



**Case study
Sept 2016 -
May 2017**

Council rangers with new bins at Bondi Junction

Bondi Beach and many transport interchanges were heavily littered with cigarette butts and takeaway packaging.

Bondi unwrapped: metro and beach hotspots

Waverley Council's new bins and litter blitzes at iconic Bondi Beach have halved the number of overflowing bins and reduced litter by 46%.

What was the problem?

- Bondi Beach and its surroundings are internationally recognised tourist sites and home to over 70,000 residents. The area's high-density means that, despite Waverley Council's continued cleaning and maintenance program, Bondi Beach and many transport interchanges were heavily littered with cigarette butts and takeaway packaging.
- Litter checks and behaviour surveys identified:
 - people throwing takeaway packaging on the ground near the bus and train interchange
 - perceptions of bins as 'overfull' or 'dirty', discouraging their use
 - people were more likely to litter in unclean and unmaintained areas

- heavily littered areas not being visible
- visitors, tourists and commuters all littered.

Cost

Grant:
\$92,000

In kind:
\$104,000

Total cost:
\$196,000

What did we do?

Infrastructure: We improved infrastructure by installing BigBelly solar bins, upgrading older bins, and installing Enviropoles cigarette butt receptacles with wrapped, targeted signage on all heavily littered sites.

Education and awareness: We promoted targeted campaign material through the media, in backpacker areas, and at takeaway outlets. We put up posters and showed videos in the community.

Enforcement: We trained rangers who then patrolled litter hotspots daily, and conducted 10 educational blitzes.

Evaluation and monitoring: We conducted ongoing Local Litter Checks and community surveys to assess project performance.

What did we achieve?

Overall: A 46% reduction in litter items, and a 38% reduction in litter volume.

Cigarette butts: A 51% reduction in cigarette butts littered, and a 51% reduction by volume.

Takeaway packaging: A 50% reduction in total litter items, and a 50% reduction by volume.

Overflowing bins: A 48% reduction in reports of overflowing bins.

Awareness: In the final litter check, all survey respondents spoken to were aware littering is an offense through the Hey Tosser! campaign.



Localised Hey Tosser! images displayed in Bondi backpacker areas



New solar-powered bins installed at entrances to Bondi Beach



The project enabled Waverley Council to reduce littering by both residents and tourists.

How we evaluated our project

We conducted Local Litter Checks throughout the project, in addition to visual spot checks, and held conversations with the community to assess changes in attitude.

What did we learn?

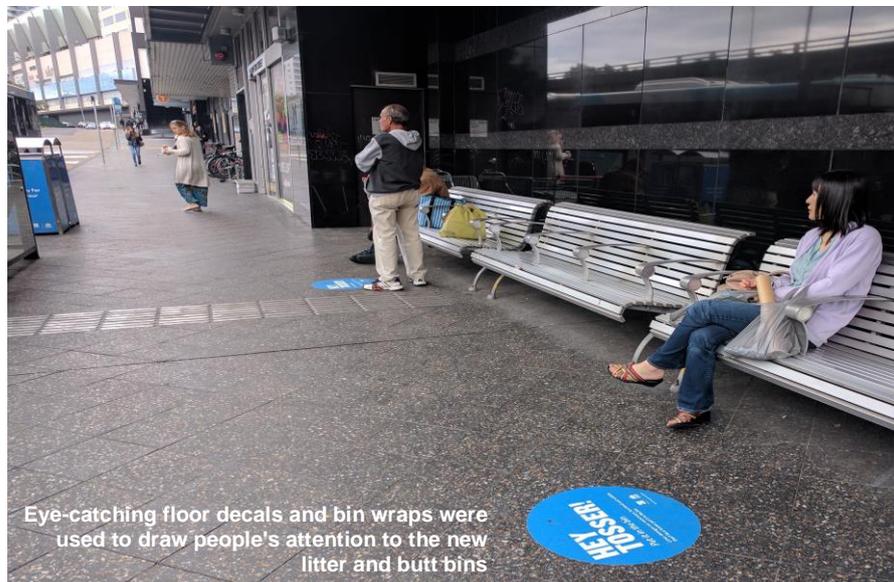
- As a diverse community with a mix of residents and tourists, different messaging is required. Many tourists did not recognise the word 'litter' as being different to 'waste'. This issue was identified in both the community survey and the education blitzes.
- Internal engagement is key. Waverley has worked hard with internal events teams to create a new sustainable events policy for internal and external events, and with beach vendors, to reduce items that could become litter. This has been a long process but a successful one. Internal engagement with rangers and key messaging to include in our litter awareness programs has also been key to the success of the project.

Legacy

Its large number of bus stops and Waverley's position as a tourist area puts additional pressure on Waverley Council's waste and cleansing teams to keep areas tidy and litter free.

The project enabled us to reduce littering by both residents and tourists.

New infrastructure and improved signage, along with education, enforcement, monitoring and clean-ups have allowed us to develop a litter action plan for roll-out across the local government area.



Eye-catching floor decals and bin wraps were used to draw people's attention to the new litter and butt bins

Photos: Waverley Council

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