



MUNICIPAL WASTE ADVISORY COUNCIL
"Getting the Environment Right"

Municipal Waste Advisory Council (MWAC) Strategic Plan 2009 – 2011

MWAC Vision

United Towards a Zero Waste Future

WALGA Vision – One Voice

*We will be powerful and influential in representing, supporting and leading
Local Government.*

Vision for Local Government

*Local Governments in Western Australia will be built on good governance, autonomy, local leadership, democracy,
community engagement and diversity.*

*Local Governments will also have the capacity to provide economically, socially and environmentally sustainable services and
infrastructure that meet the needs of their communities.*

Local Government will implement and maintain a governance model that integrates effective service delivery with appropriate political representation.

Principles

These are the principles under which the Municipal Waste Advisory Council operates. The principles are commitments to the sector and will be used to ascertain the appropriateness of actions.

Leadership - We will represent and provide leadership for Local Government contributing to State, National and international policy and programmes.

Cooperation – We will be united and represent the whole of Local Government, building collaborative decision making and shared knowledge.

Community Responsibility - We will represent positions that are consistent with the public good.

Good Governance - We will be open and transparent in the achievement of clear outcomes, involve and engage our stakeholders in decisions and actions and support policy and decision making with appropriate rationale and rigor.

Sustainability – We will aim to meet the needs of current and future generations through an integration of environmental protection, social advancement and economic prosperity.

Equity – We will ensure the characteristics and circumstances of all stakeholders are considered in meeting their needs and aspirations.

Review & Reporting Process

To ensure the ongoing relevance of the MWAC Strategic Plan, clear reporting and review processes are necessary, including:

- Annual Report on and Review of Strategic Plan;
- Develop 3 year general Action Plan to support Strategic Plan;
- Develop annual Business Plans; and
- Bi-monthly reporting to MWAC on progress of activities in Business Plan.

Key Result Areas, Objectives, Strategies and Key Performance Indicators

Key Result Areas	Objectives	Strategies	Key Performance Indicators (Qualitative & Quantitative)
Strong Representation	1. Effectively engage our Members	1.1 Develop policy to enhance contribution and alignment of local government.	Qualitative Facilitate input from local government into the development of the Policy Statement Quantitative Development of Policy Statement (at least 1 per year)
		1.2 Communicate policy to enhance contribution and alignment local government.	Quantitative Distribute Policy in draft & final form to all Local Governments and Regional Councils.
		1.3 Utilise a structured approach to engage local government and Regional Councils.	Qualitative Quality of response received from local government in response to engagement. Quantitative At least a 50% response rate to Surveys.
		1.4 Provide an effective instrument to measure performance	Quantitative Annual review of MWAC Strategic Plan & Business Plan Annual survey of MWAC members
	2. Effectively influence Government policy	2.1 Maximise the ability of State policy and legislation, in key areas, meets Local Government and community requirements.	Qualitative High level of incorporation of MWAC response into government legislation and regulations

Key Result Areas	Objectives	Strategies	Key Performance Indicators (Qualitative & Quantitative)
		2.2 Maximise the ability of Federal policy and legislation, in key areas, meets Local Government and community requirements.	Qualitative High level of incorporation of MWAC response into government legislation and regulations
		2.3 Develop strong advocacy campaigns on key issues	Qualitative Prioritise issues for campaign every 6 months (prioritisation should include assessment of capacity to influence).
	3. Enhance working relationships with State and Federal Governments	3.1 Strengthen and broaden relationships to build alliances and partnerships with government.	Qualitative Ongoing liaison with other State & Territory Local Government Associations.
		3.2 Strengthen and broaden relationships to build alliances and partnerships with academic, community and commercial stakeholders.	Qualitative Networking with key stakeholders (including industry and community groups). <i>Reference: WALGA Waste management Consultation & Communication Policy Statement.</i>
		3.3 Pursue partnership opportunities for the benefit of Local Government	Qualitative Partnership opportunities identified.

Key Result Areas	Objectives	Strategies	Key Performance Indicators (Qualitative & Quantitative)
Effective Leadership	4. Identify and evaluate emerging issues, trends and responses	4.1 Utilise contemporary information collection techniques, intelligence gathering, such as Conference attendance, and forecasting	Qualitative Bring emerging issues to the attention of MWAC
	5. Unify membership to achieve the outcomes best suited to Local Government's interests	5.1 Provide strategic leadership for Local Government.	Qualitative Consolidated local government feedback provided to key issues raised by State & Federal Government Quantitative Development of Policy Statement (at least 1 annually) MWAC Executive Officer / Executive Manager, Environment & Waste to attend one Zone meeting per round.
		5.2 Engage Regional Councils, not currently members.	Qualitative Attend at least 2 Regional Council meetings annually. Invite representatives from non-member Regional Councils to Officers Advisory Group/ MWAC meetings.
		5.3 Retain strong relationships with our Members	Qualitative Seek to attend Regional Council meetings.
Enhancing Capacity	6. Increase funding to Local Government	6.1 Examine options for increasing the revenue stream for local government	Qualitative Ongoing scanning for grant or other revenue streams

