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PART 1 BACKGROUND

Griffith City Council (Council) operates two landfills (Yenda and Tharbogang), domestic waste collection, business waste collection, 'Dump for Free' weekends, and recycling collection. Tharbogang Waste Management Centre (TWMC) includes a certified Weighbridge, Transfer Station (including a Community Recycling Centre), waste product recycling facility, and a solid waste disposal facility.

Council is currently in the planning phase to develop a new landfill at the Tharbogang quarry, adjacent to the site of the existing landfill.

This document has been prepared to meet one of the requirements as outlined in Schedule 5 Environmental Management, Monitoring, Auditing and Reporting as part of the Project Approval document (Section 75J of the Environmental Planning and Assessment Act 1979 – consolidated version) prepared by the NSW Government Department of Planning and Environment (DPE).

Section 10 of Schedule 5 details the requirements for a Community Education Program (CEP). The CEP is required to be submitted to the Secretary for approval prior to the commencement of landfill operations in the existing quarry void and is required to promote (at a minimum):

- **Resource recovery activities provided at this site**
- **Community benefits of composting food and garden waste**
- **Importance of food waste recovery from all waste streams, but particularly the commercial and industrial waste stream**

PART 2 STRATEGY CONTEXT

2.1 WASTE MANAGEMENT CONTEXT

Corporate Strategic Planning

Council's community strategic plan 2022-2023 reflects *community aspirations, knowledge and values* expressed by its residents through key themes. Important to Council's considerations for waste management is the theme *Valuing the environment*, which notes a key strategic direction to *Use and manage our resources wisely*. Council has identified one way to achieve this is by implementing *programs to improve sustainability*.

In relation to waste management, Council will measure this through *increased amount of waste recycled per capita*. Council's strategic plan identifies a number of broad actions that residents can take to help achieve the community's vision in relation to waste management. These include:

- **Be responsible in the disposal of waste**
- **Recycle or dispose of garden waste carefully**
- **Get involved in activities that assist to protect the environment**
- **Reduce, reuse and recycle**

Stakeholders and Collaboration

The following groups have a stake in Waste Management at Council through being interested in, concerned about, affected by, having a vested interest in, or involved in some other way with the issue of waste. Primary stakeholders include:

- Residents
- Schools and Early Learning Centres
- Businesses
- Community groups and sporting associations
- Council staff and elected members of Council.

There are also numerous government and advisory body stakeholders including, but not limited to:

- The Riverina and Murray Joint Organisation (RAMJO)
- NSW Department of Planning & Environment
- NSW Environmental Protection Authority (EPA).

The Riverina and Murray Joint Organisation (RAMJO) brings together eleven regional councils to provide a united voice for local communities on key issues. RAMJO also comprises two waste groups – the Riverina Waste Group and Murray Waste Group – that work with thirteen councils across the region to facilitate collaborative approaches to waste and resource management.

Griffith City Council is a member of the Riverina Waste Group alongside Carrathool Shire Council, Hay Shire Council, Leeton Shire Council, Murrumbidgee Council, and Narrandera Shire Council. The group's mission is to help residents in the local communities reduce waste, improve sustainability, and save money.

The Riverina Waste Group has developed the Regional Resource Recovery Strategy 2022-2027, an overarching document to guide waste management resource recovery and circular economy planning for the RAMJO region. Developed through the guiding principles of the waste hierarchy and state and regional policies to direct their objectives and goals, the strategy outlines major priorities that include "increased education and community engagement in line with the RAMJO Regional Resource Education Roadmap 2023-27", which is currently under development.

Council is committed to continued collaboration with the group and ongoing contribution to the development of educational resources and programs supporting the community to reduce waste and improve sustainability.

NSW Regulatory and Policy Context

The NSW Waste and Sustainable Materials Strategy 2041 (WaSM Strategy) outlines the strategic direction for sustainable waste management practices in the state. The WaSM Strategy has three focus areas:

1. Meeting our future infrastructure and service needs.
2. Reducing carbon emissions through better waste and materials management.
3. Building on our work to protect the environment and human health from waste pollution.

Targets have been adopted in the NSW Strategy, with a reliance on local councils contributing to meeting the targets. Key targets are as follows.

- Reduce total waste generated by 10% per person by 2030.
- Achieve an average 80% recovery rate of resources from all waste streams by 2030.
- Triple the plastics recycling rate.
- Reduce overall litter by 60% by 2030.
- Halve the amount of organic waste sent to landfill.
- Achieve net zero emissions from organics to landfill.

