

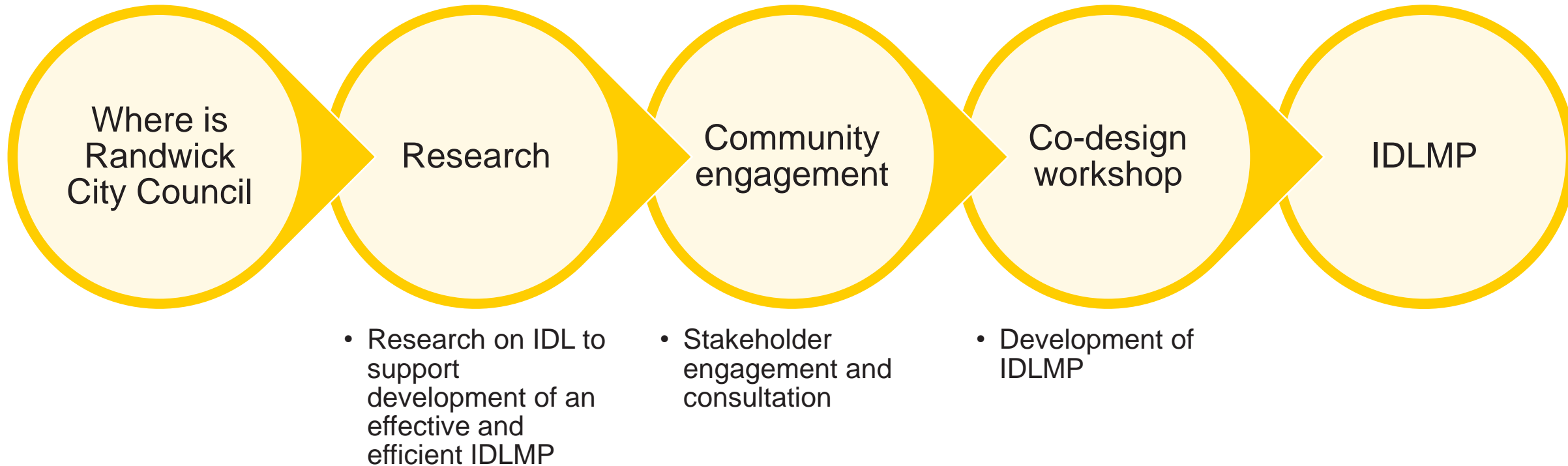


Holistic Approach in Illegal Dumping and Litter Management at Randwick Council

