



Changing Behaviour to Increase Recycling

Rebecca Brown, Manager Waste & Recycling



Workshop Overview

Session will run from 10 – 12.30pm, followed by lunch and networking

- Outline of the previous Campaign run by WALGA, with funding from the Waste Authority – Rebecca Brown
- Findings from research into interstate recycling campaigns – Heather Squire
- South Australia's Success – Simone Cunningham (ZeroWaste SA)
- Options for the next phase of the WA Campaign – Rebecca Brown
- Framework for Local Government Communications – Gae Synnott
- Close



'That's Rubbish' Campaign





'That's Rubbish Campaign

- Campaign graphics and text focused on
 - Seeking to address a range of issues (contaminants) identified by Local Government and Material Recovery Facility operators
 - Using the information gathered by the Waste Authority on people's attitudes to recycling. The key focus was asking people to re-examine their assumptions about their own recycling behaviour.
- The Campaign included:
 - Newspaper Adverts
 - Shopalites in a range of shopping centres



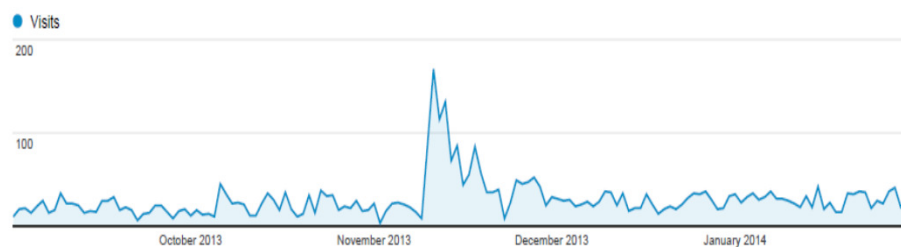
'That's Rubbish Campaign'

- The campaign was spread over the majority of the metropolitan area.
- Was launched as part of National Recycling Week
- Used the 'Recycle Right' branding and website developed by the SMRC.
- Measurement of the effectiveness of the campaign occurred through:
 - Monitoring traffic to the Recycle Right website
 - Direct bin inspections
 - Contacting Material Recovery Facilities.



'That's Rubbish Campaign'

- Results – Recycle Right Website





'That's Rubbish Campaign

- Results – Bin monitoring
 - There was limited change in the contamination rates for the two streets monitored.
 - In the course of 3 audits, conducted prior to and during the Campaign, contamination rates on one street were consistently above 50%. For the other street surveyed, contamination rates started at 62% of hh and reduced to 51% and 55% at the next 2 audits.



'That's Rubbish Campaign

- Results – MRF Operator Feedback
 - We only received feedback from one MRF operator about the level of contamination during the Campaign time period, however they were upgrading infrastructure at the time so it was difficult to see any change to contamination rates.



'That's Rubbish Campaign

- Campaign Strengths
 - Someone was doing something
 - Good to have free resources
 - MRF operators supportive of campaign concepts
 - Some of the adverts were useful and helped to stimulate discussion



'That's Rubbish Campaign

- Campaign Weaknesses
 - Not enough opportunity to comment on adverts
 - The message was too complicated and difficult to grasp, too much information presented
 - That the messages provided a 'negative' messages
 - The campaign was spread too thinly over the metropolitan area and got 'lost'
 - That using the Recycle Right website could confuse residents.



'That's Rubbish Campaign

- Some conclusions
 - Needs to be greater engagement with Local Government in development of resources
 - The Campaign needs to be more targeted
 - Behaviour change takes time
 - Need to better measure outcomes
 - Direct engagement with people is needed
 - Central set of resources are needed
 - It is difficult to justify education budgets if the outcomes are unclear
 - There are different language groups to address in areas.



Questions?

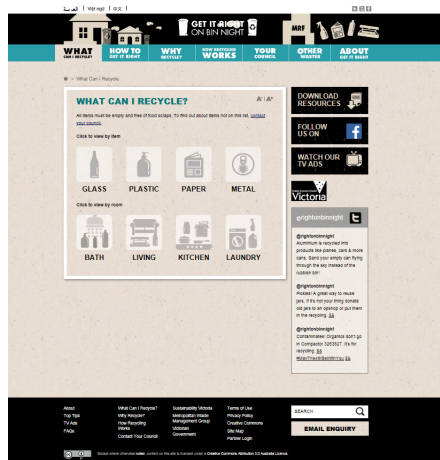


Interstate Research – Recycling Campaigns

Heather Squire, Waste Policy Coordinator



Campaigns in other states - VIC



Get it Right on Bin Night

Victoria has achieved impressive results using one clear message to address bagged recyclables





Campaigns in other states - QLD



Do the Right Thing Use the Right Bin

Widely used in Queensland to support public place recycling infrastructure for a number of years



Campaigns in other states - NSW

The screenshot shows the NSW EPA website with the following content:

- Header:** NSW EPA logo, tagline "Waste less food, save money and our environment", and a "LOVE FOOD hate waste" graphic.
- Navigation:** Home, Love food, Buy it, Cook it, Save it, About, Resources.
- Main Content:**
 - \$231 million worth of drinks are wasted in NSW per year.** Sad, isn't it? Sadder still, most could have been consumed. Reduce the amount of drinks you waste by checking expiry dates and storing correctly.
 - Perfect serves:** Use our serving size calculator for an easy way to measure your serves and avoid food waste.
 - Recipes:** Following a recipe will help you save time and money and avoid food waste. Try the delicious recipes provided by Go for 25%.
 - Did you know?** 33% of households forget about leftovers in the fridge or freezer.
- Footer:** NSW Government | jobs.nsw | Terms | Accessibility | Sitemap | Privacy | Copyright and disclaimer | Feedback.



Questions?



Next Phase of the Campaign

Rebecca Brown, Manager Waste and Recycling



Next Phase of WA Campaign

- Feedback and information from Local Government and the results of our previous Campaign showed that information provision wasn't enough – you needed to use other tools to change behaviour.
- The interstate research provided very clear ideas about what elements made behaviour change successful and how you could measure that.
- WALGA received funding from the Waste Authority to roll out the next phase of the campaign to increase recycling and reduce contamination in the kerbside recycling bin.



Next Phase of WA Campaign

- Some of the key outcomes from the funding include:
 - Development of resources for Local Government use – this was based on feedback from Local Governments about their needs
 - Develop multi-lingual resources – this was based on feedback from Local Governments about their needs
 - Develop and roll out a broad scale Recycling Campaign
 - Review the campaign outcomes



Next Phase of WA Campaign

- An approach which includes both information provision, enforcement and incentives
- As there is limited funding for the Program, we will focus on working with 3 Local Governments, to increase their recycling and reduce contamination
- By clearly demonstrating the benefit of the approach, we can seek further funding from the Waste Authority and Local Government to roll out a successful behaviour change campaign Statewide.