

Recycle Right Plan

2021 - 2023

Adopted by Council 24 June 2021



BROUGHT TO YOU BY



Recycle Right Plan 2021 - 2023

PURPOSE: COLLABORATION TO MAINTAIN AND IMPROVE WASTE MANAGEMENT ACROSS THE COMMUNITIES IN THE SOUTH METRO REGION

- Outcome 1:** Informing the Recycle Right Strategy with a strong evidence base
- Outcome 2:** Delivering a consistent recycling message
- Outcome 3:** Maximise effectiveness through collaboration and partnership
- Outcome 4:** Monitoring outcomes and refine performance

#	Actions required	SMRC	Member Councils	Recycle Right 'Members'	Timeframe	Priority-SMRC		
						L	M	H
Outcome 1: Informing the Recycle Right Strategy with a strong evidence base								
Strategy 1.1 Maximise benefit from community perception surveys								
1	Undertake Biennial community perception survey (with Catalyse) and use results to inform waste education, promotion and events and review effectiveness on behaviour change.	<p>Work with Member Councils to formulate questions that are beneficial to all.</p> <p>Coordinate survey with Catalyse.</p> <p>Circulate results to Member Councils</p> <p>Inform community education (tours and outreach events) as well as school-based education (tours and incursions)</p> <p>Report on effectiveness of Recycle Right activities on behaviour change. Use to inform future strategies.</p>	<p>Contribute to development of survey questions.</p> <p>Promote survey results.</p> <p>Use results to Inform community education (tours and outreach events) as well as school-based education (tours and incursions)</p>	NA	Sep-21			
Strategy 1.2 Share learnings from individual and collective research								
2	Maintain and increase collaboration between educators and communication staff across member councils	Ensure open communication channels and regular planning meetings for key promotion activities and events	Ensure open communication channels and regular planning meetings for key promotion activities and events	Regular 3-monthly Recycle Right 'Reference Group' Meetings - feed in key promotion activities and events	Ongoing			

#	Actions required	SMRC	Member Councils	Recycle Right 'Members'	Timeframe	Priority-SMRC		
						L	M	H
Outcome 2: Deliver consistent waste education messages								
Strategy 2.1 Ensure regionally consistent waste education messaging across Councils and all waste types								
3	"Deliver consistent waste education messages and resources via: - the Recycle Right website and app - material for social media and publications - annual waste calendar/ waste guides for Councils (if required) - regular Recycle Right eNews - CALD/community resources"	"Promote Recycle Right and WasteSorted messages (& State Waste Strategy). Ongoing formulation of FOGO, RRRC & general waste messaging and production of material. "	"Promote Recycle Right and WasteSorted messages (& State Waste Strategy) in print, social media, digital media (LCD, screens), and other (eg. truck decals, buses, billboards). Distribute ongoing FOGO, RRRC and general waste messaging. Advise SMRC of events for inclusion in the Regional Event Calendar (e.g. PFJ, National Recycling Week, Science Week, Easter, etc)."	"Promote Recycle Right and WasteSorted messages (& State Waste Strategy) in print, social media, digital media (screens), and other (eg. truck decals). Distribute ongoing FOGO, RRRC and general waste messaging. Liaise on National Campaigns (e.g. PFJ, National Recycling Week, Science Week, Easter, etc)."	Ongoing			
4	Raise community awareness on how to recycle waste not destined for household bins (e.g. bulk verge, hazardous materials, E-waste, construction waste)	Develop education/ promotional material to align with HHW, C&D and bulk verge	Use education material to promote collection, recycling and disposal of HHW, C&D and bulk verge waste.	If relevant, use education material to promote collection, recycling and disposal of HHW, C&D and bulk verge waste.	Ongoing			

