

# Rethinking Waste Plan 2021-2030



*City of*  
**Whittlesea**



Our plan for a low 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.

*Image above: Djerri (Grub) by Mandy Nicholson, Wurundjeri*

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Landfill.



# Executive summary

The City of Whittlesea is aiming to help our community transition to a circular economy and become a leader 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.

*The Rethinking Waste Plan 2021-2030* (the Plan) has been prepared considering the following:

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





This Plan aims to guide the community towards a low waste city in the next ten years and provides strategic direction on the management of waste generated within the municipality with three goals in mind:

GOAL	TARGET
AVOID	<ul style="list-style-type: none"> <li>To reduce total waste generation by 20 per cent per person by 2030, which equates to saving 11,000 tonnes of waste being generated annually.</li> </ul>
RECOVER	<ul style="list-style-type: none"> <li>Introduce a residential glass recycling service in 2022-23.</li> <li>Extend the food and garden waste service municipal wide in 2023-24.</li> <li>Divert 80 per cent of waste from landfill by 2030, which equates to diverting an average of 68,000 tonnes of waste from landfill annually.</li> <li>Halve the volume of food and garden waste going to landfill by 2030.</li> </ul>
PROTECT	<ul style="list-style-type: none"> <li>Introduce a litter enforcement team to protect the environment from litter and dumped rubbish in 2023-24.</li> <li>To increase sustainable procurement to 10% of all procurement spend by 2030.</li> </ul>

#### Key actions in this plan include:

Advocate for reduced consumer packaging, more product stewardship programs and bans for unnecessary and problematic single-use plastics.

Introduce a residential glass recycling service.

Extend the food and garden waste service municipal wide.

Develop and implement Council's response to the Victorian single-use plastics ban.

Introduce a litter enforcement team to protect the environment from litter and dumped rubbish.





# Our vision for waste management

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

To achieve this vision, we will:

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

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Engage residents and enhance their opportunities to exercise civic responsibility.

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

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Support local community leadership, community led initiatives and solutions.

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Advance shared advocacy priorities with the community and partners.

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

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Seek innovative ways to improve how we work and the outcomes we achieve.

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

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Monitor our progress towards our goals and community outcomes.

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





# Actions to move us towards low waste



## Support businesses to move towards a circular economy

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

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



## Introduce an organisational *Low waste policy*

Council will develop an organisational low 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 waste avoidance practices.



## Trial a *Low waste community program*

Working with a street or community group, Council will trial waste minimisation, resource recovery and environmental protection initiatives.

Through a holistic approach to waste management Council will provide education, discount waste minimisation tools and access to low waste options for the community. This will help us to better understand the barriers and challenges of waste avoidance practices and inform our community education and behaviour change campaigns moving forward.



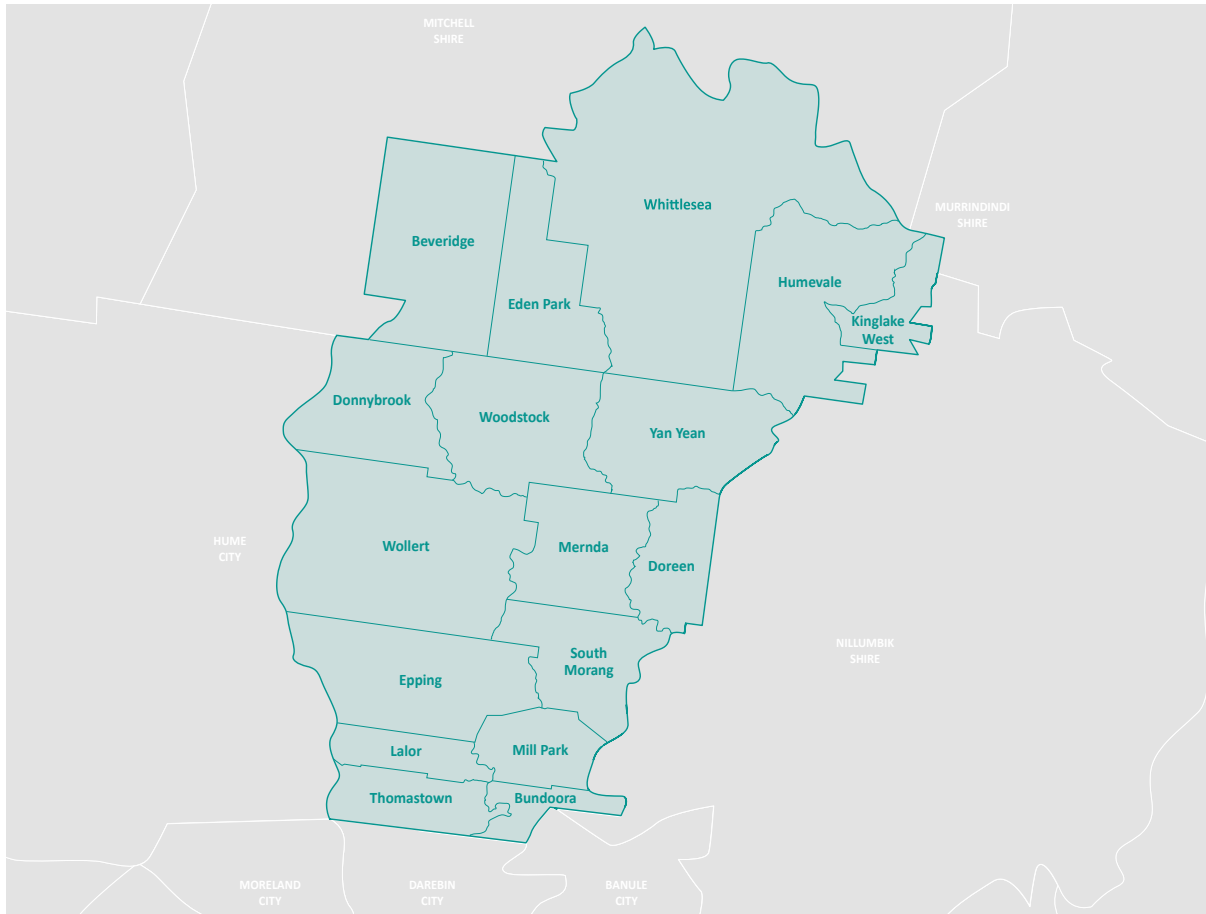
## Support the introduction of new local resource recovery drop off sites





The City of Whittlesea will partner with private and public organisations and social enterprises to introduce new local resource recovery drop off sites. This will assist residents to divert waste from landfill, keep materials flowing in the economy and maximise the continued use of the products.



