



**What Waste Where**

**NetWaste Education Strategy**

**2013 to 2022**

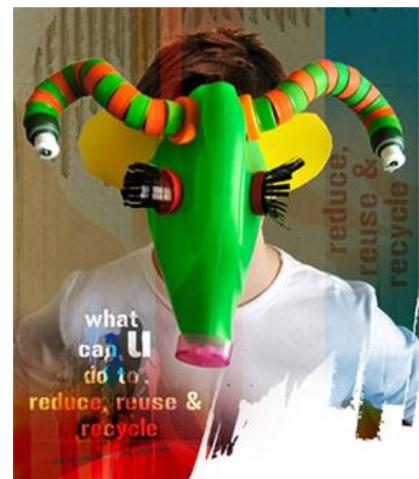
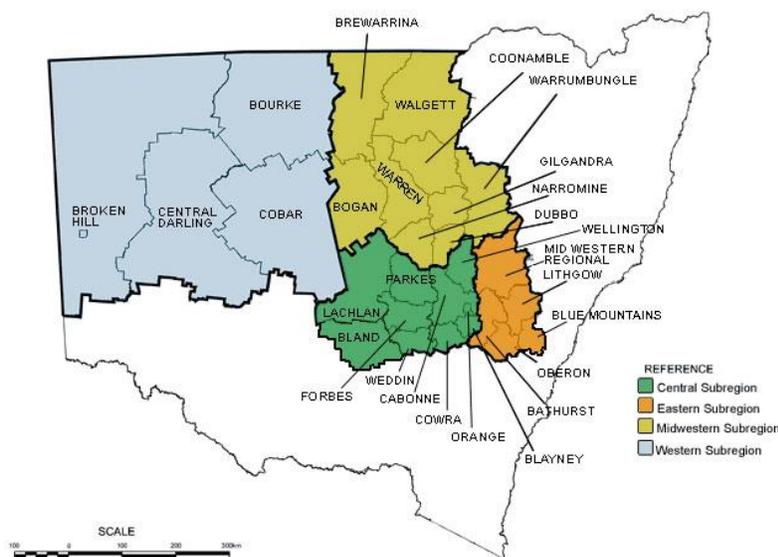
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## *What Waste Where*

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## *What Waste Where*

### **NetWaste Education Strategy 2013 to 2022**

#### **Introduction**

This Strategy plots the way forward for NetWaste<sup>1</sup> in moving its Councils and communities forward in better waste management. It provides a road map for the future use of education as a key tool for NetWaste and its Councils. Education is a strategic and effective tool for behaviour change, and it has been used effectively by NetWaste since its inception. This strategy maximises the use of education into the future and strategically demands more of it, in NetWaste's efforts to fulfill its broad strategic objectives.

This Strategy is set within the NetWaste Strategic Plan July 2012 to June 2015 and establishes its education focus for the period 2013/14 to 2022/23. It is acknowledged that at the time of drafting *What Waste Where*, the process of review of the Strategic Plan is about to begin. Significant changes to the Strategic Plan may result in some reworking of *What Waste Where*. The relationship of this strategy to the NSW Government's *Waste Less Recycle More* initiative is also a vital point of context.

This ten year Strategy also contains a three year Implementation Plan [see page 26] so that the first stage actions for delivery against the Strategy are identified. Further three year implementation/action plans will need to be developed for the 'out' years beyond this initial period.

With regard to its relationship to the current NetWaste Strategic Plan, the following aspects are highlighted.

#### **NetWaste Strategic Plan July 2012 to June 2015**

**Vision: *Setting the benchmark in regional waste management.***

**Aim: *The facilitation of a collaborative approach to ongoing enhancement of regional waste and resource management.***

#### **Key NetWaste Goals related to education**

*Goal: To empower member councils to better address the waste management challenges within their communities. [Enabling Theme]*

*Goal: [Establish] meaningful connectivity with all stakeholders within the community in the delivery of waste education and awareness in the achievement of strategic goals by*

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<sup>1</sup> NetWaste is a collaborative waste management venture between 28 NSW councils. Its initiatives serve a population of more than 300,000 and an area of around 317,942 square kilometers, which represents more than a third of NSW. Realising the potential benefits of investing in collaborative projects, especially for Councils with limited resources, NetWaste has a vision to implement cooperative projects to improve planning and delivery of waste management services across the region that are environmentally sustainable.

*creating a sense of community ownership.* [Engagement Theme]

**Objectives:** Note those bolded below are key objectives for the Education Strategy

- **Reducing the amount of waste being generated**
- **Increasing resource recovery**
- Reducing greenhouse gas emissions
- Delivering environmentally responsible waste management systems
- **Improving awareness of waste minimisation and resource recovery principles and influencing behavioural change**
- **Improving recycling and composting**
- **Reducing litter and illegal dumping**
- Managing problem wastes
- **Facilitating information exchange and skills development**

This Strategy is informed by an extensive consultation process with NetWaste member Councils, the community, businesses, school education and early childhood providers. It reflects their views about education and its delivery. It also reflects best practice in the strategic and effective use of education and builds upon the effective programs delivered by NetWaste to date.

The Strategy is confined in the sense that it reflects current resource availability. It is not a wish list but a hard edged education plan for implementation by NetWaste and its member Councils from July 1, 2013. Where additional resources for implementation are required, they are identified in the Implementation Plan, see page 26.

## **NetWaste Outcomes for Education**

In line with The NetWaste Strategic Plan and *Waste Less Recycle More*, this Strategy works towards achieving the following Outcomes across the NetWaste region by June 2022.

1. ***Increased community 'ownership' of producing less waste.***
2. ***Increased delivery of high quality education that promotes improved waste management practices that provide financial, societal and environmental benefits to NetWaste, Councils, communities and businesses.***
3. ***Increased understanding of waste issues among community leaders, including those in Councils, communities and key opinion leaders.***
4. ***Increased waste appropriate behaviours across communities, schools and business sectors within NetWaste Councils:***
  - ***More recycling/resource recovery***
  - ***Less dumping and littering***
  - ***Less waste being generated***
  - ***Improved organics management***

- **Reduced waste to landfill.**

**5. Increased Council motivation and capacity to educate about waste more effectively.**

## Education for Behaviour

***If you want to bring a fundamental change in people's belief and behavior...you need to create a community around them, where those new beliefs can be practiced and expressed and nurtured.***

Gladwell M. 2001. *The Tipping Point: How Little Things Can Make a Big Difference*.

Education works at three levels; it increases knowledge, improves skills and encourages exploration of attitudes and values, to assist people to make informed waste related decisions. When it is delivered strategically and effectively it impacts substantially on what people do. It seeks to influence ways in which people live, work and play, creating a world with less waste and hence a more sustainable world. The best education has behavioural outcomes.

*What Waste Where* delivers a strategic approach, through the use of effective educational mechanisms, that goes beyond just raising knowledge and awareness; it goes beyond some of the more traditional approaches that focus education only within the formal education system, schools, universities etc; it goes towards delivering knowledge, awareness, skills and attitude based education that impacts on what people do and how they change what they do to reduce waste and recover valuable resources.

*Education does not mean teaching people what they do not know. It means teaching them to behave as they do not behave.* John Ruskin<sup>2</sup>

To this end, all education programs and projects delivered under the *What Waste Where* will directly seek/promote actual changes in behaviour. *What are you going to do?* will become an often repeated tag line for all NetWaste education delivery.

## The Priority Target Populations

Whenever people are asked about who education should be targeting, they answer, as Richard Clugston<sup>3</sup> has answered below:

*[Education] is for everyone, and it takes place within a perspective of lifelong learning, engaging all possible spaces of learning, formal, non-formal and informal, from early childhood to adult life. Spaces for learning include non-formal learning, community-based organisations and local civil society, the workplace, formal education, technical and vocational training, policy-making bodies and beyond.* [Clugston 2006]

<sup>2</sup> John Ruskin 19<sup>th</sup> century author and social philosopher. [source](#)

<sup>3</sup> Richard Clugston was the Executive Director of the HSUS-affiliated Center for Respect of Life and Environment (CRLE) from 1989 to 2007

This Strategy cannot address everyone in the NetWaste region all at the one time, even though that might be desirable. Delivering effective education for behaviour change requires people to deliver it, and sufficient resources to develop its mechanisms and approaches. For example, funding for program delivery, kit development, media and other materials, workshops and other deliverables.