2.2 WASTE MANAGEMENT SERVICES

Griffith Council provides the following waste management services to the community:

- Domestic mixed waste and recycling collection
- Business mixed waste and recycling collection
- Drop-off recycling at the Tharbogang Community Recycling Centre (CRC)
- Waste disposal at landfills (Yenda and Tharbogang).

Table 1 – Griffith Collection Services

CURRENT WASTE MANAGEMENT SERVICES	
<i>Residential Collection Services</i>	
Mixed Waste	240L Weekly
Recycling	240L Fortnightly
<i>Commercial Premises Collection Services</i>	
Mixed Waste	240L, 660 L or 1100 L Weekly
Recycling	Two 240L Fortnightly

Tharbogang Waste Management Centre (TWMC) includes a certified Weighbridge, Transfer Station (including a Community Recycling Centre), waste product recycling facility, and a solid waste disposal facility. The TWMC offers numerous options to help Griffith residents keep waste out of landfill including several resource recovery drop-off points, the Community Recycling Centre (CRC), and the drumMUSTER program for agsafe chemical containers.

Drop-off points are available at TWMC for the following waste types that are diverted from landfill and recovered for recycling and reprocessing:

- Scrap steel
- Mattresses
- E-waste
- Batteries
- Sulo bins (no longer serviceable from the bin network)
- Tyres
- Green waste (this material is mulched on-site and used as a cover material).

The community can drop off hazardous and problem wastes at the onsite CRC for free, which are then diverted from landfill. This includes paints, electronic waste, fire extinguishers, fluorescent globes and tubes, empty gas bottles, household and car batteries, oils, and smoke detectors.

Residual waste (materials unsuitable for recycling, reuse, or recovery) is deposited at the waste transfer station and is then transferred by facility staff to the landfill for disposal. Special waste types such as asbestos are also accepted and disposed to landfill.

2.3 WASTE COMPOSITION ANALYSIS

The total amount of waste materials generated by the community provides a clear picture of current waste management practices in the local community, while estimated annual tonnes of each waste stream offer an insight into potential improvements towards more sustainable waste systems. Figure 1 provides a snapshot of estimated waste generation by sector from Griffith City Council LGA from 2019 -2022. The total waste generated has decreased from 37,217.04 tonnes in 2021 to 32,912.91 tonnes in 2022. Construction & Demolition (C & D) has remained similar since 2019, while Commercial & Industrial has been decreasing since 2019. The biggest decrease has been in municipal solid waste (MSW) from 2021 to 2022. However, MSW in 2022 reflected similar totals to those reported in 2020 and 2019. This indicates a need for ongoing effort in reducing community waste generation to contribute to achieving the NSW Government target to reduce total waste generated by 10% per person by 2030.

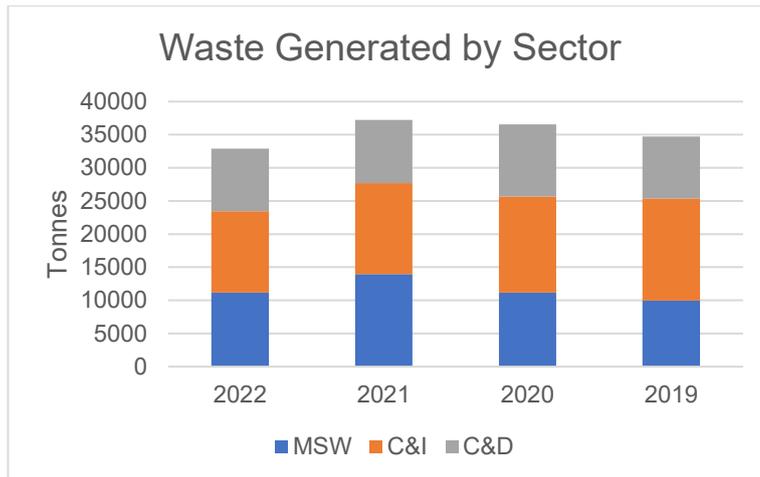


Figure 1 – Total waste generated by sector

Figure 2 shows a high percentage of waste disposed compared to the percentage recycled. Figure 3 shows a significant decrease in the recycling rate from 14% in 2021 to 7% in 2022, highlighting the need to increase recycling rates. Figure 4 shows food and garden waste is the dominant stream in the domestic general waste stream, therefore offering the greatest opportunity to increase community recycling rates and reduce overall waste disposal in landfill.