# Our City

The City of Whittlesea is one of Melbourne's largest and most culturally diverse municipalities. The City is one of the fastest growing municipalities in Victoria, with significant future growth expected over the next 20 years.



				
		Population <sup>1</sup>	Bin collection services <sup>1</sup>	Community facilities
Whittlesea in 2020		234,989	83,000 properties	160
Whittlesea in 2040		382,439	129,551 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

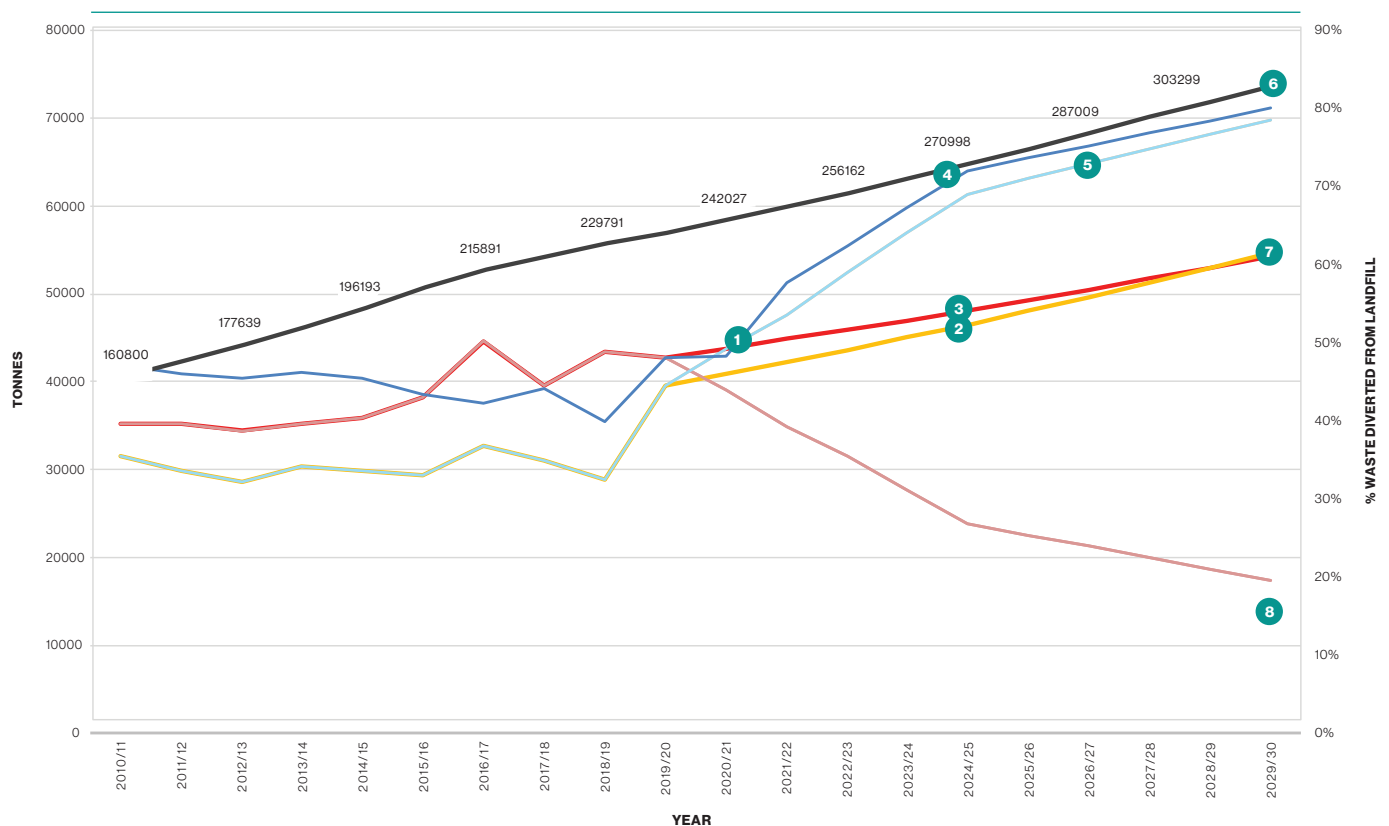


# Waste and recycling generation

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 plan.

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

Note: The SKM Recycling closure in July 2019 resulted in all City of Whittlesea recyclable material being sent to landfill until a new contract was entered into.

**If the targets in this plan are met, we can save 114,000 tonnes of waste and recycling from being discarded. This is equivalent to 12,400 less truck loads of waste going to landfill.**

## KEY

### Material sent to landfill:

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

### Material recycled:

Material collected through the comingled recycling service, garden waste bin collection service, bundled branches collection service, timber and green waste drop off, 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 (2020-2030) 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 (2020-2030) annual population growth rate of 3.5 per cent for the 2010-2020 period.