Education activity undertaken by NetWaste seeks to engage the following priority targets across the whole region. All target groups are a priority, but higher order targets are identified below. In the absence of local data, these priorities were established from the consultation process developed for this project. An enhanced research program [See Page 9] will enable more specific targeting. Some programs and projects delivered by NetWaste, will target people in these groups directly, others are targeted less directly. For example, NetWaste actions with schools target young people, via them as a conduit education happens at home, with their parents and into their communities.

#### Highest Priority Targets

- Householders - urban [living in towns and villages]
- Young people [School students and those enrolled in pre-schools] and their teachers, parents and communities
- Businesses – small and medium and selected sectors only. Note: Larger businesses are targeted at a state wide level through Waste Less Recycle More
- Community groups and individuals – villages etc.
- Key opinion leaders – Councillors and Council staff

#### High Priority Targets

- Rural [landholders] – Note: Work with key rural Councils only.
- Pre-schools – staff, children and communities
- Tourists – only related to some programs [for example littering]

While appearing to target everyone in a particular population [i.e. all school students] the actions within the Implementation Plan indicate that sub populations are targeted in some instances.

In 2009, a Community Attitude section was included in the Community Survey conducted among residents of Bathurst, Blayney, Cabonne, Forbes, Orange and Parkes as a part of the NetWaste Waste Audit pilot project. The Central West NSW Community Attitudes Survey - Segmentation Report prepared by Matthew Daniel of MD Consulting, contained findings from this process. It found that the following market segments were present across these Councils and across different demographics. Data of this type does not exist in other NetWaste Councils, but it would be reasonable to extrapolate this thinking more broadly. *What Waste Where* integrates segmentation thinking into the broad demographic based targets proposed above, by identifying the targeted segment/s for each of the major programs and projects, wherever possible, see below:

1. *Nervous Segment 16% of population*

*Major driving concern: safety. Communications platform: "Getting things the way they used to be."*

2. *Socially Conscious Segment 18% of population*

*Major driving concern: community wellbeing. Communications platform: "For the good of everybody."*

3. *Positive Segment 15% of population*

Major driving concern: maintenance. Communications platform: "Keeping things good."

4. *Apathetic Segment 13% of population*

Major driving concern: boredom. Communications platform: "Improve your own life."

5. *Optimistic Segment 19% of population*

Major driving concern: future Communications platform: "Working together to make things even better."

6. *Negative Segment 19% of population*

Major driving concern: improvement. Communications platform: "Bringing things to the future."

## **The Strategic Approach to the Delivery of NetWaste Education**

Three delivery models form the basis of the NetWaste strategic approach. All education delivered by NetWaste will occur as a part of one of these models. This structure will enhance the strategic delivery of education and enhance its visibility and partnership with other agencies, most especially Councils. It is noted that additional or varied programs/projects might be added to update the Strategy during its ten year life, however they should be structured to work within these models.

### **Strategic Model A. Continuation Model**

NetWaste has a proud history in developing and delivering high quality education. Waste to Art, schools programs, the work with preschools and other businesses and the home composting/organic programs delivered over a number of years, are highly valued and respected by the community and by NetWaste member Councils.

The intent of *What Waste Where* is to continue the successful work done to date and to build upon it. This part of the ten year strategy identifies continuation activity.

### **Strategic Model B. Education Across NetWaste - Regional Programs Model**

Many of the strategic Programs that NetWaste offers will occur on an across NetWaste regional basis; a number of these continue and extend current NetWaste initiatives. They involve significant and in-depth relationships with a range of organisations, including the school and early childhood sectors, the business sector, community organisations, other Government agencies and member Councils: waste contractors are also a part of this network. Programs to be delivered under this model are:

*Underpinning Research and Information Program* Note: research conducted as part of this program will provide further direction concerning what education is necessary, locally and across the region.

*NetWaste Media Campaign*

*NetWaste Schools Program*

*NetWaste Early Childhood Program*

*Waste to Art*

***NetWaste Business Education Program***

***NetWaste Community Engagement Program***

### **Strategic Model C. NetWaste Council Partnership Projects Model**

For education to be used flexibly and to its optimum potential, within their significantly constrained resources, NetWaste member Councils must be supported to deliver more education for their communities. All Councils can identify areas where education is needed. The intent of projects under this model is to promote and support local delivery of education, so that more and better locally developed education occurs, with resulting outcomes in waste related behaviour.

The Council Partnership Project Model has been created in response to the input received during the consultation that preceded the drafting of *What Waste Where*. This Model spells out each NetWaste Partnership project and clearly identifies what NetWaste is offering and what Councils will need to commit to in order to deliver the project. Partnership Projects are offered to Councils annually and Councils sign up to be involved. The seven Council Partnership Projects offered in *What Waste Where* are detailed below. It is highly likely that additional NetWaste Council Partnership Projects might be generated during the life of *What Waste Where* and that not all Projects will be offered each year.

- ***Why recycle? Project -The Council Kit***
- ***Organics management - Home composting***
- ***Litter Reduction Project***
- ***Cover Your Load Project***
- ***Illegal Dumping Project***
- ***Waste to Art Regional Event***
- ***Working with Schools in LGAs not covered by the NetWaste Contract***

*What Waste Where* is useful for Councils in delivering their Community Strategic Plans and Delivery Program. Its programs and projects should be integrated within these as far as is possible.

## **A. Continuation Model**

The development of this Strategy acknowledges and builds on existing NetWaste education activities and so works from an established base. It is important to note that the strategic approaches outlined in the remainder of the document complement and extend the continuing activity detailed below. While work in Models B and C will build NetWaste education delivery, the following is an important statement of what will continue to occur, both contextually and in real terms

The Environmental Learning Advisor [ELA] will continue to work opportunistically and flexibly to deliver face-to-face education as she/he sees fit. Some strategic constraints are detailed in Model B, however if the ELA or the NetWaste Group identifies a high priority opportunity, the ELA may work to deliver this. The intent of this strategy is not to turn the ELA into an organiser of education, only. Delivery skills must not be lost, for a number of reasons, not the least of which is that an educator who delivers programs

maintains credibility and connection. For NetWaste, it is essential that the ELA continues to provide education.

In addition, the ELA will continue to work to develop new education products, materials and case studies. Under Model B, in part these will be required to inform the media program [Comms aspect], but they remain important in their own right.

NetWaste supports some local education/community projects and activities opportunistically. The ELA has the delegation to decide upon which of these can be responded to and this process will continue.

NetWaste has committed core funding of up to \$60,000 p/a to ongoing education activity and this will continue this level from 2013/14 onwards, for the life of this Strategy. This funds Waste to Art [in addition to the Sims Metal sponsorship], the Business Waste Education Program, the Reuse Tyre Project etc. It is additional to new funding identified in Models 2 and 3. It is important to note that other funding into the future might emerge or need to be sought proactively for these activities from *Waste Less Recycle More* or other external funding sources.

Specifically, work in this Continuation model will enable NetWaste, through the ELA to:

- Deliver priority schools and early childhood programs and to develop resources beyond those identified in Model B.
- Continue to support the delivery of Waste To Art, local and regional events.
- Develop case studies from across the range of programs and activities; business, community etc.
- Continue to support the delivery of business programs.
- Continue to support the delivery of organics/home composting programs beyond identified partnership projects [Model C].
- Continue to support/advise contractors who are delivering education, as appropriate.
- Continue to undertake special projects, for example the Reuse Tyre Project.

In carrying forward this Continuation Model two important mandates are noted:

- NetWaste will ensure that every future contract that it enters into will have an education component and hence enhances funding and activity in this area. NetWaste contractors need to be aware of, and work within, *What, Waste, Where*.
- When activities are undertaken under Model A, NetWaste will inform the relevant Council of the nature and extent of each activity and how they fit with activated in Model 2 and 3.

## **B. Education Across NetWaste - Regional Programs Model**

In the period to June 2022, NetWaste will deliver seven Cross Regional Education Programs. These are whole of Region wide and they potentially impact across all NetWaste Councils and communities. It

maybe that additional Programs will be added during the life of *What Waste Where* and/or that some of these programs will be modified.

Key Actions for rolling out these programs during the first three years, July 2013 to June 2016, are contained within the Implementation Plan, see page 26. In order to manage the workload in delivering Model B. and to reflect regional priorities, it is likely that NetWaste will set priorities between programs throughout the ten year roll-out of the Strategy.