Key Result Areas	Objectives	Strategies	Key Performance Indicators (Qualitative & Quantitative)
		6.2 Provide programmes that assist members in delivery (Seek funding for opportunities for fee for service programme delivery)	Quantitative Report annually on Programs and services provided.
	7 Provide benefits to Local Governments	7.1 Aggregate local government sector demand to enhance collective bargaining power for service provision.	Quantitative Investigate at least one material for a preferred supplier arrangement (collective recycling or disposal service) annually.
	8. Provide Local Governments with access to contemporary information and advice	8.1 Formalisation of a communications strategy including delivery mechanisms, information gathering and dissemination and timeliness	Qualitative Implementation of WALGA Waste Management Consultation & Communication Policy Statement. Quantitative Increase number of hits on WasteNet
		8.2 Encourage Regional Cooperation	Qualitative Work with local governments to identify issues common to regions.
		8.3 Improve and maintain central sources of information for members	Qualitative Utilise the WasteNet Website as a central repository of information
		8.4 Identify key stakeholders (including industry and academia) and maintain links and opportunities for collaboration and alliances	Qualitative Build stronger relationships within WALGA, across business units

Key Result Areas	Objectives	Strategies	Key Performance Indicators (Qualitative & Quantitative)
Positive Profile	9 Improve the public image of Local Government	9.1 Deliver information to the community on key issues	Qualitative MWAC Prioritise issues for media release
		9.2 Promote programs conducted by WALGA.	Qualitative Investigate opportunities to present at Conferences regarding key programs. Ongoing communication through the Information Bulletin, LG News and Western Councillor
	10. Foster effective networks	10.1 Improve the effectiveness and value of existing partnerships with State Government, including meeting with relevant Ministers and departmental staff.	Qualitative Monthly meetings with DEC Representatives Meet at least twice yearly with the Waste Authority Engage with other political parties on an issue by issue basis. Quantitative Quarterly meeting with Environment Minister and Shadow Environment
		10.2 Improve the effectiveness and value of partnerships with Federal Government, including meeting with relevant Ministers and departmental staff.	Qualitative Develop strategy to engage with selected federal representatives (political/ operation, officers / elected member)

Policy Statements

WALGA has adopted a number of Policy Statements, developed through MWAC. These Policy Statements are:

- **Waste Management Education Policy Statement**

The Waste Management Education Policy was endorsed by the WALGA State Council on 3 December 2008. The Policy Statement identifies the respective roles and responsibilities for the Federal, State and Local Government with regard to waste management education.

- **Waste Management Consultation and Communication Policy Statement**

The Waste Management Consultation and Communication Policy was endorsed by the WALGA State Council on 3 December 2008. The Policy Statement outlines the commitments from the Association regarding consultation and communication with the sector.

- **Container Deposit Systems Policy Statement**

This policy Statement was endorsed by the WA Local Government Association in June 2008 after the Biennial Review. In brief the Policy Statement reflects the principles and criteria of the Extended Producer Responsibility Policy Statement.

- **Extended Producer Responsibility Policy Statement**

This policy Statement was endorsed by the WA Local Government Association in June 2008 after the Biennial Review. In Brief the Policy Statement outlines effective tools to advance key outcomes of EPR Schemes required in achieving sustainable, economic, social and environmental principle.

- **Waste Levy and Strategic Waste Funding Policy Statement**

This policy statement was endorsed by the WA Local Government Association in February 2008 after the Biennial Review. It sets out the basis for supporting the Landfill Levy and identifies principles for raising and spending money within the field of waste management.

- **Standards for Recycled Organics Applied to Land Policy Statement and Background Paper**

This Policy statement and Background Paper were endorsed by WA Local Government Association in December 2007. It sets out and endorses the principles and requirements of Standards for Recycled Organics applied to Land.

- **Household Hazardous Waste Policy Statement**

This policy statement was endorsed by the WA Local Government Association in December 2003. It addresses the key elements of a state-wide approach to managing household wastes like solvents, paints, batteries and pesticides.

- **Waste Management Legislation Policy Statement**

This policy statement was endorsed by the WA Local Government Association in June 2004. It sets out principles, objectives and a framework to be incorporated into Waste Management Legislation under development in Western Australia.