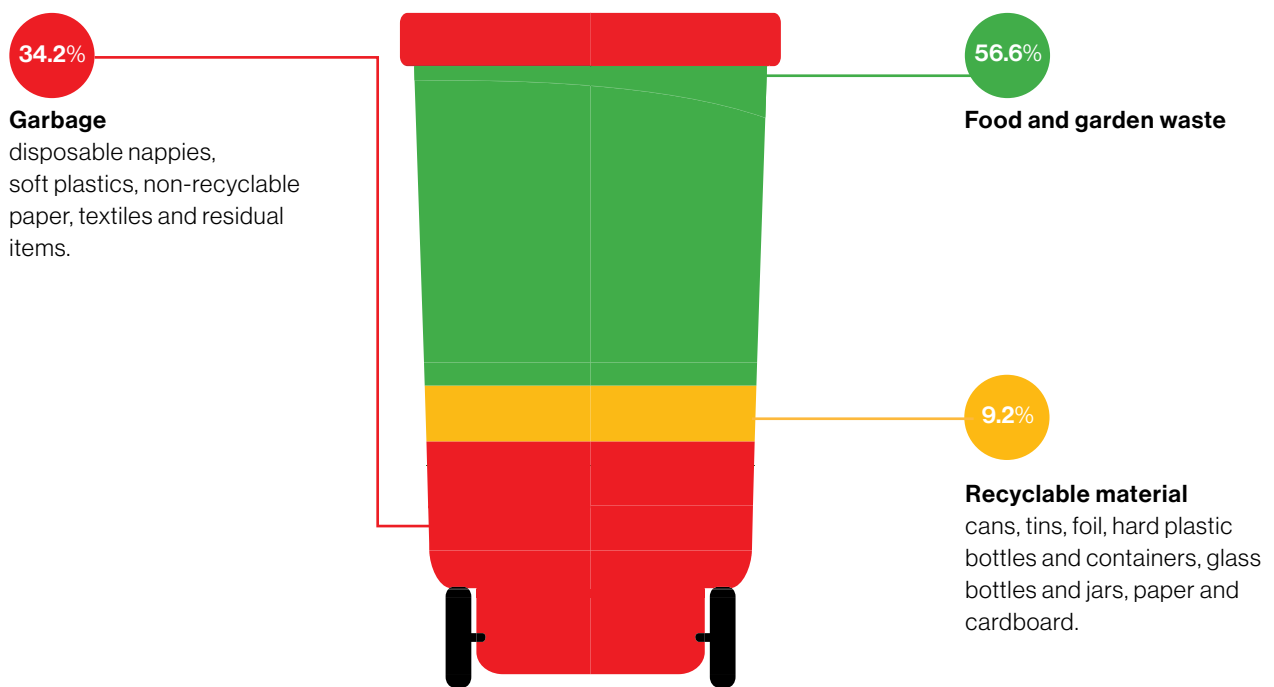




## Analysis of what is in the bin

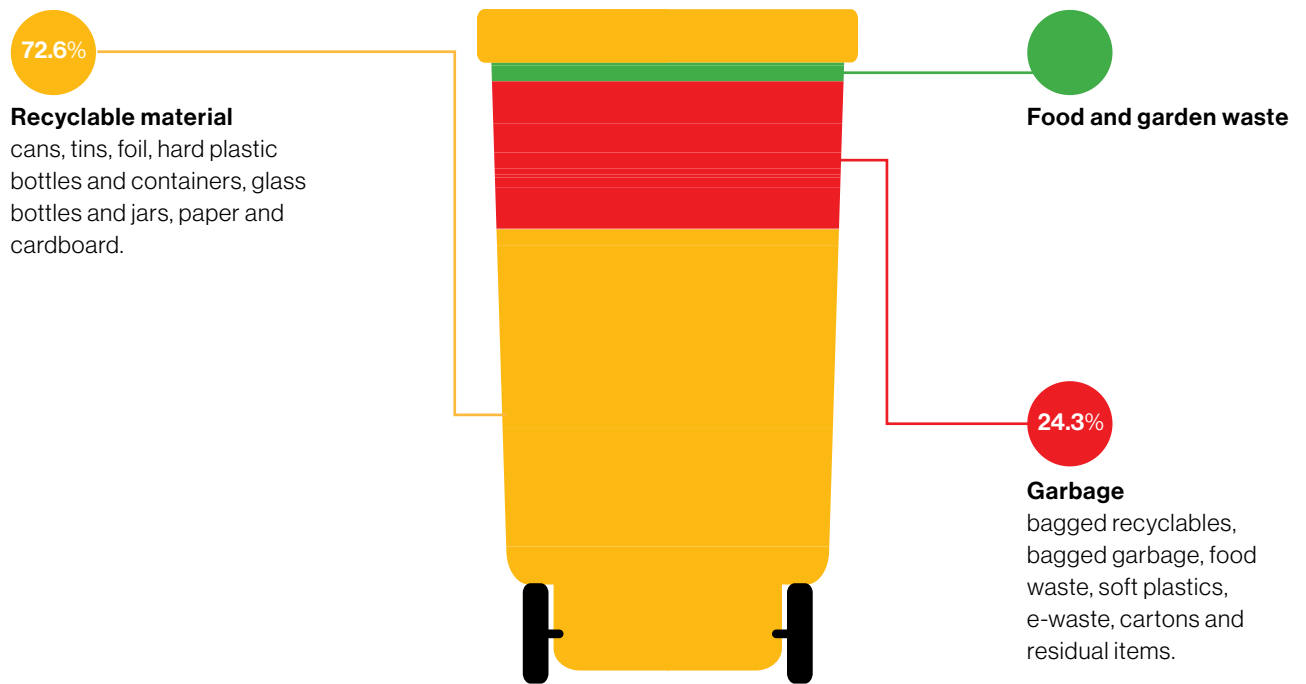
Each year Council undertakes a garbage and recycling bin audit which provides a snapshot of what materials were put in each of the bins. The audit involves 200 randomly selected households having their bins individually collected, hand sorted, weighed, recorded and analysed. This year the audit was conducted 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 the annual domestic garbage and recycling audit.

