



Litter Prevention and Clean Up Project

Project Partners

Keep Australia Beautiful is partnering with the Packaging Stewardship Forum of the Australian Food and Grocery Council to provide significant funding for litter reduction and increased waste recycling activities. Keep Australia Beautiful Tasmania (KAB Tas) have embarked on a pilot project before the national scheme commences.

Project Background

1. National Bin Network

The National Bin Network is a plan to improve on Australia's already successful track record in recycling and litter reduction making it even easier to recycle. Over the next 5 years \$100 million will be spent on extending Australia's recycling network.

The National Bin Network will:

- Increase recycling rates away from home by installing over 25,000 public recycling bins

- Reduce recycling contamination at home through education and focusing on glass recycling (in some Tasmanian suburbs contamination rates are as low as 3% but in many others as high as 35% evidencing considerable scope for major improvement through awareness education)
- Improve the ways in which we reuse raw packaging materials

2. The National Litter Plan

The National Litter Plan is a key component of the National Bin Network initiative.

While the National Bin Network is focused on providing important infrastructure to increase recycling in Australia, the National Litter Plan is a strategic plan to reduce litter with the following targets:

- Volume reduction of 10% by 2016
- Volume reduction of 20% by 2021

Through a combination of initiatives The National Litter Plan aims to clean up existing litter and reduce the overall litter rate in Australia

Over the next 5 years, The National Litter Plan will invest \$5 million per annum on an integrated behaviour change program that is built on quantifiable change and sustainability.

Australians have done well at significantly reducing our litter rate in recent years, but further improvement is necessary.

3. Litter Cleanup and Waste Reduction Pilot Plan – Tasmania

KAB Tas is a fully incorporated not for profit organisation with a rich 40 year history of promoting sustainable living in Tasmania. It has a proven track record of working with communities, governments and industry in promoting and recognising litter reduction, recycling and sustainable living practices.

KAB Tas supports and recognises communities through an awards program that has been conducted for the past 32 years. The Tidy Towns, Sustainable Cities and Clean Beaches awards program is promoted each year and the number of entries received is the per capita envy of many mainland states.

KAB Tas and the Packaging Stewardship Forum publicly launched the pilot project at Bellerive on 11th May 2012.

Pilot Project Focus

1. Litter Reduction and Waste Recycling promotion

KAB Tas has the unique opportunity to increase awareness of Litter, Recycling and Waste issues through the promotion and judging of successful initiatives entered in KAB Tas Sustainable Communities programs, Tidy Towns, Sustainable Cities and Clean Beaches.

Projects will :-

- Prevent, clean up and reduce litter throughout Tasmania by a coordinated campaign working with a range of community groups and linked to the Tidy Towns awards
- Increase the recovery of recyclable packaging materials in Tasmania through the provision of away from home recycling bins in priority areas.

KAB Tas will manage a grants program that supports communities in their recycling endeavours that will achieve environmental improvements.

2. Education

KAB Tas recognises the value of education programs in promoting attitudinal changes towards littering, recycling and sustainable living. These programs need to be conducted at all levels of education.

KAB Tas has the opportunity to utilise professionally developed learning materials developed within the KAB national network.

Project Scope

Under the pilot project KAB Tas will work with communities in regard to litter cleanup and away from home recycling activities by :-

- The development and execution of plans which identify local hot spots,
- The identification of infrastructure needs,
- The location and servicing of equipment,
- The provision of educational material to reduce/prevent further littering,
- The provision of small grants for equipment (gloves, safety glasses, tongs, bags, rakes, shovels etc),
- The provision of grants to Councils (and others) for the provision of infrastructure such as bins.

Project Monitoring and Evaluation

To ensure the success of cleanup and recycling activities, monitoring of before and after positions is important. The following metrics will assist in determining the success of activities:-

- Volumes/weight of litter and recyclables collected through the clean up activity
- Reduction in litter recorded by the National Litter Index
- Number of hot spots cleaned up – use before and after photographic records
- Number of Away From Home bins installed

Next Steps

Community groups are asked to review possible projects and discuss the suitability of these with KAB Tas. For those projects that may require funding please complete the attached Grant Application Form.

This should be directed to Mr Geoff Marsh.

KAB Tas Team

The following personnel will be involved in the pilot project:-

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Further Information

Further information about the project may be seen at:-

<http://www.kab.org.au/what-we-do/national-bin-network/>

<http://nationalbinnetwork.com.au/>

www.kabtas.com