Over time it is likely that the Media Program brand: [www.whatwastewhere.action](http://www.whatwastewhere.action) [see below] will become integrated with all of the materials produced as part of NetWaste's Regional Programs.

### **NetWaste Underpinning Research and Information Program**

Education, in fact all of NetWaste's programs, must be based on good quality research and evaluation. To achieve this, establishing data collection and analysis capacity and an evaluation framework are important actions for *What Waste Where*. Also building understanding of community knowledge, attitudes, skills and behaviours [KASB] is of value. To this end, an ongoing project will be established in conjunction with Charles Sturt University to undertake a NetWaste Knowledge, Attitudes, Skills and Behaviours Project. In summary this will seek to:

- Partner with Charles Sturt University (CSU). Set up partnering arrangements and process.
- Develop a simple online waste KASB survey, for administration across the NetWaste jurisdiction – note the survey will use some questions from *Who Cares about the Environment 2012* and slant towards waste behaviour questions. It is also important to note that the survey should take less than ten minutes to complete. Promotion of the survey will occur by all NetWaste member Councils via social media, on Council websites as well as through community groups, and schools. If possible the survey will be delivered online, via a web based link and via provision of hard copies, where necessary. Incentives to complete the survey will be offered. One off, funding for establishing the partnership and for the development of the questionnaire [\$25,000] could be sought from the NSW Environmental Trust or through *Waste Less Recycle More*
- Involve Councils in the process. This will involve briefing them about the program and the opportunity it offers; telling them about the process for data collection and analysis and seeking their support in promoting the survey. Data will be segmented by specific Council.
- Frame a Research program that will be conducted every two years and marketed energetically – community groups, Councils, Schools etc. CSU do collation etc as part of the partner agreement. NetWaste and CSU do analysis and report. Funding for the ongoing marketing and distribution of the survey, collation and analysis of data and for the preparation of a multi-faceted report [\$20,000 or more, every two years] can be sought externally, or cost shared amongst engaged Councils etc.

- Extract Western regional data from: *Who Cares about the Environment 2012* and future state-wide Who Cares studies and include it as possible as benchmark information.

Activity in this program provides information across all target populations and all identified segments. Accessing information about current KASB allows education campaigns to more effectively use resources to target what is required and justify why. Further research is required with regard to how to reach the following segments, through the research program:

- *Nervous Segment 16% of population*
- *Apathetic Segment 13% of population*
- *Negative Segment 19% of population*

People in these segments are difficult to reach and NetWaste needs ongoing information about connecting with these people before it can effectively target these people [almost half of the population].

### **NetWaste Waste Media Program**

This Program is crucial to the success of the whole *What Waste Where* Strategy because it meets the goal related to establishing *meaningful connectivity with all stakeholders within the community in the delivery of waste education and awareness*, and to impacting on waste behaviour. Two media components will be delivered.

#### *Component A. The Communications Component*

To support the delivery of this campaign NetWaste will employ a Communications contractor [one day a week equivalent] who will undertake a number of media related roles, including:

- Inserting waste stories into all electronic media that people in the NetWaste area access. The ELA, Waste contractor/s and Council staff across all Councils have the role of feeding stories/contacts every month to the NetWaste Comms contractor, through a mechanism developed by the ELA. Note these 'stories' might relate projects, activities of Council, businesses, communities etc and might only target media in part of the NetWaste region.
- Supporting smaller NetWaste Councils in particular, to drive *What Waste Where* Communications programs and opportunities locally and precisely as they relate to specific programs and needs.
- Working with Comms staff in larger NetWaste Councils to enhance the profile of waste activities in their mix of communication issues and stories.
- Driving the use of social media based activities and messages. These might be related to the campaign themes, see below, or more broadly.
- Organising key activities and events related to Component B. for example, the Campaign Launch.
- Identifying and using to their maximal benefit, opportunities for carrying forward NetWaste stories through community services media.

The overarching intent of activity under this component is to optimise the communications about waste that are in front of the community and to continually build on a local waste focus. It is envisaged that a contract would be required to progress this and that a budget in the order of \$30,000 per annum would be required. Funding might be sought externally and sponsorship could be considered as long as no conflicts of interest occur.

### *Component B. Biennial media campaign*

Develop and deliver a biennial [every two years] NetWaste Campaign across the whole region. Through the life of this Strategy, Campaigns will be delivered in 2014/15, 2016/17, 2018/19 and 2020/21. Each will have a different theme and key message/s and potentially different targets. Development of the brand and campaign delivery mechanisms will occur during 2013/14.

This will be a generic, low cost waste media campaign that has a central element [region wide] and potentially some sub - more localised - elements. It will be branded and rolled out locally through community service spots and on news and regional affairs television programs, through print media in all of its forms, via community radio and through print materials, social media, and banner advertisements, Mayor's columns, Council newsletters etc. The first delivery of this campaign [2014/15] will take as its theme 'recycling why and how.' Campaigns delivered in 2016/17 and beyond will be centered on different themes and messages as agreed by NetWaste member Councils closer to the time of delivery.

The initial aspect of this component is the development of the campaign brand and distribution mechanisms. The campaign brand will be built around [www.whatwastewhere.action](http://www.whatwastewhere.action). This links the campaign with this strategy and its key objectives. It might be that a campaign website becomes one of the campaign's delivery features and the brand will link well to it, as the website address. This brand is catchy and can last the life of the strategy and each biennial delivery. It promotes desirable behaviour and gives NetWaste a second high profile vehicle for its education program, alongside Waste to Art.

In summary, the campaign will be oriented towards promoting behaviours that NetWaste determines that will reduce waste to landfill and enhance resource recovery. The campaign will:

- be low cost, in the main print based and use existing resource material, wherever possible
- promote easy actions through specific messages
- also include social media components as appropriate
- be centered around key messages negotiated with member Councils, so that all NetWaste Councils are speaking with the one voice through the campaign
- link to a highlight event [e.g. waste challenge/landfill tour or Regional Waste to Art etc]

The launch of the campaign will be a key media event and it can generate much 'free' exposure. Linkage to another NetWaste [or member Council program [for example: the Waste to Art Regional Event or the opening of a new Materials Recovery facility etc] is a way of extending the reach of the campaign.

Activity in the NetWaste Waste Media Program primarily targets:

- Key opinion leaders – Councillors and Council staff
- Householders - urban [living in towns and villages]
- Businesses – small and medium sectors
- Community groups and individuals – villages etc.
- Rural [landholders] – Note: Work with key rural Councils only.
- Tourists – only related to some messages.

Media campaigns and Comms components can be varied to focus on various market segments, the determination of which should occur as a part of the ongoing implementation of the program. In general though, the following segments must be the focus, and this will be the case in the first delivery of the campaign component.

*Positive Segment 15% of population - "Keeping things good."*

*Apathetic Segment 13% of population - "Improve your own life."*

*Optimistic Segment 19% of population - "Working together to make things even better."*

*Negative Segment 19% of population - "Bringing things to the future."*

### **NetWaste Schools Program**



Young people are an important target population for NetWaste. They are both a target for waste messages and behaviour for now and in the future as they become adults; and they are a conduit for messages about waste into the adult community, particularly within their families. For many adults, often the initial motivation for responsible waste behaviour is that their children told them to .... 'compost,' 'recycle,' and/or 'not to litter.'

In identifying young people at school as a target a number of challenges leap out for NetWaste;

1. Which schools?
2. Which levels?
3. What is the waste focus?

In the past NetWaste - and in Councils where applicable - the contractor/s, with NetWaste involvement, have targeted schools directly/school by school and somewhat opportunistically. This has been successful up to a point but there are more schools than resources available to address the need in this fashion. From July 2013, the following strategic approach will be used with regard to targeting schools and school students. Apart from educating schools students, it is essential that these programs focus on students taking messages home and talking with their parents and other adults about managing waste better.

1. Where a waste contractor provides education to schools, NetWaste will be made aware of what schools and levels are being targeted. Councils also need to be provided with this advice about what schools and levels are targeted within their LGA.
2. Where curriculum materials [or other resources] are prepared by the contractor, they should be made available to NetWaste for use in other programs/Council areas, not covered by the Joint Contract. NetWaste and the contractors identify curriculum material that is Australian Curriculum linked and makes this available to all schools and the three Environmental Education Centres in the Region. To facilitate this NetWaste establishes an online schools material resource data base, managed by the NetWaste Administration Officer. This is promoted to all schools in the NetWaste region. Funding for this and for the development of the School's Kit

[\$15,000 one off funds] could be sought from the NSW Environmental Trust or another funding body.

