

FOGO Deep Dive Education Project Community Survey – Stage 2 2020



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Micromex Research

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Introduction

Research Objectives

In April-May 2020 Micromex conducted the first stage of the FOGO (Food Organics Garden Organics) Engagement process for the NSW Environment Protection Authority (previous Department of Planning, Industry and Environment 'DPIE'). This consisted of 2,654 online surveys achieved across 26 NSW FOGO Councils. Stage (Wave) 1 research sought to explore household:

- Awareness and understanding of existing FOGO services
- Attitudes towards the current FOGO service
- Current behaviours around food waste
- Perceived benefits of a FOGO service
- Communication and engagement around waste and recycling

The Wave 1 findings were a key input to the design of new education messaging. Stage (Wave) 2 of the engagement program is a 'Post' wave that followed the education/intervention campaign that was trialed in three of the 26 NSW FOGO Councils (namely Clarence Valley, Forbes and Kempsey Councils) during September, October and November 2020.

Councils self-nominated to participate and each pilot council was asked to commit to a minimum delivery of the communication elements. These include:

- 1-2 x video/stills social posts a week on council fb– NSW EPA provided assets
- 3 x mailbox drops – NSW EPA provided
- 3x local media story/advertisement - NSW EPA provide assets for advertisement – council can make minor modification
- 2x case studies newsletters, mayoral letters, council message, council website – info
- 1 event about FOGO service

They were also encouraged to develop additional collateral and use additional channels. For example:

- Radio promotion
- TVC promotion
- Social challenges (DPIE to provide ideas) – incentives could include bags of compost
- Social media conversation starters where peer to peer education and conversations are encouraged
- Asking community to provide leads for case studies through social media activation
- Council garden using compost from local FOGO
- **Weekly task ideas for the eco-friendly kitchen**

The Stage 2 research consisted of 387 online surveys across the three targeted LGA's between 10th to 30th December 2020. Sample was sourced as follows:

- The three pilot Councils promoted the survey via their websites, social media channels, etc.
- Face-to-face number harvesting conducted by Micromex – those recruited were then sent a link to the online survey



-
- Invitations emailed to residents on Micromex's online community panel within the Kempsey LGA.

Appendix C summarises the sample achieved by source and LGA.

This research report explores the following:

- **Section 1:** Questions that were asked only in Wave 2 about the reach/frequency of the FOGO campaign and reactions to it.
- **Section 2:** Compares Wave 1 and Wave 2 results – solely for the three intervention LGA's – to assess potential shifts in attitudes and behaviours that may have resulted from the intervention/communications campaign.

Section 2 also explores Wave 2 results based on those who claimed to have 'not seen the campaign at all' / 'seen 1-5 times' / 'seen 6+ times' to establish whether exposure/repeat exposure appears to have a positive impact on attitudes and behaviours.

Note: Due to the intervention activities between Waves 1 and 2, and the smaller sample size for Wave 2, the report does not explore results of each question by key demographics – this is included in the Wave 1 Report.



The following table displays captured sample sizes by LGA by Wave:

