5.1 The implementation plan

VISION: BANYULE WILL BE A CLEANER, MORE LIVEABLE CITY WITH A CULTURE REJECTING RUBBISH DUMPING AND LITTERING

Table 1 D**umped rubbish and litter implementation plan**

SD1	Implement best practice programs and services to reduce dumped rubbish and litter									
SD 1.1	**Programs and services**									
Action	**Objective**	**Sub-actions**	**Measures**	**Lead**	**1**	**2-3**	**4&+**	**Cost**	**Budget**
1.1.1	Develop and implement an ongoing comprehensive education and community engagement strategy (related to SD2 Actions 1 and 2) to support all of Council's activities to reduce dumped rubbish and general litter targeting all cohorts.	• develop and deliver a 'what is litter?' campaign.	program developed and delivered	WEC	X	X	X		E/R
		• develop educational materials and engagement opportunities for CALD communities.	CALD communities engaged	WEC	X	X	X		R
		• promote enforcement activities.	enforcement activities promoted	MTSML	X	X	X		E
		• promote any Council short term or ongoing dumping and litter programs.	Council programs promoted	WEC	X	X	X		E/R
		• continue promoting and supporting Clean Up Australia Day and other land manager clean ups.	clean ups promoted	BMC	X	X	X		E
1.1.2	Investigate the feasibility of introducing public place recycling in Banyule to reduce litter and recover recyclables.	• undertake a feasibility study for sporting grounds and a shopping centre.	additional data needs identified feasibility study completed	MO		X			E
		• monitor Victorian Government policy changes for container deposits and the outcomes of their introduction interstate.	Victorian outcomes monitored	MO		X	X		E

Action	Objective	Sub-actions	Measures	Lead	I	2-3	4&+	Cost	Budget
1.1.3	Implement VLAA's illegal dumping prevention program, that includes education, infrastructure and enforcement, to reduce rubbish dumping (relies on SD1.2.4).	• educate that dumping rubbish is illegal and target identified problem areas.	education provided	MTSML	X	X	X		E
		• continue promoting Council's free booked hard waste collections.	hard waste bookings increased	WEC	X	X	X		E
		• increase investigating and enforcing incidents of dumped rubbish.	dumped rubbish incidents reduced	LEO	X	X	X	$$	R
		• procure additional mobile surveillance cameras and signage.	hours of surveillance	MLC	X	X	X	$	R
		• report commercial quantities of dumped rubbish to EPA.	EPA reports made	MLC	X	X	X		E
		• increase reporting to landowner (DHS Office of Housing, owners corporations, real estate agents).	landowners contacted	LEO	X	X	X		R
		• increase working with public land managers (e.g. VicTrack, VicRoads, Parks Victoria, Melbourne Water) where appropriate to investigate infrastructure such as fencing and bollards to stop access.	landowners consulted	MO	X	X	X		E
1.1.4	Work with sporting clubs to ensure compliance with the licence requirement to leave sporting grounds clean.	• develop and conduct an auditing program of sporting grounds post games and training session.	audit program developed and conducted	MLRCS	X	X	X	$	R
		• request sporting clubs to report dumped rubbish and litter (by others) to Council.	club reports received	MLRCS	X	X	X		E
		• install secure caged bins areas at sporting grounds.	cost plan finalised	MO	X	X	X	$$	R
		• investigate feasibility of providing recyclables collections at sporting grounds.	feasibility conducted	MO		X			E

Action	Objective	Sub-actions	Measures	Lead	I	2-3	4&+	Cost	Budget
1.1.5	Implement VLAA's dog poo litter prevention toolkit, that includes education, infrastructure and enforcement, to reduce dog poo in streets and parks.	• educate dog owners and local dog clubs.	clubs contacted	CLCS		X	X		E
		• install signage in problem areas.	signage installed	MLC		X	X		E
		• review the locations of dog waste bins and dog poo bag dispensers in open space.	bins and dispensers maintained	MO	X	X	X		E
		• run an education and enforcement program.	dog poo reduced	MLC		X	X		E
1.1.6	Develop and implement an internal Council and external community program promoting reporting apps to reduce abandoned shopping trolleys.	• promote Trolley Tracker and Trolley Collect apps to the community and staff and highlight the $1000 a month prize (for each state) for Trolley Tracker.	apps promoted	WEC	X	X	X		E
		• register Council with Trolley Tracker so all staff can report on the desktop or phone app to receive Council priority status for removal.	council registered	LEO	X				E
1.1.7	Develop a program for the installation of Gross Pollution Traps to protect waterways subject to high litter loads.	• develop a program for the installation of gross pollution traps to protect waterways subject to high litter loads.	plan developed	MTSML	X				E
SD 1.2	**Internal systems**								
1.2.1	Identify and implement improvements to Council's customer request management system to achieve efficiencies across Council and in response times.	• review the categories to improve data collection and analysis.	categories approved	MO	X				E
		• review efficiencies in reports being acted on.	rapid response achieved	MO	X				E
1.2.2	Improve data collection to quantify and measure the problem.	• use the Victorian Local Litter Measurement Tool to collect dumped rubbish and litter data.	accurate data on cost to collect	WEC	X				E
		• quantify the true cost to Council.	accurate cost on tonnes collected	WCC	X				E