3. The work of the NetWaste ELA will supplement that undertaken by the contractor in those LGAs who do not have a contractor in place. In this regard, The NetWaste ELA still has a hands on delivery roll in schools but this is limited to:
  - Schools in LGAs where there is no education provided under the waste contract. See NetWaste Council Partnership Projects on Page 21
  - LGAs where train-the-trainer processes (with Council/School staff) accompany the in-school program. In these circumstances in-school workshops and lessons will be delivered by NetWaste personnel. When this occurs it is advisable that a specific slice of the student population is targeted. For example: a Middle Years Project – related to the Curriculum held every 2 years at 2 levels, at the maximum. For example, levels 4 and 5, so that the same children are not captured twice. More structure with current face-to-face program is desirable.
4. NetWaste establishes a supplementary partnership program with each of the three Environmental Education Centres [EECs] in the region. This is designed to enable integration of waste messages into EEC activity and to significantly extend the reach of the NetWaste schools program. Purpose built resource materials etc form a part of this approach.

In summary, during the first three years of *What Waste Where*, the following partnership activity will occur through the EECs:

With Red Hill Environmental Education Centre this will include:

- NetWaste supporting the development of displays for use on site.
- NetWaste to be regularly involved in developing and delivery of workshops in Red Hill's schools video conferencing program. This would enable the piloting and delivery of video conferencing lesson material that could be used regionally and beyond.
- NetWaste supports development of material and a teaching learning resource for use by Red Hill staff in their outreach program.

With Wambangalang Environmental Education Centre this would include

- Develop a set of support material for Schools to use in their development of Environmental Management Plans. Material would include:
  - How to manage waste better at school
  - How effective waste management can reduce energy use and increase product re-use and use of recycled materials.
  - Development of the 'Binless and Brave material' [Hunter NSW] into a waste challenge program.

With Warrumbungle Environmental Education Centre, the partnership process is to include material development to enhance waste messages delivery in the programs run by the Centre.

Over time and in conjunction with the EECs and identified school champions, NetWaste will establish a champion schools network [e.g. Middleton Primary School] across the region. It is envisaged that this

would best occur through seconding a teacher/ex teacher for a short period to set this up. Through this network NetWaste develops a:

- Schools kit/data base [including NetWaste region case studies] about best practice school operations and curriculum [teaching/learning materials].
- Series of online teacher development seminars that are advertised across the region and hosted and delivered by the champion schools in conjunction with NetWaste. At the minimum, two teacher development sessions per year would be the target and each with a different topic [e.g. Curriculum approaches for teaching Stage 3 about waste; Running a composting program in your school etc]. A year-by-year calendar to be developed.

New funding [\$10,000 annually] has been allocated to support the delivery of the NetWaste Schools Program. This funding could be sought externally, but it must be ongoing

Activity in this program primarily targets school students and through them members of the families across all segments, as follows:

- Young people - School students and their teachers
- Householders - urban [living in towns and villages]
- Businesses – small and medium sectors
- Rural [landholders]

### **NetWaste Early Childhood Program**

A key feature of this education program delivered by NetWaste has been the work with Early Childhood Centres. This will continue into the future under the following strategic framework.

- NetWaste provides a facilitating role in establishing a supported network of Early Childhood Centres that supports the growth of waste and broader sustainability education.
- Central to this is the support for existing Early Childhood Centres that have shown leadership across the sector in integrating waste education/infrastructure broader sustainability activities into their work (Champions). This support will enable them to spread the word to other centres that are run by Local Government or privately.
- To do this NetWaste will broker the following strategic approach:
  - Support the development of a Waste and Sustainability Education Kit that contains a wide range of support materials for use in early childhood. Funding required \$15,000 one-off and may be sought from grant funds. This kit will contain a mixture of hard copy material and on-line links to resources. It will also contain 'ideas for teachers'. Much of the material for this kit has already been sourced by the NetWaste ELA and the Yarrowong Child Care Centre, Orange, along with material obtained from other Centres. Therefore, what is required is to update this material, add to it and produce it in a usable format for early childhood centres across NetWaste. A copy of the kit would be provided to an Early Childhood Centre in up to 10 locations across the NetWaste region to optimise its use. These centres would be NetWaste Champions in this sector (see above). Essentially their role would be to:
    - become demonstration centres for other private and public pre-schools in sustainable practices, including waste management.\*

- support the delivery of Sustainability and Waste Expos conducted by Champion Centres in each location at least on a two yearly basis
- become involved in facilitating input at the Early Childhood Conference about waste and sustainability. In part this might showcase what centres have done
- work proactively in other ways with NetWaste and the Early Childhood Network to enhance waste and sustainability management in early childhood.

\* It should be noted that in this sector, waste and other sustainability initiatives will need to be the focus of the program because often the needs of Early Childhood Centres relate to facilities and systems/process management as much as in classroom content. The proposed kit will cover all of these issues.

It is also noted that there is a need for NetWaste to work opportunistically with Centres across its region, during this program. It would be timely to evaluate this program in 2015/16.

Activity in this program primarily targets pre-school students and their teachers and through them members of the families across all segments, as follows:

- Young people [those enrolled in pre-schools] and their teachers
- Householders - urban [living in towns and villages]
- Businesses – small and medium sectors
- Rural [landholders].

### **Waste to Art**

Waste to Art will continue to be an iconic NetWaste Program with some modifications until it can be formally evaluated – no later than 2015/16. This evaluation will be primarily formative, in that it will be drawing data from the past to identify changes for the future. As a part of this, the continuing role of Waste to Art as NetWaste’s iconic waste education event will be assessed, in part regarding how effectively it communicates waste management messages. Funding – one-off of \$30,000 would be required for this evaluation and may be sought through a grant program.

Waste to Art involves two interlinked components, local exhibitions coordinated by Council and/or community personnel and the Regional Waste to Art Event, hosted by a Council every year [see NetWaste Council Partnership Projects on Page 21.

It is noted that Waste to Art has always been, and will continue to be, an organic program in that it has been modified over time. AS the next part of its strategic development, the following modifications will be made to the 2014 and 2015 Waste to Art program, prior to any formal evaluation:

- An additional category is added which encourages participants to use a particular, nominated waste/recyclable product.
- Communications messages about the program are refined to enhance its waste focus and message. All host agencies need to promote the program directly reinforcing its waste focus and the program will link with the Comms component of the NetWaste Media Program, as it is established.
- A prize is awarded to the entry that best carries a waste reduction recycling message – and this would form one of the stories to be heavily promoted in the Netwaste Media Program.

- Business entries are to be encouraged through the promotion of a specific category [or categories to businesses. Consideration should be given to adding a Business prize [at least at the regional competition].
- As part of local programs, provide each entrant with education/information material about waste reduction at home. If possible collect information about what entrants do to reduce waste at home and publicising this through the NetWaste Media Program, Comms component.
- Add to the Waste to Art Kit by obtaining additional materials from those groups who have been involved over time.
- Involving uninvolved Councils is important. Each year, the NetWaste Admin Officer will offer hands on support to one non-involved Council/s to support them to pick up the program. Also the program might promote simple ways of getting involved in a resource constrained environment [for example entering only every two years/limiting entry to only some categories etc]. A Buddy System will be considered, where an experienced Waste to Art organiser, supports another Council [or community group] to be involved.
- With regard to the Regional Waste to Art event, in the short term consideration is given to its format and style
  - Providing the catalogue online [or at least doing so for catalogues distributed after the event].
  - Provide a sponsored award each year for the best Council in Waste to Art. Establish criteria and judges so that this becomes a valued award
  - Use the regional event as the focus for other strategic initiatives, for example the Launch of the NetWaste Waste Media Campaign etc

Activity in this program primarily targets

- Key opinion leaders – Councillors and Council staff
- Young people [those enrolled in pre-schools] and their teachers
- Householders - urban [living in towns and villages]
- Businesses – small and medium sectors
- Rural [landholders].

