

Litter and Illegal Dumping Prevention Strategy

2024–2029



BYRON
SHIRE
COUNCIL



Jingi Walla – Welcome Acknowledgement

Byron Shire Council acknowledges the Bundjalung of Byron Bay – Arakwal people, Widjibal people and Minjungbal people as the traditional owners of the area now known as the Byron Shire. Council acknowledges the important work of the Arakwal Corporation, Tweed Byron Local Area Land Council, Jali Land Council and Ngilingah Local Area Land Council in the land we live and work, in protecting cultural heritage. Council also acknowledges all Aboriginal and Torres Strait Island People who now reside within the Shire.



Executive Summary

The Litter and Illegal Dumping Prevention Strategy 2024-2029 (the Strategy) sets out the strategic direction for the effective management of litter and illegal dumping in the Byron Shire for the next 5 years. Litter and illegal dumping have huge financial, social, cultural and environmental impacts on our organisation, community and environment. Not only do these issues damage community pride and impact visual amenity but they can have detrimental impacts on wildlife and marine life. Managing litter issues alone costs Council over \$1.4 million per year.

To mitigate these impacts, this Strategy builds on the foundation of a proven effective integrated approach to litter and illegal dumping prevention, evident through the success of Council's Illegal Dumping and Litter Education and Enforcement Plan (IDLEEP) 2018 - 2022, which achieved a:

- 40% reduction in litter volume
- 30% reduction in illegal dumping incidents

Building on this success, this Strategy sets ambitious new targets to achieve an additional:

- 20% reduction in plastic litter items by 2029
- 40% reduction in all littered items by 2029
- 20% reduction in illegal dumping incidents by 2029

To achieve this, the Strategy targets the most problematic items and issues within the Byron Shire, using a variety of approaches to create long-term behaviour change. The Strategy outlines the significant actions that, together with our stakeholders and community, we need to take to reduce litter and illegal dumping for the long term. Everyone has their part to play.

The Strategy has been created in consultation with the Byron Shire community and supports the Our Byron Our Future – Community Strategic Plan 2032 objective to **nurture and enhance the natural environment**.



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1. Introduction

1.1 Legislative and Strategic Context

The objectives and actions in this Strategy will inform Council's four-year Delivery Program and annual Operational Plan. The Strategy replaces Council's Illegal Dumping and Litter Education and Enforcement Plan (IDLEEP) 2018–2022.

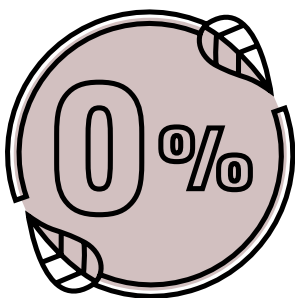
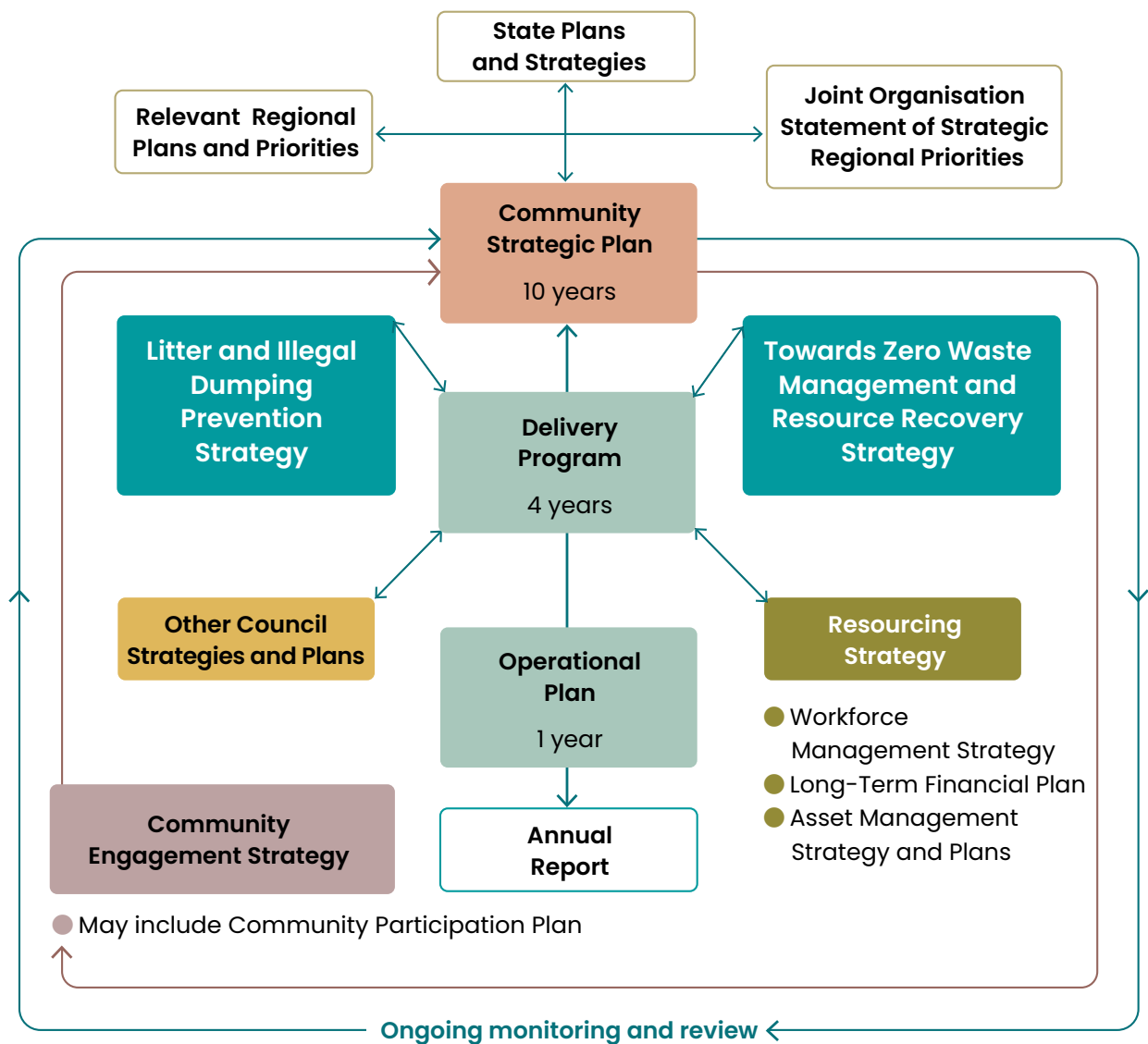
This Strategy aligns with State and Council policies, strategies and legislation as outlined below (Table 1) and will make significant contributions towards the recently updated objectives and targets within the following guiding documents:

- NSW Litter Prevention Strategy 2022 – 2030
- NSW Illegal Dumping Prevention Strategy 2022 – 2027

Table 1. Relevant State and Council legislation, policies and strategies.

State and Regional
NSW Waste and Sustainable Materials Strategy 2041 (WASM)
NSW Plastic Actions Plan
The Protection of the Environment Operations Act 1997 (associated Waste 2014 Regulation)
Local Government Act 1993
NSW EPA Strategic Plan 2021 – 2024
NSW Marine Estate Management Strategy 2018 – 2028
North East Waste Regional Waste Strategy 2022–2027
Byron Shire Council
Towards Zero Integrated Waste Management and Resource Recovery Strategy 2019– 2029
Single-use Packaging and Materials Policy 2023
Enforcement Policy 2020
Open Spaces Asset Management Plan 2020 – 2029
Water Sensitive Urban Design Policy
Coastal Management Program Southern Coastline including Estuaries and Northern Coastline

1.2 The Strategy Suite



The Strategy aligns with various objectives within Byron Shire's Towards Zero Integrated Waste Management and Resource Recovery Strategy 2019 – 2029 (Towards Zero Strategy) due to the interconnection between waste, litter, and illegal dumping. Many waste reduction initiatives also help to reduce litter and illegal dumping and are important to achieving the objectives highlighted in this Strategy. Initiatives that are featured across both Strategies will be highlighted using this icon.

1.3 Vision

Empower our community to protect our environment and create a clean, safe, litter free Byron Shire through education and infrastructure which supports a circular economy.

1.4 Targets

On completion of Council's past Illegal Dumping and Litter Education and Enforcement Plan (IDLEEP) in 2022 Council achieved a:

- 40% reduction in litter volume
- 30% reduction in illegal dumping incidents

Building on past success, this Strategy sets ambitious new targets to achieve an additional:

- 20% reduction in plastic litter items by 2029 (new baseline)
- 40% reduction in all littered items by 2029 (new baseline)
- 20% further reduction in illegal dumping incidents by 2029 (2017 baseline)

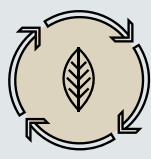
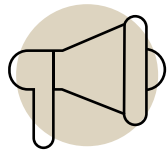


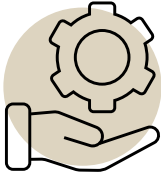
2. Informing the Strategy

2.1 Approaches

In accordance with the NSW EPA, an integrated approach will be utilised to achieve our objectives and targets. Approaches include a combination of those outlined in the NSW Litter Prevention Strategy 2022 – 2027 and NSW Illegal Dumping Prevention Strategy 2022 – 2030, as well as those highlighted by our community during consultation (Table 2). Icons are used to demonstrate the various approaches being used to achieve each of the objectives within the Strategy.

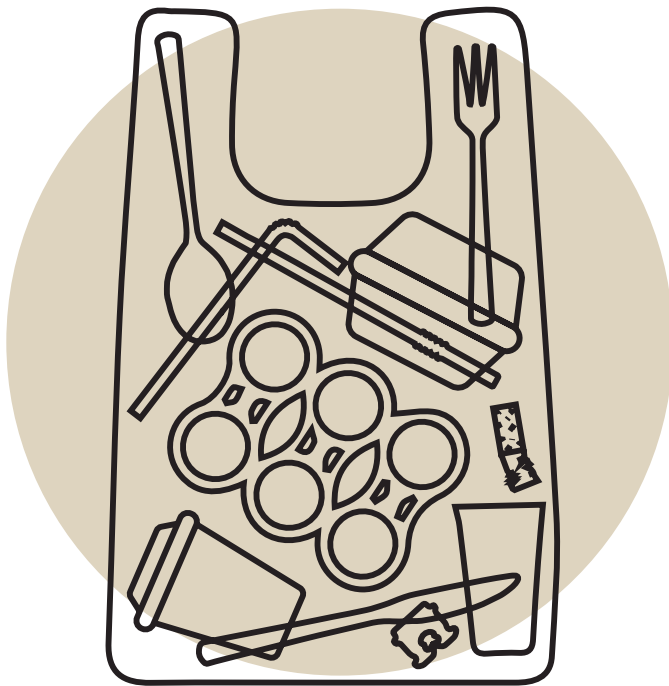
Table 2. Litter and illegal dumping prevention approaches