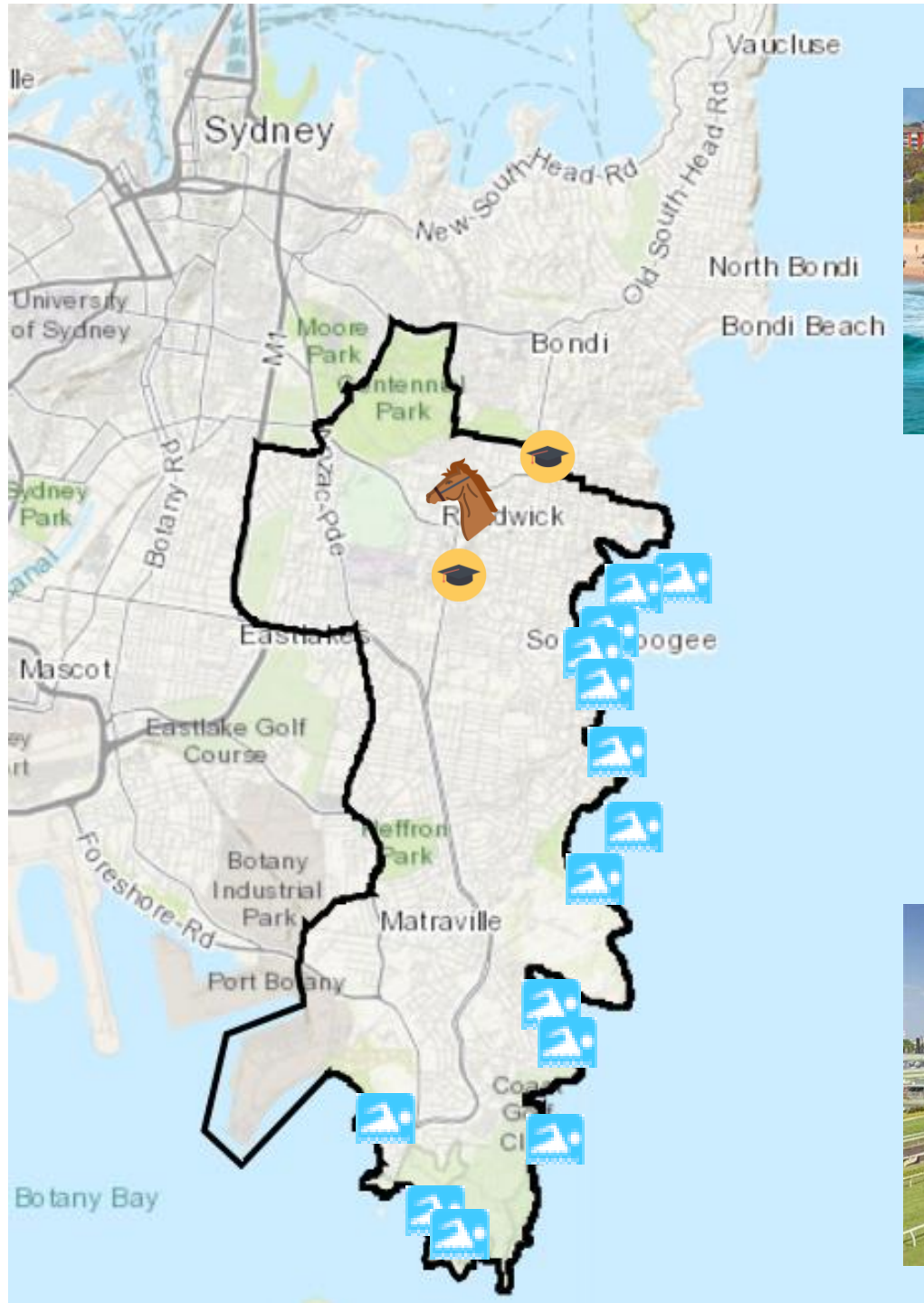
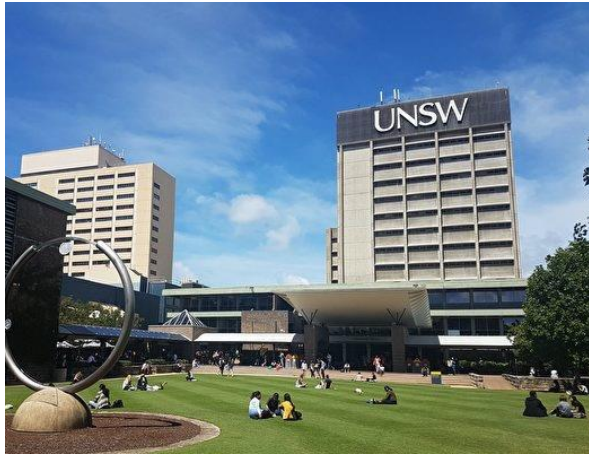
Talebul Islam

