks and community gardens.

Also, the respondents would like to see tangible and small-scale achievements early in the Strategy timeline.

Incentives and education for waste avoidance

A popular topic was the suggestion to provide more incentives to encourage waste avoidance.

Suggestions included:

- Discounted or free compost bins and/or worm farms
- Discounted compost from the green waste processing facility
- Rebate scheme for reusable nappies and female sanitary products
- More targeted education within the community and public spaces, such as signage
- Bulk food stores, repair cafes and other low waste alternatives.

Worms break down food and garden waste to make great compost.

A zero waste city

This Strategy provides strategic direction on the management of waste generated within the municipality with three goals in mind:

AVOID

To avoid waste generation in the first place.

RECOVER

To recover and recycle as much waste as possible, value waste as a resource and encourage repair, reuse and recycle principles.

PROTECT

To protect the health and safety of our community and the environment from the impacts of waste by adopting best practice waste management principles.

Whilst we are aiming for a zero waste city, this is an aspirational target and we recognise that we cannot achieve this alone as so many factors are outside of our control. Councils cannot achieve zero waste alone as it relies on state and federal government policies, legislation and regulations.

The state waste management system we work within is largely determined by global and national forces and we will use our level of control and influence to support the community and advocate for the betterment of waste management systems. Figure 6 (below) highlights our role in advocacy, influence and control of waste management systems.[4]

FIGURE 6

Level of Council influence and control

ADVOCATE

- Government legislation and policies
- Public and private investment on waste technologies
- Industry capabilities and market changes
- For our community at State and Federal levels

INFLUENCE

- Infrastructure and services
- Industry, research and development and commercial sectors
- Community's waste consumption and resource recovery practices

CONTROL

Avoid

Council recognises that reducing the amount of waste generated in our municipality and achieving a zero waste city requires input from all sections of the community through significant advocacy, innovation and on-going community education and behaviour change campaigns. Avoiding waste and achieving a zero waste city is everyone's responsibility; we need all levels of government, manufacturers, the recycling industry, businesses and the community to recognise their responsibility and play their part.

Through avoiding waste, we will:

- Protect the health and safety of our community and our environment
- Minimise the costs of waste disposal for our community
- Reduce the consumption of raw materials like iron and oil
- Reduce pressure on recycling infrastructure and reliance on landfill
- Minimise greenhouse gas emissions.

To assist our community to avoid waste we will:

- Provide on-going community education and behaviour change campaigns
- Guide our community to make the repair and reuse of products and materials the social norm
- Provide zero waste events and initiatives
- Show leadership and innovation by becoming a waste free organisation
- Support local community leadership, community led initiatives and solutions
- Facilitate partnerships and collaboration with residents, not-for-profit organisations, social enterprises and businesses
- Advocate for reduced consumer packaging, more product stewardship programs and bans for unnecessary and problematic single-use plastics.

OUR GOAL

To avoid waste generation in the first place.

OUR TARGET

To reduce total waste generation by 20 per cent per person by 2030.

Case Study
Whittlesea Waste Busters

In 2019 Council piloted the Whittlesea Waste Busters program. The program was used to measure the success of undertaking a targeted community education and engagement program on behaviour change. It consisted of two workshops, waste minimisation tools and resources for participants to use, a four Week Waste Challenge and pre and post garbage and recycling bin audits. A comparison of the audit results indicates that participating families were able to decrease their garbage by 61 per cent and decrease their recycling by 22 per cent. Participant feedback also showed great support for the program- "It has made me feel more confident about reducing waste at home and has helped me improve my recycling habits."

Avoid action plan

To achieve the waste avoidance target we will undetake the following actions.

	ACTIONS	LEAD	TIMEFRAME
1.1	Partner with local shopping precincts to assist them to use best practice waste avoidance, recycling and disposal.	Waste and Recycling and Economic Development	Ongoing
1.2	Deliver new ways of communicating waste minimisation, resource recovery and recycling education to the community that are inclusive and accessible for the whole community.	Waste and Recycling and Communications	Ongoing
1.3	Advocate for reduced consumer packaging, more product stewardship programs and bans for unnecessary and problematic single-use plastics.	Waste and Recycling and Advocacy	Ongoing
1.4	Introduce a rebate program for reusable nappies, sanitary products and composting tools.	Waste and Recycling	2021-22
1.5	Expand Council's BYO Container Program.	Waste and Recycling and Economic Development	2021-22
1.6	Trial a zero waste suburb initiative.	Waste and Recycling and Community Wellbeing	2022-23
1.7	Deliver an organisational zero waste policy to mandate waste avoidance and recycling at all Council facilities.	Waste and Recycling	2022-23
1.8	Eliminate single-use plastics at Council facilities and community events.	Waste and Recycling, Events Team and Facility Managers	2023-24

Avoid action plan continued...