### Composition of the **garbage bin**:





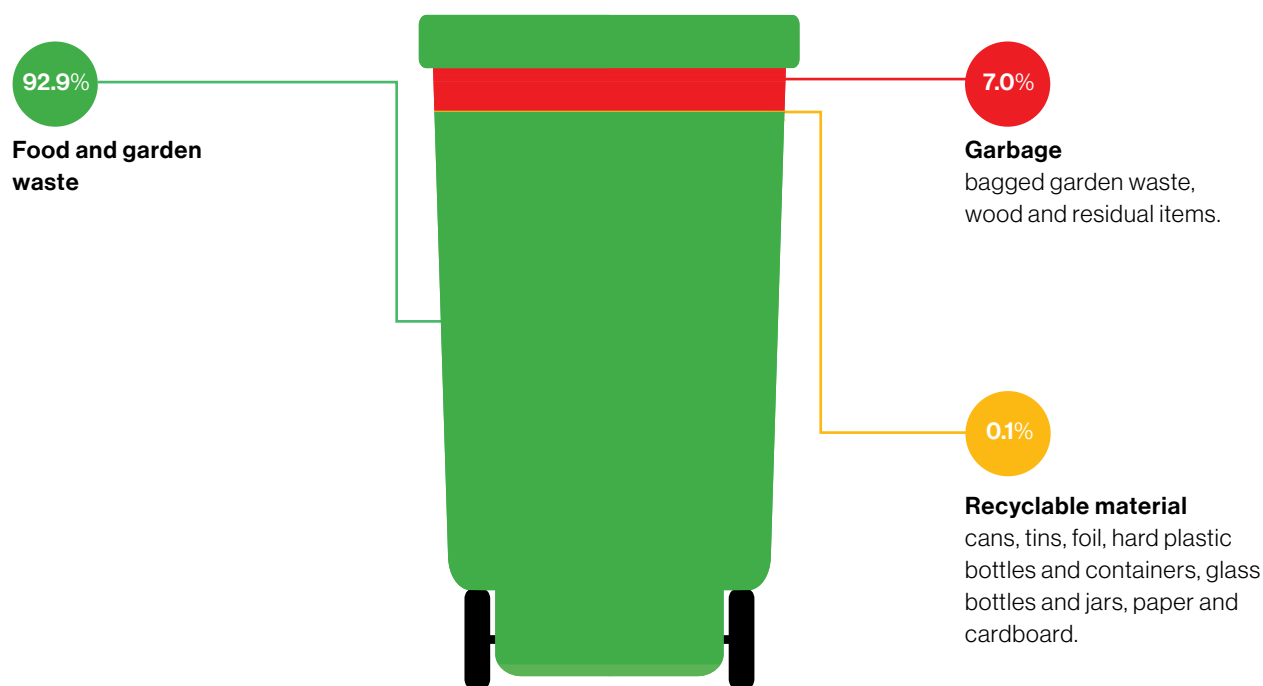
## Composition of the **recycling bin**:







## 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

Increasing consumption and waste generation and population growth are putting pressure on Victoria's waste and resource recovery systems.

The Victorian waste and resource recovery management system that Council operates within is largely influenced by:

- The regulatory framework for waste and resource recovery
- Global commodity markets
- The cost of supplying resource recovery infrastructure and processing.

In the development of this Plan, Council considered the main challenges within the Australian and Victorian waste and resource recovery system.

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

## China recycling restrictions

In 2017, China enforced strict contamination thresholds on its import of recyclable materials exposing significant weaknesses in Australia's recycling system.

## Stockpiling of recyclables

Stockpiling of recyclable materials lead to safety issues and 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

The market for sorted recyclable materials contracted leading to a decrease in its value. 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 Victoria in line with other states, the cost of waste disposal will continue to increase.





## Wash Against Waste Initiative

In 2018-19 Council trialed using reusable plates, cups and cutlery at four major community events. Wash stations were manned by Council staff and community volunteers. This initiative saved over 2600 pieces of food packaging from being manufactured and disposed of.

