**Waste 2025 Conference Abstract Submission**

**(for face-to-face Conference which includes live broadcast)**

**Using surveillance to drive behaviour change**

*My presentation is relevant to the following topic area(s).*

***\*\*\* SELECT A MAXIMUM OF 4 TOPIC AREAS ONLY \*\*\****

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| [ ]  | **Aboriginal community waste management** (projects, results, planning, what else to be done) | [ ]  | **National, state and local issues** (policies, strategies, responses, opportunities, challenges) |
| [ ]  | **Circular economy** (case studies, right to repair, material traceability, new materials targeted, climate change impacts) | [ ]  | **Organics** (food only vs FOGO, implementation strategies, new services) |
| [ ]  | **Collections** (innovations, new systems, vehicles, challenges) | [ ]  | **Plastics** (plastics recycling, plastics recovery schemes, small & large scale plastics projects) |
| [ ]  | **Container Deposit Schemes** (new schemes, new containers, innovations) | [ ]  | **Problem waste** (solar panels, batteries, textiles) |
| [ ]  | **Disaster waste management** (bushfires, floods, pandemic) | [ ]  | **Procurement, tenders & contracts** (from start to finish, procurement approaches, tender processes and waste service contracts) |
| [ ]  | **Economics** (business cases, data gathering, planning for financial impacts, reviews & analyses) | [ ]  | **Product stewardship & extended producer responsibility** (current & planned schemes, new materials to be captured by schemes, local schemes for recovery) |
| [x]  | **Education** (behaviour change, community engagement, social media, planning FOGO education) | [ ]  | **Project Planning** (projects currently planned, challenges and barriers, planning controls and conditions, project management) |
| [ ]  | **Energy from waste** (projects, case studies) | [ ]  | **Regional issues** (regional responses to waste settings, collaboration, joint projects) |
| [ ]  | **Hazardous waste** (asbestos, clinical & medical, illegally dumped hazardous waste, systems for managing hazardous materials) | [ ]  | **Resource recovery** (recycling, C&I/C&D, organics & other material recovery, emerging markets, insights & updates) |
| [ ]  | **Infrastructure & planning** (FOGO capacity, new material recovery planning) | [ ]  | **Social enterprise** (new entrants, recent endeavours, case studies) |
| [ ]  | **Innovative projects** (sustainability innovations, artificial intelligence, case studies) | [ ]  | **Strategic waste planning & policy** (stakeholder engagement, strategy development, waste policy impacts and opportunities) |
| [ ]  | **Landfill & facility management** (facility operations management, strategic planning, compliance) | [ ]  | **Technology in waste management** (AI, early adopters, innovations, improvements to services due to technology, barriers) |
| [ ]  | **Legislation, regulations & levies** (major updates, monitoring & enforcement, response to changes in regulations) | [ ]  | **Waste projects** (project management, business cases, grant delivery, case studies) |
| [x]  | **Litter & illegal dumping** (prevention, new management systems & innovative & smart initiatives, surveillance) | [ ]  | **Other** |

[ ]  **Proposed Panel Discussion** -Proposed topic & participants suitable for key issues that may be addressed by a Panel of presenters. For this category suggest your topic & who you will arrange to attend and present (maximum of 5 panel members).

**Presenter information**

**Presenter name:** Lisa Roach

**Presenter position:** Clean City Illegal Dumping Prevention Officer

**Presenter organisation:** City of Canterbury Bankstown

**Presenter email address:** lisa.roach@cbcity.nsw.gov.au

**Presenter phone number:** 0297079341

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**Biography**

Lisa is an Illegal Dumping Prevention officer at Canterbury Bankstown Council and has been working in the illegal dumping and waste space for the past 13 years. CBCity looks at empowering its residents with education and engagement first, then enforcement. Lisa is known for setting high standards and benchmarks for others to follow. Lisa works collaborative across teams to get best results for the Community and Council.

**Abstract Summary**

With improved surveillance capacity, CBCity is using cameras to better understand illegal dumping, littering and bird feeding behaviours in town centres, parks and in residential dumping hotspots. Monitoring behaviours across hot spots provides insight to guide our education programs and interventions. The opportunity to monitor success of these interventions, shows how we can deter or influence anti-social behaviour around waste practices and continuously improve our programs and outcomes for a cleaner city. Working across teams we share insights, become more efficient and encourage our community to be more responsible.

**Abstract**

The use of mobile trail cameras and CCTV technology is increasingly proving effective in monitoring and managing public behaviours related to waste disposal and environmental issues. Through a combination of real-time data capture, strategic placement of cameras, and tailored interventions, our approach has evolved to address a range of behaviors such as illegal dumping, littering, bird feeding, and improper waste disposal. This presentation explores how surveillance tools have shaped our understanding of the various behaviours, drivers, and barriers that influence these issues, and how this knowledge has led to more effective program development, resource allocation, and behaviour change strategies.

One significant challenge faced by municipalities is illegal commercial waste disposal in public street bins by businesses in town centres. The presence of overt cameras has proven to be a deterrent, reducing the frequency of such illegal activities. Our approach has been to capture images of offenders, which are then used in business engagement efforts to raise awareness and encourage proper commercial waste disposal practices. Additionally, audits of waste streams and data capture have provided valuable insights into the types of waste being disposed of inappropriately, enabling targeted intervention and resource allocation.

 Suspected overservicing of park bins and visual feedback from our cleansing teams led us to investigate dumping of household waste in park bins. The identification of these “hot spots” has led to a more tailored approach. Strategies include the use of signage and motion sensor lighting, supplemented by education promoting investment in additional household red bins.

Emphasising the availability of extra red bins aims to reduce the temptation to use public bins for household waste. It provides increased capacity at home for proper waste disposal and fosters a sense of community responsibility.

Bird feeding and littering are additional behaviours that have been monitored using mobile cameras. Surveillance has revealed patterns of activity such as where individuals are feeding birds, whether they are walking or driving to these locations, and what times of day these actions occur. The surveillance data has allowed us to pinpoint key locations and times where bird feeding and littering are most prevalent. The result is a foundation for developing more targeted and personalised interventions. The data captured also aids in understanding the motivations behind these behaviours, such as a desire to help wildlife or a lack of awareness about the consequences of feeding birds and leaving litter.

Through the analysis of patterns, including identifying serial offenders and understanding their behaviours, we can design interventions that address the root causes of these issues. Approaches include: adjusting patrol schedules to focus on peak times; using specific signage and messaging based on observed patterns; and employing visual strategies, such as photos of offenders, to deter future misbehaviour. The ability to track offenders through various technologies and analyse the effectiveness of different intervention strategies has significantly improved the program's efficiency and impact.

Ultimately, the integration of mobile and fixed camera systems into waste management strategies has enhanced the ability to monitor, intervene, and influence public behaviour in a more data-driven and precise manner. By understanding the drivers behind illegal dumping, littering, and other waste-related issues, we can create more effective, tailored interventions that contribute to cleaner, more sustainable urban environments.