Approach	Description	Icon
Source Control	Reducing or eliminating items and materials before they are created or introduced into the economy, in order to reduce waste and litter	
Circular economy	Developing incentives and programs to divert key items that would otherwise be littered or illegally dumped, towards redesign, reuse and recycling initiatives	
Education, awareness and engagement	Education – seeks to change knowledge, attitudes, skills and/or behaviour. Awareness – involves drawing attention to, and inviting engagement with, an issue about which knowledge, skills and/or behaviour need to be changed. Engagement – requires reaching out to join with others to learn together and co-produce changes in knowledge, skills and/or behaviour	
Regulation and enforcement	Issuing fines and court attendance notices to littering and illegal dumping offenders, in line with the Protection of the Environment and Operations Act 1997 and promoting outcomes to increase the perceived risk of being caught	

Approach	Description	Icon
Infrastructure and Services	Services and facilities for reuse, recycling and waste disposal must be adequate and accessible to residents and in public spaces to deter people from illegal dumping, littering, and consumption of unnecessary waste e.g. takeaway packaging.	
Clean-up	Undertaking regular and prompt clean-up activities and supporting the community to undertake clean-up activities to ensure public spaces are well presented, discouraging further littering and dumping from occurring and increasing community pride.	
Targeted programs to stop litter dispersal	Implement initiatives that deal with specific items, practices and pathways that lead to the dispersal of litter into the wider environment.	
Targeted programs to stop illegal dumping	Implement initiatives that use an integrated approach to prevent illegal dumping behaviours.	
Partnerships and collaboration	Working with internal and external stakeholders to achieve large scale-impacts and incorporating a variety of expertise and resources to achieve desired outcomes.	
Capacity building	Improve skills, learn from each other's successes and share vital intelligence to achieve objectives.	
Rewards and Incentives	Providing rewards for responsible behaviour and incentives to encourage desired behaviours.	
Monitoring, evaluation and research	Compiling accurate and comprehensive data to direct and prioritise action and monitoring the success of our initiatives.	

2.2 Litter vs Illegal Dumping

Litter and illegal dumping are both complex issues and although they have many similarities, there are different drivers behind each behaviour, and they occur at different locations and frequencies. A variety of independent prevention initiatives for both litter and illegal dumping is therefore needed to create long term behaviour change.



Litter

Waste up to the size of a full supermarket bag that has been thrown away, blown away or left in the wrong place.

Illegal Dumping

Unlawful deposit of waste larger than litter onto land or water.



3. Litter

Litter is anything unwanted that has been thrown away, blown away or left in the wrong place. Most people think of littering as 'tossing' or dropping rubbish, however a lot of littering is accidental or incidental behaviours such as those below that all have the same impact.



Stubbing cigarette butt out and leaving it



Advertising material deposited in public place or left on a windscreen



Adding rubbish to an overflowing bin



Wind blown litter



Leaving takeaway items in the park

3.1 Impacts of litter

Litter has a range of environmental, social and economic impacts (Table 3), all of which highlights the importance of undertaking litter prevention to mitigate these impacts for our organisation, community and environment.

Table 3. List of the various impacts of litter.

Impacts of Litter	
Environmental	• Harmful chemicals leach into waterways contributing to poor water quality. • Can be ingested by wildlife or they can become entangled, causing severe harm and potential death. • Plastic items break apart into smaller and smaller pieces and become microplastics which persist in the environment. • Microplastics can leach chemicals, concentrate and transport toxic contaminants, and spread potentially harmful microorganisms. • Toxic chemicals from cigarette butts and plastics leach into the environment, contaminate soil and can disrupt growth of natural habitats. • Items can obstruct nesting pathways eg. Sea turtles • Plastic items absorb heat of the sun, which can lead to bushfires due to reflective packaging materials. • Food scraps and other organic litter items can increase algal blooms in water, which reduces the amount of available oxygen for aquatic life and mangroves. • Mangroves rely on their exposed roots for oxygen. Excess litter is a threat as it can smother and deprive the roots of oxygen.
Social and Cultural	• Injury and public health risks as a result of sharp objects, unsafe objects or unsanitary materials being littered such as broken glass or sharps • The presence of litter makes it more likely that more serious anti-social behaviour will occur, like graffiti and property damage • Makes public places unsightly, leading to reduced visits by residents and visitors • Lowers community pride • Damages cultural values
Economic	• Local councils, land managers and community groups spend around \$167 million to \$198 million a year on cleaning up litter. • Impact on local businesses • Impact tourism rates



It's estimated 50–80% of any sea turtle population have ingested some plastic in their life

Allsopp, 2006; White, 2006

¹NSW Plastics: Next Steps | NSW Environment Protection Authority

²NSW Plastics: Next Steps | NSW Environment Protection Authority

³<https://www.dontbeatosser.epa.nsw.gov.au/where-rubbish-goes>

⁴NSW Plastics: Next Steps | NSW Environment Protection Authority

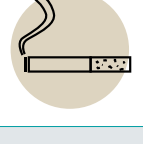
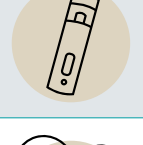
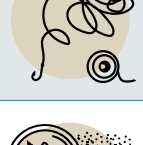
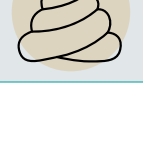
⁵NSW Plastics: Next Steps | NSW Environment Protection Authority

3.2 Priority litter items



Plastic items such as takeaway beverage and food packaging made up 81% of littered items in a recent NSW study.

Council has been collecting litter data and monitoring trends over the last 5 years to determine what the most common and problematic items are. Key target items we are working to reduce are:

	Soft plastics, bags and confectionary wrappers
	Takeaway packaging eg. Coffee cups, bio-cups, containers, paper bags etc
	Single Use Items eg. cutlery, straws, sauce packets, masks etc.
	Beverage items eg. cans, bottles, bottle tops
	Cigarette Butts
	Vapes
	Balloons and decorations
	Fishing related litter
	Plastic fragments (hard and soft)
	Dog Poo and bags

3.3 Strategic Framework for Litter Prevention

Targets			
20% reduction in plastic litter 40% reduction in all litter			
Themes			
Business and Tourism	Protection of environment and waterways	Improved Infrastructure and Services	Community Pride and Empowerment
Strategic Objectives			
Increase visitor awareness through collaborating with business and tourism sector on targeted education campaigns and reduce business related litter.	Protect and improve the health of waterways, local environment and wildlife by reducing the amount of litter that enters these environments.	Council provides infrastructure and services to prevent litter and ensure the Shire's townships are clean, vibrant and activated.	Our community is inspired, empowered and supported to look after their local areas and is proud of the level of cleanliness in the Byron Shire.
Goals			
1. Foster and support local business proactivity and involvement in litter prevention and waste reduction initiatives.	1. Reduce the amount of litter entering waterways and local environment by addressing key 'sources' of litter.	1. Improve and expand infrastructure to support correct disposal.	1. Maintain , develop, and expand on collaboration with community groups and organisations working on litter prevention initiatives.
2. Reduce litter in peak tourism periods.	2. Ensure ongoing use and expansion of Stormwater Quality Improvement Devices (SQIDs).	2. Improve Council clean-up practices and reduce costs to Council.	2. Provide resources, services and support for litter clean-up and prevention.
3. Reduce event generated litter.	3. Effective disaster preparation and management response to reduce litter dispersal.	3. Increase capacity across the entire organisation to take ownership of litter and promote litter prevention.	3. Raise awareness of importance of litter throughout community so it is seen as a key priority.
			4. Increase the perceived risk of being caught for littering in the community.

3.4 Snapshot

The diagram below provides a snapshot of the Byron Shire Litter Prevention Strategy framework. This mirrors the approach taken by the NSW Environment Protection Authority (EPA) to address litter, and will help us to achieve state-wide litter prevention objectives.

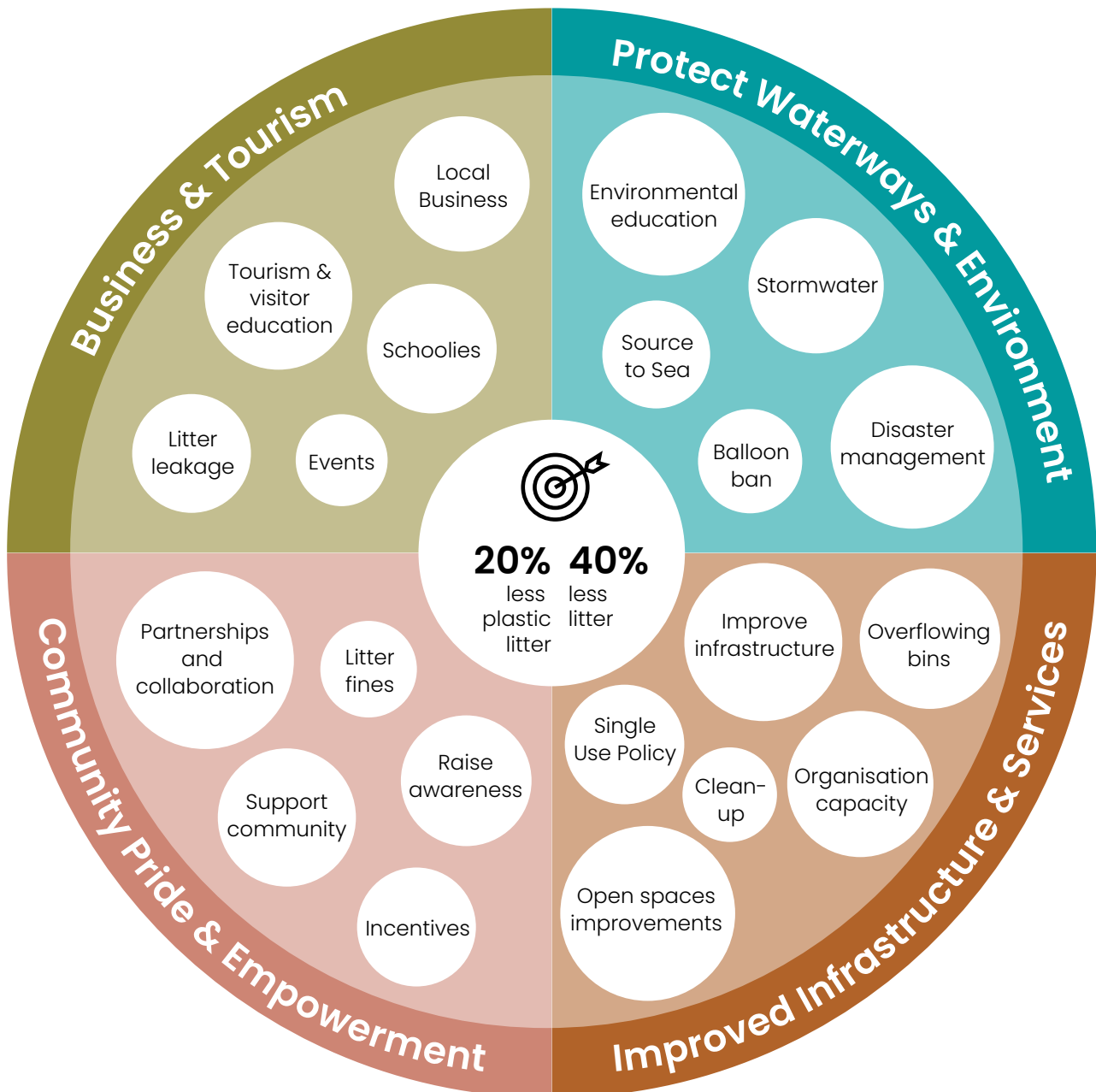


Diagram 1: The NSW Litter Prevention Framework 2002-2030



3.5 Litter Theme 1: Business and Tourism

Objective: Increase visitor awareness through collaborating with the business and tourism sector on targeted education campaigns and to reduce business related litter.