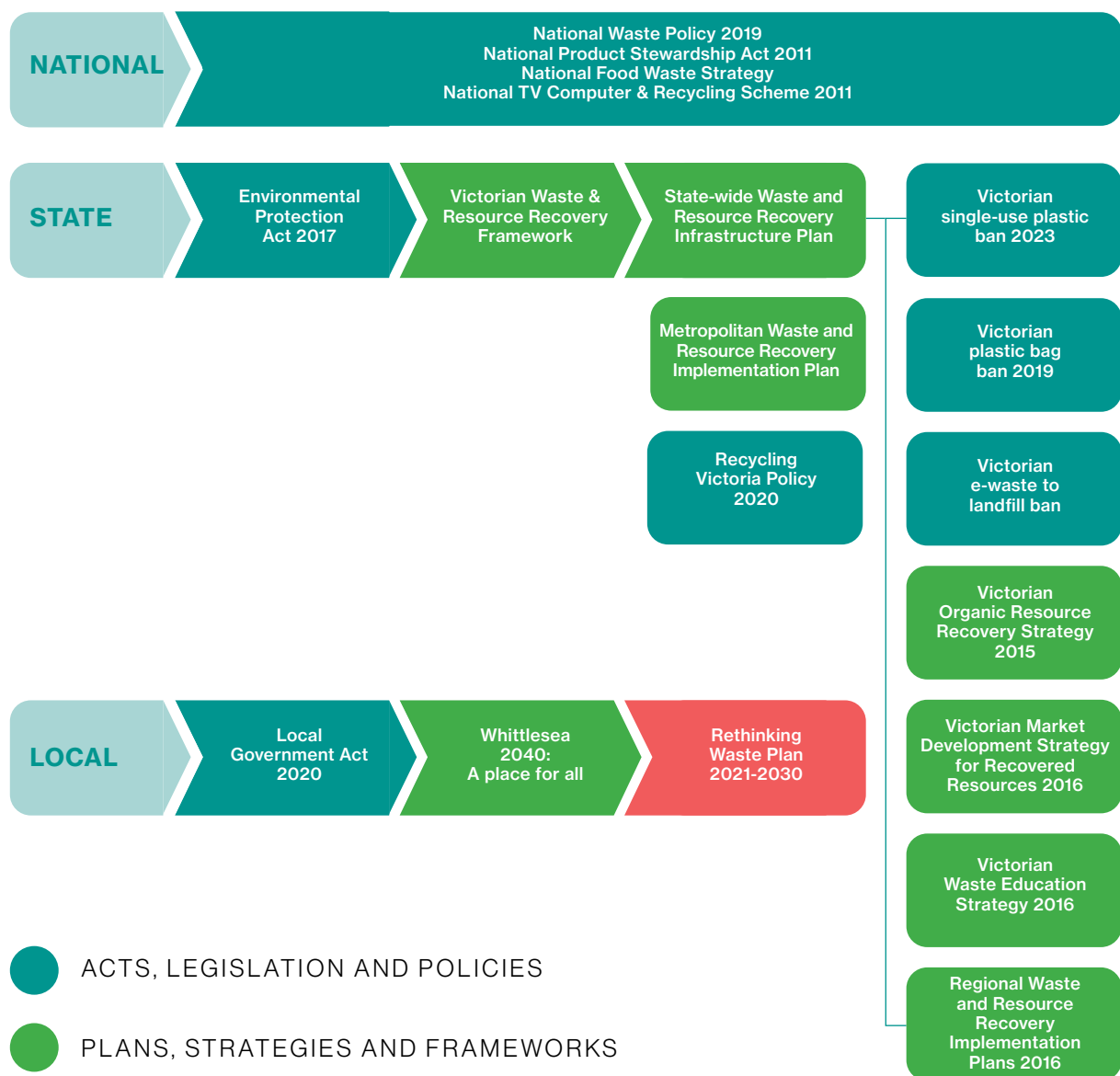


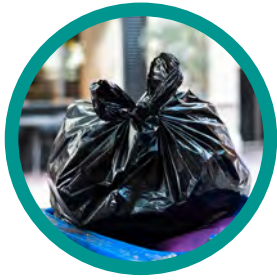
# Complementary policies

This Plan 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





## Recycling and Waste Reduction Bill 2020

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.



## Environmental Protection Act 2017

From July 2021 new environmental laws give more powers and resources to the Environmental Protection Authority 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.



## 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.







## Victorian Container Deposit Scheme

The Victorian Government is introducing a Container Deposit Scheme by 2023 to increase beverage container recycling and reduce litter. A Container Deposit Scheme works by applying a small deposit to beverages sold to consumers which covers the cost of recycling.



## Victorian Single-use Plastics Ban 2023

The Victorian Government will work with businesses and communities to ban problematic single-use plastic items, including straws, cutlery, plates, drink-stirrers, expanded polystyrene food and drink containers and cotton bud sticks by February 2023.



## 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. Four goals have been identified to help achieve this vision, including Sustainable environment, with a focus on becoming leaders in clean, sustainable living.



# National and state waste and recycling targets

## **The state and national targets waste and recycling that influence this Plan 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, economy-wide and timely data publicly available to support better consumer, investment and policy decisions.





### 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, therefore helping to keep computer waste out of landfill.



# Kerbside household recycling reforms

Through the *Recycling Victoria Policy* released in February 2020 the Victorian 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 service or local composting
  - A separate glass recycling service
- Introducing a Container Deposit Scheme by 2023.





## 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.

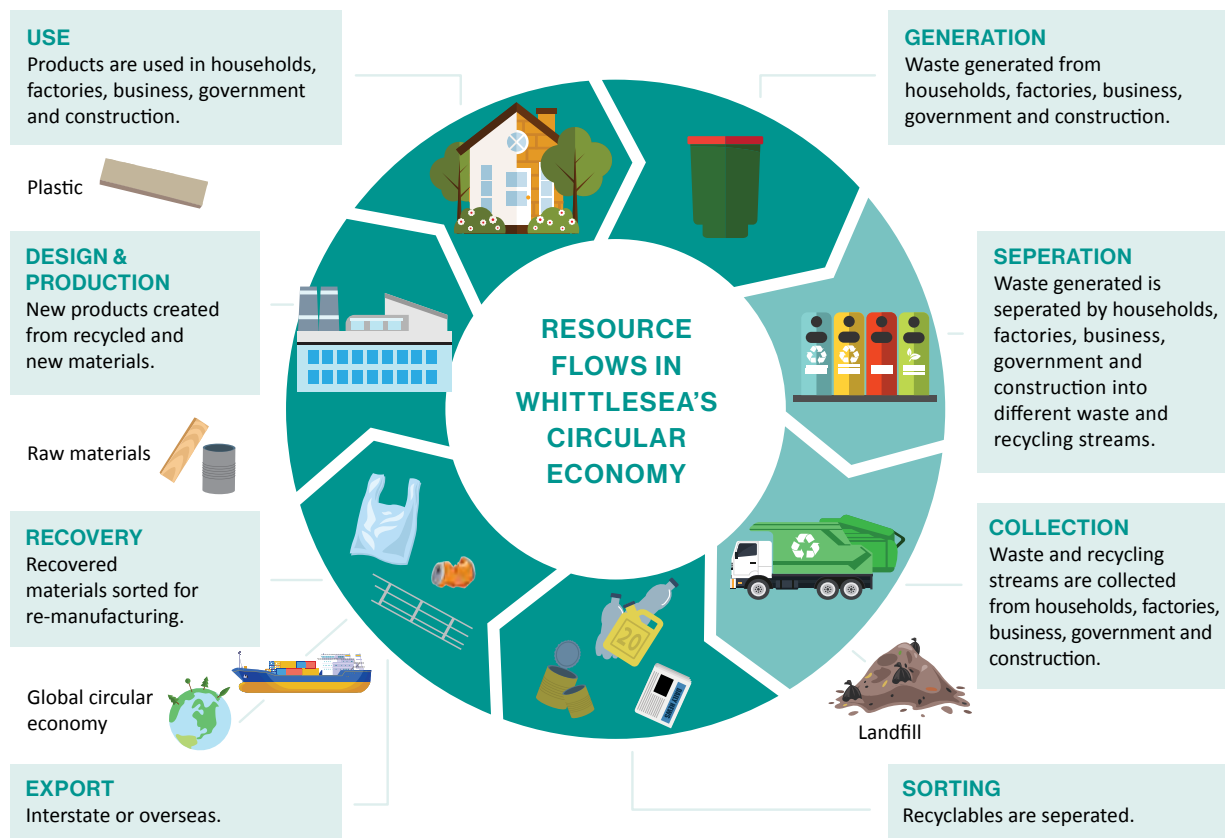
49,000 households have opted-in to the user pays service, diverting 399 tonnes of food and garden waste per week from landfill.



