NORTH EAST THREE BIN CONFERENCE
Rolling out new food and garden organics collections

City of Wodonga, Indigo Shire Council
and
Transpacific Industries
Regional Three-Bin System Rollout
City of Wodonga and Indigo Shire

Nina McHardy – Cleanaway
Michelle Wilkinson – Wodonga Council
Mark Verbaken – Wodonga Council
Mark Greene – Indigo Shire
Agenda

- Halve Waste Background
- Why Organics?
- Research and CBSM
- Details of Service Rollout
  - Wodonga
  - Indigo
- Learnings
- Outcomes
- Questions
Halve Waste Background

- Halve Waste is an initiative that was developed by a group of city councils to promote recycling, proper general waste disposal and organics recycling.
- The goal of the Halve Waste program is to reduce the amount of waste going to landfill by 50% by 2020.
- Re-branded in 2014 in anticipation of the 3-bin system roll out, the Halve Waste program covers a complete rollout including resident announcements, bin stickers, collection calendars, fact sheets, forms, Green Team Support, TV advertisements and program website.
Kerbside Organics Collection

- Albury region collection contract participants:
  - Victoria: Wodonga, Indigo Shire
  - NSW: Albury City, Corowa Shire & Greater Hume Shire (not currently participating in the three-bin system)
- 12 year contract with Cleanaway
- Education and engagement program rolled out using the Halve Waste brand
The Default Organics Kerbside Collection Service

From;
Weekly Refuse Collection (140l)
And alternating fortnightly collection of garden waste and recycling (240l)

To;
Weekly Organics (240l)
And alternating fortnightly refuse and recycling collection (240l recycling & 140l refuse).
Project Stakeholders

- Albury City
- Indigo Shire Council
- Corowa Shire
- City of Wodonga VIC
- Cleanaway
- Sustainability Victoria
- NSW EPA

Halve Waste
reduce • reuse • recycle
Why Organics?

- Organics collection will reduce pressure on limited landfill space.
- Reduce greenhouse gas emissions
- Currently over 45% of the contents of our refuse bins is organic and compostable material that could otherwise be recycled\(^1\).
- The implementation of this service will help local councils meet Government waste diversion targets.
- Funding for education and research (SV, Halve Waste, NSW EPA)

\(^1\)Regional kerbside audit 2014
Behaviour Change Program

- 40,000 tenements
- Across 4 council areas
- Key groups:
  - Nappies/medical waste
  - MUDS
  - CALD
  - Low socio
  - low literacy rates
  - Area: 100km²
Community Based Social Marketing?

- **CBSM**: Proven method of community engagement and education
- The behaviour change program aimed to:
  - *Increase* use of green bin
  - *Reduce* contamination
  - Change behaviour long term not just ‘initial splash’ (staged promo’s)
  - Focus on benefits – with planned solutions to particular issues

**How did we do that?**
- Research into other systems AUS NZ
- 2011 Trial
- Community surveys
- Develop education and engagement plan
- Test it!
### Positive Behaviours
- Using COMPOSTABLE LINERS supplied
- Separate inorganics during food prep e.g. rubber bands, cling wrap etc & put in the general waste
- Active waste reduction e.g. buying items with less packaging
- Put all general waste into the Red lidded bin
- Put nappies and medical waste in the general waste bin
- Have bins available where multiple wastes are created e.g. shed

### Negative Behaviours
- Including plastic bags
- Use plastic bags when compostable liners run out
- Include coffee bags and pods
- Include baby wipes
- Put overflow general waste in the Organics bin
- Put medical waste or nappies in the organics bin

