


Case study:
Wagga
Wagga litter
reduction



**DON'T BE
A TOSSER!**
Cover your load

Wagga Wagga Council achieved a 100% increase in community members registered to report littering.

Wagga Wagga's got it covered

Wagga Wagga Council worked with the local community to ensure that loads were not being littered from the back of vehicles.

What was the problem?

- Roadside litter within the Wagga Wagga Local Government Area (LGA) is a regularly reported issue, especially along the access roads to the Gregadoo Waste Management Centre (GWMC).
- Local Litter Checks observed a large amount of litter on the southbound lanes, compared to the northbound lanes. The littered items were larger unusual items such as boxing tape, rubber from tyres, cardboard, polystyrene and timber.
- The description and location of the litter indicated that it had blown from the uncovered loads of vehicles travelling to the GWMC.

What did we do?

- Rangers conducted seven enforcement blitzes in front of the GWMC, on both weekends and weekdays. The Wagga Wagga City Council rangers also issued fines for uncovered loads throughout the LGA while on patrol.
- Newspaper, radio and social media advertising promoted the project's messages. They were kept short and sharp, using illustrations and photos. Radio interviews were conducted, providing information on littering and how to report litter from vehicles.



Installation of roadside signage

Local Litter Check

The EPA's easy-to-use Local Litter Check is a free online tool to help understand your local litter problem. Details can be found on the EPA website.



Roadside Infrastructure cleanup

- As an incentive to collect user surveys, on the free tip day in May, free cargo covers were given out to GWMC users who had uncovered loads. In exchange, they were required to complete a user survey.

What did we achieve?

- Data from pre and post user surveys indicated a 50% increase in the community's negative perception of littering behaviour.
- The project installed seven new signs that said heavy penalties apply for uncovered loads. Three roadside litter clean-ups were also completed.
- The enforcement blitzes and patrols issued three fines, 23 warning letters and four verbal warnings throughout the project.

How was the project evaluated?

- Local Litter Checks were used to measure and evaluate the project's data, which were displayed as Litter Volume and Litter Counts. The results were then calculated into a litter reduction or litter increase percentage for the hotspot and clean areas of each of the three study areas.
- Council rangers recorded the number of warning letters, fines and verbal warnings that were issued throughout the project. This data was then used to calculate if there was an increase in GWMC users covering their loads and a decrease in fines and warnings issued throughout the project.
- Pre and post user surveys were used to compare and evaluate GWMC users' data. This provided feedback regarding the most effective prevention factors, peoples' motivation for covering their loads and what educational messages were noticed.
- Coordinating with the rangers made a huge difference when implementing the enforcement blitzes. Their on-ground support ensured the 'heavy penalties apply' messaging was effective.
- Using an incentive for people to complete the user surveys proved effective. The project gave away 166 cargo net covers so GWMC users would complete pre-user surveys.
- The cargo covers, while successful, would have been more effective if promoted with the *Don't be a Tosser!* branding. This would have further promoted the 'cover your load' message long after the project had ended and would enable GWMC staff to easily identify the participants using their covers.

What is the project's legacy?

The project developed educational material that would continue to benefit the community after the project had ended. Future campaigns can use the same resources including the photos and graphic design elements. The road signs will also remain relevant as dates and fine amounts were not included.

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