



*Cover Design Adapted from Recycling Week Winner's Poster
by Emma Buckland - Mullumbimby Shearwater Steiner School*

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Table of Contents

Executive Summary	1
Introduction	2
<i>Our Vision</i>	2
<i>Our Mission</i>	2
Key Documents.....	3
Overall Aim.....	4
Key Outcomes.....	4
Specific Objectives	4
Education Programs Summary.....	5
Commercial and Industrial Waste.....	8



11#739425

Waste Education Plan

Executive Summary

This Waste Education Plan serves to assist Council in implementing practical waste education actions.

The Plan reflects recent developments in relevant waste, sustainability and education policies and is consistent with and meets the obligations identified within Byron Shire Council's Management Plan 2008-2011, Byron Shire Council's Waste Management Strategy 2007- 2009 (BSCWMS), Byron Shire Council's Greenhouse Action Strategy 2008 and NSW Environmental Education Plan 'Learning for Sustainability 2007 - 2010'.

Council will continue to place emphasis on the need for waste avoidance and reduction with the objective of reducing waste generation and resource consumption in our community.

This plan seeks to integrate sustainability measures into the programs, services and facilities that Council will develop and implement over the next two years. This supports the objective of the NSW Government Learning for Sustainability guidelines which seeks to provide "*Effective and integrated environmental education that builds the capacity of the people of NSW to be informed and active participants in moving society towards sustainability*".

Regular reviews of this plan will occur as an evaluation mechanism to adopt a comprehensive and proactive approach to addressing environmental issues and changes and reflect input from community members.

The waste plan will offer a coordinated approach and will be integrated into and compliment the activities of Council's North East Waste Forum, Council's Greenhouse Action Strategy, Solo Resource Recovery and where appropriate Youth Development & Activities Officers' programs to create greater economies of scale and sustainability.

Existing education initiatives that have come from these community education providers will be supported and built upon eg Second Hand Saturday, The Green House Trailer, Eco Friendly Youth Project, SUSS Forum (Students Using Sustainable Strategies), Food Production On Public Lands project, Rural service promotion.

The Waste Education Plan develops community leadership through a targeted action plan.



SUSS Forum (Students Using Sustainable Strategies) held at Linneaus in 2008



22#739425

Introduction

Byron Shire Council is committed to the sustainable management of waste and the sustainable use of resources.

Our Vision

A community that uses resources responsibly, and manages its waste in a socially, economically and ecologically sustainable manner

Our Mission

Conserving, recovering and recycling resources, and disposing of waste, in accordance with community aspirations and regulatory standards

This Waste Education Plan serves to assist Council in implementing practical waste education actions. The plan is meant to be a guide for Council and an evolving document. The Strategy reflects recent developments in relevant waste and education policies and is consistent with and meets the obligations identified within Byron Shire Council's Waste Management Strategy 2007- 2009 (BSCWMS) and NSW Environmental Education Plan 'Learning for Sustainability 2007 -2010'.

Byron Shire Council's Waste Management Strategy 2007 2009 recognises that there is an opportunity to expand community information and provide support and education to promote sustainable waste practices in the community (BSCWMS p.7)

Byron Shire Council's Management Plan 2008-2011 included the 'development and implementation of a waste education plan' (Principal Activity 9: Ref No 9.3)

Byron Shire Council's Greenhouse Action Strategy 2008 is in line with Management Plan requirements to 'implement the Green house Action Strategy' (Principal Activity 2: Ref no 2:18)



Emma Buckland's winning poster entry into Council's Recycling Week competition



33#739425

Key Documents

The plan fosters strategic alignment and integration with key documents (See Appendix)

- 1. NSW Environmental Education Plan Learning for Sustainability 2007 - 2010.**
- 2. Community-Based Social Marketing**
- 3. Waste Avoidance and Resource Recovery Strategy 2007
Department of Environment and Climate Change NSW**
- 4. North East Waste Forum's Regional Waste Education Plan 2006 - 2008**
- 5. Greenhouse Action Strategy 2008**



Durrumbul School students win art awards for recycled art sculptures



Rosie Geoghen mulching the garden



Mullumbimby High School students
Setting up worm farms



44#739425

Overall Aim

The main aim of the Waste Education Plan is to promote the adoption of sustainable waste practices to the community through the provision of innovative and engaging education programs for local communities.