# 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<sup>2</sup>. 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.



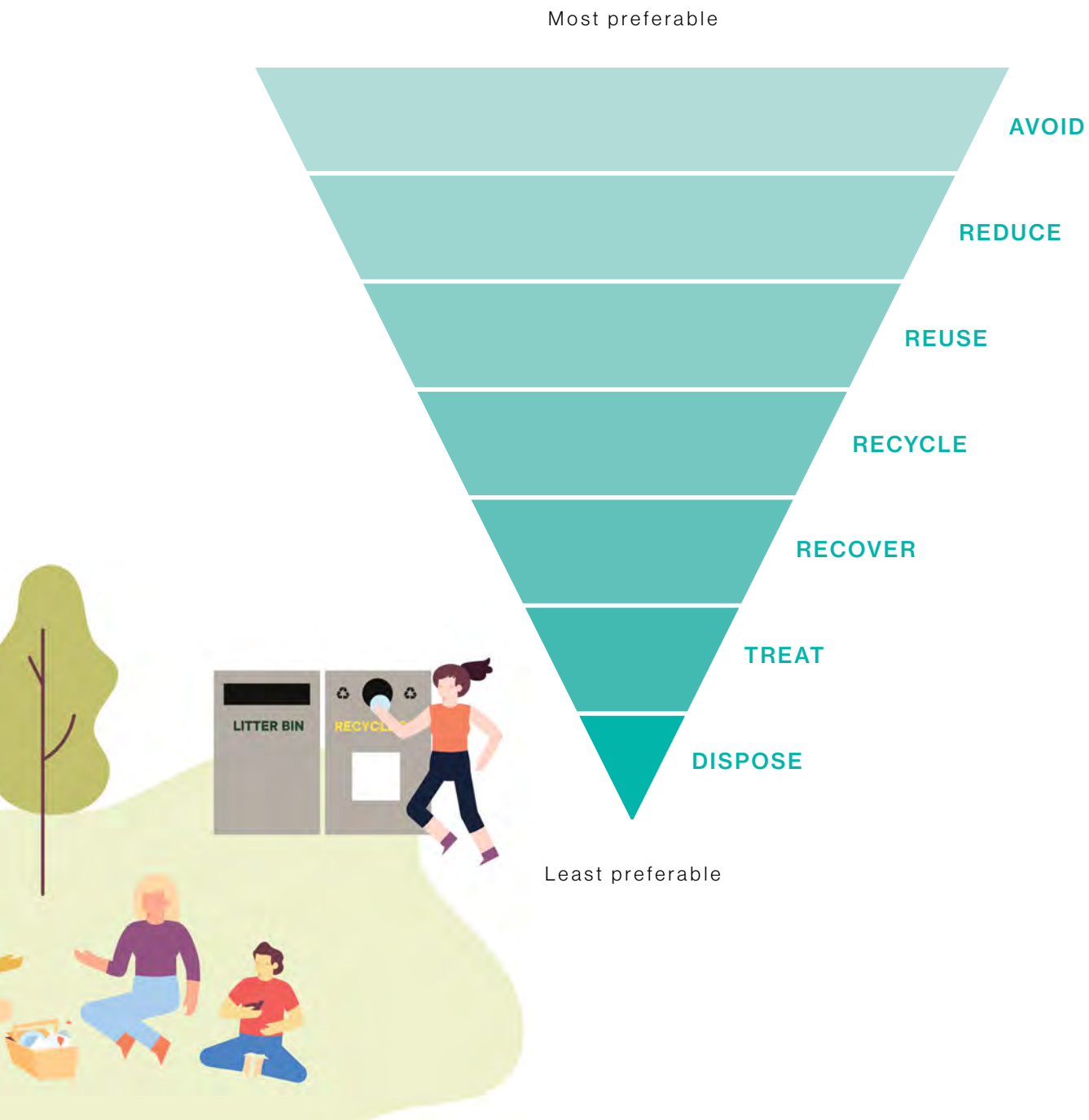


# The waste hierarchy

The Plan is underpinned by the fundamentals of the waste hierarchy from in the Environment Protection Act 1970. 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<sup>3</sup>.

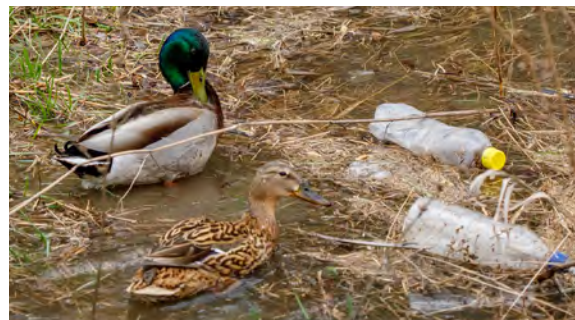


## Environmental impacts of waste

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 ongoing media attention 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.

# A new approach for waste and recycling education

Council will design waste and recycling education programs 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 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 low waste. To promote this, Council will upgrade resource recovery facilities at community hubs and sport precincts to improve accessibility for residents.



## 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 to help build a sustainable future by developing initiatives, leading projects and working with other young people to create change.