Action	Objective	Sub-actions	Measures	Lead	1	2-3	4&+	Cost	Budget
1.2.3	Establish a dumped rubbish and litter taskforce to implement and monitor the action plan led by a project sponsor.	• establish the taskforce from identified council units.	taskforce established	MO	X				E
		• meet quarterly (or as needed) to monitor, review and report on the action plan.	quarterly monitor, review and reports	MO	X	X	X		E
		• provides reports to Banyule Environment Advisory Committee.	reports provided	WEC	X	X	X		E
1.2.4	Implement a rapid response approach to dumped rubbish with revised service standards to increase enforcement and reduce removal time for dumped rubbish.	• establish roles and responsibilities for each unit.	roles and responsibilities	MTSML	X				E
		• establish service standards to: – investigate/inspect dumped rubbish (e.g. within 24 hours of reports) – tape dumping and distribute postcards to immediate vicinity – commence enforcement action (e.g. within 72 hours) – remove rubbish (e.g. 3-5 days after taping)	service standard established	MTSML	X			$$	R
		• reporting to the taskforce.	quarterly reports	MLC	X	X	X		R
		• review and refine success.	continuously improved	LPTF	X	X	X		R
		• report back to the community.	community updated	WEC	X	X	X		R
1.2.5	Engage Council's internal Enviroreps team to support delivery of the action plan and promote to Banyule staff.	• engage Enviroreps (and participate in taskforce).	Enviroreps action plan	ESC	X	X	X		E
		• develop and implement an action plan.	developed	WEC	X	X	X		E
		• establish a reporting format for engagement of staff and activities.	reports received	WEC	X	X	X		E

Action	Objective	Sub-actions	Measures	Lead	1	2-3	4&+	Cost	Budget
1.2.6	Review and monitor performance of Council's litter management services to identify and implement efficiencies.	• review collection frequencies based on completed and future audits.	bins emptied when needed	CTL		X			E
		• investigate new bin technology to reduce bin emptying frequency.	new bin technology trialled	WCC		X			E
		• review street sweeping frequency.	streets swept most efficient frequency	CTL		X			E
		• investigate the feasibility of informing residents (Banner, media release) when street cleaning occurs, particularly in autumn.	feasibility completed	CTL		X			E
1.2.7	Increase enforcement of rubbish dumping and littering offences (relies on SD1.2.1 and 1.2.4) to reduce dumped rubbish and litter.	• Trial a dedicated dumped rubbish and litter prevention officer.	officer engaged increased enforcement activities	MTSML	X			$$	R
		• improve response times for dumped rubbish investigations.	response time increased	LEO	X	X	X	$$	R
		• report quarterly to the taskforce on reports, investigations, warnings, notices, fines, prosecutions.	quarterly reports provided	LEO	X	X	X		E
		• regular promotion of activities (aligned with 3.1 comprehensive education and community engagement strategy).	activities promoted	WEC	X	X	X		E
		• investigate the feasibility of purchasing new technology to increase the efficiency of in-the-field activities.	information provided	LEO		X			E
		• build a business case to access internal and external funding focused on prevention and enforcement.	feasibility completed	MLC		X			E

