

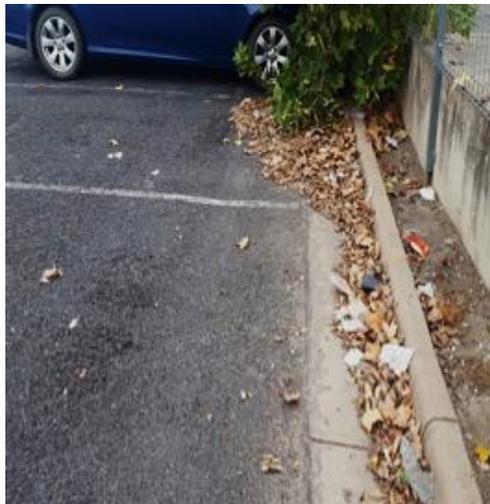
Hey Tosser! Keep Albury clean

Case study

August 2016 -
April 2017

This litter was
unsightly and
... could
eventually
have polluted
the critically
important
Murray River.

Albury City Council reduced litter from takeaway and drink containers by nearly 99%, and from cigarette butts by 66%. We achieved these reductions by introducing new bins and 'Hey Tosser!' signage, training council officers in enforcing litter laws, and managing a community education campaign.



Before: Litter accumulating in city car parks.



After: New bins and Hey Tosser! Signs.

What was the problem?

- Research conducted in Albury showed litter accumulating in four city shopping centre car parks.
- This litter was unsightly and was in danger of washing into stormwater drains and local creeks, from where it could eventually have polluted the critically important Murray River.
- Litter items included containers, plastics and cigarette butts.

What did we do?

The project aimed to reduce the volume of litter caused by cigarette butts and takeaway and drink containers by 50%.



**Hey Tosser!
campaign material
developed for local
Albury media**

Albury City Council:

- cleaned up all four car parks at the beginning, middle and end of the project
- installed a new dual-purpose bin and Hey Tosser! signage in each car park
- trained council officers in Australasian Environmental Law Enforcement and Regulators neTwork (AELERT) litter enforcement, to build their capacity to enforce litter laws
- conducted litter checks on each site throughout the project to track progress
- managed an education and awareness campaign through local newspapers and radio stations using Hey Tosser! messaging
- promoted the Report to EPA app and portal for online reporting of littering from vehicles
- worked in partnership with local environmental groups Sustainable Activity Centre and the Local Environment Network for Sustainability (LENS).

What did we achieve?

Albury City Council:

- achieved an overall decrease of 99% in the volume of takeaway and beverage containers
- achieved a decrease of 66% in the number of littered cigarette butts in the four nominated car parks
- developed a strong relationship with the Sustainability Activity Centre which has many ties with local environmental Landcare groups
- achieved a 136% increase in people in their area reporting littering from vehicles though Report to EPA.



**New Hey Tosser!
signage in David
Street car park**

How we evaluated our program

The council conducted Local Litter Checks throughout the project at each car park. The NSW Environment Protection Authority (EPA) provided us with project data from its Report to EPA portal, to assess the increase in reports of littering over the life of the project.

What did we learn?

- Car parks can be difficult to assess when doing a litter count, due to parked cars. Surveys need to be undertaken at non-peak times.
- It was difficult to complete surveys due to a lack of interest and people moving through the site quickly. Engaging people in more fun ways or leaving surveys with local businesses could help track community perceptions of litter over the life of the project.
- Litter enforcement training in regional areas was beneficial. As scheduling can be difficult for rangers, more regular regional enforcement training programs would be useful.

Legacy

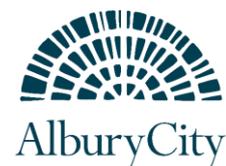
- The project will continue to persuade the local and surrounding communities to reduce litter.
- The new signage and bins will help reduce litter.

**The local
environment
and Murray
River will
continue to
benefit from
council
rangers'
increased
knowledge.**

- The local environment and Murray River will continue to benefit from council rangers' increased knowledge of litter enforcement.

Photos: Albury City Council

NSW Environment Protection Authority
Email: info@epa.nsw.gov.au
Website: www.epa.nsw.gov.au
ISBN 978 1 925790 77 1 | EPA 2018P1158
October 2018



The EPA [disclaimer](#) and [copyright](#) information is available on the EPA website.