## Lalor Links Community Garden

Members of the community have turned a disused public space in Lalor into a thriving community garden where residents can compost their food scraps, swap home-grown vegetables and use the old tram as a free tool library.



The pledges and artwork shown below 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](http://art.whittlesea.vic.gov.au)



Susan Abraham



Billie W



Jane Spracklan & Anna King



Caroline Lewallen



Michael von Roehl



Lillian Ormandy

# Community input

Council consulted the community using a range of engagement activities to help develop this Plan.

The engagement aimed to:

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



## OCTOBER 2020

DISCUSSION  
PAPERS

ONLINE  
SURVEY

INTERNAL  
CONSULTATION

## NOVEMBER 2020

COMMUNITY  
WORKSHOPS

*Think 2030*  
STUDENT ART  
COMPETITION

## DECEMBER 2020

Rethinking  
Waste Plan  
2021- 2030  
FIRST DRAFT

## JANUARY AND FEBRUARY 2021

ONLINE  
SURVEY

POP UP  
COMMUNITY  
CONSULTATION  
EVENTS



# Discussion papers

Four discussion papers were prepared to provide a snapshot of the steps we can take towards becoming a low waste city by 2030. The discussion papers, themed Avoid, Recover and Protect, were accompanied by a background paper and an online survey. These were promoted to the community using a variety of communication channels.



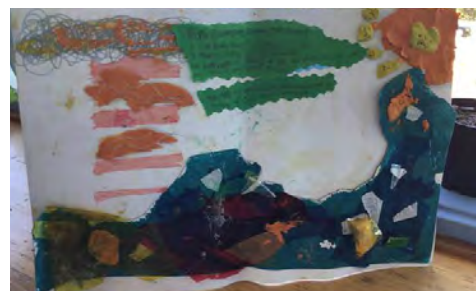
## What we heard

To ensure the community's vision was reflected in the development of this Plan, Council collated feedback received through the consultation phase. Over 1200 people shared their ideas through online surveys, focus groups, face-to-face feedback, social media interactions and a primary school art competition.

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*

The feedback Council received through consultation has shaped the final draft of the Plan in order to reflect the communities needs and priorities in relation to waste and recycling.



Aaliyah, Grade 4

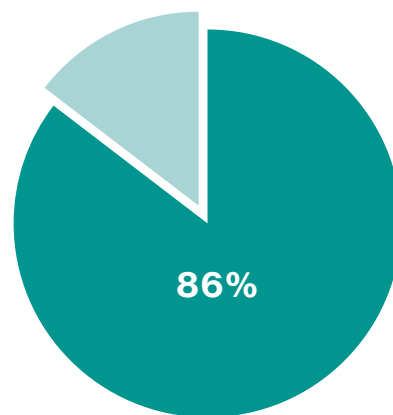


Scarlett, Grade 4



Jayden, Grade 4

In the initial online survey, 86 per cent of survey respondents supported the idea of a weekly food and garden waste bin service. This was reiterated at the pop-up community consultations, with more than half of the residents voting yes for a switch to weekly food and garden waste collection, and fortnightly garbage collection. For residents that already have a food and garden waste bin, there is a consensus to see this service switched to weekly relatively soon.



Weekly food and garden waste bin service



# Emerging themes

## Accessible and convenient 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. Suggestions included more community recycling drop off stations across the municipality, and more permanent drop off locations for e-waste and soft plastics.

## Incentives and education for waste avoidance

A popular topic was the suggestion to provide more incentives for waste minimisation. Suggestions included discounted composting tools, discounted compost from the green waste recycling facility, a rebate scheme for nappies and sanitary products and low waste shopping alternatives.

## Closed loop recycling systems

Residents wanted to know the end use of materials collected through the kerbside recycling and food and garden waste bin. They would like to be able to purchase back their compost and see it well utilised within the City's parks and community gardens.

The respondents would also like to see tangible and small-scale achievements early in the Plan timeline.

## Alternatives for the removal of services

Residents were interested to know how the removal of tip vouchers would contribute to improving resource recovery within the municipality. Most residents were willing to have the tip voucher removed if they received an alternative service. For example, residents supported the removal of the tip voucher on the rates notice if hard waste collections were enhanced. Similarly, some residents were willing to downsize their 120L garbage bin to 80L if this reduced their annual waste charge.







Home composting is a great way to reduce food waste to landfill, and also create great fertiliser for the garden at no cost.



# A low waste city

The City of Whittlesea's long term vision - Whittlesea 2040: A place for all, guides all of Council's work. This Plan will help Council work towards our overall vision and will focus on the key directions set out under the Whittlesea 2040 goals - Connected community, Liveable neighbourhoods, Strong local economy and Sustainable environment.

This Plan aims to guide the community towards a low waste city in the next ten years and 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 low waste city, this is an aspirational target and we recognise that we cannot achieve this alone. Council will work in partnership with the Australian and Victorian Government and the community to achieve real change in legislation and behaviour to achieve this goal.



Given that the Victorian waste management system is largely determined by global and national forces, Council will use our level of control and influence to support the community and advocate for a more cost effective and accessible waste and resource recovery system that protects the health and safety of the community and the environment.

Figure 6 (below) highlights our role in advocacy, influence and control of waste and resource recovery systems.