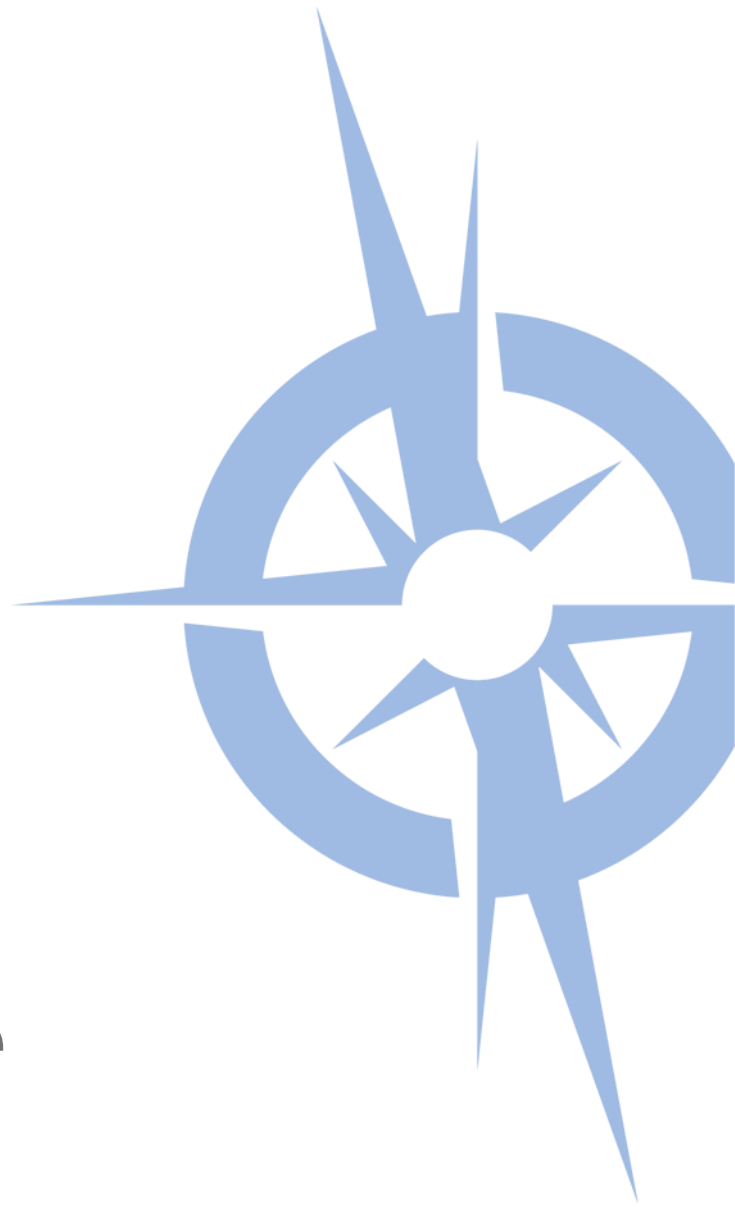
	Wave 1	Wave 2
Clarence Valley Council	15%	33%▲
Forbes Shire Council	26%	22%
Kempsey Shire Council	59%	45%▼
Base	515	387

▲▼ = A significantly higher/lower percentage (by Wave)

Reporting Note:

Please note that results have not been weighted to either reflect the populations of each of the three LGA's or to have each LGA represent one third of the sample – instead, overall results are based on the differing sample sizes in each LGA.