- Over 70 individual behaviours identified
- Which were key?
• How impactful is the behaviour?
• How probable is it that the target audience will engage in the behaviour?; and
• What penetration has the behaviour already obtained with the target audience
<table>
<thead>
<tr>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Separating packaging from food during food prep and placing in rubbish bin (C2)</td>
<td>Obtaining more compostable liners before you run out (C1)</td>
<td>Placing all general waste into the rubbish bin (C4)</td>
</tr>
<tr>
<td>Placing nappies in rubbish bin (C3)</td>
<td>Placing overflow of general waste into the organics bin (C9) (Silent)</td>
<td>Placing baby wipes in the rubbish bin (C8)</td>
</tr>
<tr>
<td>Placing medical waste in rubbish bin (C5)</td>
<td>Including soil, rocks, treated or laminated timber &amp; ashes in the organics bin (C10)</td>
<td>Including recyclables in the organics bin (C11)</td>
</tr>
<tr>
<td>Placing all plastic bags in rubbish bin (C6)</td>
<td>Including grass clippings treated with chemical – Clopyralid (present in Lontrel and 58 other herbicides in Aust.) (C12)</td>
<td>Contacting Cleanaway or Council to clarify what can go in (C13)</td>
</tr>
<tr>
<td>Using plastic and/or degradable plastic bags when out of compostable liners (C7)</td>
<td>Dumping rubbish into other households bins (C14) (Silent)</td>
<td></td>
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<tr>
<td>Keeping kitchen tidy in cool, dry area (D2)</td>
<td>Keeping kitchen tidy in food preparation area (D1)</td>
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<tr>
<td>Lining the kitchen tidy with the provided compostable liners (D3)</td>
<td>Including soiled paper towel &amp; tissues in kitchen tidy (D2)</td>
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<tr>
<td>Including all food scraps, peelings, leftovers, meat and dairy in kitchen tidy (D4)</td>
<td>Including organic material that cannot go in home comports (D13)</td>
<td></td>
</tr>
<tr>
<td>Separating food from containers and placing only food into kitchen tidy when cleaning out the fridge (D6)</td>
<td>Including compostable kitty litter, pet hair and excrement in organics bin (D10)</td>
<td></td>
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<tr>
<td>Emptying kitchen tidy every 2-3 days (D8)</td>
<td>Including compostable plastic and/or degradable plastic bags (D19) (Silent)</td>
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<tr>
<td>Keeping organics bin in cool, shady area (D11)</td>
<td>Taking the bin out every week (D15)</td>
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<tr>
<td>Including organic material that cannot go in home comports (D13)</td>
<td>Placing bin away from powerlines or trees (D17)</td>
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<tr>
<td>Bagging pet waste in compostable liner before placing in organics bin (D14)</td>
<td>Wrapping food waste in newspaper when no compostable liner available (D18)</td>
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<tr>
<td>Taking the organics bin out every week (D15)</td>
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<tr>
<td>Packing down materials in the bin (D19) (Silent)</td>
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</tbody>
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Separating food from containers and placing only food into kitchen tidy

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>BARRIERS</th>
</tr>
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<tbody>
<tr>
<td>- Avoid fines/bin removal for non-compliance</td>
<td>- Asking people to do more</td>
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<tr>
<td>- Doing the right thing</td>
<td>- Confusion/lack of understanding</td>
</tr>
<tr>
<td>- Helps keep rates down</td>
<td>- Disabilities</td>
</tr>
<tr>
<td>- Increases recycling rates</td>
<td>- Don’t care</td>
</tr>
<tr>
<td>- Makes more room in the red lidded rubbish bin</td>
<td>- Easier not to</td>
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<td>- Reduces waste to landfill</td>
<td>- Forgetting</td>
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<td>- Stops kitchen tidy filling up too fast</td>
<td>- Inconvenience</td>
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<td></td>
<td>- Increased time and effort to separate</td>
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<td></td>
<td>- Language and literacy</td>
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<td></td>
<td>- Laziness</td>
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<td></td>
<td>- Low/no motivation</td>
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<td></td>
<td>- Old habits of throwing it straight into general waste</td>
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<td></td>
<td>- School holidays, Christmas and Easter - controlling - what others/kids put in</td>
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<td></td>
<td>- Too busy</td>
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<td></td>
<td>- Yuck factor – previously haven’t had to empty mouldy jars</td>
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### CBM Strategies

| Strategy | Strategy Type | Number | Put nappies and medical waste in the refuse bin | Separate food from packaging | Put all plastic bags in refuse bin/bake put in organics bin | Keep kitchen tidy in cool, dry area | Use (provided) compostable linen only | Include all food scraps, peeling, leftovers, mess and dairy in kitchen tidy | Empty the kitchen tidy every 2-3 days | Keep organics in cool, shady area | Include organic material that cannot go in home composts | Big pot waste in compostable liner before putting in organise bin | Take the organise bin out every week | Pack all materials in