**FIGURE 6**  
Level of Council influence and control <sup>4</sup>





# Avoid

Council recognises that reducing the amount of waste generated in our municipality and achieving a low waste city requires input from all sections of the community through significant advocacy, innovation and ongoing community education and behaviour change campaigns. Avoiding waste and achieving a low 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 ongoing community education and behaviour change campaigns
- Guide our community to make the repair and reuse of products and materials the social norm
- Provide low 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, which equates to saving 11,000 tonnes of waste being generated annually.**



## Avoid action plan

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

ACTIONS		TIMEFRAME
1.1	Advocate for reduced consumer packaging, more product stewardship programs and bans for unnecessary and problematic single-use plastics.	Ongoing
1.2	Deliver innovative, engaging and accessible waste minimisation and resource recovery education programs to the community.	2021-22
1.3	Introduce a rebate program for reusable nappies, reusable sanitary products and composting tools.	2021-22
1.4	Support households with high waste generation with accessible and cost effective measures to reduce waste.	2021-22
1.5	Expand Council's BYO container program.	2021-22
1.6	Support businesses to move towards a circular economy.	2021-22
1.7	Introduce an organisational <i>Low waste policy</i> , mandating waste avoidance and recycling at all Council facilities.	2022-23
1.9	Trial a <i>Low waste living community program</i> .	2023-24
1.10	Investigate options for a <i>Community waste rewards program</i> to encourage eco-friendly actions.	2023-24
1.11	Support the introduction of waste-free bulk food stores and community run food co-ops that offer affordable and ethical sustainable alternatives.	2024-25
1.12	Support the introduction of community repair cafes and share libraries.	2025-26



## 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."



# 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 Victorian 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 resolve this confusion.



## What is the difference between recovery and recycling?

Recovery and recycling are often used interchangeably however for the purpose of this plan 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
- The development of new end markets for recycled materials and recovered products
- Improved community waste 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

- **Introduce a residential glass recycling service in 2022-23.**
- **Extend the food and garden waste service municipal wide in 2023-24.**
- **Divert 80 per cent of waste from landfill by 2030, which equates to diverting an average of 68,000 tonnes of waste from landfill annually.**
- **Halve the volume of food and garden waste going to landfill by 2030.**



## Recover action plan

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

ACTIONS		TIMEFRAME
2.1	Advocate for support and investment in the recycling industry.	Ongoing
2.2	Implement an annual contamination management plan to encourage the correct separation of waste.	Ongoing
2.3	Facilitate a kerbside whitegoods collection service.	Ongoing
2.4	Roll out community recycling stations to Council facilities.	2021-22
2.5	Undertake a feasibility study on providing alternative residential bin sizes.	2021-22
2.6	Develop a residential glass recycling service.	2021-22
2.7	Introduce a residential glass recycling service.	2022-23
2.8	Extend the food and garden waste service municipal wide.	2023-24
2.9	Switch to a weekly food and garden waste collection, and fortnightly garbage collection.	2023-24
2.10	Standardise kerbside bin lid colours in line with the <i>Recycling Victoria Policy</i> .	2024-25
2.11	Trial a home collection service for e-waste, clothing and small household items.	2024-25
2.12	Trial a soft plastics recycling program at Council facilities.	2024-25
2.13	Support the introduction of new local resource recovery drop off sites.	2024-25
2.14	Provide greater transparency to the community on waste generation rates.	2025-26
2.15	Investigate options for extending recycling services to local businesses.	2025-26





## 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 an 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.



# Protect

Council has a responsibility under the *Environment Protection Act 2017* 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 ENVIRONMENTAL DUTY

New legislation called the *General Environmental Duty* comes into effect from July 2021 and as a result everyone must make sure their waste goes to the right place. Everyone needs 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
- Take steps to dispose of the waste in the right way.

## OUR TARGET

- **Introduce a litter enforcement team to protect the environment from litter and dumped rubbish in 2023-24.**
- **To increase sustainable procurement to 10% of all procurement spend by 2030.**





A young woman with long brown hair and glasses, wearing a bright green hoodie and black leggings, stands on a paved sidewalk. She is holding a long-handled litter picker with a black GPS tracker attached to the handle. The picker is positioned over a white plastic bag with orange patterns and a clear plastic water bottle lying on the ground. The background shows a park-like setting with green trees, a grassy area, and a brick building in the distance.

### 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		TIMEFRAME
3.1	Advocate for greater environmental protection of local land and waterways.	Ongoing
3.2	Encourage sustainable procurement across Council, selecting products that generate economic, social and environmental benefits whenever it is practicable and achieves value for money.	Ongoing
3.3	Enhance the hard waste collection service to support the phase out of tip vouchers.	2022-23
3.4	Provide community education to support the introduction of the Container Deposit Scheme.	2022-23
3.5	Develop and implement Council's response to the <i>Victorian single-use plastics ban</i> .	2022-23
3.6	Introduce a litter enforcement team to protect the environment from litter and dumped rubbish.	2023-24
3.7	Implement a community pride campaign to reduce litter through education, infrastructure and enforcement.	2024-25



Council supports the annual Clean Up Australia day campaign at local clean-up sites and through schools.

# Delivering the plan

## 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

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

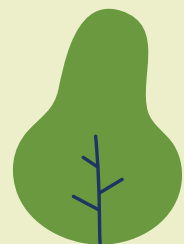
Funding will be sought through the annual Council budget process. Additional opportunities for funding via grants and/or other sources will be sought throughout the ten-year period to further progress our vision, goals and strategic actions.

## Reporting

Updates on the delivery of the *Rethinking Waste Plan 2021-2030* will be included in Council's Annual Report. To find Council's Annual Report visit [whittlesea.vic.gov.au](http://whittlesea.vic.gov.au)

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

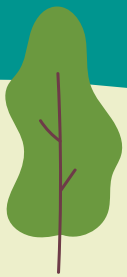
At the end of the ten-year implementation cycle, we will report our progress to Council and community. This report will be made publicly accessible via our website. The report will be delivered to Council in 2031.





# References

1. City of Whittlesea 2016, Community Profile, viewed 16 November 2020, [www.profile.id.com.au/whittlesea](http://www.profile.id.com.au/whittlesea)
2. Victoria State Government 2020, Recycling Victoria: A New Economy, Victoria State Government 2020, Victoria.
3. Environment Protection Authority 2020, Environment Protection Act 1970 Version 213, Environment Protection Authority, Victoria.
4. The City of Greater Geelong 2020, Waste and Resource Recovery Strategy 2020-30, The City of Greater Geelong, Geelong.





*City of*  
**Whittlesea**

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