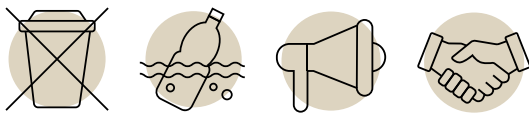
Background

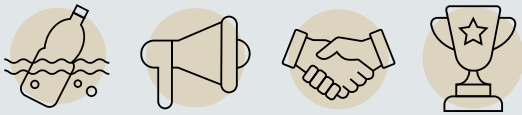
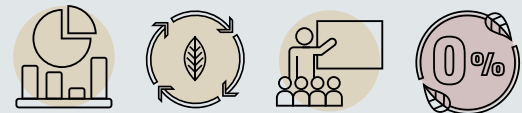
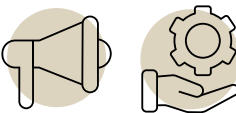
Tourism is the main driver of economic activity in the Byron Shire, which is the fourth most visited NSW destination among international visitors⁷. The Byron Shire consists of approximately 36,000 residents with over **2 million tourists** estimated per annum. The region also hosts many events including some of the biggest music festivals in Australia, Splendour in the Grass and Byron Bluesfest which attract over 100,000 visitors per year to the Shire. These events and peak tourist periods result in sharp increases in volumes of ground litter. The 'Schoolies' period in late November/ early December is a key example of this where litter and clean-up costs increase significantly.

This will be addressed through ongoing implementation of tourism education campaigns during peak periods that target the behavioural tendencies of holiday makers and use innovative concepts to effectively reach visitors to the Shire. A key component of this will involve extensive collaboration with the tourism sector and leveraging existing communication platforms to promote key messages.

During these sharp and sometimes unexpected increases in visitors, the volume of waste for businesses also increases significantly. As a result, waste management services often become insufficient, causing overflowing commercial bins and public place bins surrounding businesses, creating a significant litter issue. Often this waste consists of an excessive amount of single-use packaging that could be otherwise substituted for reusable alternatives or 'dine-in' options. By helping businesses to reduce waste, we are stopping it from even having the chance of becoming litter – cutting litter off at the source.

⁷ Byron Shire Draft Sustainable Visitation Strategy 2020-2033

No	Goal and associated actions	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
1.	Foster and support local business proactivity and involvement in litter prevention and waste reduction initiatives.					
1.1	Develop resources to educate businesses on impacts of improper waste management and provide clear guidance for improving waste management practices to reduce litter at the source. 	Implement	Implement	Expand	Council – Resource Recovery, Local Businesses	• Number of participating businesses and partnerships • Number of completed business engagement/ action plans • Value of industry contributions • Reduce number of relevant complaints (CRM's) • Number of resources and processes developed • Number of businesses actively participating in waste reduction programs • Procedures are updated
1.2	Engage and support identified businesses to develop and implement action plans targeting key sources of litter identified in Source to Sea Program. 	Implement	Implement	Monitor	Council – Resource Recovery, Local businesses	
1.3	Collaborate with local businesses to address correct disposal of vapes and cigarette butt litter. 	Implement	Ongoing	Ongoing	Council – Resource Recovery, Local Businesses, NEWaste	
1.4	Ensure development application processes address bin storage, waste generation and ongoing waste management of commercial properties. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery, and Sustainable Development	
1.5	Provide input into development of procedures for compliance matters related to improper waste management including template letters and warnings in accordance with Protection of the Environment and Operations Act and issue fines where necessary. 		Implement		Council – Litter and Illegal Dumping Prevention Officer, Contracts Manager, Environmental Health Officers	
1.6	Develop and implement a subsidy system for proactive businesses reducing food and beverage packaging and prioritising reusables. 	Develop	Implement	Ongoing	Council – Resource Recovery	

No	Goal and associated actions	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
2.	Reduce litter in peak tourism periods.					
2.1	As part of Council's broader waste strategy, during peak tourism periods (including schoolies) implement targeted anti-littering and waste avoidance campaigns. - Messaging at hotels and tourist information office - Partnering with property managers - Targeted messaging across social media and booking platforms 		Implement	Ongoing	Council – Resource Recovery, and Tourism Sector	- Decrease in summer peak period clean-up costs. - Percentage (%) decrease in littered items during peak periods - Monitoring of seasonal trends in data - Media analytics - Value of industry contributions
2.2	Develop and implement a qualitative monitoring regime to observe and evaluate changes in littering behavior during peak tourism periods. 	Develop	Implement	Implement	Council – Resource Recovery, NSW EPA	
2.3	Undertake regular enforcement 'blitzes' in peak season surrounding litter hot spots addressing : - Cigarette butt litter and smoking ban on beaches - Alcohol related litter - Balloon and decorations 		Implement	Ongoing	Council – Community Enforcement Team, and Resource Recovery	
3.	Reduce event generated litter.					
3.1	Conduct research including materials flow analysis, desktop research, interviews and surveys, and audits, into introducing reusables at events to combat single use fibre-based products. 	Implement			NE Waste	- Partner with four regional events - Overview of research provided to EPA as part of final report - Material flow analysis completed - Number of vendors surveyed - Number of events implementing reuse systems - Number of single-use items avoided in first year of implementation - Number of event locations with accessible washing facilities.
3.2	Work with key event organisers and partners to trial reusables to prevent litter and minimise waste at events. 	Implement	Implement	Expand	Council – Resource Recovery, Events Team; NE Waste; Community Groups; and Not For Profit Organisations	
3.3	Ongoing review of Event Waste Management Plan's to ensure events comply with relevant waste and litter reduction Policies and Strategies and event spaces are left cleaner than when they arrived. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery	



Source: George's River Keeper – Litter Strategy Snapshot

3.6 Litter Theme 2: Protect environment and waterways



Plastic items such as takeaway beverage and food packaging made up 81% of littered items in a recent NSW study.

Objective: Protect and improve the health of waterways, land environments, and wildlife by reducing the amount of litter that enters our local ecosystems.

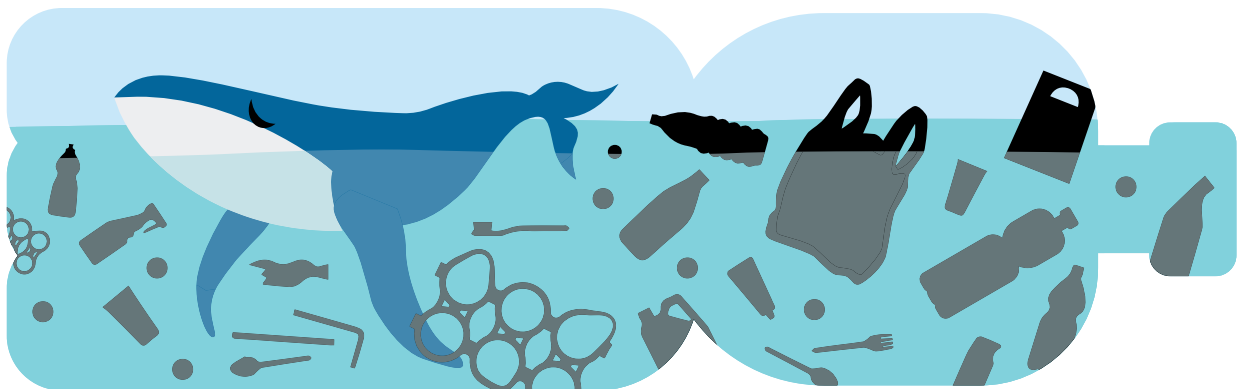
Background

The Byron Shire is home to incredibly diverse marine ecosystems with nearly all rivers, creeks and coastlines located within the Cape Byron Marine Park. The waters off Byron Bay were also recently added to an international list of unique areas critical to the health of our oceans that need more protection known as 'Hope Spots'. Unfortunately, these unique ecosystems are threatened by impacts of litter.⁸

Global research has identified that 80% of marine debris (ocean litter) comes from land-based sources through stormwater drains, inappropriate disposal of rubbish (littering) and wind-blown rubbish (Schmaltz et al. 2020)⁹. When litter is present in urban environments, it can easily be mobilised into stormwater runoff and washed into local waterways. Here, it impacts on human use and enjoyment of these environments, water quality, and the health of wildlife and ecosystems. It also becomes much more difficult to clean up and disperses into the broader marine environment where items such as plastic persist and cause widespread impacts to marine life. Litter is also commonly found in other natural environments throughout the Shire where it impacts other wildlife, particularly dunes and foreshores that are frequently used by visitors and community members.

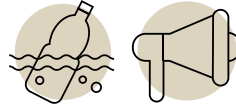
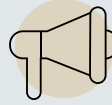
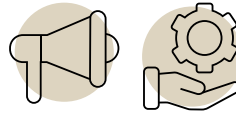
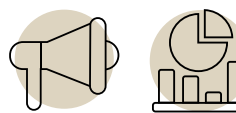
The Byron Shire Council Community Research Report (2023) identified the most valued aspect of living in the Byron Shire was by far "The natural environment/ beaches/ coastline". Given the coastal environment also drives tourism and much of our economy in the region, the future protection of these environments is vital.

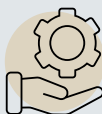
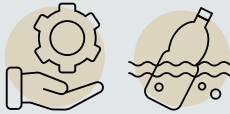
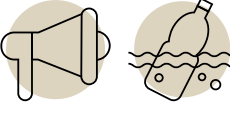
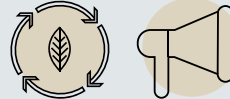
To address these issues, and reduce the amount of litter entering our waterways, Council will continue work on its 'Source to Sea' stormwater litter campaign, undertake various initiatives to educate visitors and residents on the environmental impacts of litter and aim to reduce the volume and impact of litter dispersing following any potential future natural disasters. Efforts will prioritise targeted items which are known to be prominent in the local environment and cause harmful impacts to wildlife such as plastics, cigarette butts and fishing debris.



⁸ Smith, S. D., Banister, K., Fraser, N., & Edgar, R. J. (2018). Tracing the source of marine debris on the beaches of northern New South Wales, Australia: The bottles on beaches program.