Key Outcomes

- A community which has the awareness and skills in sustainable resource management to make informed decisions to enable: less waste to landfill, less waste generation per capita and an increase in recycling and reuse
- Increase sustainable waste management practices in the community
- To facilitate the sharing of knowledge of sustainable waste management amongst community, business and stakeholders.

Specific Objectives

1. Increase community awareness about ways of reducing waste through waste avoidance, buying recycled products and resource recovery to reduce our use of materials and resources
2. Develop partnerships with community groups and work cooperatively to share skills to inform others
3. Increase the skills and knowledge of the community to make informed decisions and undertake sustainable waste practices
4. Reduce contamination and increase the quantity and quality of the resources recovered
5. Reduce litter and illegal dumping.
6. Expand community information and provide support and education to promote sustainable waste practices in the community
7. Continue as an active participant in regional projects and programs
8. Provide incentives and disincentives to encourage waste avoidance and recycling.



Kobi Peek –Gall building a no dig garden




Mullumbimby High School students release the worms



Education Programs Summary

Program / Target Audience	Key Aim	Performance Indicators	Evaluation	Annual Budget
1. Footsteps Towards Sustainability <i>Schools</i> Eg *School Action Plans, Litter & waste audits, plastic bag free schools, youth lead, peer training, waste warrior clubs, networks, Mayors school prize, Litter Free Lunches, Story writing comps, Waste art/music, School gardens, newsletter columns	To promote sustainable living by offering a range of activities for schools and focus on practical actions for reducing waste in schools and in the school community	Two successful school partnerships each term (8 per yr) complete with school action plans commenced and minimum of 30% waste reduction through pre and post audits 6 monthly.	Feedback sheets/ evaluations from students, teachers and community members Ongoing monitoring and reporting of successes	\$10500
2. Web Update <i>Community</i>	To reorganize, update and reinvigorate existing information so that it is more easily accessible and offers greater customer service	Web Hit numbers Feedback and comments from web users	Improved access to information Increased range of information and availability of vox pops, links and downloadable kits	\$2500
3. Waste Newsletter <i>Householders</i>	To create an attractive bi annual newsletter with community waste updates, initiatives, information calendars, stories, website links and downloads thereby offering greater customer service and education opportunity	Feedback Web Hits Feedback and comments from web users Easily read and attractive newsletter	Increased recycling yield Decreased contamination rates Correct bin usage and timetabling from residents Uptake of information Participation in incentives Customer feedback Timely distribution	\$7000



Program / Target Audience	Key Aim	Performance Indicators	Evaluation	Annual Budget
4. Organics Education <i>Householders</i> 	To provide practical tools and easily accessible information to help householders discover easy ways to adopt organic waste management	Numbers switching/uptaking backyard organics recycling Decrease in contamination rates Minimising organic waste at its source	Responses on survey sheet Level of interest through inquiries, Participation in Case study follow ups	TOTAL \$30000
- <u>Survey residents' barriers to uptaking organics recycling with incentives for participating</u>		Numbers participating	Feedback surveys	\$5000
- <u>Pilot a street of residents through existing Sustainability Street program run by Council's sustainability officer</u>		Audits of bins Numbers switching/uptaking backyard organics recycling Ability to champion the idea through peer learning	Data/ feedback gathered on each household visit	\$5000
- <u>Provide incentives for take up of organic initiatives:</u> a. Organic Gardening workshops/support and partnerships with skilled locals		Numbers participating and uptake of info, New partnerships and skill sharing developed	Level of interest through inquiries, participation, numbers of courses	\$10000
b. Subsidised compost bins and worm farms with monitoring of use		Participation in surveys/monitoring programs	Uptake	WASIP funds
c. Going Organics downloadable kit and links		Numbers of downloads	Customer feedback and hits on the web	\$2500
d. Garden Kit offer		Nos Kits distributed	Uptake	\$2500
- <u>Multi media approach & promotion</u>		Widespread coverage	Willingness to participate and be in case study stories	\$5000