All segments are targeted, most especially,

1. *Socially Conscious Segment*
2. *Positive Segment*
3. *Optimistic Segment*

### **NetWaste Business Education Program**

The NetWaste Business Education Program targets small and medium businesses [SMEs] across the NetWaste region. It is an important part of *What Waste Where* into the future. Diversion from landfill for the C&I industry has been the slowest to improve over the last ten years and this provides opportunity for the future. The 12 Council contract will provide more focus on this area, within those

Councils who are covered by this approach. It is important that they seek support/input from the successful contractor in targeting some of the identified business sectors as a part of delivery of education under the contract. In order for this to occur, business education will need to be considered within the contract.

Work with SMEs needs to extend beyond recycling and look to resource recovery and avoidance of waste. Case studies of successful practice/operational change are important education vehicles for businesses, especially if they contain cost and/or time savings and improved waste management. Linkages through *Waste Less Recycle More* will lead to the identification of additional case studies.

Through *Waste What Where*, the NetWaste Business Education Program has a number of components, which are both proactive and responsive in their approach.

*Component 1. Targeted Business Sectors.* NetWaste has identified a number of business sectors that will be targeted over the life of the strategy and it will continue to work strategically with each. In the first 12 months of the delivery of *What Waste Where* no new business sectors will be targeted. Work needs to be consolidated and extended with the current sectors, Caravan Parks and Retirement Villages as the priority sectors for 2013/14.

Other possible businesses to be targeted in future include:

- Nurseries [possible connection with Narromine Shire Council]
- Shopping centre management [possible connection with Dubbo City Council and JR Richards Dubbo] and shopping precinct waste management.

As *What Waste Where* rolls out NetWaste will further review its Business Education Strategy and add additional priority sectors. Research findings from the Program above, will add information to this process.

*Component 2. Support for Councils in Targeting Businesses.* Increasingly some NetWaste Councils are working with businesses through their economic development programs and in other ways. This provides opportunity for NetWaste to work with those Councils who are being proactive in promoting waste management messages. It is strategically appropriate that NetWaste continues to drive its business activity as a cross region program [Model B.] rather than a partnership project [Model C]. As far as education aspects are concerned, some assistance can be provided. As a part of this project NetWaste will develop a Kit – *Managing Waste in Small Businesses within the NetWaste Region*. Funding of \$15,000 will be required to develop the Kit, which will be sought from grant funds. This will draw together successful projects as case studies and provide a step-by-step simple guide for business implementation, as supported by Councils. This will occur as a priority activity.

*Component 3. Opportunistic Programs with Businesses.* It is likely that some individual businesses will approach NetWaste for assistance and support, or interested SMEs will be identified in other ways, for example through Councils or the Comms component of the NetWaste Media Program. These

opportunities will be followed up, regardless of whether they are within targeted business sectors, because it is essential to bring business on board. There is also opportunity to link with other business programs.

Activity in this program primarily targets:

- Key opinion leaders – Councillors and Council staff
- Businesses – small and medium sectors.

All segments are targeted, most especially:

- *Socially Conscious Segment*
- *Positive Segment*
- *Optimistic Segment*

### **NetWaste Community Engagement Program**

There is a significant level of community interest and activity with regard to waste management and more broadly to sustainability across the NetWaste region. This is laudable and strongly supported by NetWaste. It is noted however that NetWaste does not have the resources available to support all of these efforts directly. The following community engagement strategy is set within the context of resource availability. It contains three components.

*Component 1. Strategic Community Program. Village Waste Reduction Project.* NetWaste will undertake a Local Village project by the following steps:

- a) In conjunction with NetWaste member Councils identify three villages to be targeted for this program in the three years 2013/14 to 2015/16. Ongoing Council involvement in this program, with the selected villages is important, although the program will be delivered by NetWaste.
- b) Conduct a community waste challenge or other community engagement activity within identified village. Publicise and promote wide involvement in the challenge. Engagement with the community via social media and other means as appropriate.
- c) Identify a group of local champions from those who undertake the 'challenge.'
- d) Provide the champions with training/initial support re spreading waste messages into their community.
- e) If the Champions Group meets criteria [to be identified] provide them with a small grant/s of up to \$6,000 to take their efforts further. The aim is to make them a self-sustaining group as soon as possible. Only clearly focused local waste reduction activities will be funded through these grants.
- f) Recognition – establish how to provide recognition to this local Champions group. Linkage with the Comms Component of the NetWaste Media Program is an important part of this process.
- g) Provides a process for Council/NetWaste Partnering and possible involvement of CMA and other partners.

*Component 2. Partnering Opportunities.* There is opportunity for NetWaste to partner high profile existing programs [for example, the Riversmart Program] delivered by community organizations, and to get significant benefit for waste reduction and the reach of waste messages. Contractors potentially have a role in this process as well because local organisations need to be identified and MOUs or other partner mechanism need to be established. It may be that funding for partnership programs can be identified through grant programs offered by the EPA for littering and illegal dumping through the Waste Less recycle More Program [a \$70 million allocated over four years from 1 July 2013, for councils that pay waste levies to improve recycling, and to tackle litter and illegal dumping]

NetWaste will work to deliver at least one partner project every year through the life of this strategy.

*Component 3. Support Community Efforts*

NetWaste receives a large number of to be involved in local community events and activities. In order to manage these requests effectively and strategically the following will occur:

- As part of this project, materials for Councils, relevant for use in communities will be developed and distributed. This will include NetWaste Media Program materials, access to the schools' online data base, business education materials etc. As far as is possible, these materials will promote behaviour change and use community based social marketing approaches, incentives, prompts, commitment records etc. Councils will be strongly encouraged to distribute these materials and promote its use among community organisations.
- NetWaste will promote relevant grant program opportunities to community groups and where it is strategically important. In some circumstances NetWaste can provide some limited support for groups and Councils who are developing applications for grants.
- In terms of specific requests for presentations etc the following tool has been developed to assist NetWaste to be able to determine the circumstances of their involvement. It is a guide to decision making only, not an absolute yardstick.

**NetWaste Criteria for Supporting Community Activities**

**For events**

- Generally NetWaste does not have the resources to support local community events, shows, field days etc; either financially or by providing a display.
- In exceptional circumstances NetWaste may be able to consider providing support. These are:
  - When the event will draw large numbers of NetWaste's highest priority target populations
  - When the waste management infrastructure provided is best practice and supports NetWaste's mission.
  - When there is sufficient visibility provided for NetWaste messages
  - Where Council is also involved.
  - Where some evaluation of the event is being undertaken, which provides feedback to NetWaste about the cut through of its messages and the effectiveness of this as vehicle for change.

**For presentations**

- When taken overall, NetWaste is unable to support many of the requests it gets for presentations at community meetings etc. Resources are just not available to meet every local

request.

- In some circumstances NetWaste may be able to consider requests for presentations. These are:
  - Where the presentation is part of an ongoing strategic range of face-to-face meetings dealing with challenging high priority waste issues.
  - Where there is significant strategic congruence between *What Waste Where* Outcomes and the program being delivered.
  - Where the NetWaste Forum/ELA considers it a high priority request.
  - Where Council is involved

Funding of \$6,000 is required annually to support groups and actions. Expenditure of this will be delegated to the ELA.

Activity in this program primarily targets:

- Householders
- Key opinion leaders – Councillors and Council staff
- Businesses – small and medium sectors

All segments are targeted, most especially:

- *Socially Conscious Segment*
- *Positive Segment*
- *Optimistic Segment*

It is noted however that the successful implementation of the Villages project will target a broader segmentation across the villages.

## NetWaste Council Partnership Projects Model

Under the *What Waste Where* strategy NetWaste is also delivering NetWaste Council Partnership Project. This strategic approach involves the establishment of a number of Partnership Projects which member Councils will sign up to on an annual basis. If a Council chooses not to sign it is because their strategic priorities do not reflect a need for work in this area. Those Councils that sign up, do so on the basis of the 'Project Offer' – see Appendix 1. They sign for a year and must complete all agreed actions as a part of the project.

*What Waste Where* provides the strategic opportunities for Councils to deliver quality waste education in areas of local need through signing up to a Partnership Project. This process is not adding bureaucracy; it is providing a strategic process and driving real and supported local delivery of education to address priority waste challenges. Over time it is likely that the Media Program brand [www.whatwastewhere.action](http://www.whatwastewhere.action) will become integrated with all of the materials produced as part of the NetWaste Councils Partnership Projects.