This CEP focuses on educating the community about the benefits of composting food and garden waste, and importantly, outlines practical actions to encourage food waste recovery from all waste streams, including commercial and industrial.

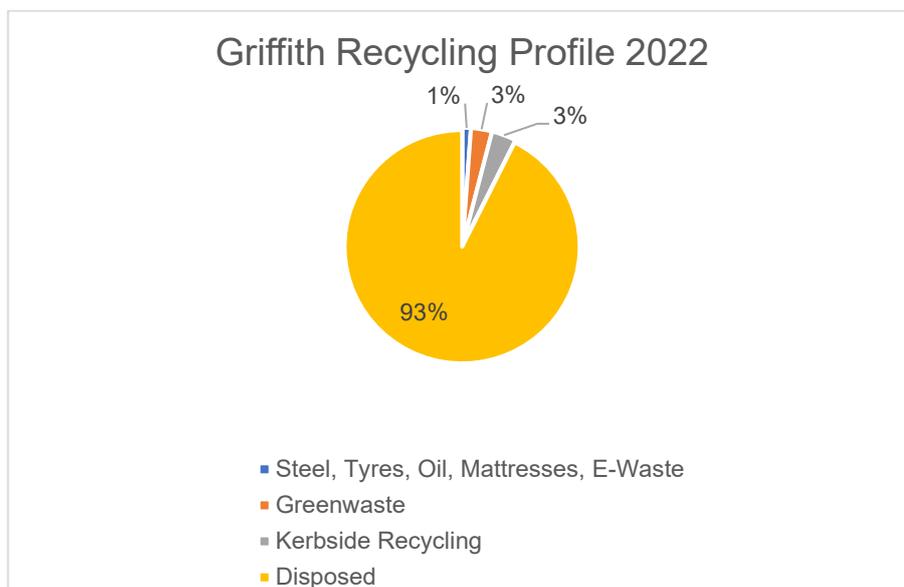


Figure 2 – Percentage of recycling streams compared to disposal

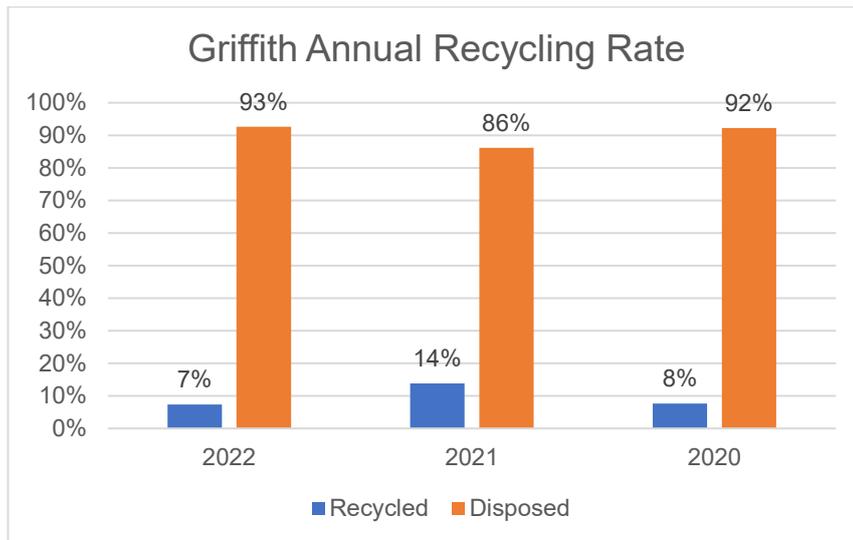


Figure 3 – Annual recycling rate

In 2022, Council engaged Envirocom to assess the domestic kerbside general waste and recycling streams. Similar assessments were conducted in 2018, 2020, and 2021.