⁹ Byron Shire Council, Source to Sea – A Business Case on Reducing the Amount of Litter Entering our Waterways, 2023

No	Action	Timeframe (Years)			Responsibility	Evaluation Measure(s)
		1	2-3	4-5		
4.	Reduce the amount of litter entering waterways and local environment by addressing key 'sources' of litter					
4.1	Work with local cleaning businesses to improve street cleaning practices and ensure litter is not being hosed or blown into local drains. Reward and promote best practices. 		Implement	Ongoing	Council – Litter and Illegal Dumping Prevention Officer	• Number of cleaning businesses with changed practice • Campaign reach and analytics • Key Litter Items Study Data • Source to Sea Data
4.2	Develop and implement campaigns targeting the ban of balloons and decorations supporting Council's Single-use Packaging and Materials Policy. 	Develop	Implement	Ongoing	Council – Resource Recovery	
4.3	Lobby NSW and Federal governments to expand plastic bans and work with large-scale businesses on product stewardship initiatives, addressing key brands identified in litter surveys. 	Current and ongoing	Current and ongoing	Current and ongoing	Council – Resource Recovery	
4.4	Develop and implement dog poo litter campaign and maintain dog poo bag infrastructure 		Develop	Implement	Council – Resource Recovery, Open Spaces	
4.5	Implement regional targeted education campaign for 'covering load' to address road litter issues 	Implement	Implement	Ongoing	NE Waste and Transport NSW	
4.6	Analyse data from Source to Sea monitoring and determine key focus points for development and implementation of targeted 'Source to Sea' education campaign. 	Analyse	Develop	Implement	Council – Resource Recovery	
4.7	Undertake regular and ongoing litter monitoring within land, marine and estuarine environments throughout the Shire. 	Current and ongoing	Current and ongoing	Current and ongoing	Council – Resource Recovery	

No	Action	Timeframe (Years)			Responsibility	Evaluation Measure(s)
		1	2-3	4-5		
5.	Ensure ongoing use and expansion of Stormwater Quality Improvement Devices (SQIDs)					
5.1	Ongoing, regular servicing and maintenance of 24 x drain buddies (SQIDs) installed throughout Byron Bay. 	Current and Ongoing	Current and Ongoing	Current and Ongoing	Council – Resource Recovery, and Works	• Number of SQIDs installed • Commitment to maintenance regime • Annual SQID data
5.2	Undertake litter audits of drain buddies bi-annually (high and low season), to monitor long-term litter trends 	Implement	Implement	Implement	Council – Resource Recovery	
5.3	Incorporate SQIDs into any major stormwater upgrades where feasible, include them as a requirement in new developments and encourage major developments to retrospectively install and service SQIDs 	As Required	As Required	As Required	Council – Stormwater and Drainage Engineer/ Works	
6.	Effective disaster preparation and management response to reduce litter dispersal					
6.1	Undertake a thorough clean-up in collaboration with key stakeholders following natural disasters that: • Prevents further debris from entering waterways • Removes any debris that has entered waterways during an event. • Prioritises any hazardous waste. 	As Required	As Required	As Required	Council – Resource Recovery, Coast and Biodiversity Department of Environment, North East Waste, SES, Marine Rescue Brunswick and NSW EPA	• Post-disaster response evaluation reports • Media reach and analytics • Resources developed
6.2	Promote proactive behaviours as part of disaster warning protocols, including use of Community Recycling Centers for chemical and other problem wastes, putting hazardous materials up high, securing bins etc. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery	
6.3	In the case of a major global event (eg. Pandemic), undertake reactive litter reduction campaign(s) to address specific items and promote sustainable alternatives 	As Required	As Required	As Required	Council – Resource Recovery	





3.7 Litter Theme 3: Improved infrastructure & services

Objective: Council provides infrastructure and services to prevent litter and ensure the Shire's townships are clean, vibrant and activated.

Background

As the amount of residents and visitors to the Shire continues to increase, it is essential that Council maintains and improves its infrastructure and services to sufficiently accommodate its residents and visitors.

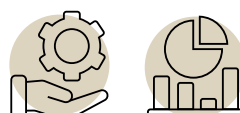
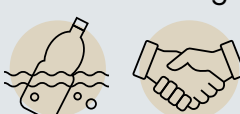
Research from EPA indicates that people are most likely to litter where:

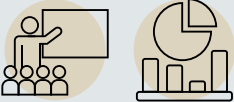
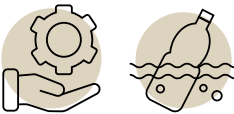
- It is not clean or appears uncared for (eg. where there is graffiti and vandalism)
- There are no bins nearby or when they can't find a bin
- Where bins are dirty and/or overflowing
- It is clear that others are also littering

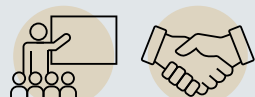
To facilitate correct disposal of waste and prevent litter, Council must continue to ensure that public place bin infrastructure is sufficient, appropriately placed, site-specific, easy to use, has clear and engaging signage and is well maintained. Ensuring public spaces are well designed, kept clean and free of litter, graffiti and vandalism will also assist in keeping these environments clean in the long-term.

Clean, well-functioning public place infrastructure, such as footpaths, street furniture or signage, helps reduce littering by sending a message that litter doesn't belong. By expanding and improving infrastructure such as water refill stations, reverse vending machines and reuse infrastructure, targeted littered items can be contained or reduced.

Litter is an issue that affects all areas of Council operations. It is vital that staff members throughout the entire organisation are working together to prevent litter and keep our local environment clean, leading by example for our community and visitors. For public places to remain clean, collaboration between not only Council staff but the public, local residents, local businesses and other land management authorities is required.

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
7.	Improve and expand infrastructure to support correct litter disposal					
7.1	Aligned with Council's Waste Strategy, review and upgrade public bins where required, considering: • bin numbers, capacity and frequency of bin collections at busy times • strategic placement of bins (locations) in conjunction with litter data • speciality additions (e.g.dog poo bag dispensers, butt bins, fishing tackle bins) • consistency and aesthetics of bin enclosures • material the bin enclosures are made from and ongoing maintenance requirements • waste streams captured • contracts for servicing and maintenance • educational signage 	Implement	Ongoing	Ongoing	Council – Resource Recovery	• Infrastructure installed • Bin Sensors Data • Local Litter Checks (LLC's) • Public bin audit comparisons • Open Spaces Asset Management Plan survey • Reduced recorded complaints of overflowing bins
7.2	Investigate bin compaction / bin sensor infrastructure suitable to eliminate overflow of litter. 	Investigate	Implement		Council – Resource Recovery	
7.3	Collaborate with other land managers to address issues of overflowing bins and littering not on Council land. 	Implement	Ongoing	Ongoing	Council – Resource Recovery, NPWS, Crown Lands, Reflections	
7.4	Investigate opportunities to improve and expand infrastructure that supports reusable alternatives to single use in open spaces and streetscapes e.g. water refill stations 	Implement	Ongoing		Council – Resource Recovery, Community Groups	
7.5	Investigate options for accessible drop off locations for safe vape disposal and provide if appropriate. 	Implement	Ongoing	Ongoing	Council – Resource Recovery	
7.6	Upgrade, redesign and expand litter prevention signage at key hot spots eg. Street banners, beach access points, bin signage. 		Implement		Council – Resource Recovery	

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
8.	Improve Council practices and reduce costs					
8.1	Investigate potential opportunities highlighted in Cost of Litter Study and Roadmap, for ongoing investment, increased efficiencies or redirection of funds. 	Implement	Ongoing		Council – Resource Recovery	• 10% of clean-up costs redirected to litter prevention by 2029 • BaU council practice to pick-up before mowing • Container Deposit Scheme analytics
8.2	Review and improve litter pick practices (including Council roadside picks) to reduce likelihood of litter dispersal and actively encourage other land managers to improve practices. 	Implement	Ongoing		Council – Open Spaces, Council – Resource Recovery, RMS	
8.3	Research quality improvement opportunities of street cleaning equipment to maximise efficiencies. 	Implement			Council – Open Spaces, Works	
8.4	Ensure designs of open places discourage littering and encourage appropriate disposal of waste incorporating: • signage • placement of bins • urban design to improve passive surveillance. • ensuring infrastructure does not encourage litter accumulation zones e.g. Car park bollards • avoidance of materials that create micro-litter, microplastic or other debris • avoiding creating spaces that attract litter 	Current and ongoing	Current and ongoing	Current and ongoing	Council – Resource Recovery, Place Manager, Open Spaces, Infrastructure Services	
8.5	Aligned with Council’s Waste Strategy, promote the Container Deposit Scheme and investigate opportunities for portable or small-scale reverse vending machines to increase accessibility for community and visitors. 		Implement		Byron Shire Council – Resource Recovery, TOMRA	

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
9.	Increase capacity across the entire organisation to take ownership of litter and actively promote litter prevention					
9.1	Train outdoor and enforcement staff on how to report littering from vehicles and promote use of EPA’s ‘Report to EPA’ platform 	Implement	Ongoing	Ongoing	Council – Resource Recovery	• Own it and Act Rubric Consensus Score • Number of staff trained
9.2	Continue to incorporate litter prevention education into staff inductions and all staff forums and run annual staff clean ups. 	Implement	Ongoing	Ongoing	Council – Open Spaces, Council – Resource Recovery, RMS	
9.3	Incorporate litter prevention objectives into revised Community Strategic Plan and Delivery Program 	Implement			Council – Open Spaces, Works	
9.4	Reduce litter at the source through facilitating the use of reusables for all staff through supply of cups / bottles / containers where required. 	Current and ongoing	Current and ongoing	Current and ongoing	Council – Resource Recovery, Place Manager, Open Spaces, Infrastructure Services	
9.5	Act as leaders in litter prevention by: - participating and actively contributing to litter and waste reduction conferences/ forums and stakeholder workshops. - collaborating with litter monitoring experts and sharing data across stakeholder network 	Current and ongoing	Current and ongoing	Current and ongoing	Council – Resource Recovery	

Visitors and community members participating in a beach clean in Byron Bay with Byron Shire Council and Positive Change for Marine Life.



3.8 Litter Theme 4: Community pride and empowerment



NSW EPA's litter research shows that 87% of NSW residents think litter is an important issue.

Objective: Our community is empowered and supported to look after their local environment and takes pride in ensuring we keep Byron Shire clean.

Background

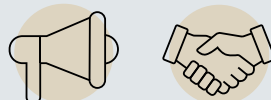
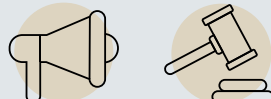
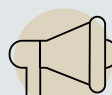
Litter is an issue that affects community pride and has a range of social impacts when not managed effectively. Local community groups and residents are passionate about protecting the environment and reducing litter, seeing it as a priority. In the Open Spaces Asset Management survey undertaken in 2020, the community highlighted the 'cleanliness' of open spaces as the third most important priority. Additionally, when we asked residents what they thought the most effective anti-littering messaging was during Strategy consultation:

- 30% resonated most with community pride messaging
- 25% resonated most with environmental based messaging

There is general agreement in the community that littering is unacceptable, but this has not yet translated from an attitude into community-wide behaviours. Additionally, as new residents from cities relocate to the area, bringing different values and behaviours, there is a need to continuously increase community pride through collaborative behaviour change programs.

Litter is not an issue that can be solved by Council or any individual on their own. By supporting and working closely with our community who are passionate about their local neighbourhood, we can ensure that each town and village within our Shire is clean and litter-free. Harnessing this passion and dedication is integral to delivering this Strategy's vision so it makes sense to strengthen and leverage these relationships wherever possible. By partnering with community groups and individuals, we can all share the responsibility of keeping our Shire clean and include the diverse range of community members within our Shire. Council has a key role to play to facilitate collaboration so that volunteer effort/energy and availability can be maximised and competition between resources is reduced.