It is highly unlikely that all Partnership Projects, below, will be offered in each year. During Year 1 of this strategy 2013/14, the following projects will be offered: *Why Recycle – Council Kit Project*; *Organics Management - Home Composting*; *Litter Reduction Project*; and *Working with Schools in LGAs not covered by the NetWaste Contract Project*. In subsequent years, NetWaste

will determine which projects will be offered. Note: Councils can sign up for any number of projects, any number of times.

The offers will be made by letter to each of the member Councils each year. Those Councils that take up and offer will:

- Nominate a Project Officer for the project
- Attend a set-up meeting, [phone or in person] where involvement is clarified and responsibilities articulated
- Meet with the ELA through the life of the project to clarify issues, discuss challenging delivery and to enhance a partnership approach [mostly phone meetings.
- Complete a brief evaluation of the project, online, see Appendix 2
- Work collaboratively with other Councils involved in this Partnership. One Council will be the lead Council and will support others. Any new resources developed in these projects, will be shared with other Councils, through NetWaste.

A small amount of new funding \$7,000 per annum is allocated to resource development to support partnership projects.

#### **Partnership Project A. Why Recycle? - Council Kit Project**

This project involves utilising the current NetWaste Council Kit to promote and support increased use of education by NetWaste Councils about recycling. This project:

- Is strongly recommended by NetWaste for all Councils to take up over the first three years of the *What Waste Where* strategy.
- Includes use of the Council Kit as a core part of the project. NetWaste will consider an incentives based approach to encourage this: an award, a points based system where criteria are met.
- Provides key materials and templates that all Councils could use for very little cost, to promote recycling etc.
- Promotes Volunteering – how to raise resource revenue and engagement.
- Clearly identifies - what are the benefits, why would council bother?

#### **Partnership Project B. Organics Management - Home Composting**



This project enables and supports Councils to work with their communities to improve organics management. In part it focuses on extending composting at home and hence reducing organics going to landfill. Household reduction in kitchen waste is the focus of this Project through the Love Food Hate Waste program and green waste management programs will also be supported.

A key consideration for this project is that the 'Who Cares about the Environment 2012' survey indicated that those who already compost do so for personal benefit, rather than the greater good, so messages should be built around saving money (no need to buy compost), good for the garden and a great home hobby.

### ***Partnership Project C. Litter Reduction Project***

Litter is an ongoing problem for many NetWaste councils. The nature and shape of the problem is different from Council to Council but it often involves:

- Littering near fast food outlets
- Littering on highways that enter or leave population hubs
- Littering around schools [although this problem is generally decreasing]
- Littering at sporting functions or other community events

A number of key targets have been established for litter reduction programs, with tourists and young people being seen as the priorities. The NetWaste Council Litter Reduction Partnership Project will assist Councils to undertake local programs and potentially to link to the NSW Litter Prevention Program [Waste Less Recycle More] initiatives and funding opportunities.

### ***Partnership Project D. Cover your Load Project***

Councils still report significant challenges in managing the problem of waste escaping from vehicles. Getting people to cover their loads remains a real problem. The results of uncovered loads are particularly an issues on roads leading to landfills, transfer stations or materials recovery centres, but the problem is not confined only to these areas. This Partnership project provides NetWaste Councils with materials, signage and support to address this issue.

### ***Partnership Project E. Illegal Dumping Project***

Illegal dumping remains a specific issue of concern for many NetWaste member Councils. Dumping outside of locked waste management sites is a significant part of this issue. This partnership project provides NetWaste Councils with materials, signage and support to address this issue. It will assist Councils to undertake local programs and potentially to link to the NSW Combating Illegal Dumping Program [Waste Less Recycle More] initiatives and funding opportunities.

**Partnership Project F. Waste to Art Regional Event**



This project involves a Council partnering with NetWaste in hosting the Waste to Art Regional Event. This is a high profile and multi-faceted project that has great benefits for NetWaste and can provide a significant profile to the host Council for its waste management efforts.

A working partnership has been the hallmark of the previous regional events and this will continue into the future.

**Partnership Project G: Working with Schools in LGAs not covered by the NetWaste Contract**



As indicated in the NetWaste Regional Programs Model above, NetWaste will continue to work with schools in Councils who do not have the services of a waste contractor who delivers education. In order to be cost, and more particularly, outcome effective, work will occur where there are spin-off benefits from the program. These include; teacher professional development, training for Council staff in how to deliver schools programs etc.

*What Waste Where* enhances delivery capacity across the NetWaste region, so that delivery of quality education is not just the responsibility of the NetWaste Environmental Learning Adviser, but is broadened and shared. This will benefit Councils, Schools, Early Childhood Centres, and community staff and businesses across a range of sectors.

## **Evaluating *What Waste Where***

Education programs delivered by NetWaste have had built into them a culture of evaluation and this will continue. Specific activities, for example workshops delivered will be evaluated and content and delivery will be refined as a part of the Plan Deliver and Review [then Plan again] model that NetWaste has used successfully for a long period of time.

The *What Waste Where* strategy identifies five outcomes for the delivery of education by NetWaste over a ten year period. Achievement of these outcomes should be measured by NetWaste after five years of the implementation of the Strategy. A formal cross strategy evaluation is envisaged, with emphasis on both summative and formative data being collected. This evaluation would coincide with the middle year of the second period of roll-out of the strategy, so that data/recommendations made could influence delivery across the final five years of the strategy.

In addition, two cross regional programs are identified for evaluation in the first three years of the implementation of the current Strategy. These are the Waste to Art Program and the Early Childhood Program. Both of these evaluations are primarily formative in nature and both would be undertaken by external evaluators, who would identify evidence that outcomes had been met and that these continue to be relevant to a revised program. Funding sources are identified above and are essential for the conduct of an external evaluation. Thirty thousand dollars will be required to evaluate Waste to Art and \$15,000 for the Early Childhood program. Grant funds will be sought for these projects

It is envisaged that specific evaluation of the Business Program and the Schools Program might be undertaken in the second three year roll out of *What Waste Where*.

With regard to the Partnership projects, a simple evaluation process is proposed each year. Once a Council signs up for a project, it will be supported with resource materials, expert advice and capacity building, as indicated in the project offer forms in Appendix 1. The Councils involved in each Partnership will be asked to evaluate it at the end of its delivery period, by way of an online form, see Appendix 2. Data will be aggregated and analysed and report on the Project [e.g. Litter Reduction] will be developed.

It is envisaged that the NetWaste Strategic plan post 2015 will identify additional milestones for education activity that might require evaluation under *What Waste Where* and these will need to be accommodated in the strategy.

## Implementation Plan

The following Implementation Plan indicates the higher order actions that will be taken in the delivery in the period from July 2013 to June 2016. Unless identified, the activities will be undertaken/coordinated by the NetWaste ELA. It is divided into three sections, one for each strategic model.

### A. Implementation Actions for Continuing Activity

<b>Program Focus Area</b>	<b>Outcome/s</b>	<b>Action</b>	<b>By When</b>	<b>Budget</b>	<b>Timeframe</b>
<b><i>Waste to Art</i></b>	Outcomes 1, 2, 3, and 5	Ongoing management of the Waste to Art Program, most especially the regional event Support for local Waste to Art initiatives. [In conjunction with NetWaste Admin Officer]	Ongoing	Core funding and Sims Metal sponsorship	Annually
<b><i>Working with stakeholders to develop resources and case studies</i></b>	Outcomes 1 to 5	An ongoing flexible relationship with personnel in schools, businesses, councils and communities to deliver education to develop case studies and information materials	Ongoing	Core Funding	Annually
<b><i>Connection with other RENEW groups</i></b>	Leading to Outcome 4 by better resource sharing	Significant communication with RENEW to facilitate networking, resource sharing, identification of new education materials and opportunities for partnership. Through this process, networking with OEH and seeking of additional funding will occur.	Ongoing	Core funding	Annually
<b><i>Reporting to NetWaste Councils</i></b>	Outcomes 2 and 5.	Reporting process fine tuned and implemented through the NetWaste Forum.	Ongoing	Core funding	Annually
<b><i>Undertaking special ongoing projects</i></b>	Outcomes 1 to 5	Undertaking continuing special projects, for example the Business project or the Tyres project	Ongoing	Core funding	Annually
<b><i>Responding to opportunity</i></b>	Determined for each project	As appropriate	Ongoing	Core funding	Annually

## B. Implementation Actions Education Across NetWaste - Regional Programs Model 2013/14 to 2015/16

To implement this strategy NetWaste will undertake the following priority actions in the period 2013/14 to 2015/16.