Figure 4 shows the largest contributing material type to the assessed waste was food/kitchen (including loose and containerised food), making up 30.79% of the stream. This was closely followed by garden waste at 30.52%, with the two categories making up nearly two-thirds of the general waste stream.¹

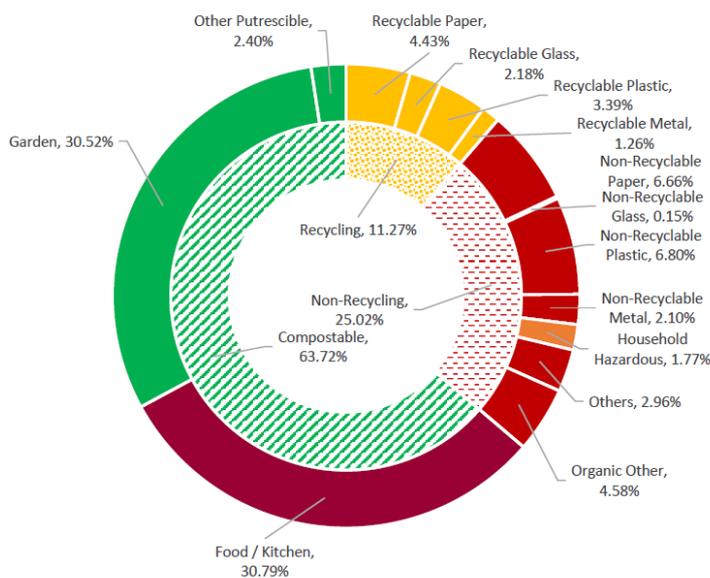


Figure 4 – Composition of the domestic kerbside general waste stream by material type 2022¹

Figure 5 shows the largest contributing material type to the assessed recycling stream was recyclable paper, making up 40.76% of the stream. This was followed by recyclable glass at 30.09% and recyclable plastic at 11.08%.

¹ Domestic Kerbside Waste Stream Composition, Envirocom September 2022

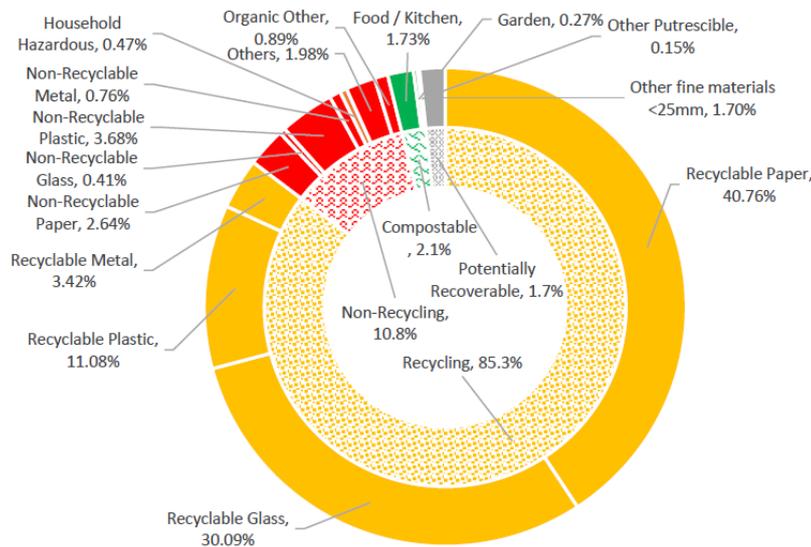


Figure 5 – Composition of the domestic kerbside recycling stream by material type 2022¹

There was a noticeable improvement in the contamination rate within the kerbside domestic recycling stream, decreasing to 12.97% in 2022 audit in comparison to 17.47% in 2021.¹

Recycling Bin Inspection Program

In 2023, Council conducted a kerbside Recycling Bin Inspection Program (BIP) that assessed residential recycling bin contamination. The BIP targeted residents living in single-unit dwellings (SUDs) and aimed to support correct recycling and increased resource recovery by providing direct feedback to residents on their waste disposal behaviours.

59% of bins contained no contaminants or one minor contaminant. 41% of bins did contain some evidence of contamination, most commonly found to be soft plastics. This was also reflected in Figure 5, with non-recyclable plastic the highest contaminant recorded in the domestic kerbside assessment in 2022. Presentation rate of recycling bins was high at 87% across all areas, indicating that the service is well utilised by residents. The majority (67%) of bins were at least 80% full.

BIP will periodically be conducted as part of Envirocom’s annual education plan, with results informing the specific educational messages and actions that will be promoted and communicated with the community.

2.4 COMMUNITY ATTITUDES TO WASTE MANAGEMENT SERVICES

Reviewing community attitudes supports effective decision-making regarding waste management services. In 2021, a community waste survey was undertaken to assess waste management behaviours and satisfaction with Council’s waste services and facilities. While satisfaction with Council’s waste service and facilities was positive overall, and many of the survey respondents felt that they receive enough information about Council’s waste services and facilities, many of the responses and additional comments suggest that further information and education would be beneficial and well received by the community.