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
10.	Maintain, develop, and expand collaboration with community groups and organisations working on litter prevention initiatives.					
10.1	Facilitate collaboration between community groups to foster cross-promotion opportunities, resources and knowledge sharing  	Implement	Ongoing	Ongoing	Council – Resource Recovery, North East Waste	- Number of community groups working together on litter prevention projects - Number of community projects developed and delivered
10.2	Partner with relevant community groups to address and promote targeted education programs for key littered items (e.g. takeaway litter, fishing debris, cigarette butts)   	Implement	Ongoing	Ongoing	Council – Resource Recovery, Community Groups	
10.3	Build relationships and collaborate with First Nation Advocates and Ambassadors on litter prevention projects. 	Current and ongoing	Ongoing	Ongoing	Council – Resource Recovery, BOBBAC, Jali LALC, Tweed Byron LALC	
10.4	Continue to collaborate, support and promote annual Clean Up Australia Day events and general beach/ community clean-up events.  	Current and ongoing	Current and ongoing	Current and ongoing	Council – Resource Recovery	
11.	Provide resources, services and support for litter clean-up and prevention.					
11.1	Empower community volunteers to manage local hot spots by: - Providing easy to access resources (e.g. collection bags, signs) and guidance - Informing of grant programs - Rewarding achievements - Promoting initiatives - Assisting with waste disposal     	Current and ongoing	Ongoing	Ongoing	Council – Resource Recovery	- Outcomes from collaborations eg. data from clean-up events held / 'grant' / donation, and project outcomes - Number of training sessions delivered and attendee data - Increased participation at Clean Up Events - Value of fee waivers
11.2	Undertake regular youth and school education sessions and provide support for youth to undertake litter prevention and clean-up activities.  	Implement	Ongoing	Ongoing	Council – Resource Recovery	
11.3	Continue to provide support for community organisations through: - Fee waiver for waste disposal at the Byron Resource Recovery Centre through Council's Waste Disposal Fees for Not-for-Profit Groups Policy for each bonafide not-for-profit organisation that cleans up public land - Donation of goods, services and one-off fee-waiver for appropriate groups and organisations achieving outcomes in litter prevention and resource recovery. - Training and support to seek grant funding.  	Current and ongoing	Current and ongoing	Current and ongoing	Council – Resource Recovery, Community groups	

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
12.	Raise awareness of importance of litter throughout community so it is seen as a key priority.					
12.1	Promote anti-littering messaging through collaboration with key community-based events (e.g.Mullum to Bruns paddle) 	Expand	Ongoing	Ongoing	Council – Resource Recovery	- Litter incorporated into future Community Strategic Plans - Campaign coverage and analytics - Media analytics
12.2	Regular promotion of anti-littering messaging and achievements through Byron Binfluencer platform, Council media, Sustainability E-News etc 	Current and ongoing	Current and ongoing	Current and ongoing	Council – Resource Recovery, Media	
13	Increase the perceived risk of being caught for littering in the community.					
13.1	Encourage community to report littering from vehicles through EPA’s ‘Report a Tosser’ platform. 	Implement	Ongoing	Ongoing	Council – Resource Recovery, NSW EPA	- Survey comparison - Number of registrations to Report Littering on platform - Number of reports to Report littering platform
13.2	Undertake litter enforcement activities in peak periods and publicise any fines. 	Expand	Ongoing	Ongoing	Council – Community Enforcement	
13.3	Promote associated fines of littering on campaign materials eg. Signs, media etc. 	Expand	Ongoing	Ongoing	Council – Media	

4. Illegal Dumping

Illegal dumping ranges from bagged household rubbish to unwanted bulky items left on the kerbside, through to larger scale dumping of materials like construction waste in more isolated areas. This may include hazardous materials like asbestos.



Leaving unwanted household items on the kerb

Disposing household or commercial waste in a public place bin



Dumping commercial or renovation waste in local Hinterlands or bushland



Throwing green waste over the fence into local reserves

4.1 Impacts of Illegal Dumping

Illegally dumped waste can harm human health, pollute the environment, reduce amenity, is costly to manage, and results in a loss of valuable resources. It is therefore integral to take prevention measures to mitigate these impacts for our organisation, community and environment.

Table 4. Various impacts of illegal dumping.

Impacts of Illegal Dumping	
Environmental	• Can contaminate and degrade land, plant and animal habitats • Pollutes waterways • Creates fire hazards • Green waste can spread weeds and exotic species into public reserves, bushland and parks • Harbors vermin and pests
Public Health and Safety	• Affect human health, especially if it contains hazardous chemicals or asbestos. • Potential for injury and public health risks as a result of sharp objects, unsafe objects or unsanitary materials being dumped • Prevent or hinder maintenance works, or emergency access if on roads and property • Increases the hazards faced by emergency services' personnel and land managers' staff by exposing them to potentially hazardous waste or preventing access to roads
Social and Cultural	• Makes public places unsightly, leading to reduced visits by residents and visitors • Lowers community pride • Damage to tourism reputation • Increases crime and decreases perception for safety as dump sites can attract anti-social behaviour • Impact on cultural values • Can create neighborhood disputes
Economic	• Cleaning up illegal dumping is a significant expense* for councils, public land managers, private property owners and charities. • Loss of income to landfill operators, resource recovery and recycling facilities through the loss of the resource • Dumping waste, especially hazardous waste, can lower property values. • Diversion of Councils' and other land manager's resources towards clean-up and away from more worthwhile activities.

4.2 Priority illegally dumped waste types

Household waste – including furniture, white goods and general landfill rubbish is by far the most common type of illegally dumped waste within the Byron Shire (80%). Commercial and construction waste is second highest (7%) and whilst only a small percentage, it is often larger in volume and can be extremely costly to clean-up.

However, less frequently dumped wastes such as asbestos, hazardous waste, electronic items and green waste can be extremely harmful to the environment and human health and are therefore also a very high priority for Byron Shire Council.

The Strategy aims to address all types of waste, however household waste will be a clear priority throughout the various themes.

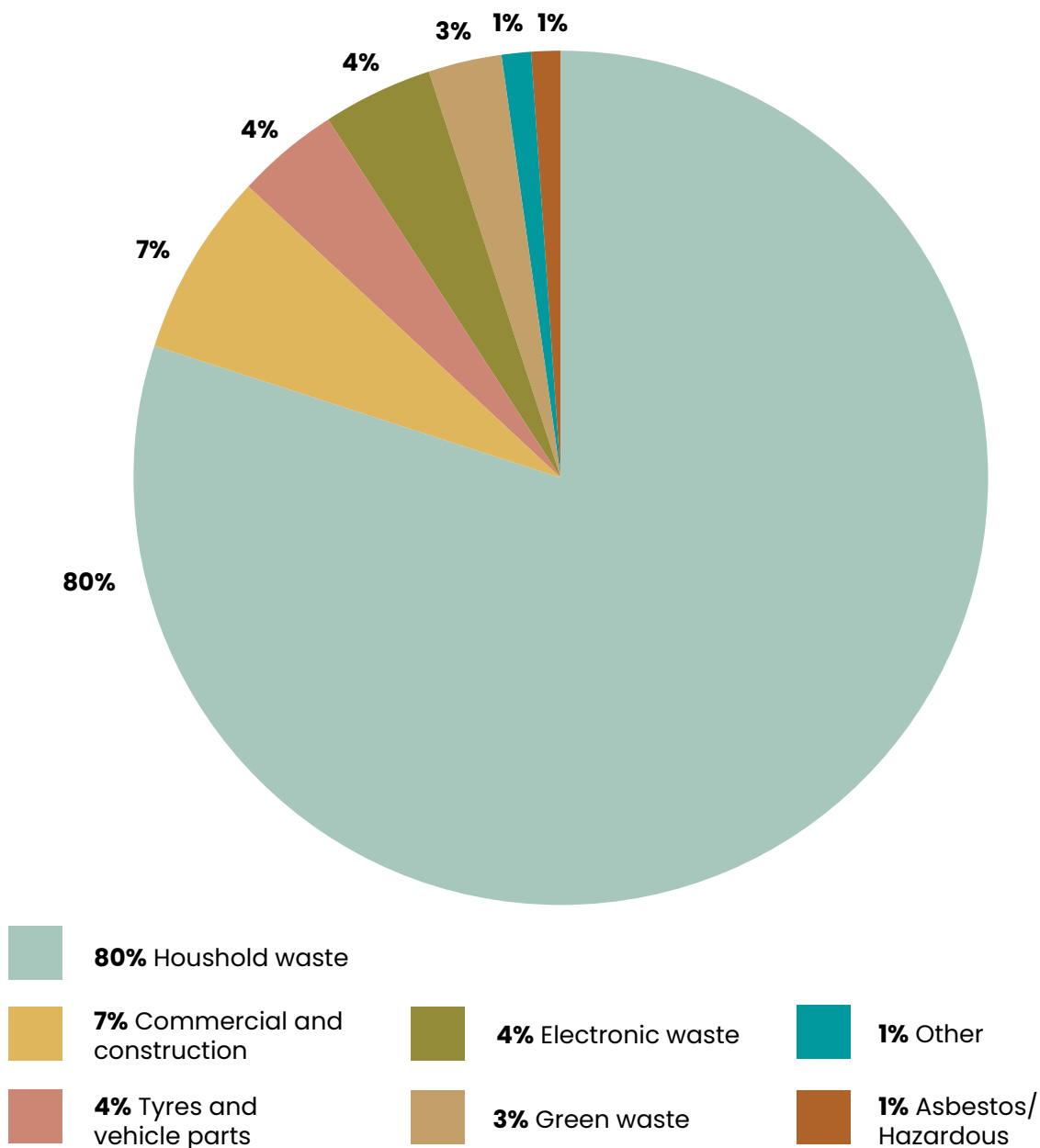


Diagram 2: Summary of type of waste (%) of illegally dumped items in the 2022/ 2023 financial year in Byron Shire.

