

# OBJECTIVE 1 – COMMUNITY EMPOWERMENT

Byron Shire is a hub of grassroots sustainability activity and the community is a key resource in the war on waste.

The most powerful ways to reduce our waste footprint are at the top of the waste hierarchy, to avoid waste and reuse materials in ways that make the most of their embodied value and energy. They are also the most challenging to motivate as they require a high level of engagement and participation.

Analysis of our performance (Appendix A) indicates there is also room to improve around household waste. Municipal solid waste generation per person has increased 16% over the last five years to 819 kg per year, including kerbside bins and bulky waste collections and drop-off.

Audits of our red bins also tell us that, on average, around 50% of the contents could be recycled, and up to 65% if we develop a regional AWT facility.

Empowering the community to avoid waste and improve bin performance promises major gains in environmental, economic and social terms. The actions under this objective aim to help the community activate its interest, knowledge and skills around sustainability to change consumption and waste behaviours.

## KEY GOALS

- ✔ Maintain total waste disposal to landfill at 2010-11 levels in the medium term
- ✔ Reduce the percentage of recyclables in the household waste bin, from 36% in 2016-17
- ✔ Reduce the disposal of bulky waste to landfill
- ✔ Support the 'Illegal Dumping and Litter Education and Enforcement Plan 2018' goal to meet the statewide target to reduce illegal dumping

EMPOWER THE COMMUNITY TO INCREASE AVOIDANCE, REUSE AND RECYCLING		Timeframe (Years)		
		Short (1-3)	Medium (4-7)	Long (8-10)
<b>1. Reduce contamination in kerbside residual waste and recycling</b>				
1.1	Conduct ongoing kerbside bin campaign, audit and inspection programs, including: <ul style="list-style-type: none"> <li>• Visual contamination audits</li> <li>• Enhance use of In-Vehicle Monitoring System by collection contractor</li> <li>• Composition audits every 3 years, or as required</li> <li>• Other campaign/program in response to evolving issues.</li> </ul>			
1.2	Periodic review of communication collateral and branding around general household resource recovery behavior in response to evolving industry and community issues/ changes.			
<b>2. Continue and expand FOGO communications campaign</b>				
2.1	Ongoing communication / education around the weekly food organics and garden organics (FOGO) collection service to maximise capture and minimise contamination.			
2.2	Develop, adopt and communicate food waste avoidance programs that align with, and build on, existing FOGO behavioral program (e.g. 'Love Food Hate Waste' program by EPA NSW).			
<b>3. Overarching community empowerment / education</b>				
3.1	Develop an specific campaign every 3 months targeting a key issue, demographic or waste stream / type.  Develop a digital strategy to use online/social media and expand communications channels to engage the community around broader waste and resource recovery programs and initiatives:			
3.2	<ul style="list-style-type: none"> <li>• On-going innovation, upgrade and utilisation of the Council website</li> <li>• Promote, expand and utilise Recycle Coach mobile and on-line app</li> <li>• Develop a Council resource recovery social media account(s).</li> </ul>			
3.3	On-going development and implementation of contemporary alternative waste behaviour engagement programs			
3.4	Develop and support community-based sustainability and circular economy initiatives, such as at expanded BRRC (Objective 2), share economy opportunities (e.g. a 'tool library' to borrow tools rather than buy them) and promotion of sustainable product choices through clearer messaging and targeted campaigns.			
3.5	Investigate development of a Waste Education Centre, potentially at the BRRC or Brunswick Valley Sustainability Centre, and consider synergies with education on solar energy, water/sewer and other topics.			
3.6	Develop innovative waste and sustainability education workshops aligned to Byron community needs: <ul style="list-style-type: none"> <li>• Digital and face-to-face at the potential Waste Education Centre or other relevant facilities (e.g. Bioenergy Facility)</li> </ul>			
3.7	Develop a targeted education campaign to rural households promoting home composting.			
3.8	Continue to advocate and expand local school campaigns, with programs covering pre-school, primary school program and a more structured high school program.			
3.9	Develop and expand existing programs and information targeting the rental market.			
3.10	Promote problem waste drop-off to the CRC and the network of Specialty Recycling Stations (SRS)			
3.11	Continue community surveys to determine community awareness, behavioral patterns and satisfaction with Council's services.			
3.12	Implement the Illegal Dumping and Litter Education and Enforcement Plan 2019			