| Compost system in place to provide consequences for those doing the wrong thing. | Physical | 1A |  |  |  |  |  |  |  |  |  |  |  |  |
| Barriers for nappies | Physical | 2B |  |  |  |  |  |  |  |  |  |  |  |  |
| Barriers for nappies | Physical | 2C |  |  |  |  |  |  |  |  |  |  |  |  |
| Injunction of local organs bin encourages use over refuse bin. | Physical | 2D |  |  |  |  |  |  |  |  |  |  |  |  |
| Weekly organics collection to encourage use of bin | Physical | 2E |  |  |  |  |  |  |  |  |  |  |  |  |
| National bin tidy criteria to assist people to know what to put | Physical | 1P |  |  |  |  |  |  |  |  |  |  |  |  |
| National bin tidy criteria to assist people to know what to put in | Physical | 1P |  |  |  |  |  |  |  |  |  |  |  |  |
| Get out Council decision early if resident is not capable of using service | Physical | 1P |  |  |  |  |  |  |  |  |  |  |  |  |
| Designed to be more effectively sharing | Physical | 1P |  |  |  |  |  |  |  |  |  |  |  |  |
| Vouchers to remove additional green waste are provided via the rates notice | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Educational pack including letter, brochure, sticker, magnet, phone app and website etc. | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Education sessions for identified groups that may experience problems. Personal interaction home visits to demonstrate desired behaviour. | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Engage community, create awareness and educate via websites, media and social media | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Provide ongoing reminders on the website, phone app, newsletters and council newsletters and ensure E3 is updated as required | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Provide public with the information that is needed accurate and visible | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Identify and contact service group that may need more assistance in transitioning and provide desired information and support | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Provide call centre and ongoing help via phone | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Compliance system consequences drive up the barrier for undesired behaviour. Recognition of compliance and good work increase benefit (e.g. bin tags saying good job) | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Law and proper use of service will result in lower waste changes in the long-term | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Tasks of the facility, feedback/examples to the community on the quality of compost being produced and how it is reducing environmental impact | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Possibility of gaining access to finished compost | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Pride to become an organics champion and be a visible supporter in the community | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Pride to become an organics champion and be a visible supporter in the community | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Remind users of stickers for tables and bins, linens, waste app (educational material) | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Remind users of stickers for tables and bins, linens, waste app (educational material) | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| More room in refuse bin if recyclables are separated | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| You are paying for the service in your rates, use the service you pay for | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Make sure to get double labelling to push benefits for display tagging higher | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Moving the organics bin norm and those that aren’t doing it, abandon. Organic Champions and good job stickers on bins and feedback on billboards/adverts to highlight the large number of people participating and approving the service | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Time and effort spent separate will result in more room in refuse bin and weekly collection of organics will remove majority of organics material residue | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
| Changing minimal amount for additional liners and advertising the RRR for the liners would double Billboards that replaces value from | Physical | 1G |  |  |  |  |  |  |  |  |  |  |  |  |
The Creative Strategy

- Advice from the Experts
  - Julie Goodwin was chosen as our ambassador whom we believe the majority of residents can identify with and trust.
  - Local gardening expert Milton ‘Gumboots’ Kimball has also been used as the local expert when it comes to all things gardening and green waste.

- The benefits of this approach include:
  - Trust and credibility that comes from using expert advice.
  - Great opportunity to add many layers to the campaign to keep it engaging (e.g. Kitchen and Garden tips, advice, video’s, recipe’s etc.)
  - Flexibility to adapt across a variety of mediums, whilst retaining a consistent approach.
  - Memorable, Impactful, Engaging and unique in its approach.
  - Easy to relate to for each target market.
Communication Tools

- Online Advertising
- The Border Mail
- Radio
- TV
- Letters
- Halve Waste website
- Info Pack on Delivery
- Static Demo Sites
Rollout of the Organics service

- Community engagement activities will take place before go-live;
  - Localised events and information sessions
  - Broad scale advertising campaign
  - Television Advertisements
  - Local radio
  - Local Newsprint
  - Creative Elements
- Targeted collateral including factsheets, stickers
- Revised full reactive website
- Video tutorials with ambassador Julie Goodwin and Gumboots
- Bin and kitchen tidy will be delivered to households two weeks prior to service start date
- Residents with existing green bins, only received Kitchen Tidy and Printed Information pack
Resident Focused Solutions

- Green Team
- Call Centre
- Bin size solutions
- Council & Cleanaway Customer Service
- Community Engagement
Our Green Team is here to help

Our ‘Green Team’ is available to answer questions about the transition to the new 3-bin system. They have great tips about managing your new organics bin including, the type of items that can go in your green-lidded organics bin, odour control, storage and waste reduction.

Residents in AlburyCity and Corowa Shire who need further assistance with the 3-bin system are encouraged to contact our Green Team on 13 13 39 or visit our website halvewaste.com.au for detailed fact sheets, tips and frequently asked questions.