4.3 Strategic Framework for Illegal Dumping

Targets			
20% further reduction in illegal dumping incidents by 2029 (2017 baseline)			
Themes			
Household waste dumping	Commercial and construction waste dumping	Circular Economy	Improved Infrastructure, Services and Enforcement
Strategic Objectives			
Reduce incidence of household waste, green waste, building waste and charity dumping by householders	Reduce incidence of construction and demolition waste including hazardous waste, and commercial waste being dumped by businesses.	Develop, promote and support circular economy initiatives to increase resource recovery over incorrect disposal	Council waste disposal services, infrastructure, and approach to enforcement minimises illegal dumping behaviours.
Goals			
1. Reduce bulky household waste items dumped on the kerb	1. Reduce occurrence of illegal dumping of commercial waste in public place bins	1. Support and promote businesses and organisations that encourage circular economy practices	1. Review and refine current Council approaches to further reduce the likelihood of illegal dumping
2. Support charity organisations to implement illegal dumping prevention initiatives	2. Increase industry awareness of the consequences of illegal dumping	2. Increase the ability for re-use, repair and resource recovery by providing and promoting opportunities within our community	2. Provide a leadership role in the fight to combat illegal dumping locally, regionally and across NSW
3. Reduce illegal dumping of green waste, building waste, tyre and asbestos on unoccupied land or bushland by the community	3. Reduce illegal dumping on bushland and unoccupied land by businesses who generate or transport waste	3. Increase knowledge and readiness on how to be prepared, and respond to surge demand as a consequence of a natural disaster	3. Support community groups and members to enhance local environment and discourage dumping
4. Reduce household waste dumping in or at public place bins			



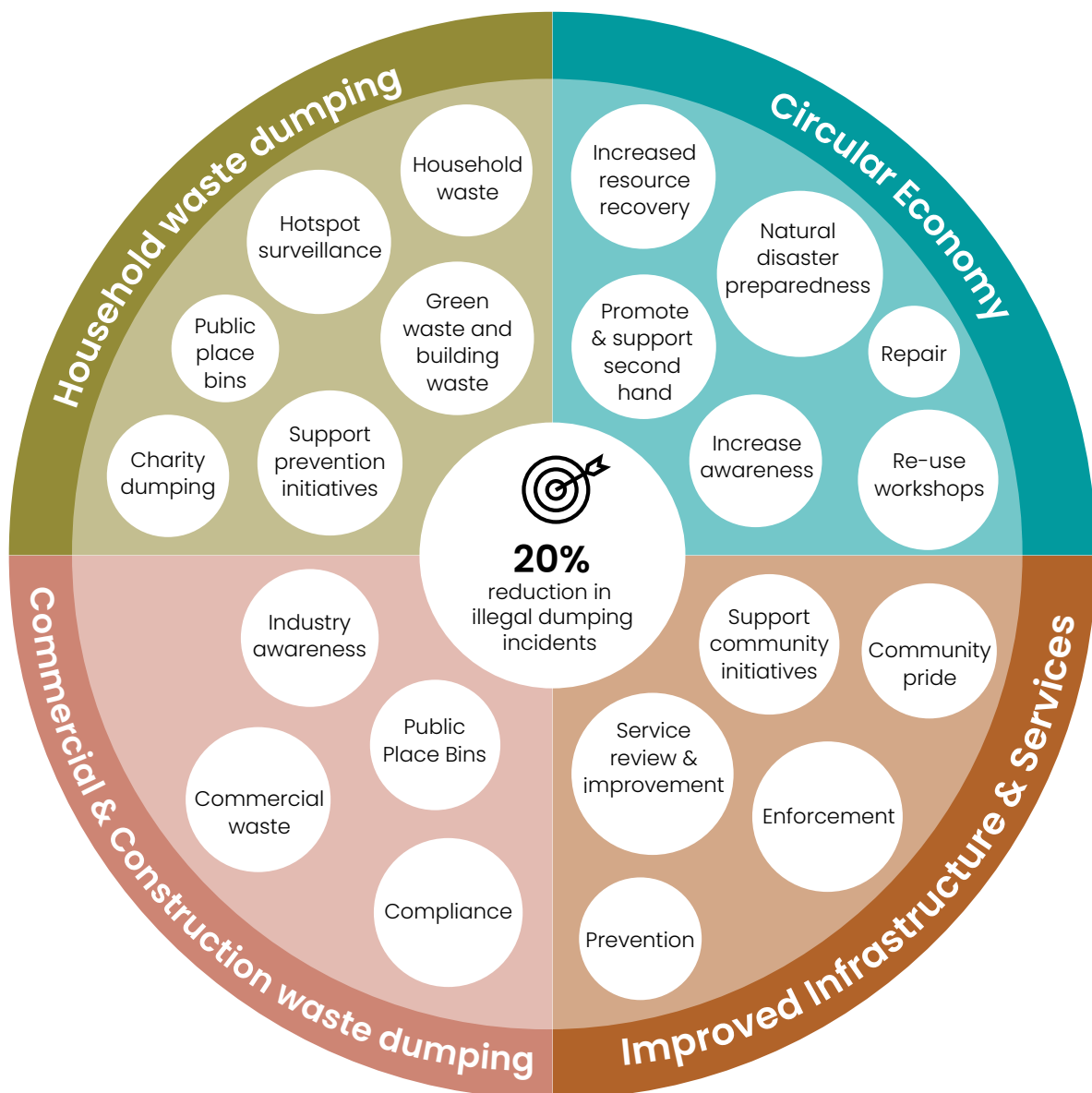
4.4 Snapshot

It is important to understand why householders and businesses illegally dump in the Byron Shire so that appropriate prevention mechanisms can be developed. While there is no typical dumper, most people understand that dumping is illegal.

Cost, convenience, lack of planning and community attitudes are the key motivators for illegal dumping in general. However, the interplay of these drivers varies for different waste types, offender segments and locations. Through a recent community survey, the following reasons for dumping within the Byron Shire were highlighted. In order of the most common response, they were:

- 1) Laziness and/or carelessness
- 2) Barriers to correct disposal e.g. unable to transport waste
- 3) Too expensive (fees and charges)
- 4) Transient nature of community
- 5) Lack of awareness (e.g. green waste 'dumped' in a forest considered as 'compost')
- 6) Desire to want to 're-home' items

Some of these motivators cannot be removed (disposal cost and the transient nature of community). This Strategy aims to remove or address barriers wherever feasible.



4.5 Illegal Dumping Theme 1: Household waste dumping



Household waste contributes to 80% of illegal dumping within the Byron Shire.

Objective: Reduce incidence of household waste, green waste, building waste and charity dumping by householders.

Background

To reduce illegal dumping in the long term, we need to change how our community think about their waste, and how they dispose of items they no longer need. Programs and initiatives that change people's behaviour and influence their waste management decisions will deliver greater environmental outcomes than just cleaning up after the damage is done.

Building, fostering, and rewarding both individual and community pride aims to create an emotional commitment to positive behaviour change. Ensuring that systems and process are in place will empower our community to act by disposing of their waste correctly and reporting illegal dumping. They must also perceive that there is a high chance of being caught for illegal dumping.

Council will continue to support and reward organisations who undertake programs that positively contribute to and build community pride. For example, the Waste Disposal Fees for Not-for-Profit Groups Policy allows for fee waiver of a designated amount at the Byron Resource Recovery Centre for each organisation that runs either:

- a disposal store for the sale of second hand and reusable items within the Byron Local Government Area (LGA)
- a not-for-profit community group that cleans up public land

Household waste

Household waste accounts for 80% of illegal dumping within the Byron Shire. A large proportion of this is illegally dumped on the kerbside outside households. Given the high rental turnover in our main townships, and through information gathered in regular monitoring, it is evident that a large proportion of kerbside dumping can be attributed to end of tenancies.

In our recent community survey, only 48% of survey respondents had used their free annual waste vouchers and 3% had used the courtesy trailer(s). This suggests there is a need to increase the awareness of available services for those in the community who need assistance with waste disposal.

Council communications are generally targeted towards property owners and ratepayers, identifying a gap in communication with renters that could assist in reducing the amount of kerbside dumping. The 2023 community survey had 11% of respondents identify as renters. This might indicate they are less engaged in Council media platforms as ratepayers. To ensure effective messaging reaches all residents including tenants, collaboration with real estate agents and other property managers is essential. By working together, the burden of managing illegal dumping can be greatly reduced for everyone.

Charity Bin dumping

The charitable recycling sector plays a crucial role in the re-use of household items, textiles and other goods across the state. It offers people an opportunity to dispose of unwanted goods, diverting them from landfill or, potentially, from being illegally dumped.

Council will continue to work with this sector to continue to encourage responsible donation behaviour, prompting the public to think more about the quality of their donated items, to help reduce dumping around charity bins and shopfronts.

Green Waste dumping

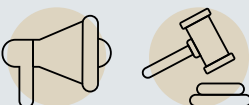
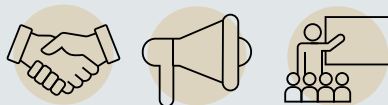
Although green waste makes up only 3% of the recorded illegal dumping incidents, it is likely that this is underreported and that the actual figure is much higher.

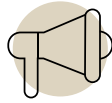
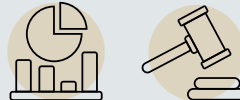
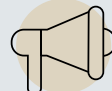
Garden waste includes materials such as mulch, branches and lopped material, lawn clippings, tree trunks and stumps, leaves and unwanted plants. Whilst organics bins make it easy for people to dispose of their green waste (Council has a weekly collection service), there is evidence of community dumping green waste on unoccupied land such as nature reserves, bush, roadside reserves and “over the back fence”.

Dumped green waste has an onflow impact on the natural environment, for example it can spread weeds, or if it dumped near the drainage system, can block drains, exacerbating flood impacts.

Household waste in public place bins

Currently, 20–30 % of the bin capacity in the Byron Shire is reportedly taken up by commercial or household waste. This causes public bins to overflow especially in peak tourism areas, evidenced by the number of complaints received. We must increase awareness of the consequence of these dumping behaviours and implement solutions to overcome the driver behind them. We must empower our community to report these incidents.

No	Action	Timeframe (Years)			Responsibility	Evaluation Measure(s)
		1	2-3	4-5		
1.	Reduce bulky household waste items dumped by the public on the kerbside					
1.1	Adapt and deliver WSROC Moving House Program partnering with property managers and real estate agents to deliver campaign and Information Guide with templates for: - Moving in/new tenant info - Moving out information about correct disposal options - Council services available for bulky waste, green waste and other household items 	Implement	Ongoing	Ongoing	NSW EPA, NE Waste and local Real Estate Agents	- Number of kerbside/ household illegal dumps - Outcomes of targeted rental initiatives (resources developed, partner organisations, campaign reach etc.) - Number of education packs distributed - Number of courtesy trailer hires - Bulk waste tenancy forms presented for free waste disposal - Campaign reach and analytics
1.2	Expand the promotion of Council’s waste services so that more people are aware of existing services for household bulky waste. 	Expand	Ongoing	Ongoing	Council – Media and Communications, Council – Resource Recovery; and NE Waste	
1.3	Continue to distribute kerbside illegal dumping educational materials including letters, flyers, stickers and tape, signage. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery	
2.	Support charity organisations to implement illegal dumping prevention initiatives					
2.1	Assist and upskill charities on how to prevent Illegal Dumping including: - guidance with surveillance techniques and accessing funding for equipment - developing individualised illegal dumping prevention resources - delivering a regional responsible donation campaign at Christmas and other peak periods - offering training opportunities 	Ongoing	Ongoing	Ongoing	Council – Resource recovery, NE Waste, the NSW EPA, and LGNSW	- Quantitative feedback from charities - Value of fee waiver
2.2	Continue to support charities/second-hand shops that facilitate reuse with annual allocated fee waiver for waste disposal. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery	