#	Actions required	SMRC	Member Councils	Recycle Right 'Members'	Timeframe	Priority-SMRC		
						L	M	H
Outcome 2: Deliver consistent waste education messages (continued)								
Strategy 1.2 Share learnings from individual and collective research (continued)								
5	Develop business education material to improve waste outcomes	With Waste Ed Officers to develop business education material to avoid/reduce/sort waste.	"Work with SMRC to develop material. Identify businesses suitable for rollout of produced material. "	Consider sharing material if successful.	2020-22			
6	Review Recycle Right Style Guide	"Work with Comms Officers to review the style guide so it fits better and is complimentary to Council branding. Promote use of style guide to all who use Recycle Right material"	"Work with SMRC to review the style guide so it is complimentary to Council branding. Follow style guide when promoting Recycle Right material"	Follow style guide when promoting Recycle Right material	Jul-Aug 21			
Strategy 2.2 Develop and update education material for use during tours, incursions and excursions								
7	Update and promote education material and lesson plans for schools and community events	Develop the 7-Station School Full-Day Incursion Program (with WMRC).	Support, promote and utilise school/community based education in own Council.	Utilise school/community based resources in own Region if relevant.	Jun-21			
8	Revamp the RRRRC Education Centre to make it a State-of-the-Art showcase of waste and recycling	Develop material for Education Centre (11 topics). Feedback from Councils during development process.	Feedback in the development of Education Centre material.	Feedback in the development of Education Centre material.	Jul-22			
9	Maintain and further develop the Community Garden at the RRRRC	Develop material for Community Garden with a focus on FOGO/Compost	Promote community garden (on tours)	Promote community garden (on tours).	Ongoing			
10	Build the Recycle Right Rangers volunteer program			NA	Jul-21			

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						L	M	H
Outcome 2: Deliver consistent waste education messages (continued)								
Strategy 2.3 Develop online/digital/audio resources								
11	Develop online webinars (six per year)	Provide business case. Liaise with Member Councils to determine appropriate topics for webinars.	Liaise with SMRC to determine appropriate topics for webinars. Promote webinars.	Liaise with SMRC to determine appropriate topics for webinars. Promote webinars.	2021-22			
12	Develop 'Talking Rubbish' podcast and interview experts from all facets of waste industry	Provide business case. Develop ideas for podcasts.	Identify experts to interview. Promote podcasts.	Identify experts to interview. Promote podcasts.	2021-22			
Outcome 3: Maximise effectiveness through collaboration and partnership								
Strategy 3.1 Investigate new partnerships and funding opportunities								
13	Expand the Recycle Right 'Membership' program	Identify Councils, Regional Councils and Shires to approach with Recycle Right Business Plan	NA	"Liaise with SMRC regarding member benefits etc. Attend Recycle Right Reference Group Meetings"	Ongoing			
14	Identify additional funding sources (including grants)	Identify grants and write applications.	Provide letters of support.	Provide letters of support.	As required			
15	Collaborate with national schemes and activities e.g. Plastic Free July, National Recycling Week, National Science Week	Develop Regional partnerships if appropriate. Further promotion.	Develop Regional partnerships if appropriate. Further promotion.	Develop Regional partnerships if appropriate. Further promotion.	Ongoing			

#	Actions required	SMRC	Member Councils	Recycle Right 'Members'	Timeframe	Priority-SMRC		
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Outcome 4: Monitor outcomes and refine performance								
Strategy 4.1 Monitor improvements in accuracy of household waste behaviour								
16	Undertake bin tagging program	"Plan and execute audits and bin tagging programs targeting households and areas with high levels of contamination. Analyse data and provide report on findings to Member Councils. "	"Provide household data to inform bin tagging zones. Utilise reports to inform waste management strategies and community members (to improve residents behaviour)."	Investigate sharing 'pool' of trained bin taggers between regions.	Ongoing			
17	Assist with education related to roll-out of FOGO to Multi-Unit Developments (MUDs), shared bin residences and commercial properties (if required)	Explore issues faced in Multi-Unit Developments (MUDs), shared bin residences' and commercial properties.	Rollout FOGO to MUDs and shared bin residences.	NA	by 2025			
18	Promote FOGO processing and FOGO-derived end-products	Liaise with Member Councils to produce material to promote FOGO processing/end products - Q&As, comms plan, FOGO video and photos for use by Councils.	"Work with SMRC to develop FOGO promotional material. Utilise resources to promote FOGO processing and end-products.to residents. "	NA	by 2025			



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