The survey report recommended that ongoing, relevant, and consistent education and community engagement is likely to improve knowledge and understanding of preferred waste generation and disposal behaviours and, in turn, help minimise contamination, improve resource recovery rates, and maximise opportunities for landfill diversion.

Responses and comments from the community waste survey, in conjunction with data collected through kerbside bin audits and the recycling bin inspection program, should be utilised to deliver strategic and targeted community waste education to address and meet the specific needs of the Griffith community.

3.1 PRINCIPLES AND TARGETS

The Community Education Program (CEP) is designed around key principles which are typically described as follows:

1. Minimise the waste generated.
2. Maximise resources that can be recovered for reuse, recycling or reprocessing and thereby, minimise waste to landfill.
3. Reduce contamination of the resources sought to be recovered.
4. Support households to optimise outcomes of the waste management systems.
5. Deliver efficient services that are environmentally and economically sustainable.
6. Seek circular outcomes from Council waste management ventures.

The purpose of the CEP is to support all members of the community to adopt behaviours that align with these principles. It supports Council and the community to pursue the targets set out on the NSW Waste and Sustainable Materials Strategy 2041, namely to:

- Reduce total waste generated by 10% per person by 2030.
- Achieve an average 80% recovery rate of resources from all waste streams by 2030.
- Triple the plastics recycling rate.
- Reduce overall litter by 60% by 2030.
- Halve the amount of organic waste sent to landfill.
- Achieve net zero emissions from organics to landfill.

The success of Council's CEP relies on community understanding and acceptance of the systems implemented. Any changes to waste services will require ongoing education and engagement, and the community's willingness to respond positively and adopt new strategies will be heavily reliant on clear, consistent, and continuous information. A range of delivery methods, media, and educational approaches will be employed to optimise capture of the targeted and broader audiences.

3.2 TARGET AUDIENCE

The following groups have been identified as the target audiences for the community education program:

- Residents
- Schools/Early Learning Centres
- Businesses (including all Commercial and Industrial).

3.3 ANNUAL WASTE AND EDUCATION PLAN (ENVIROCOM)

As part of Council's current kerbside collection contract, an annual Waste and Education Plan is developed and delivered by Envirocom on behalf of Council. The plan focuses on programs that promote recycling and other sustainable waste management practices through effective and inclusive education, engagement, and behavioural change programs. These plans have been integrated into, and complement, Council's CEP.

3.4 COMMUNITY EDUCATION PROGRAM ACTION PLAN

In the development of the CEP, Council has considered recent responses and comments from the community waste survey in conjunction with data collected during kerbside bin audits through the Recycling Bin Inspection Program and the legislative context informing waste management decision-making for the next decade. The following table details the comprehensive program of action items designed to achieve the desired objectives, along with the relevant audiences, timing, responsibility, and costs or funding source for each.

KEY: ✓ Action completed  Financial year action scheduled for completion

Action/deliverables	Target audience	Delivery method	Responsibility	23/24	24/25	25/26	26/27	27/28	KPI's – monitoring & evaluation	Funding/cost
Annual community reporting										
Publish updates on overall municipal waste generation & resource recovery performance	Residents	Existing channels: social media, website, newsletters, rates notices, corporate reports	Comms department Waste department	✓					Waste data & information included in relevant corporate reports	Internal
Annual training of key staff & councillors										
Develop FAQs about waste services & facilities & distribute annually to customer service officers	Customer service staff	Online resource	Waste department						FAQs developed Distributed annually	Internal
Distribute the TWMC virtual tour to newly elected councillors	Elected councillors	Virtual tour video							Video distributed to newly elected councillors	Internal
Undertake face-to-face community engagement										
Pop-up Displays (PUDs) focusing on correct use of recycling bin services & bin audit results at high profile venues & shopping centres	Community members	PUDs with banner, recycling flyer & multilingual resources Social media post	Waste department External contractor (EnviroCom)						3 PUDs held Social media post & engagement No. of visitors & comments at PUDs	Included in annual WEP ²

² Waste Education Plan, current waste contract, JR Richards & Sons (JRR), includes an educational component, which is developed and delivered by EnviroCom Australia © (EnviroCom) annually. Referred to as WEP throughout this table.