No	Action	Timeframe (Years)			Responsibility	Evaluation Measure(s)
		1	2-3	4-5		
3.	Reduce illegal dumping of green waste, building waste, tyre and asbestos on unoccupied land or bushland by the community					
3.1	Clean up legacy waste in known hotspots, implement interventions to deter repeat offences 		Implement	Ongoing	Litter and Illegal Dumping Prevention Officer, Bush Regeneration Team	• Number of reports from community (CRM / RID Online) • Campaign reach and analytics • Reduction of green waste dumping in known bush regeneration areas • Number of investigations • Asbestos Program workshop outcomes • Asbestos testing kits distributed • Asbestos handling kits distributed
3.2	Develop and implement a targeted campaign to increase community awareness of the impacts of green waste dumping on the environment alongside the promotion of Council waste services available to residents. 		Implement	Ongoing	Council – Resource Recovery and the Media and Communications team Bush Regeneration Team	
3.3	Encourage community to report Illegal Dumping via the Byron Shire council Website, Resource Recovery Hotline or RID Online 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery	
3.4	Collaborate with other public land managers to develop and deliver a coordinated approach to reducing and responding to small scale, opportunistic illegal dumping on vacant land. 		Implement	Ongoing	Council – Resource Recovery	
3.5	Deliver regional household asbestos program including: • distributing asbestos testing kits • supporting National Asbestos Awareness campaign • participating in LGNSW asbestos network • developing a council asbestos communication toolkit 	Current and ongoing	Ongoing	Ongoing	NE Waste, and Local Government NSW	
4.	Reduce household waste dumping in or at public place bins					
4.1	Develop and deliver general awareness campaign on the impacts of disposing household waste in public bins. 	Implement	Ongoing	Ongoing	Council – Resource Recovery and the Media and Communications team	• Changes in percentage (%) of household waste.
4.2	Undertake public place bin audit to identify hotspots and utilise the data to develop and implement targeted engagement initiatives 	Implement	Ongoing	Ongoing	Council – Resource Recovery, Contractor	



4.6 Illegal Dumping Theme 2: Commercial and construction waste dumping



78% of Byron Shire community members identified illegal dumping as quite a big problem or an extremely big problem."

Source: Community Survey

Objective: Reduce incidence of construction and demolition waste including hazardous waste, and commercial waste being dumped by businesses.

Background

The local business community is still recovering from the pandemic and the 2022 floods. Consequently, it appears that cost cutting has led to an increase in inappropriate methods of disposing of waste.

The 2022 public place bin audit highlighted most locations were being used for the disposal of household and commercial waste, with some locations containing over 30% commercial waste. This type of dumping reduces the capacity for legitimate public place waste and can cause overflowing bins. Council will work collaboratively with business managers to improve disposal behaviours, support waste reduction initiatives, and reduce the incidence of illegal dumping.

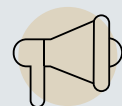
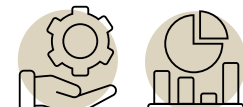
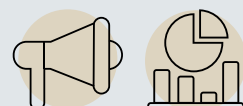
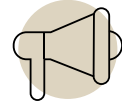
The cost of managing waste that may contain asbestos containing materials (ACM) is often considered an economic driver behind illegal dumping of commercial and construction waste. Engagement with local trades and logistic businesses will be vital to raise awareness of fines that can be imposed if they are caught illegally dumping material.

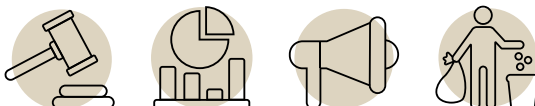
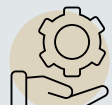
If illegal dumpers believe there is little or no risk of getting caught, then they are more likely to engage in the behaviour. Therefore, it is important to increase the level of perceived risk of being caught for illegal dumping.

Critical in achieving this are regulation and enforcement activities that target specific illegal activity with priority at known hotspots. Our team must be trained and highly competent in both surveillance, investigation, and enforcement.

We will work across our organisation to ensure that all incidents are collected and disposed of quickly and efficiently, to prevent further illegal dumping. We are committed to investigating, gathering evidence and sound recording of illegally dumped items.

Prosecution of large-scale repeat illegal dumping offenders, and monitoring of hot spots will be prioritised, with fines and prosecutions publicised to discourage illegal dumping.

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
5.	Reduce occurrence of illegal dumping of commercial waste in public place bins					
5.1	Targeted, direct engagement with businesses in areas with incidents of commercial waste public place bin dumping to: - increase awareness of impacts of dumping, possible fines and obligations of businesses to correctly manage their own waste - provide information on available commercial waste services prioritising waste reduction 		Implement	Ongoing	Council – Resource Recovery	- Decrease in percentage (%) of commercial waste in public place bin audit. - Campaign reach and media metrics - RIDonline data
5.2	Undertake public place bin audit and monitor changes in percentage (%) of commercial waste from baseline data 		Implement	Ongoing	Council – Resource Recovery, NE Waste	
5.3	Deliver campaign to address commercial waste dumping in public bins via: Social media platforms - interchangeable signs on public place bins - wrap around bin signage and stickers - Working with Chambers of commerce - Encouraging reporting via RID Online 		Implement	Ongoing	Council – Resource Recovery, and NE Waste	
6.	Increase industry awareness of the consequences of illegally dumping					
6.1	Engage with local trades and associated organisations to increase awareness of the impacts of illegal dumping and associated fines. 		Implement	Ongoing	Council – Resource Recovery, and NE Waste	- Number of commercial waste illegal dumps - Number of illegal dumping fines - Campaign reach and analytics
6.2	Distribute knowledge building information via the NE Waste Circular C&D project. 	Ongoing	Ongoing	Ongoing	NE Waste	

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
6.3	Input into the review of council's current (standard) Development Control Plan to incorporate better practice options to prevent dumping of construction waste and ensure appropriate reuse and diversion of materials. 	Review	Implement		Council – Resource Recovery, Building and Development Services; and NE Waste	
6.4	Increased compliance for Illegally dumped trolleys through ongoing reporting to supermarkets for removing them and issuing impoundment offences and fines. 	Ongoing Distribute	Ongoing	Ongoing	Council – Public & Environmental Services, Resource Recovery	
7.	Reduce illegal dumping on bushland and unoccupied land by businesses who generate or transport waste					
7.1	Create and maintain a schedule for identifying new hot spots, based off RID Online and community feedback. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery	• Number of warnings/ PINs issued • Media reach and analytics • Infrastructure installed • RIDonline data
7.2	Continue to monitor current surveillance devices, issue fines and clean-up notices and publicise successful enforcement activities widely in the media. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery and Media & Communications, and Environmental Health, Resource Recovery	
7.3	Investigate opportunities to restrict access by repeat industry offenders at known dumping hot spots (e.g. installing barriers, gates etc). 	Implement	Ongoing	Ongoing	Council – Resource Recovery	
7.4	Collaborate with other public land managers to develop and deliver consistent approaches that deter industry illegal dumping on unoccupied land and bushland 	Implement	Ongoing	Ongoing	Council – Resource Recovery	

4.7 Illegal Dumping Theme 3: Circular Economy



18% of BSC community identified supporting and expanding reuse and recycling initiatives as their top 3 initiatives to effectively reduce illegal dumping.

Objective: Develop, promote and support community-based sustainability and circular economy initiatives to increase reuse, repair and resource recovery over incorrect disposal.

Background

The NSW Waste and Sustainable Materials Strategy 2041: Stage 1, 2021–2027 sets out a bold vision for NSW to transition to a circular economy within 20 years and is a foundation principle of the NSW EPA's Waste Delivery Plan.

The Byron Shire community survey results suggest the community sees value in a range of circular economy initiatives, including reuse and repair.

Illegal dumping is 'leakage' from the circular economy and therefore needs to be addressed as part of this strategy.

By taking strategic action to prevent illegal dumping we can:

- reduce the harmful impact of waste and drive behaviours that create a circular economy
- help to address the costs of living through provision of increasing access to second-hand goods
- prolong the life of products, curtailing production demand and reducing material footprint
- increase the correct collection of easily recycled resources, like whitegoods, tyres and green waste.

To realise the opportunity, there is a need for resilient systems and robust ways to keep waste materials circulating in Byron Shire and regionally.

We will aim to reduce the high level of illegal dumping that occurs following natural disasters where large amounts of damaged household waste are left (to be collected), following clean-up actions. We will investigate options to prepare for and respond to surge illegal dumping behaviours by setting up systems and processes that can be enacted at these times that support our community and business to reduce leakage from the circular economy.

Our community is proactive and is already seeking ways to redress the high cost of a throwaway culture. Low-cost household items (which are of poor quality, have poor resale value and are difficult to repair) is undoubtedly contributing to the increasing amount of household items being illegally dumped. After all, why would someone pay for something so cheap to be disposed?

We aim to combat this issue by improving the capability of community members to repair, reuse, recycle and repurpose unwanted items. We will play a role in promoting these opportunities over landfill, and therefore also over illegal dumping behaviours (for those who won't pay the disposal fee).

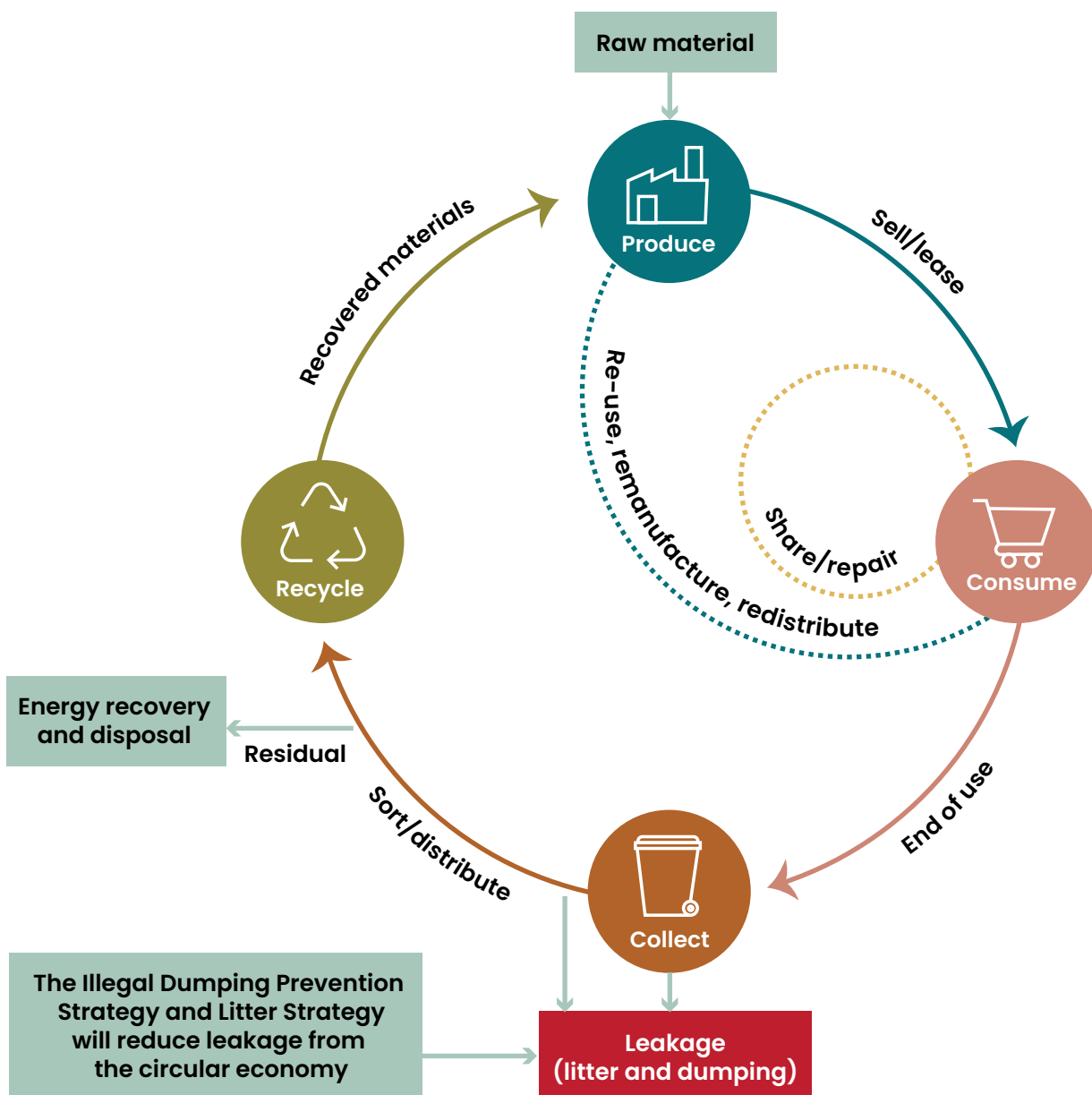
We will support our community and encourage these practices by:

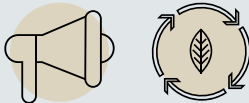
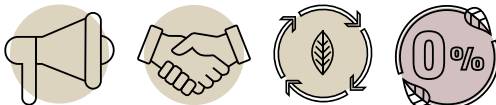
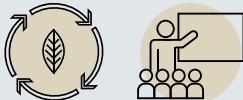
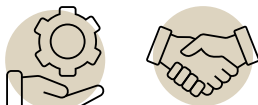
- Providing a platform for our community to easily find these services
- Hosting workshops that assist community to gain basic repair skills
- Promoting and providing relevant services through The Re-market Tip Shop, and
- Subsidising recycling schemes to make them accessible.

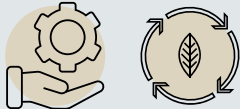
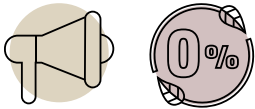
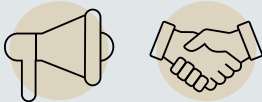
By making it easier to repair items, they will hold more value and will be less likely to be dumped. Additionally, as it becomes more common practice for community members to salvage items for upcycling and as second-hand purchasing becomes increasingly desirable, the demand for second hand items creates its own micro-economy. For council there is an economic benefit through reduced clean-up costs of illegal dumping.

Additionally, when items become illegally dumped, they often lose their value because they are damaged by the elements, and they ultimately then end up in landfill. Alongside the various prevention efforts, another key priority is therefore ensuring prompt collections of illegally dumped waste that prioritise and separates recoverable materials.

All of these opportunities require processes to be put in place to enable the establishment of a healthy and responsible circular economy, and Council will play a leadership role in this process.



No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
8.	Support and promote businesses and organisations that encourage circular economy practices					
8.1	Aligned with Council's Waste Strategy, continue to promote existing and emerging 'share economy' opportunities e.g. Tool libraries/ library of stuff 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery, and NE Waste	• Number of business partnerships • Quantitative data from charity shop partners e.g. survey data • Participation rates of regional events
8.2	Promote platforms that support second-hand selling and buying, reuse and repair e.g. Reuse and Repair Trail, Second Hand Saturday, Charities and Op Shops. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery NE Waste	
9.	Increase the ability for re-use, repair and resource recovery by providing and promoting opportunities within our community					
9.1	Host workshops at Byron Resource Recovery Centre that assist community to gain basic repair & repurpose skills with a focus on commonly dumped items e.g. Bikes, pallets. 	Expand	Ongoing	Ongoing	Council – Resource Recovery	• Number of workshops • Number of participants • Quantitative feedback from community groups operating in circular economy e.g. survey • Online platform metrics • Increase in profit of the Re-market tip shop
9.2	Collaborate and partner with local reuse and repair groups e.g. Shedding Community Workshop Inc & Repair Café, Men's Sheds and community colleges to promote their upskilling activities to the community 	Expand	Ongoing	Ongoing	Council – Resource Recovery	
9.3	Ensure bulky waste collection services continue to prioritise resource recovery and clean-up times are prompt, to reduce likelihood of damage to good quality materials. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery, and Bulky Waste Collection Contractor	
9.4	Investigate opportunities to subsidise and promote mattress recycling at Byron Resource Recovery Centre 	Implement			Council – Resource Recovery	

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
9.5	Upskill staff to provide an increase in re-use and repair services available through The Re-market Tip Shop. 	Implement	Ongoing	Ongoing	Council – Resource Recovery	
9.6	Aligned with Council’s Waste Strategy, expand resource recovery initiatives at the BRRC targeting bulky items and building and demolition materials. 	Implement	Expand	Expand	Council – Resource Recovery, NE Waste	
10.	Increase knowledge and readiness on how to be prepared, and respond to surge demand as a consequence of a natural disaster					
10.1	Collaborate with EPA, regional groups and councils to develop resources and generic ‘declutter’ messages and promote services such as the Community Recycling Centre. 		Implement	Ongoing	Council – Resource Recovery, NE Waste, and the NSW EPA	• Campaign reach and analytics • Number of additional initiatives • Organisation readiness to respond to disaster
10.2	Develop systems, processes and educational resources to better manage waste collection and disposal and increase resource recovery during and after natural disaster events. 	Implement			Council – Resource Recovery, NE Waste	
10.3	Investigate the feasibility of establishing localised holding points for items that could wash away/or be significantly damaged due to impending natural disaster. 	Implement			Council – Resource Recovery	



4.8 Illegal Dumping Theme 4: Improved Infrastructure, Services and Enforcement

Objective: Council waste disposal services, infrastructure, and approach to enforcement minimises illegal dumping behaviours.

Background

Reducing the amount of waste going to landfill is a key priority for Council. Providing adequate bulky waste disposal services for residents aims to reduce illegal dumping however this process must allow for items to be easily recovered. Any proposed changes to bulky waste disposal services therefore must maintain a high level of resource recovery.

We will research and review opportunities for improving bulky waste disposal services, ensuring that this service facilitates an increase in resource recovery rates and is made accessible to all sectors of our community.

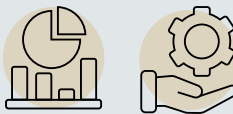
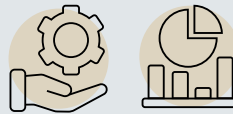
We will increase the use of suitable infrastructure at key hotspot locations to prevent illegal dumping. Infrastructure will include barriers and gates, signage and surveillance cameras.

In accordance with an integrated approach, Council will continue regulation and enforcement activities that target specific illegal activity with priority at known hotspots. Our team must be trained and highly competent in both surveillance, investigation, and enforcement.

We will work across our organisation to ensure that all incidents are collected and disposed of quickly and efficiently, to prevent further illegal dumping. We are committed to investigating, gathering evidence and sound recording of illegally dumped items.

Prosecution of large-scale repeat illegal dumping offenders, and monitoring of hot spots will be prioritised, with fines and prosecutions publicised to discourage illegal dumping.

Council will also continue to play a role in illegal dumping prevention programs of regional and state importance. We will participate in relevant projects; share knowledge and resources and we will seek support from the state government in terms of funding to implement localised solutions to illegal dumping in Byron Shire.

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	22-3	4-5		
11.	Review, refine and expand current Council approaches to further reduce the likelihood of illegal dumping					
11.1	Investigate options to expand and refine bulky waste service options (waste disposal vouchers) to increase uptake of service, including feasibility of: - Door-to-door collection for at risk residents e.g. disability, aged. - User pays collection services - Alternative drop off locations across the Shire 		Investigate		Council – Resource Recovery, and NE Waste	- Increased uptake of services - Broaden demographic accessing services - Quantity of additional infrastructure installed - Decrease in illegal dumping incidents at known sites - Number of additional signs installed - Number of surveillance devices installed - Number of barriers, gates installed - Increase the number of staff trained in RID Online - Increased use of RID Online - Number of staff trained in illegal dumping investigation - Number of warnings/ PINs issued - Number of staff trained in POEO Act
11.2	Investigate system improvements to enable efficient reporting of incidents of illegal dumping through RID Online 	Ongoing	Ongoing	Ongoing	Council – Public & Environmental Services, Resource Recovery	
11.3	In response to RID Online data and verified requests, undertake an annual review of illegal dumping infrastructure placement (signage, surveillance devices, barriers, gates) and measure and monitor impacts. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery	
11.4	Research options and obtain funding to expand infrastructure throughout the shire at identified hotspots. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery	
11.5	Continue to facilitate training for community enforcement and relevant Council staff to ensure they can record and investigate offences where sufficient evidence is available. - RID Online reporting - Asbestos identification - Basic illegal dumping investigation - Protection of the Environment and Operations Act 1997 - Class 2 – Public Space (unattended property) Act. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery	

No	Action	Timeframe (Years)			Stakeholders	Evaluation Measure(s)
		1	2-3	4-5		
12.	Provide a leadership role in the fight to combat illegal dumping locally, regionally and across NSW					
12.1	Lobby, consult, seek support and co-operate with government on issues such as: - regional or cross jurisdictional areas e.g. major roads, natural waterways - undertaking pilot projects - improving operational processes and policies, and having service agreements e.g. responsibilities for natural waterways - incorporating technology and specialised equipment - improvements in offences and increased enforcement capabilities for Council offices - improving regulation, offence provisions and public reporting. 	Ongoing	Ongoing	Ongoing	Council – Resource Recovery and NE Waste	- Level of participation in regional and cross-jurisdictional programs and projects - Number of regional and statewide programs supported
12.2	Continue membership with NE Waste and participate in regional Illegal dumping programs and initiatives 	Ongoing	Ongoing	Ongoing	Council	
12.3	Participate in NSW EPA Illegal Dumping Community of Practice and provide submissions where appropriate to State and Federal Government	Ongoing	Ongoing	Ongoing	Council – Resource Recovery and NE Waste	
13.	Support community groups and members to enhance local environment and discourage dumping					
13.1	Develop and implement Council’s Resource Recovery Community Initiatives Program and promote groups to apply with relevant projects.  	Develop	Implement	Ongoing	Council – Resource Recovery, and NE Waste	- Initiative Program developed and suitable groups supported - Level of participation in cross organisation and internal working groups to address waste issues associated with homelessness
13.2	Collaborate with social workers and other existing services to investigate options to support homeless and transient community minimise the effects of illegal dumping.   		Investigate	Implement	Council – Resource Recovery, Public Liaison Officers and existing community service organisations	

5. References

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Traditional home of the Bundjalung People