<b>Program Focus Area</b>	<b>Outcome/s</b>	<b>Action</b>	<b>By When</b>	<b>Budget</b>	<b>Timeframe</b>
<b>Underpinning Research and Information program</b>  <i>Note both Research Projects to be jointly managed by the ELA and the NetWaste Projects Coordinator</i>	Outcomes 3 and 5.	Establish partnership project with Charles Sturt University to undertake Research and Information Program.	June 2014	\$25,000 set up cost [one off]	One year
	Outcomes 3 and 5.	Undertake ongoing research annually under this program.	June 2015 and two yearly	\$20,000 [every two years. Hence \$60,000 in total over the life of <i>What Waste Where</i> .	Until 2022, end of <i>What Waste Where Strategy</i>
<b>NetWaste Media Campaign</b>	Outcome 2 and 4.	Set up component A – The Comms Component. Engage contractor and establish processes required for contractor to complete their role.	By June 2014	Contractor costs \$30,000 annually	One year to become operational then ongoing
	Outcome 2 and 4.	Establish Branding etc for NetWaste media campaign.	By June 2014	\$15,000 [one off cost]	One year
	All five Outcomes.	Develop and roll out Campaign 1.	July 2014 to July 2015	Campaign deliver costs 1 year 14/15 \$40,000	One year and then subsequently every two years
<b>NetWaste Schools Program</b>	Outcome 2.	Establish and clarify new working arrangements within the NetWaste Schools Program. Communicate with contractor/s, schools previously targeted and all Councils. This ensures quality communication between NetWaste/contractors/Councils and schools.	Jan 2014 to June 2014	Nil	Six months

<b>Program Focus Area</b>	<b>Outcome/s</b>	<b>Action</b>	<b>By When</b>	<b>Budget</b>	<b>Timeframe</b>
	Outcomes 1, 2 and 4.	Establish Online schools material data base/school s kit and promote it NetWaste wide.	Operational by October 2014	Nil – contractor role in this process	One year
	Outcomes 4 and 5.	Establish a schedule of direct schools programs [train the trainer where possible] that the NetWaste ELA will deliver, in priority LGAs not covered by the contract and deliver these.	Annually commencing school year 2014	Nil	Ongoing every school year
	Outcomes 1, 2 and 4.	Establish and implement partner activity with each of the three EECs in the region. Note initial activity with Red Hill and Wambangalang identified above.	Annually as per the partner agreement	As negotiated with each Centre. \$10,000 in total per year.	Ongoing every school year
	Outcomes 1, 2 and 4.	Establish and deliver online teacher professional development seminars.	Commence with first seminar during the first half of 2014	Nil [delivered in conjunction with EEC or Champion School	Two per year
	Outcome 1.	Second teacher/ex teacher to establish NetWaste Champion School Network.	Commence July 2014	\$15,000 to set up, nil ongoing	Commences September 2015 and ongoing
<b>NetWaste Early Childhood Program</b>	Outcomes 1, 2 and 4.	Second early childhood specialist for four months to: <ul style="list-style-type: none"> <li>Finalise, publish promote across the Early childhood sector the strategic approach to be used by NetWaste.</li> <li>Establish the NetWaste Early Childhood Network of Champion Pre-school Centres [ten across the region]. Ensure that roles responsibilities and opportunities are made clear in this process.</li> </ul>	Commence March 2014	\$15,000 One-off second fee	Four months

Program Focus Area	Outcome/s	Action	By When	Budget	Timeframe
		<ul style="list-style-type: none"> <li>Establish as a part of the strategic approach, how champions are to be engaged with other centres in assisting them to improve their waste and sustainability focus.</li> <li>Develop the [online] Pre-School Kit ready for production and distribution.</li> </ul>			
	Outcomes 1, 2 and 4.	Distribute the Early Childhood Kit [online] and provide ongoing support to the Champions network in this sector.	Commence early 2014	Nil	Six months and ongoing
	Outcomes 2 and 3.	Evaluate the Early Childhood Program.	Commence early 2015/16	\$15,000	Six months
<b>Waste to Art</b>	Outcomes 2 and 3.	Implement modifications to the Waste to Art Program for the 2014 and 2015 Programs.	Commence late 2013	Nil	Changes to be implemented in 2014 and beyond
	Outcomes 2, 3 and 5.	Undertake a comprehensive and independent formative evaluation of the Waste to Art program with a view to planning its future.	Evaluation in the 2015/16	\$30,000	Six months for evaluation and then implementation
<b>NetWaste Business Program</b>	Outcomes 1, 2 and 4.	Continue and extend activity with caravan parks and retirement villages.	2013/14 and ongoing	Nil	Ongoing
	Outcomes 1, 2 and 4.	Commence program with new business sectors, as identified.	2015	Nil	Six months to set up and then ongoing
	Outcomes 2, 3, 4 and 5.	Develop and distribute NetWaste Small and Medium Business Waste Education Guide.	June 2014	\$15,000	Distribution by December 2014
<b>NetWaste Community</b>	Outcomes 1, 2, 3, 4, 5.	Develop and roll out the Village Waste Reduction Project.	February 2014	\$6,000 Grant program per	At least one village program

Program Focus Area	Outcome/s	Action	By When	Budget	Timeframe
<b>Engagement Program</b>				village. \$18,000 in total in 2013/14 to 2015/16	set up each of the three years
	Outcomes 1, 3 and 4.	Identify and support high profile community activities conducted by community groups.	Dec 2013	\$6,000 per annum	Ongoing
	Outcomes 3 and 4.	Support community efforts only as appropriate and based on the identified criteria.	Dec 2013	Nil	Ongoing

### C. Implementation Actions NetWaste Council Partnership Projects Model 2013/14 to 2015/16

Program Focus Area	Target/Segment and Outcome	Action	By When	Budget	Timeframe
<b>Partnership Project A. Why Recycle? - Council Kit Project</b>	<b>Outcomes to be achieved</b> - 2, 3, 4 and 5	Finalise Project Offer forms [Appendix 1] and push for Councils to sign up. Communicate with Councils about who have signed up and support the ensuing network of Councils working on this issue.	Offer out to Councils January 2014	Nil for NetWaste	January to June 2014 and then re-offered
<b>Partnership Project B. Organics Management - Home Composting</b>	<b>Outcomes to be achieved</b> - 2 and 4	Finalise Project Offer forms [Appendix 1] and push for Councils to sign up. Communicate with Councils about who have signed up and support the ensuing network of Councils working on this issue.	Offer out to Councils January 2013	Nil for NetWaste	January to June 2014 and then re-offered
<b>Partnership Project C. Litter Reduction Project</b>	<b>Outcomes to be achieved</b> - 2 and 4	Finalise Project Offer forms [Appendix 1] and push for Councils to sign up. Communicate with Councils about who have signed up and support the ensuing network of Councils working on this issue. Develop guidance material regarding, <i>ideas for dealing with</i>	Offer out to Councils January 2014	Nil for NetWaste	January to June 2014 and then re-offered