SD2	Build a culture of shared responsibility that rejects dumped rubbish and litter								
Action	Objective	Sub-actions	Measures	Lead	I	2-3	4&+	Cost	Budget
2.1	Continue Council's ongoing litter education and prevention program.	• continue providing the schools education program including a range of specialist advice and resources to schools, such as the WasteWise Education Van, and support ResourceSmart Schools.	specialist advice provided WasteWise Education Van provided ResourceSmart schools supported	WEC	X	X	X		E
		• continue providing specialist advice and resources to reduce dumped rubbish and litter to community groups and sporting clubs.	specialist advice provided	WEC	X	X	X		E
		• seek funding from Sustainability Victoria and MWRRG to provide specific litter education programs.	Prepare applications	WEC	X	X	X		E
		• continue dumped rubbish and litter prevention through the Rethink Centre through theatre in education, Rethink Centre tours and advertising.	anti-litter messages installed on waste trucks Litter Sisters performances given Rethink Centre tours conducted	RCC	X	X	X		E
		• continue promoting anti-dumping and litter messages through activities at festivals and other Council events.	activity at Banyule's festivals and events conducted	WEC	X	X	X		E
2.2	Develop and implement a 'call to action' program providing the tools to 'take action' to build a culture that rejects litter and dumped rubbish.	• promote how to report to Council, Snap, Send Solve, EPA litter report line, Trolley Tracker, Coles Trolley reporting.	reporting options promoted	WEC	X	X	X		E
		• engage "friends of" groups as champions.	friends of groups engaged	BMC	X	X			E

Action	Objective	Sub-actions	Measures	Lead	1	2-3	4&+	Cost	Budget
2.3	Develop a program to build community pride (relies on SD3 Action 1) to encourage community members to take pride in their neighbourhoods, keep them clean and encourage others to do the right thing.	• establish community champions.	program developed	PO3081		X	X		R
		• identify incentives to reward people for doing the right thing.	incentives identified	WEC		X			E
		• work with Department of Human Services Office of Housing to implement programs.	programs implemented	WEC		X	X		R
2.4	Continue working with the Department of Health and Human Services Office of Housing to reduce dumped household goods on nature strips of their properties.	• finalise and distribute new residents kit.	kit developed	WEC	X				R
		• continue to refine roles and responsibilities, service standards for reporting to each other and for action.	roles, responsibilities and service standards established	MO	X	X	X		E
		• meet regularly to share information and refine reporting and communications.	progress reports provided / meetings held	WEC	X	X	X		E
2.5	Work with land managers such as Melbourne Water, Parks Victoria, VicRoads and VicTrack to reduce dumping and littering on their land and prevent litter entering waterways.	• agree roles and responsibilities of land managers.	roles, responsibilities established	MO	X				E
		• agree service standards for reporting to the responsible land manager and for action.	service standards established	MO	X				E
		• meet regularly to share information and refine reporting and communications.	meetings held	LPTF	X	X	X		E
		• collaborate to identify or implement solutions for individual hotspots.	solutions for hotspots identified	LPTF	X	X	X	$	E/R
		• share information and evidence to support enforcement by the responsible land manager.	enforcement undertaken	MLC	X	X	X		E
		• support and deliver where possible, campaigns and any key messages.	campaigns delivered	WEC	X	X	X		E

Action	Objective	Sub-actions	Measures	Lead	I	2-3	4&+	Cost	Budget
2.6	Work in partnership with real estate agents and Owner's Corporations to ensure their tenants are well informed about Environmental Waste Services.	• Develop and distribute information promoting services and best practice.	information distributed	WEC	X		X		E
SD3	**Advocacy for external measures to reduce dumped rubbish and litter**								
3.1	Advocate for metropolitan-wide or statewide programs targeting shared council priorities to reduce dumped rubbish and litter.	Advocate to the: • Victorian Litter Action Alliance • Sustainability Victoria • EPA Victoria • Keep Victoria Beautiful • Metropolitan Local Government Waste Forum • Metropolitan Waste and Resource Recovery Group	• opportunities advocated	MO	X	X	X		E
3.2	Continue advocacy for increasing funding for councils to deliver programs to reduce dumped rubbish and litter.	Advocate to the: • Metropolitan Local Government Waste Forum • Metropolitan Waste and Resource Recovery Group • Municipal Association of Victoria	• opportunities advocated	MO	X	X	X		E

Legend

Timing / years			Cost			Budget		Lead	
1	2-3	4&+	$	$$	$$$	E	R		
			$0-10,000	>$10,000-100,000	>$100,000	Existing	Required	BMC	Bushland Management Coordinator
								CC	Communications Coordinator
								CTL	Cleansing Coordinator
								CLCS	Co-ordinator, Leisure Cultural Services
								ESC	Environmental Sustainability Coordinator
								LEO	Litter Enforcement Officer (Proposed)
								MLC	Municipal Laws Coordinator
								LPTF	Litter Prevention Task Force
								MLRC	Manager, Leisure, Recreation and Culture Services
								MO	Manager, Operations
								MTSML	Manager, Transport, Sustainability and Municipal Laws
								OSC	Open Space Coordinator
								PO3081	Senior Project Officer 3081
								RCC	Rethink Centre Coordinator
								WEC	Waste Education Coordinator
								WCC	Waste and Cleansing Coordinator