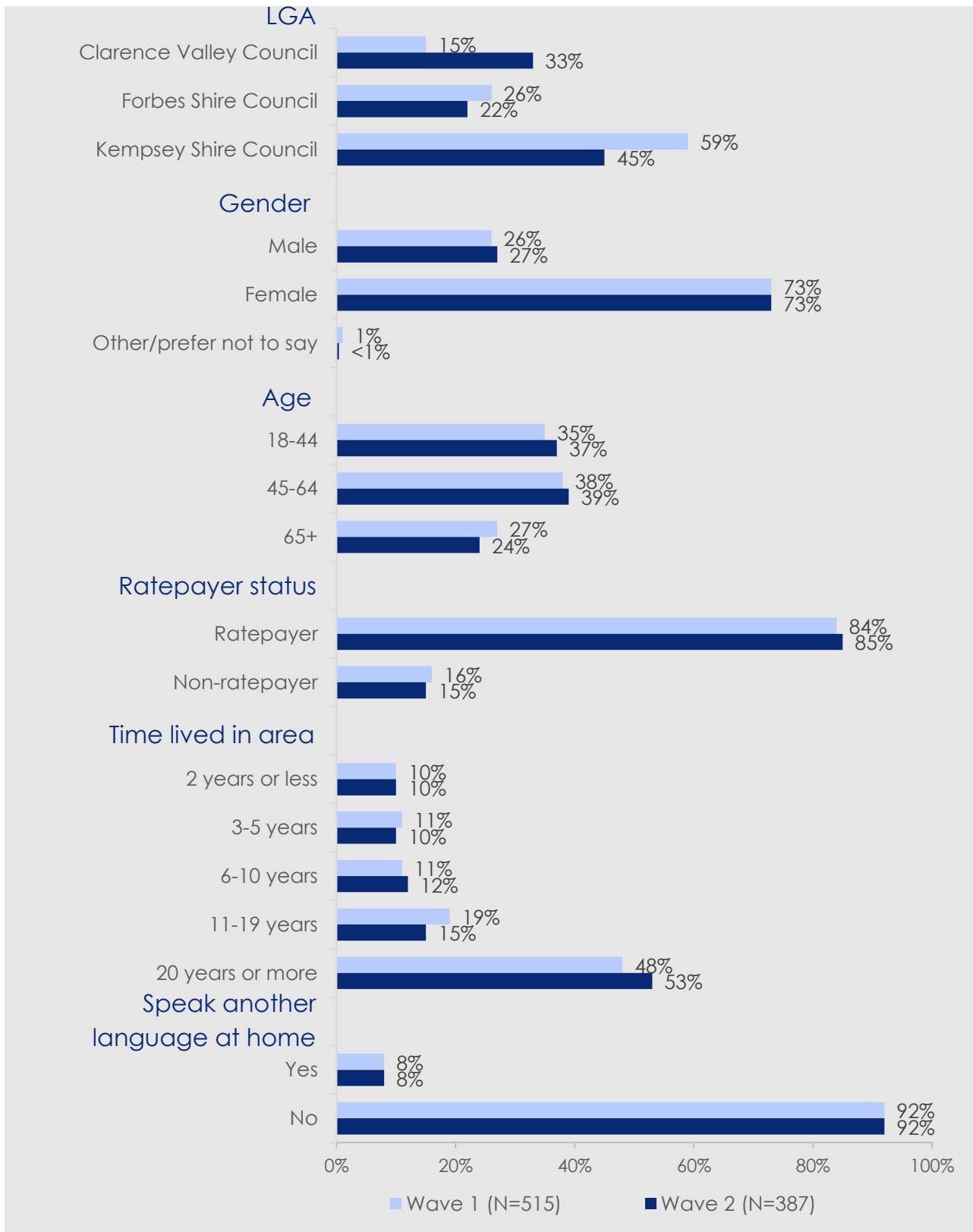




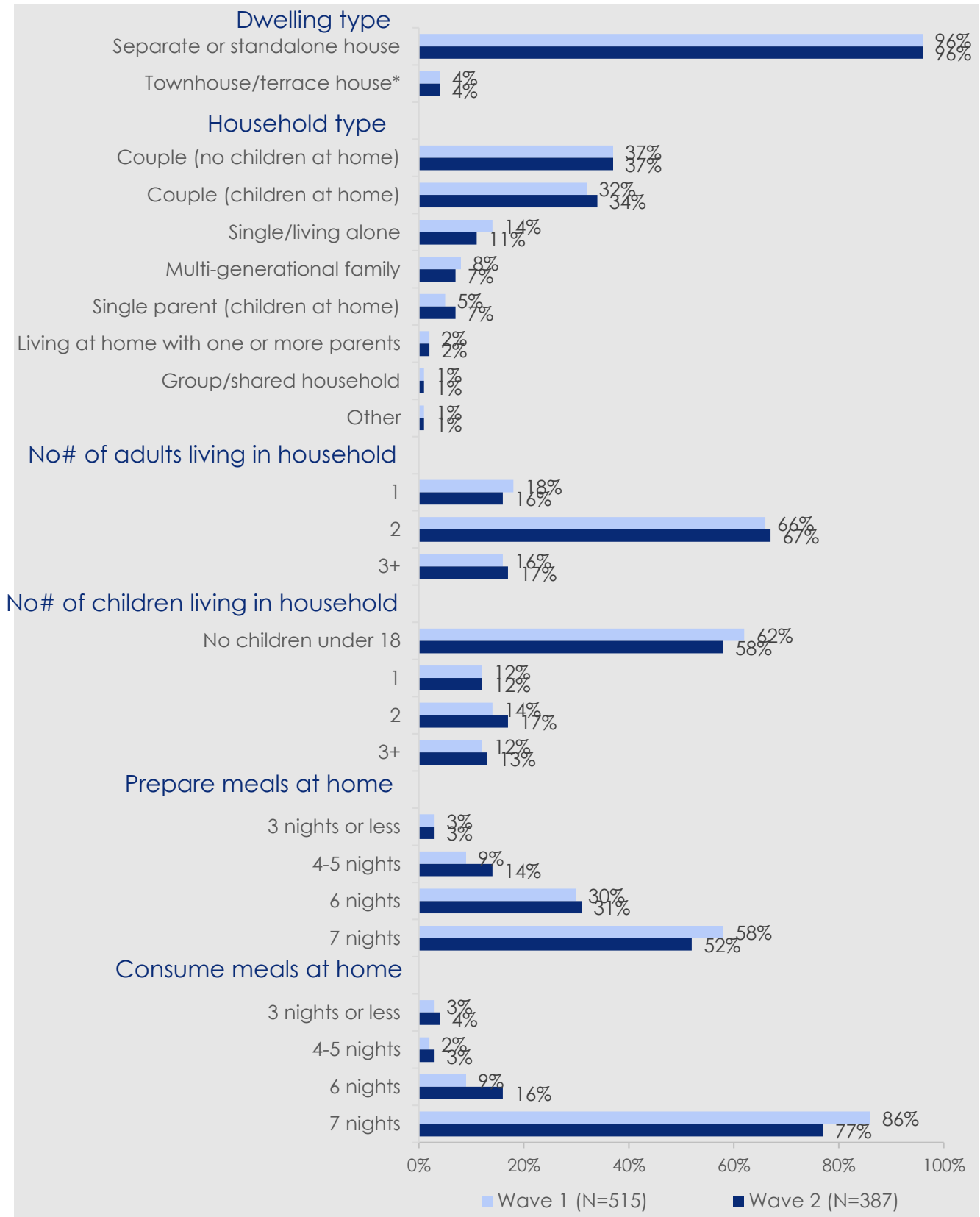
Sample Profile



Sample Profile (Waves 1 & 2)



Sample Profile (Waves 1 & 2)



*Townhouse/terrace house/semi-detached/villa/duplex with own bins



Sample Profile (ABS)

The intention of the intervention campaign is to eventually apply the learnings from the three pilot LGA's to the 23 other LGA's included in Wave 1. So how comparable are the LGA's?

The table below uses publicly available ABS data to compare the demographics of the three intervention Councils (Clarence Valley Council, Forbes Shire Council and Kempsey Shire Council) against the collective profile of the other 23 FOGO Council's from Wave 1. There does appear to be an older profile in Clarence Valley and Kempsey LGA's compared to the other 23 LGA's, with less likelihood of households having dependent children – and a lower median household income:

ABS STATS	Measure	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council	Other 23 FOGO Councils
	Median Age - Persons (years)	48.2	41.2	46.6	42.6
Males	50%	51%	50%	49%	
Females	50%	49%	50%	51%	
Lone person households	29%	30%	29%	26%	
Group households	3%	2%	3%	3%	
Family households	68%	68%	68%	71%	
Average household size (no. of persons)	2.3	2.4	2.4	2.4	
Couple families with children under 15 and/or dependent students	25%	30%	23%	32%	
One parent families with children under 15 and/or dependent students	12%	11%	15%	12%	
Median equivalised total household income (weekly) (\$)	\$ 594.00	\$ 687.00	\$ 583.00	\$ 729.26	



Sample Profile (Wave 1)

The table below is based on Wave 1 only**, and compares key attitudinal/behavioural results for the three intervention LGA's with the other 23 FOGO LGA's. The 23 NSW FOGO Councils have a lower level of kitchen involvement (such as cleaning up in the kitchen after meals, prepare meals in the kitchen and take out left-over scraps from the kitchen) – however, they are more aware of their ability to place food scraps in the green bin and are more likely to already be doing so.