For organics hints & tips visit: halvewaste.com.au or call 13 13 39.
Wodonga Rollout

- **Rural Households**
  - Only recently (5 years ago) changes whole municipality (no exemptions) to kerbside recycling bins, still some backlash
  - 260 rates farming properties
  - Only 5 granted an exemption

- **Opt out criteria included:**
  - The allotment being 20ha or more;
  - Being zoned farming, requiring tax assessment as farming
  - Suited other methods of disposal and recovery, eg chickens, dogs etc
  - Agreement to not place organic material into other waste bins.
Wodonga Rollout

- Get the contract water tight on all issues. Put in place good contract management practices and processes
- DHHS – critical to make early contact and agreements
- Renters taking caddies and liners – High rental population
- Hostels and nursing homes – all should pay but perhaps reduced bin numbers, everyone still requires a caddy and compostable liners
- Pet Waste in parks
- Regional/state wide issues
  - Liners – size and colour
  - Acceptance of similar products – eg pizza boxes etc
Indigo Rollout

Adopted Collection Areas (approx. 4900 services)

- Urban properties plus smaller acreage rural properties clustered around towns
- Larger rural properties excluded.

Why?

- To be able to provide service as cost-effectively as possible.
- More rather than less “3-bin” properties to maximise diversion from landfill.

Exemptions

None to date (except Commercial properties – given a choice).
Indigo Rollout

Old

• Garbage: 140L weekly
• Recycling: 240L fortnightly
• Green (garden waste only) – Optional: 240L fortnightly

New

• Garbage: 140L fortnightly
• Recycling: 240L fortnightly
• Organics: 240L weekly

Remote Rural Properties (unchanged)

• Garbage: 240L fortnightly
3 Bin System – Roll out

Indigo Rollout

Charges

- Itemised on Rates Notice
- Relativity between charges for old and new services important
- For Indigo, relativity between charges adopted in 2013 false start and 2015 commence also important.
- Cost of “new” bin offset by reduction in garbage charge
- Political consideration – not simply financial exercise

Implementation

- Plenty of “composters” in community – have no need for new service
- Many requests to opt out.
Indigo Rollout

Communication

• Key message – Reduction of Waste to Landfill – for environmental and financial reasons

• Careful of language – Council referred to “urban areas” but meant “Urban plus lots of small acre rural”. Created “avoidable” issues.

• Important to identify “changed service” (2-bin to 3-bin), not new service

• Any amount of communication is not enough for some!
## Call Centre Issues Compared

<table>
<thead>
<tr>
<th>NSW &amp; VIC CALL CENTRE ISSUES COMPARED</th>
<th>NSW</th>
<th>VIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALLS PERTAINING TO ORGANICS SYSTEM</td>
<td>4,012</td>
<td>1,844</td>
</tr>
<tr>
<td>Calls about delivery, provision, terms &amp; logistics of the new standard service materials</td>
<td>68.5%</td>
<td>56.6%</td>
</tr>
<tr>
<td>What goes where?</td>
<td>12.5%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Rural, farm, compost, opt-out calls</td>
<td>1%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Calls about bin options</td>
<td>12.9%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Calls about rates issues</td>
<td>3.1%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Calls about compostable liners</td>
<td>1.8%</td>
<td>2%</td>
</tr>
<tr>
<td>Concerned about ‘yuk factor’</td>
<td>.2%</td>
<td>.1%</td>
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Council call data

- Wodonga Council received a total of 2,496 calls relating to waste, of those:
  - 632 were specifically in relation to the green bin
  - 374 escalated to the green team
  - 77 Rural opt out enquiries

- Indigo Shire had 138 queries escalated through the call centre/green team
## Outcomes – Mean yield and contamination

<table>
<thead>
<tr>
<th>Material Category</th>
<th>Albury</th>
<th>Wodonga</th>
<th>Corowa</th>
<th>Indigo</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compliant Material</td>
<td>19.82</td>
<td>21.21</td>
<td>20.94</td>
<td>19.48</td>
<td>20.37</td>
</tr>
<tr>
<td>Contamination</td>
<td>0.18</td>
<td>0.45</td>
<td>0.15</td>
<td>0.16</td>
<td>0.23</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td>20.00</td>
<td>21.67</td>
<td>21.09</td>
<td>19.64</td>
<td>20.60</td>
</tr>
</tbody>
</table>

### Composition (%)

<table>
<thead>
<tr>
<th></th>
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<th>Corowa</th>
<th>Indigo</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total:</strong></td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
<td>100.00</td>
</tr>
</tbody>
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Learnings

- Changing the whole collection system
- Councillors on board
- Call centre
- Wodonga customer services
  - Ownership and willingness to answer questions before sending calls on
- Main customer enquires/complaints
  - Research paid off – no big surprises in regards to enquiries and complaints
Where to from here?

- Ongoing contamination monitoring
- Tier 2 behaviour based campaigns
- Reactive campaigns
- Community Surveys
- Ongoing Halve Waste marketing and communications
- State-wide agreements on liners colours
- State promotion/push to larger supermarkets to sell compostable liners
- State wide push for education around biodegradable vs compostable
Halve Waste
reduce • reuse • recycle
Questions?