Randwick City Council

Overview



Randwick City Council

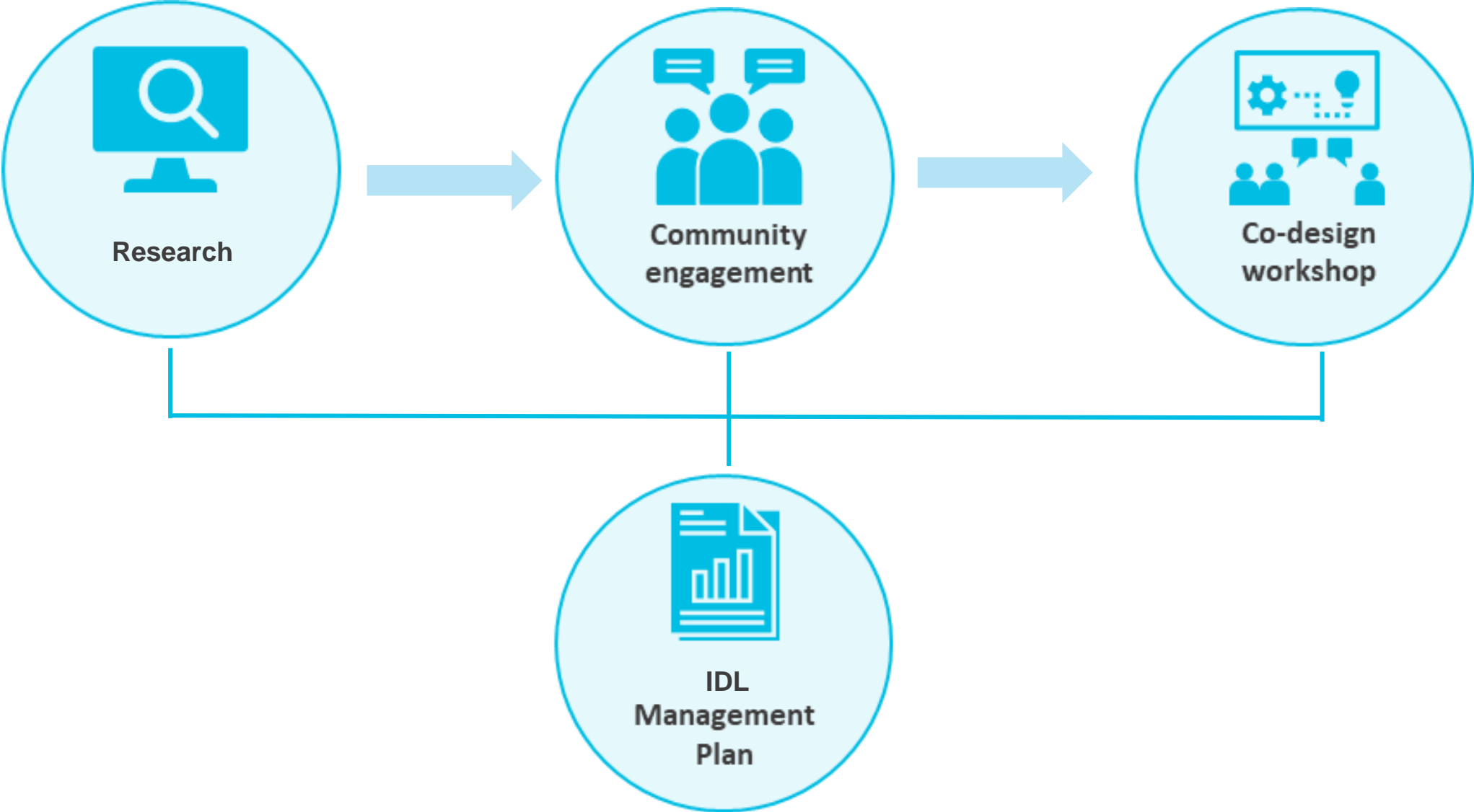


IDL Management in Randwick

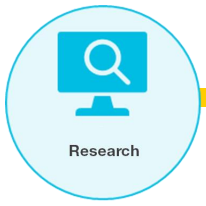


- IDLMP 2011:
 - Education
 - Enforcement
- Outcomes
 - ID Incidences – down from 22,000 to 11,000
 - Over time increased – 14,000
- RID Squad
 - Incidences – 13,000

Back to the drawing board – 3 Steps to develop IDLMP







Behavioural and social studies

- Motivators
 - Conveniences
- Deterrents behind illegal dumping and littering
 - fear of getting a fine
 - aesthetic impact of illegal dumping on a community
 - someone else will have to clean it up
 - judgement from neighbours

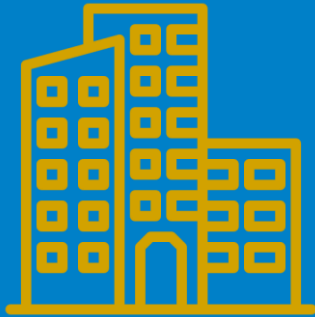
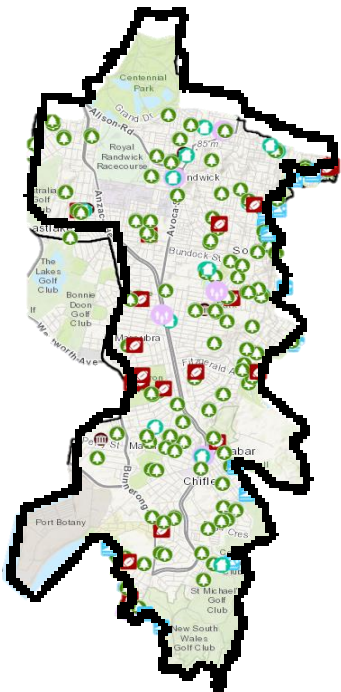




Best Practice IDL Control

- Hotspot management:
 - Installation of CCTV cameras to monitor IDL hotspot area
 - Increase of lighting through sensor lights
 - Improvement of public amenity surrounding
- Improvement of waste infrastructure
- Education and marketing
- Enforcement
- Partnership with Government and Industry
- Engagement with Community