Question/Measure		Wave 1			
		Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council	Other 23 FOGO Councils
Kitchen Involvement Q1 - activities in the kitchen e.g. clean, prep, take out left-overs	Light (less to most days each week)	11%	12%	9%▼	17%▲
	Medium (mixed)	32%▼	43%	43%	46%▲
	Heavy (daily)	58%▲	46%	49%▲	37%▼
Awareness of Ability to put Food Scraps in the Green Bin	Low levels of awareness	20%	28%▲	22%	18%▼
	Quite aware	29%	29%	27%	24%
	Very aware	51%	43%▼	51%▼	58%▲
Responsibility for reducing waste to landfill	Personal Responsibility (you personally on Q4)	9.39▲	9.00	9.10	8.98
	Average of all others	8.64	8.22	8.56	8.42
Any type of food scraps	Green lid organics bin	62%▼	71%	62%▼	74%▲
	Compost (home or community) or worm farm	29%	22%	25%	23%
	Feed to animals/pets	28%▲	30%▲	23%▲	12%▼
	Red lid garbage bin	9%	13%	13%	10%

**This analysis is based on Wave 1 only because there was a larger sample size (for the three intervention LGA's) in Wave 1 – and because Wave 1 results for all 26 FOGO LGA's are pre-intervention (and therefore comparable).

▲▼ = A significantly higher/lower percentage (by LGA)





Key Findings



Key Findings

The Purpose of this **Stage 2 FOGO Research** was to assess the impact of the FOGO education and advertising campaign run across three pilot LGA's. Results can be assessed at two levels, campaign metrics (first section below) and attitudinal/behavior impacts (second section on page 11).

Campaign Metrics...

- **Reach and Frequency:** 61% of respondents remember seeing or hearing the education and advertising campaign. Campaign reach was higher (71%) amongst those who participated in both Waves 1 and 2 of the research, who may be more engaged community members. However, reach was still 58% amongst those who only completed Wave 2, suggesting good coverage of the campaign.
 - Social media channels such as Facebook, TV advertisements and Council websites were the most common media channels where the campaign was seen/heard. Based on the Communications plan (Appendix B), Forbes appeared to be a lot more active in their social media campaign compared to the other two Councils with more frequent content being shared resulting in a greater level of reach with 89% of respondents in the Forbes LGA stating they saw the campaign on social media 6 or more times compared to 30% of respondents in the Kempsey LGA.
 - Frequency of exposure was also favourable, with only 13% having seen/heard the campaign 1-2 times, whilst 48% of all respondents had seen/heard it 3+ times.

- **Emotional Involvement with Campaign:** Two thirds of those who had seen/heard the campaign committed to the top 'very likely' code when asked if their food waste behaviours will be positively influenced as a result of the campaign. Commitment to the top code increased significantly with repeat exposure (i.e.: 60% of those who had seen/heard the campaign 1-5 times committed to the top 'very likely' code, whereas it was 73% for those who had seen/heard the campaign 6+ times).

Whilst these sorts of direct/ 'blunt' questions do not profess to predict actual behavior, they are useful because they provide a sense of how respondents have reacted emotionally to the campaign – and in this instance, reactions are very positive.

- **Message Communication:** Main messages derived from the campaign are as follows:
 - 'Better for the environment': Comments about benefitting the environment dominated the unaided message recall question – these unaided references are important as they identify the residual message takeout. These references increased significantly with repeat exposure to the campaign.

Similarly, on an open-ended question about why some respondents were 'very likely' to put their food scraps in the green lid bin as a result of the campaign, general references to environmental benefits also dominated.



When asked about the most appealing messages from the campaign based on a list of nine messages, 'Putting your food scraps in the green lid bin is great for farmers and the environment' was the second most frequently selected option, and 'Facts about environmental impact' was fourth most frequently selected.

