

Adopt-a-Spot Program Proposal to Local Governments

Introduction

Keep Australia Beautiful (KAB) WA seeks cooperation and support from Western Australian Local Governments for the Adopt-a-Spot program, to be launched in June 2009.

This document outlines the objectives of the Adopt-a-Spot program, background information and the ways in which WA Local Governments can support KAB WA in this litter management program. Local Government support will assist in the successful development and implementation of the program and the engagement of community members in keeping their local communities litter free. The program not only addresses the objectives of KAB WA in reducing litter, but will also provide a focus for Local Governments to promote environmental stewardship, litter prevention and community action to their residents.

About Adopt-a- Spot

Adopt-a-Spot is an enjoyable and educational litter program that gives local communities the opportunity to contribute to a healthier and cleaner environment. It engages volunteers (individuals, community groups, business groups, schools) to undertake coordinated litter cleanups of designated sites in their communities as an ongoing project. Sites include but are not limited to, roadsides, streets, parks, waterways, bush trails, beaches and wetlands.

The program aims to engage communities to take personal responsibility for keeping their local communities clean while educating them on the impacts of littering and encouraging environmental stewardship.

Adopt-a-Spot is modeled on successful national and international programs, among them, many long-term programs that have contributed enormously to reducing litter in those areas and preserving the environment.

Program Objectives

- 1: To increase community participation in litter collection and prevention in Western Australia.
- 2: To increase awareness amongst participants of the serious impacts of littering and the importance of litter management (including recycling).
- 3: To develop strategic partnerships with key stakeholders in litter management.
- 4: To promote environmental stewardship amongst community participants and key stakeholders.

Background information

Litter is an ongoing problem faced by every community in Western Australia. Litter in our public spaces and waterways have a range of effects on our community. Not only is it aesthetically unsightly but it can impact on our environment and our health.

The facts and figures of litter are quite alarming. The 2007/2008 Keep Australia Beautiful National Litter Index WA recorded the highest amount of litter in the country, with plastic waste showing the highest reported litter by volume.

Keep Australia Beautiful WA (KAB WA) is a well-known organisation that has been working to reduce littering and preserve the Western Australian environment for nearly 40 years. KAB WA works within the Department of Environment and Conservation and is associated with the National Keep Australia Beautiful Network.

The Keep Australia Beautiful Council (KABC) is the statutory authority responsible for overseeing the activities of KAB WA and the *Litter Act 1979*. KAB WA activities are guided by the Litter Prevention Strategy, which sets out a framework for effective litter and illegal dumping prevention and management, and provides strategic direction for combined and consistent efforts of community, industry and government throughout the state. Keep Australia Beautiful WA aims to change litter behaviour through programs, education, infrastructure, enforcement, incentives and communication strategies.

How the Adopt-a-Spot program works

Any interested individuals, business, schools or community groups can adopt a 'spot' and participate in the program. Adopting groups must decide on what area they would like to adopt and register by completing an Adopt-a-Spot Registration Form.

Depending on the site, there may be some requirement to check suitability with individual Local Government authorities before inclusion in the program.

Each adopting group will be issued with an Adopt-a-Spot Resource Kit that includes: gloves, tongs, litter bags, safety guidelines, signage, and safety vests and sharps containers (if applicable).

Adopters will be required to carry out their activities on a regular basis and to provide a written report after each activity which can be submitted online, via hard copy or fax.

How can your Local Government support the program?

Required support for the Adopt-a-Spot program includes:

1. The provision of Local Government contact person to:
 - Provide a communication pathway between KAB WA and your Local Government regarding Adopt-a-Spot activities.
 - Approve suggested sites.
 - Allow groups to liaise directly with your Local Government to arrange litter collection following litter clean-ups.
 - Assist in disseminating information about Adopt-a-Spot to Local Government contacts and networks to promote the program.
2. To respond to groups requiring litter collection at their designated sites after a clean up event and allow groups to access a waste disposal drop off point to dispose of full sharps containers as required.
3. To promote the Adopt-a-Spot program via Local Government websites and link to the KAB registration page.
4. To communicate with KAB the opportunities to promote the program at local events, community days and meet community members face to face -e.g. Precinct groups.
5. Optional: Provide KAB WA with a list of 'litter hot-spots' to give your community members the opportunity to focus on areas in need of adoption.

Resources that KAB WA provides

- KAB WA is responsible for the overall program management and administration including registration, implementation and evaluation processes.
- KAB WA provides: resource kits, volunteer insurance as required, reward and recognition systems and ongoing group support for all Adopt-a-Spot volunteers.

Benefits to Local Governments

- Enjoy strong branding with Keep Australia Beautiful WA.
- The opportunity to align your Local Government with the principles of social and environmental sustainability and stewardship.
- Demonstrate a commitment to enhancing and preserving local community assets and the WA environment.
- Recognition for leadership in the prevention of litter and environmental action in WA.
- The opportunity to engage local residents in the program and encourage environmental responsibility in your local community.

Contact us and become a supporter

Please contact Keep Australia Beautiful WA to register your Local Government's commitment to the Adopt-a-Spot Program. All registering Local Governments will have their logo promoted on the Keep Australia Beautiful WA website as program supporters.

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