	ACTIONS	LEAD	TIMEFRAME
1.9	Deliver a waste app that rewards residents with discounts for choosing eco-friendly alternatives.	Waste and Recycling	2023-24
1.10	Appoint a Circular Economy Business Liaison Officer to support businesses to minimise waste, use recycled materials in manufacturing and encourage local partnerships.	Waste and Recycling and Economic Development	2024-25
1.11	Support the introduction of the City of Whittlesea's first waste-free bulk food store and community run food co-op for affordable and ethical sustainable alternatives.	Waste and Recycling and Economic Development	2024-25
1.12	Support community led repair cafes and share libraries.	Waste and Recycling and Economic Development	2025-26
1.13	Investigate the option of offering 80L garbage bins.	Waste and Recycling	2025-26

Recover

The City of Whittlesea and its residents are committed to recycling. However, Australia's traditional approach to recycling has not worked so our recycling system is undergoing a significant transformation. The State Government is moving us towards a circular economy. Changes to kerbside recycling services across the state include introducing a new four bin system, standardising bin lid colours and items accepted in bins and a Container Deposit Scheme by 2030.

Council recognises that close analysis of each waste stream, including local processors and potential end products is pivotal to a robust circular economy model. Furthermore, changes in the commingled recycling bin service have led to some confusion in the community and we will need to improve our recycling education program in order to clear this confusion.

What is the difference between recovery and recycling?

Recovery and recycling are often used interchangeably however for the purpose of this strategy we will use the following definitions:

- Recovery is the process of recovering resources from waste for reuse or reprocessing. This includes collection, sorting and aggregation of materials
- Recycling is the process of converting waste into reusable materials.

Recycling and resource recovery matter because they:

- Protect the health and safety of our community and environment
- Keep materials circulating in the economy
- Reduce the consumption of raw materials like iron and oil
- Reduce waste to landfill
- Save electricity and greenhouse gas emissions
- Create local job opportunities.

To improve our recycling industry Council is advocating for:

- More investment in recycling infrastructure
- Developing new end markets for recycled materials and recovered products
- Improve community education
- Stronger industry oversight and regulation.

OUR GOAL

To recover and recycle as much waste as possible, value waste as a resource and encourage repair, reuse and recycle principles.

OUR TARGET

- **Divert 80 per cent of waste from landfill, with an interim target of 72 per cent by 2025.**
- **Roll out food and garden waste bins municipal wide by 2023.**
- **Halve the volume of food and garden waste going to landfill.**

The pledges and artwork shown right were made as part of Council's Collectively Caring for Climate project which aims to raise awareness about climate change and how people can individually and collectively help to mitigate its effects. The project aims to empower participants to take climate change action through art. The artworks have been reproduced as prints on footpaths and collective murals and installed throughout the municipality. For more information on this project visit art.whittlesea.vic.gov.au

Billie W

Caroline Lewallen

Lillian Ormandy

Case Study
Pop-up recycling station

The Pop up recycling station provided our growing communities with a mobile solution to recycling and disposal of items normally associated with moving into a new home. Illegal dumping and litter is a issue within our municipality and the Pop up recycling station has helped to overcome some of the barriers identified by residents. The Pop up recycling station was used to collect cardboard, large soft plastics and e-waste for recycling.

Recover action plan

To achieve the recover targets, we will undertake the following actions.

	ACTIONS	LEAD	TIMEFRAME
2.1	Implement an annual contamination management plan to educate and engage the community.	Waste and Recycling	Ongoing
2.2	Support households with high waste generation with accessible and cost-effective measures to reduce their waste.	Waste and Recycling	2021-22
2.3	Standardise kerbside bin lid colours in line with the recycling victoria policy.	Waste and Recycling	2022-23
2.4	Roll out a food and garden waste bin service municipal wide.	Waste and Recycling	2022-23
2.5	Provide community education to support the introduction of the four-bin system and the Container Deposit Scheme.	Waste and Recycling	2023-24
2.6	Trial a home collection service to assist residents recycle clothing, small household items and e-waste.	Waste and Recycling	2024-25
2.7	Support the introduction of a Whittlesea Resource Recovery Centre.	Waste and Recycling, Economic Develop and privately-run Resource Recovery businesses	2024-25
2.8	Trial a soft plastics drop off service at Council's Community Activity Centres.	Waste and Recycling and Community Wellbeing.	2024-25
2.9	Provide greater transparency to the community on waste generation rates and develop a free online portal for community wide training on ways to reduce and recover waste.	Waste and Recycling	2025-26
2.10	Switch to a weekly collection of food and garden waste bins and fortnightly collection of garbage bins.	Waste and Recycling	2025-26
2.11	Conduct a feasibility study for a separate glass recycling collection service.	Waste and Recycling	2025-26
2.12	Roll out a separate glass recycling service.	Waste and Recycling	2026-27