Program Focus Area	Target/Segment and Outcome	Action	By When	Budget	Timeframe
		<i>challenging litter issues</i> and distribute it.			
<b>Partnership Project D. Cover your Load Project</b>	<b>Outcomes to be achieved</b> - 2 and 4	Finalise Project Offer forms [Appendix 1] and push for Councils to sign up. Communicate with Councils about who have signed up and support the ensuing network of Councils working on this issue.	For consideration 2014/15	Nil for NetWaste	Held-over for consideration in 2014/15
<b>Partnership Project E. Illegal Dumping Project</b>	<b>Outcomes to be achieved</b> - 2 and 4	Finalise Project Offer forms [Appendix 1] and push for Councils to sign up. Communicate with Councils about who have signed up and support the ensuing network of Councils working on this issue. Develop guidance material regarding, <i>ideas for dealing with challenging dumping issues</i> and distribute it.	For consideration 2014/15	Nil for NetWaste	Held-over for consideration in 2014/15
<b>Partnership Project F. Waste to Art Regional Event</b>	<b>Outcomes to be achieved</b> -1, 2, 3, and 5	Finalise Project Offer forms [Appendix 1] and push for Councils to sign up. Communicate with Councils about who have signed up and support the ensuing network of Councils working on this issue.	For consideration 2014/15	Nil for NetWaste	Held-over for consideration in 2014/15
<b>Partnership Project G: Working with Schools in LGAs not covered by the NetWaste Contract</b>	<b>Outcomes to be achieved</b> – 2, 4 and 5.	Finalise Project Offer forms [Appendix 1] and push for Councils to sign up. Communicate with Councils who are outside of the contract about who have signed up and support the ensuing network of Councils working with schools.	Offer out to Councils January 2014	Nil for NetWaste	January to June 2014 and then re-offered
<b>Resource material development for Partnership Projects</b>	<b>Outcomes to be achieved.</b> Outcomes 1, 2, 3, 4, 5	As Partnership Projects are rolled out, new materials will need to be developed, These might include print materials, Utube videos, PPT presentations etc. New funds of \$7,000 per annum are allocated for this activity.	Annually	\$7,000 per annum	First year January to June 2014

<b>Program Focus Area</b>	<b>Target/Segment and Outcome</b>	<b>Action</b>	<b>By When</b>	<b>Budget</b>	<b>Timeframe</b>
<b><i>Evaluation of Partnership Projects</i></b>	<b>Outcomes 2, 4 and 5</b>	Ensure that each Council involved in a Partnership Project completes the evaluation form at Appendix 2, With the NetWaste Admin Officer, the ELA develops an evaluation report for each area offered, each year. These can be used to support funding applications, reflect good practice, gain credibility and reshape the program, if required.	Annually	Nil	Using the feedback form these can be evaluated each year.

## Appendix 1. Project Offers - NetWaste Council Partnership Projects

### *The Why Recycle? - Council Kit Project Offer 2013/14*

**Project Objective:** To increase Council capacity for, involvement in, and delivery of education.

**Outcomes to be achieved** 2, 3, 4 and 5

From an educational perspective council staff can assist with the delivery of waste education. The purpose of this kit is to provide a tool that can be used internally to raise awareness of what can and can't be recycled and to increase knowledge of why recycling is beneficial to our environment. The kit can also be used to support external presentations when appropriate.

**For this project NetWaste [ELA] will provide:**

- Council Kit available on USB and in hard copy. The Kit contains:
  - PowerPoint presentation: Introduction, What Can be Recycled + training notes
  - PowerPoint presentation: Why Recycle + training notes
  - Did You Know Handout: There are three basic steps to recycling:
    - 1: Collecting recyclable items and preparing them for production
    - 2: Production of new products from the recycling
    - 3: Selling the new product that contains recyclable content.
- Recycling Fact Sheet – Why recycle
- Recycling Fact Sheet – What to recycle
- Visual Inspection data sheet
- Suggestions for how to use the Kit.
- Plan template for Council Kit implementation
- Staff survey to determine knowledge and attitudes to recycling. The survey is appropriate for all key staff, including cleaning staff. It is an essential starting point for the program. NetWaste can support in analysing results of the Survey.
- Additional support to councils in the delivery of education:
  - Ongoing capacity building opportunities in delivering and evaluating education for behavior change.
  - A face-to-face or online briefing with key Council staff about the contents of the kit and how to use them.

**To be involved in delivering this project Council must agree to:**

- Use the Kit to guide practice.
- Ensure that all relevant Council staff including front of house staff, have access to the kit and the capacity building opportunities it generates.
- Plan how to deliver a Why Recycle program in their Council.
- Use the staff survey and implement actions according to the results.
- Deliver *Why Recycle* using the contents of the Kit and the survey results.
- Determine needs for future actions in this area.
- Complete the evaluation form [online] for the partnership project



## ***Organics Management – Home Composting Project Offer 2013/14***

**Project Objective:** To increase household composting in urban residential households and to support organics management generally.

**Outcomes to be achieved** 2 and 4

**For this project NetWaste [ELA] will provide:**

### **A. *Composting***

- A Home Compost Training Kit that includes:
  - Workshop structure
  - Posters: Typical contents of your garbage bin; Why Compost; ADAM, Keys to Composting;
  - Aliveness - Compost Critters; Ingredients- what to feed your compost; Choose Your Own Compost System
  - Evaluation forms
  - Down to Earth notes
  - Commonly asked questions
  - Handouts/
- Additional material including:
  - Media releases for workshops/flyers promoting workshops
  - Provide ongoing support for community trainers
  - Flyer for householders about why composting at home is important [with option to insert Council Logo]
  - How to do it? – home composting information sheet
  - A train the trainer program that equips local people to deliver Composting training
  - Compost bins available as incentives if funding permits.

### **B. *Other Organics Management***

Love Food Hate Waste - EPA Project is a focus for this area and assistance can be provided if required

**To be involved in delivering this project Council must agree to:**

- Use their data base to contact all urban householders in the LGA to engage them in specific programs.
- Promote the program in local media, community notice boards etc.
- Utilise all project materials and the NetWaste ELA to deliver a constructive campaign of workshops and/or other agreed initiatives.
- Use small incentives to enhance community and reward interest.
- Enlist people for train the trainer workshops.
- Move the program towards self sufficiency, so it can be run without NetWaste support, over time.
- Complete the evaluation form [online] for the partnership project

Any agreed variations or additions – specific to Council

To implement a project the Council will need to contribute:

Officer time: One week minimum

Funding: Negotiable funding depending on the scope of the project but some funding for promotion, refreshments and incentives [minimum \$250]

In Kind: All venues and materials required.

If Council agrees to be involved it joins the other NetWaste Councils and agrees to share any other materials etc developed to support this project with other Councils.

Council Sign off

Sign

Council Officer .....

Council







### ***Waste to Art Regional Event Project Offer 2013/14 and beyond***

**Project Objective:** To deliver a high quality Waste to Art Regional even that captures optimum PR exposure.

**Outcomes to be achieved.** Outcomes 1, 2, 3, 5

**For this project NetWaste will:**

- Undertake planning and organisation of the event
- Transport of artworks from local competitions across the region to the host council venue
- Provide Invitations to Regional Event
- Organise supporting workshop /community engagement event in conjunction with Regional Event to reinforce the underlying waste message (in consultation with hosting council)
- Organise judges and judging criteria
- Organise Opening and light refreshments
- Provide a curator to set up the exhibition
- Provide media releases and news stories for promotion of the event
- Prepare labels for artwork
- Offer tours to community and school groups during the exhibition if appropriate
- Organise pack up of the event and transport of artworks back to participating councils

**To be involved in delivering this project Council must agree to provide**

- An appropriate venue for Regional Exhibition
- One contact person to liaise with
- Provide assistance for the set up and pack up of the exhibition
- Assist with promotion of the event locally
- Organise Mayor/Councillor support for the Official Opening of the Regional Event
- Provide storage for packaging from artworks for the duration of the event
- Provide assistance with delivery of artworks if necessary
- Provide assistance with manning of the event during the exhibition duration
- Complete the evaluation form [online] for the partnership project

Any agreed variations or additions – specific to Council
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Note to implement this project the Council will need to contribute:

Officer time: One week minimum in the lead-up to the event; one day for set up; one day to support pack up.

Funding: In kind to be negotiated to meet local venue and promotion costs. There may be minimal actual dollar costs depending on venue.

If Council agrees to be involved it joins the other NetWaste Councils and agrees to share any other materials etc developed to support this project with other Councils

Council Sign off

Sign

Council Officer .....

Council



## Appendix 2. Evaluation of Partnership Projects

This survey is intended for completion by each NetWaste Council that entered into a Partnership Project with NetWaste. It is mandatory and must be completed prior to the end of the period of the Project [i.e. annually].

The form is provided online to assist in its completion. It will take less than ten minutes of your time. Outline of the survey below – to be constructed as a survey monkey survey.

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Council name

Project Officer

Partnership project [select the project from a drop down menu]

Describe the project that you undertook with NetWaste? [one paragraph]

What were the outcomes you wanted from the project?

To what extent was the project successful? [Drop down menu and comments box]

How do you know it was successful? Provide direct data if you have it available.

What might be done to improve the project if you delivered it again?

Comment on the level of effectiveness of the networking with NetWaste about this project

Any other comments?