Randwick Demographics



55.8% live in
apartment buildings



46.9% live in rented
properties



Public Housing in
few suburbs



32.1% of the population
do not speak English at
home



high median weekly
income



low unemployment



high levels of education



Current IDLM Services and Interventions

IDL management activities



- Bulky waste collection (clean up)
- Public place waste collection
- Street and footpath cleaning/sweeping
- Beach cleaning
- Collection of illegal dumping and litter in response to incidents/service requests

IDL prevention activities



- Supporting EPA 'Household Chemical Clean-out' events 2/year
- Cigarette butt bins placed in Malabar beach and Randwick
- Participation in Return and Earn container deposit scheme
- Participation in media campaigns

IDL enforcement activities



- RID programme
- Rangers patrol hotspot areas during busy periods
- Rangers respond to service request



Correlation: demographic characteristics, services and IDL occurrences

1. Higher level of IDL incidences in:

- Younger groups area
- Lower weekly household incomes areas
- UNSW student accommodation areas
- More densely populated areas
- Recent overseas arrivals
- Language other than English spoken at home

2. High level of On-call service requests lead to low level of IDL

3. Clean-up service usage

- Younger population make less on-call cleanup service requests
- In higher rental price property tenants make more on-call service requests



Objectives:

- Understand level of awareness of the community in relation to IDL services offered by Council
- Confirm how current services are used by the community
- Determine community sentiment towards IDL in the LGA, and understand key hotspot areas
- Understand what factors contribute to the issue of IDL from a community perspective and seek feedback on potential solutions.



Process





Community suggestions



- Provision of additional litter bins
- Beautification
- Communication and engagement



Co-design workshop

Key Challenges

1



Reducing illegal dumping

Reducing illegal dumping in areas with a **high proportion of units (MUDs) and multi-lane streets.**

2



Communicating services

Improving community pride, engagement and understanding of available services.

3



Community pride

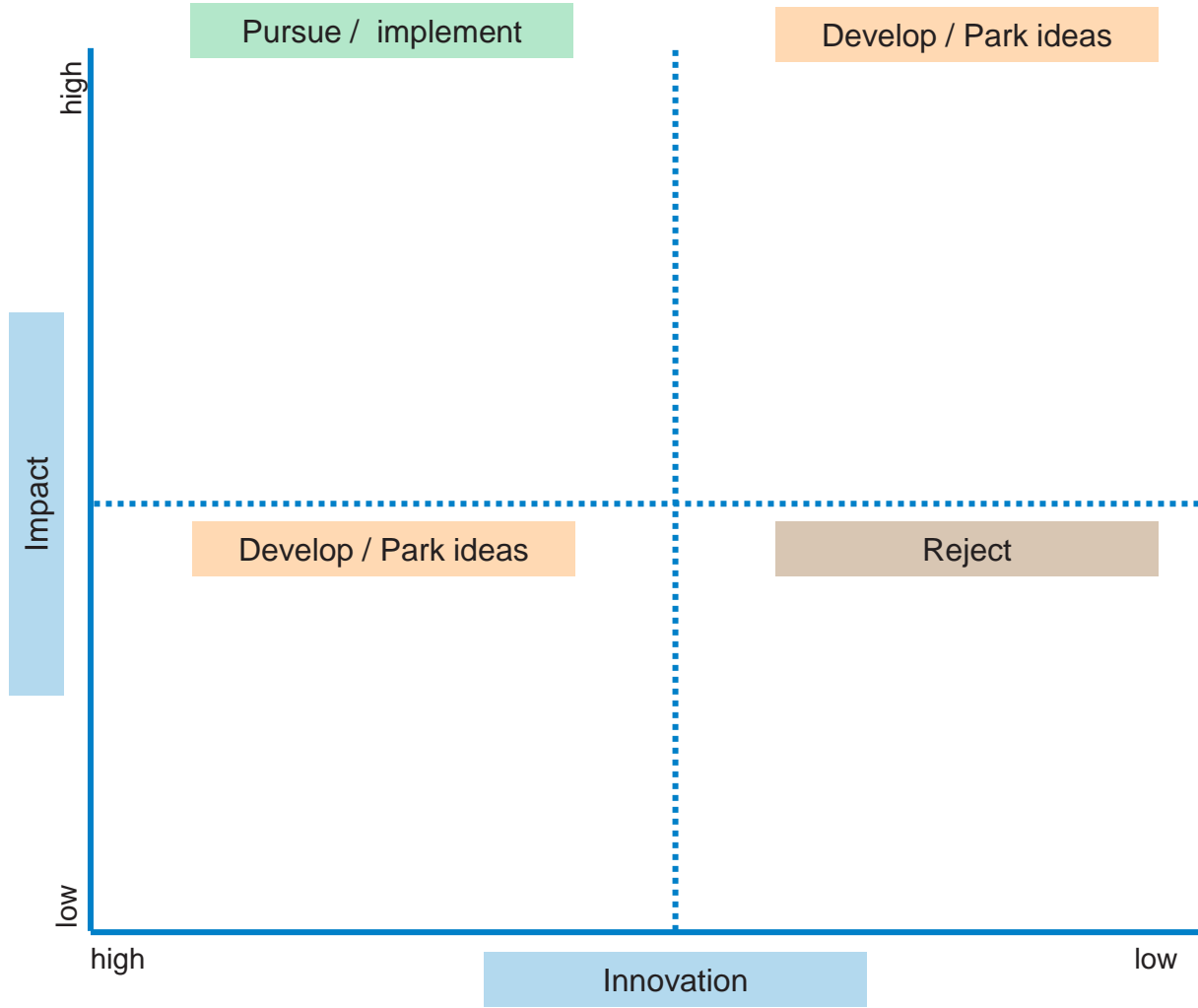
Improving community pride (in both residents and visitors) and the understanding of the impacts of littering.