Action/deliverables	Target audience	Delivery method	Responsibility	23/24	24/25	25/26	26/27	27/28	KPI's – monitoring & evaluation	Funding/cost
Community workshops at library, focused on waste services & management, accepted materials for each kerbside bin, & what happens to these materials post-collection	Community members	Face-to-face workshops Recycling flyer & multilingual postcards Social media post	Waste department External contractor (<i>EnviroCom</i>)						2 workshops held Social media post & engagement No. of participants & evaluation report	Included in annual WEP ²
Early Learning Centre (ELC) Waste Education Outreach Program including in-class presentations & one professional development evening session	ELC students (4-5 years) Educators, directors & support staff	In class presentations Staff consultation evening	External contractor (<i>EnviroCom</i>)	✓					No. of presentations delivered Post-event evaluations reporting	Included in annual WEP
RAMJO school education program – <i>Waste Mentors & Halve Waste</i>	School students	Direct face to face engagement	RAMJO Resource Recovery team	✓					No. of schools participated	Via RAMJO
Update waste & recycling calendar										
Updated annually with new dates & any service changes	Residents with waste services	Online (& limited print run)	External contractor (<i>EnviroCom</i>)	✓					Delivered online & limited print run made available at front counter	Included in annual WEP
Continued partnership with RAMJO										
Review RAMJO's Educational Roadmap 2023-2027 (currently draft) & promote & utilise education opportunities & resources as appropriate.	Community members Schools Teachers Businesses	As per roadmap	Waste department						No. of education opportunities & resources implemented & promoted	Internal

Action/deliverables	Target audience	Delivery method	Responsibility	23/24	24/25	25/26	26/27	27/28	KPI's – monitoring & evaluation	Funding/cost
Undertake a community FOGO survey										
Conduct community survey assessing appetite for kerbside FOGO service	Residents (18+)	Online (link via Council website) Promoted via Council's social media & website	External contractor (EnviroCom)	✓					No. of responses Resident comments Responses inform planning & education resources	Included in annual WEP
Undertake general community waste survey										
Conduct targeted community survey assessing usage, knowledge, & satisfaction with services & opportunities provided by Council's waste services <i>*Completed in 2021</i>	Residents (18+)	Online (link via Council website) Promote via existing channels (social media, website, newsletters & rates notices)	Waste department External consultant Market research consultant (phone element)						No. of responses received Evaluation & reporting	Included in annual WEP
Update, reprint & distribute Tenancy Pack										
Update, reprint & distribute to real estate agents annually	Residents (tenants) Real estate agents	Tenancy Pack	Waste department External contractor (EnviroCom)	✓					Pack updated Distributed to real estate agents	Included in annual WEP
Develop business waste reduction flyer										
Develop a guide promoting EPA & RAMJO waste reduction resources for businesses & utilise at PUDs & workshops	Businesses/ Commercial	Flyer (hard copy – small print run for PUDs & workshops)	External contractor (EnviroCom)						Flyer Distributed via PUDs & community workshops	Included in annual WEP

Action/deliverables	Target audience	Delivery method	Responsibility	23/24	24/25	25/26	26/27	27/28	KPI's – monitoring & evaluation	Funding/cost
Promote flyer	Businesses/ Commercial	Flyer (digital/online – promoted via Council's social media, website & Electronic Direct Mail (EDM))	Waste department Comms department						Flyer promoted to target audiences	Included in annual WEP
Review & update waste education materials										
Review existing internal materials & external resources & identify gaps in target audiences & messaging	Residents Businesses/ Commercial	Desktop review	Waste department Comms department External consultant						Gaps identified	\$15,000
Develop content & materials based on identified gaps in audience & messaging; may include: <ul style="list-style-type: none"> o Problem & hazardous waste o Promote (CRC) o Sorting & separating waste loads & covering loads o Introduction to the TWMC (site map & facilities) o Food waste avoidance o Composting & worm farming 		Fact sheets, rates notice inserts & brochures Online (& printed as needed)	Waste department Comms department External consultant Graphic designer					No. of resources produced		
Distribute new materials to target audiences		Online (& printed as needed)	Waste department Comms department						Resources promoted & distributed to target audiences	