77#739425

Program / Target Audience	Key Aim	Performance Indicators	Evaluation	Budget
<p>5. Youth Art</p> <p><i>Youth</i> To be a catalyst for the development of innovative artistic work drawing, painting, installations, claymation, music, performance, murals, banners</p> <p>Meetings with a range of potential supporters to forge partnerships, gain input and plan (youth centres, schools)</p>	<p>Utilise the creative arts to promote waste education in the school and in the general community. The themes of Litter and Waste Reduction will be explored.</p> <p>To support youth with creative interpretations and engage with them to forge partnerships for educational opportunities</p> <p>Link with community members for skills and support</p>	<p>Youth Participation nos.</p> <p>Quality ,creativity of films produced</p> <p>Partnerships with supporting bodies, businesses</p> <p>Attendance at film nights and exhibitions</p> <p>Understanding of waste issues and pledges made for waste minimisation</p>	<p>Networks successfully set up</p> <p>Feedback and support</p> <p>Participation numbers</p> <p>Media coverage</p> <p>Opportunity for annual event or continued similar events with Youth leading</p> <p>Incentive prizes that support sustainability and the (The 4 R's: refuse, reduce, reuse, recycle)</p>	\$4,000
<p>6.Waste Events: Recycling Week & World Enviro Day</p> <p><i>Community</i></p> <p>Eg. outdoor activities, displays, promotions, competitions, film nights, speakers</p>	<p>Improve community awareness on recycling & contamination, waste avoidance & reduction</p> <p>Offer exciting educational activities that explore the environment and offer educational opportunity for conservation and waste minimisation (The 4 R's: refuse, reduce, reuse, recycle)</p>	<p>Participation nos.</p> <p>Timely well planned events</p> <p>Surveys</p> <p>Use a range of activity based strategies and events that incorporate linked sustainability themes with other council depts. eg Comm Planning</p>	<p>Direct feedback from the community</p> <p>Participation nos. in competitions</p> <p>Surveys</p> <p>Web hits</p>	\$4,000
<p>7. Litter and Illegal Dumping</p> <p><i>Community</i> Education & promotion initiatives to support implementation of Litter and Illegal Dumping Prevention Strategy</p>	<p>To expand community information and provide support and education to promote sustainable waste practices in the community</p>	<p>Reduced dumping incidents in hot spots</p> <p>Numbers of reports or sightings logged</p>	<p>Monitoring and documenting illegal dumping activities</p> <p>Photographs</p> <p>Community support</p> <p>Fines issued</p>	Funding from IDAPT grant



88#739425

Commercial and Industrial Waste

Integration with NEWF Regional Waste Education Action Plan and SOLO Waste Education Plan

Council's adopted Waste Management Strategy includes actions relating to community leadership and education and calls for the development of a consolidated education program that integrates in-house activities with those of the North East Waste Forum and Council's waste and recycling collection contractor.

The Waste Education Plan fosters strategic alignment and integration with key documents and existing programs. The following summary outlines the current programs being undertaken by NEWF and SOLO in partnership with Council that support recycling of commercial and industrial waste.

NEWF projects

SOLO Initiatives

Education and Communication Support

The Green House

Reuse Directory

Regional Education Plan

Eco-friendly Youth Project

Students Using Sustainable Strategies

Reusable Bag Campaign

A- Z of Waste

Second Hand Saturday

Hazardous Waste Stores Promotion & Training

C & I Waste – Business Waste Reduction Project

NEWF Promotions and Website

Landfill Operator Training

Education Training

Northern Rivers Group of Environmental Educators

Landfill Open Days

Waste Wise Events

Regional Schools Support Program

Sustainable Procurement Project

Annual information pack & newsletter

Contamination Management

Recycling Audit

Website Information

Community displays

Media - press releases / advertising

Tourist Program

Events

School presentations

Rural service promotion

Commercial & Industrial recycling program

Public Place Recycling

Kerb-side bulk waste collection

Professional Development

For full programs www.northeastwasteforum.org.au/ www.solo.com.au/

Appendix 2 NEWF Regional Waste Education Action Plan

Appendix 3 SOLO Waste Education Plan