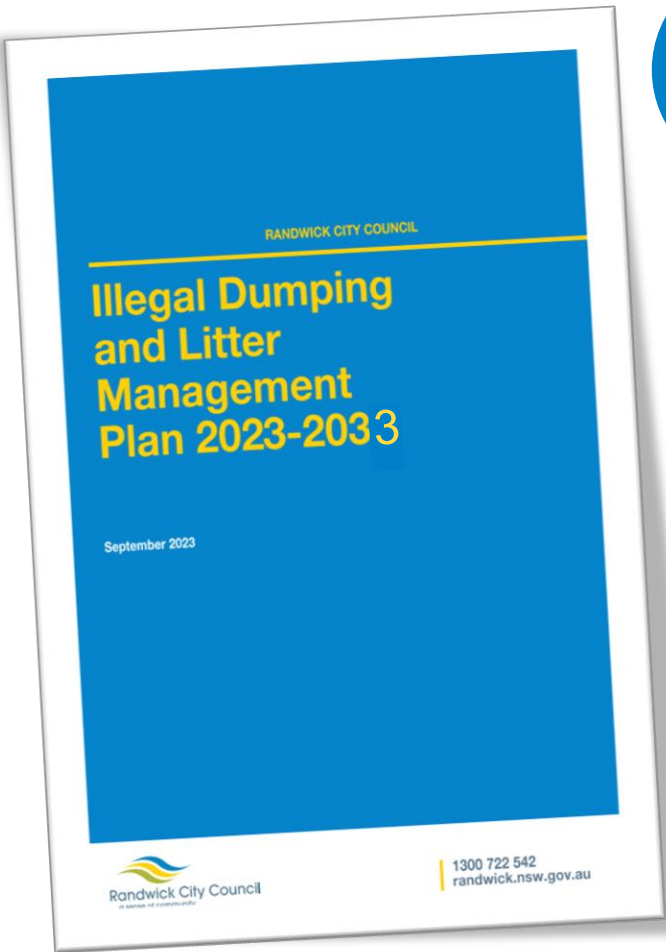
Solution

Top 10 solutions

Comms campaigns	Welcome + departure packs
Beautification	Education campaigns
Reuse Drives	Enforcement campaign
Timetable + customised cleanup	Neighbourhood groups
UNSW/TAFE storage	Data driven decisions

Prioritisation Matrix





Targets



Reduce the annual incidents of illegal dumping:
30% by 2026/27
60% by 2032/33



Reduce the annual litter removal incidents:
30% by 2026/27
50% by 2032/33



Reduce the annual quantity of illegally dumped material collected:
30% by 2026/27
50% by 2032/33

Priority areas



Priority area 1

Harnessing the power of education and communication



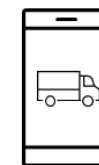
Priority area 2

Tackling illegal dumping by building community pride through beautification



Priority area 3

Supporting our community to do the right thing



Priority area 4

Optimising our litter and illegal dumping prevention infrastructure and services



Priority area 5

Improving compliance through enforcement

Plan

- Actions in the priority areas – ongoing, short-term, medium-term, long-term
- Resources for Implementation of the Action Plan
 - IDLM Engagement and Coordination Officer
 - Clean-up Service Review
- Evaluation and Monitoring

Thank You