Protect

Council has a responsibility under the *Environment Protection Act 2018* to protect our environment and the community's health from the impact of waste and where it ends up. Litter, illegal dumping and inappropriate waste management practices not only costs our community money, but also causes environmental, public health and safety risks.

OUR GOAL

To protect the health and safety of our community and the environment from the impacts of waste and litter by adopting best practice waste management principles.

GENERAL ENVIRONMENT DUTY

To comply with the General Environmental Duty, everyone must make sure their waste goes to the right place. We all need to:

- Take care when recycling or disposing of waste
- Keep waste, paint and solvents away from waterways
- Take care when engaging waste disposal or skip bin companies.

When you cannot discard of your waste using your kerbside bins:

- Contact council or visit our website for local waste disposal options

pose of the waste in the

Case Study
GPS litter picker project

This project is an ongoing litter pick up project with the students at the Mill Park Library Makers Club. Students attached a GPS tracker to a conventional litter picker and are using it to track and identify litter hotspots within the community. The litter hot spots are shared via a web page that the students created. The students hope to use this project to advocate for a ban on single-use plastics to help reduce plastic pollution on land and in the ocean.

Protect action plan

To achieve the protect goal we will undertake the following actions.

	ACTIONS	LEAD	TIMEFRAME
3.1	Encourage sustainable procurement across Council, selecting contractors and products that generate economic, social and environmental benefits whenever it is practicable and achieves value for money.	Organisation wide	Ongoing
3.2	Advocate to State and Federal Government for greater environmental protection for our waterways and litter enforcement.	Waste and Recycling and Advocacy	Ongoing
3.3	Implement a civic pride campaign to reduce street litter by integrating education, infrastructure and enforcement.	Waste and Recycling and City Safety and Amenity	2022-23
3.4	Investigate phasing out tip vouchers.	Waste and Recycling and Hanson's Landfill	2022-23
3.5	Introduce a litter enforcement team to protect our environment from litter and dumped rubbish.	Waste and Recycling and City Safety and Amenity	2023-24
3.6	Introduce a local permanent household chemical drop-off facility.	Waste and Recycling, Economic Develop and privately-run Resource Recovery Businesses	2024-25
3.7	Support the introduction of the City of Whittlesea's first recycled goods shop.	Waste and Recycling, Economic Develop and social enterprises or privately-run Resource Recovery Businesses	2024-25

Just a little of your time can really help the environment.

Delivering the strategy

Next steps

The first draft of *Whittlesea's Towards Zero Waste Strategy* will be released for community consultation in January 2021. Community feedback will be reviewed, and the required changes will be made.

Endorsement

A final draft of the Strategy will then be considered by Council in early 2021. If endorsed by Council, it will then be adopted and implemented.

Implementation

A rolling implementation plan will be developed, identifying:

- The strategic actions we will be working on
- More specific timelines for each action
- Resources required and available

The rolling implementation plan will allow Council to make changes and implement services that are adaptive to the community's waste needs and changes in waste management practices. For some of the actions a business case will need to be prepared and considered.

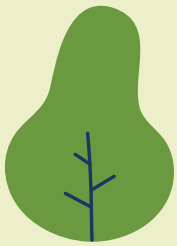
Funding

Funding will be sought through the annual Council budget process. Additional opportunities for funding via grants and/or other sources will be sought throughout the ten-year period to further progress our vision, goals and strategic actions.

Reporting

An interim Council report to be provided in 2026 to ensure progress is on track.

At the end of the ten-year implementation cycle, we will report our progress to Council and community. This report will be made publicly accessible via our website. The report will be delivered to Council in 2031.



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City of Whittlesea

COUNCIL CONTACT DETAILS:

Council Civic Centre
25 Ferres Boulevard
South Morang VIC 3752
Phone: 9217 2170
Fax: 9207 2111

Epping Depot
68-96 Houston Street
Epping VIC 3076

Email: wasterecycling@whittlesea.vic.gov.au
Visit: whittlesea.vic.gov.au

Free telephone interpreter service
131 450