Action/deliverables	Target audience	Delivery method	Responsibility	23/24	24/25	25/26	26/27	27/28	KPI's – monitoring & evaluation	Funding/cost
Update Council website										
Review & update content for currency & accuracy & promote upcoming events, campaigns, activities & service changes	Residents	Website	Waste department						Annual review & update completed	Internal
Consider user experience & integrate RAMJO community information webpages	Businesses/ Commercial		Comms department						Improved user experience	
Include reference to RAMJO's <i>Business in Focus</i> resources targeting commercial & industrial customers									Links & information integrated into webpages	
Identify, survey & educate food waste generating commercial & industrial businesses										
Interrogate Council databases to identify potential food waste generating businesses & provide RAMJO a list for direct promotion of commercial & Industrial food waste initiatives (<i>Halve Waste</i>)	Industrial & commercial food waste generating businesses	Database	Waste department Compliance department RAMJO	✓					Database interrogated No. of food waste generators identified	Internal
Promote food waste avoidance & recovery messages leveraging RAMJO's <i>Business in Focus</i> website resources & EPA business programs & include business waste reduction flyer developed by Envirocom		Online (promoted via Council's social media, website & EDM)	Waste department Comms department						Social media post Links on website Businesses EDM	
Develop survey assessing business community's food waste generation & waste management practices		Online (promoted via Council's social media, website & EDM)	Waste department Comms department External consultant						No. of: - survey responses - EDMs - social media posts/comments	

Action/deliverables	Target audience	Delivery method	Responsibility	23/24	24/25	25/26	26/27	27/28	KPI's – monitoring & evaluation	Funding/cost
Promote businesses & organisations proactively engage in waste minimisation & the circular economy as 'waste champions' & promote case studies via RAMJO		Case studies Online (promoted via Council's social media & website)	Waste department Comms department External consultant						2 case studies developed & promoted	
Develop targeted education media campaign										
Design & promote a targeted education media campaign based on data, responses & outcomes from community surveys, waste audit & recycling bin inspections	Residents Businesses/ Commercial	Media release Animated waste video & cinema advertising Existing channels: social media, website, newsletters, rates notices	External contractors (Envirocom)	✓					No. of: - social media posts & comments - media releases published	Included in annual WEP
Develop media campaign (Composting & food waste recovery)										
Promote value of composting food & garden waste & diverting organic waste from landfill & opportunities available in LGA, linking to national <i>Love Food, Hate Waste & International Compost Awareness Week</i> campaigns	Residents Businesses/ Commercial	Online (promoted via Council's existing channels: social media, website, newsletters & rates notices)	External contractors (Envirocom)	✓					No. of: - posts - comments - media releases published	Included in annual WEP

Action/deliverables	Target audience	Delivery method	Responsibility	23/24	24/25	25/26	26/27	27/28	KPI's – monitoring & evaluation	Funding/cost
Truck Livery										
Design & supply interchangeable branding for existing & new collection vehicles incorporating waste minimisation messages	Residents	Branding/ messaging/ graphics	Waste department Graphic designer							\$1,500 per truck
Develop & promote educational messages & materials for the introduction of kerbside FOGO service										
Phased communication & education messaging pre-, during and post-implementation utilising existing EPA educational resources	Residents with kerbside FOGO service	Direct mail-out Promote via existing channels: social media, website, newsletters & rates notices	Waste department External consultant FOGO waste contractor						Targeted audience reached	To be investigated
Undertake TWMC site assessment & user survey										
Develop survey & review existing flyer (Envirocom resource) to include QR code & incentive to complete	Self-haul users Commercial & industrial users	Online user survey	Waste department Envirocom External consultant						Survey development	Included in annual WEP
Survey self-haul users & commercial & industrial users upon entry via the weighbridge Conduct visual assessments of loads focusing on waste types, site usage & satisfaction with waste services Interview site staff to provide input into improvements		Face-to-face survey at transfer station Visual assessments of loads	Waste department External consultant						No. of surveys completed No. of visual load assessments completed	\$20,000
Review data to improve waste diversion & contamination rates, enhance site functionality & identify gaps in education		Desktop review							Improved waste diversion rates Reduced contamination New targeted education resources developed	

Action/deliverables	Target audience	Delivery method	Responsibility	23/24	24/25	25/26	26/27	27/28	KPI's – monitoring & evaluation	Funding/cost
Update signage at transfer station to promote diversion opportunities										
Review all community instructional & educational signage and update based on TWMC site assessment & user survey results & customer feedback/complaints	Transfer station users	Signage	Waste department Envirocom External consultant Graphic designer						Updated signage installed Improved site use & diversion rates Increased user engagement	\$10,000 (review & content creation) \$ 3,000 (design & production)



Griffith City Council
Community Education Program
October 2023