

Case study  
June 2016  
to  
June 2017



## Eurobodalla roadside litter reduction initiative

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**Eurobodalla Shire Council reduced litter at target sites by 94% and increased the number of registered litter reporters by 79%.**

**We achieved these results through clean-up and awareness campaigns targeting tradespeople, to reduce their vehicle load litter.**

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### What was the problem?

Two of Eurobodalla Shire Council's main thoroughfares, Princes Highway and George Bass Drive High, had high litter volumes. Local Litter Checks showed food packaging and lightweight trade-waste made up a large share of this litter.



Free, reusable, in-car litter bags will remain at the local visitor centre.



Handing out trailer covers, car litter bags, and information on how to correctly secure loads.

**The relationship built with 'tradies' during the project will foster future goodwill, and hopefully keep roadside litter in check for the long term.**

## Cost

**Grant:  
\$59,800**

**In-kind  
\$75,000**

**Total:  
\$134,800**

## Project aims

- Reduce trade-waste by targeting tradespeople and drivers of open-tray vehicles and trailers, who regularly transport items for disposal.
- Make education a primary goal, to increase awareness among drivers of open-tray vehicles of roadside litter, particularly items blown from poorly-secured loads.
- Target a 25% reduction in roadside litter at hotspots, and increase registered litter reporters in Eurobodalla by 20%.

## What did we achieve?

Eurobodalla Shire Council:

- achieved a 94% reduction in litter volumes at targeted sites
- significantly increased awareness of roadside litter types, and of the importance of covering loads (as shown by surveys)
- increased by 79% the number of registered litter reporters in the council
- fostered a good relationship with the target audience that:
  - encouraged open discussion about roadside litter and how to best eliminate it
  - will endure post-project with continued hand-out of materials
- collected more than 100 bags of roadside litter along target roads, and encouraged collaboration between council departments.

## What did we learn?

- The target audience was very receptive to the campaign's approach, which delivered messages in a relaxed and informal setting. Free breakfasts and free trailer covers encouraged participation.
- Initial surveys indicated many did not view green waste, or excavated materials such as sand and soil, as roadside litter. The campaign raised awareness of what roadside litter is, a change positively reflected in post-project surveys.
- Whereas response to newspaper advertising was limited, electronic variable messaging signs were very successful. Variable messaging signs and radio will be more beneficial for future projects.

## How the effectiveness and results were evaluated

- Attitudes towards covering loads and awareness of roadside litter were measured with pre-project surveys
- Councils conducted Local Litter Checks at all sites, before and after the project.

## Legacy

Signage will remain in place at weighbridges to remind users that covered loads mean cleaner, safer roads.

At weighbridges, hand-outs of tarps, cargo nets and reusable car litter bags will continue, to capture more of the target audience and ensure they have the equipment they need to do the right thing.

Our council visitor information centres will supply car litter bags, to reduce roadside littering of small items (such as plastic wrapping and food packaging) from the large number of tourists travelling through the area.

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