- 'Reduce waste to landfill': Equal second in terms of unaided main ideas recalled from the campaign – and there are indications that it increases with repeat exposure.
- 'Sort waste correctly/know the correct bin': Equal second in terms of unaided main ideas recalled from the campaign. On the aided message recall question, the message 'We've got our scrap sorted' generated the second highest recall score, which may explain why the 'sorting' theme has come through on the unaided question. (As an aside, the campaign stills shown in the online survey to aid in campaign recognition included some of the 'sorting' taglines [although most text was removed from the survey prompt images], so this may have marginally boosted recall).
- 'Recycle more': Fourth highest mentions on the unaided message recall question amongst those who had seen/heard the campaign. Perhaps this is shaped to some degree by what is 'familiar' – that is, I've seen that campaign, it's about waste, so it's probably about recycling...
 - As an aside, in both Waves 1 and 2, respondents were asked about how they dispose of six different waste types. In terms of correct disposal methods, only two waste types saw a significant increase in correct disposal in Wave 2 – one of which was placing paper/cardboard in the yellow bin. Thus, it is possible that the FOGO campaign has had some additional impact on yellow bin recycling.
- 'Compost more/food scraps turned into compost': Fifth highest mentions on the unaided message recall question amongst those who had seen/heard the campaign. On the aided 'benefits' question, 'Food and garden waste in your green-lid bin is turned into compost' was the only attribute (out of seven) to record a significant increase in awareness from Wave 1 to 2 (albeit only rising from 89% to 93%).
- 'Use the green bin/all food scraps go into the green bin': Sixth highest mentions on the unaided message recall question amongst those who had seen/heard the campaign (note that the unaided message recall question specifically asked respondents to think about messages "apart from getting you to put food waste in your green lid bin...", so we would not have expected this message to feature on this measure. Conversely, on the aided message recall question 'All food scraps can go into the green lid organics bin' recorded the highest recall score – and the highest 'appeal' score.
- 'Work together/everyone is responsible' and 'Do the right thing/be aware': Seventh and eighth highest mentions on the unaided message recall question amongst those who had seen/heard the campaign. Comments were also made on the open-ended question about why respondents are very likely or likely to put their food scraps in the green lid bin as a result of the campaign



about 'It is the right thing to do', 'Everyone can do their bit to help', and 'Feels good to know we're making a difference'.

As an aside, 8% of those who had seen the campaign mentioned that they were very likely or likely to put food waste in their green lid bin because 'I am/the community is more aware/informed' – and amongst the 51 respondents who are now placing more food waste in their green lid bin, 59% stated it was because 'We have a better understanding of what foods can be placed in the green-lid bin'.

Attitudinal/Behavioural Impacts...

The Wave 2 questionnaire repeated a number of attitudinal and behavioural metrics from Wave 1 – this allowed us to:

- Look at shifts in attitudes/behaviours from Wave 1 to Wave 2, and
- Look at Wave 2 results by frequency of exposure to see if increased exposure is associated with more favourable attitudes/behaviours.

Key findings include:

- Awareness that all food scraps can be placed in the green lid bin has increased significantly in Wave 2 (57% 'very aware' in Wave 2 compared to 49% 'very aware' in Wave 1) – and awareness increases significantly with repeat exposure to the campaign.
- The proportion of residents (what we call '**incidence**') disposing of food waste into the green lid bin has increased significantly in Wave 2 (72%) relative to Wave 1 (64%) (based on Q5), and disposing of food waste in the green lid bin increases significantly with repeat campaign exposure.

Furthermore, there is evidence from Q6 that the number of food items being disposed of (so potentially '**food volume**') in the red lid bin has dropped, whilst it has increased for the green lid bin:

- On Q6 respondents were asked how they disposed of ten different food items.
- In Wave 1, the average number of food items per person placed in the red bin was 2.4 – it has dropped to 2.0 in Wave 2.
- Conversely, in Wave 1, the average number of food items per person placed in the green bin was 4.5 – it has increased to 5.6 in Wave 2
- In terms of nominating issues/concerns associated with FOGO, there has been a small but significant decline in Wave 2 of those stating they have any concerns at all – and concerns also decline significantly with repeat campaign exposure.
- 16% of wave 2 respondents claim to be putting more food scraps in the green bin now than they did six months earlier (compared to 11% placing less) – and those who have seen/heard the campaign are significantly more likely to say they are placing more. In addition, those who stated they place a greater proportion of food scraps in the green bin compared to 6 or so months ago said that the main reasons were that it is good for the environment and now have a better understanding of what foods can



be placed in the green bin. Interestingly, 82% of this group (42 of 51) have seen the campaign, highlighting the influence of it.

Conclusions...

In summary, the campaign appears to have been successful, both in terms of reaching the community and potentially impacting attitudes and behaviours – with repeat exposure seemingly increasing the impacts.

Whilst there doesn't appear to be consistent media usage and spend data for direct comparison, the communications plan indicates Forbes was much more active on their social media channels, which likely explains their more favourable reach and frequency results.

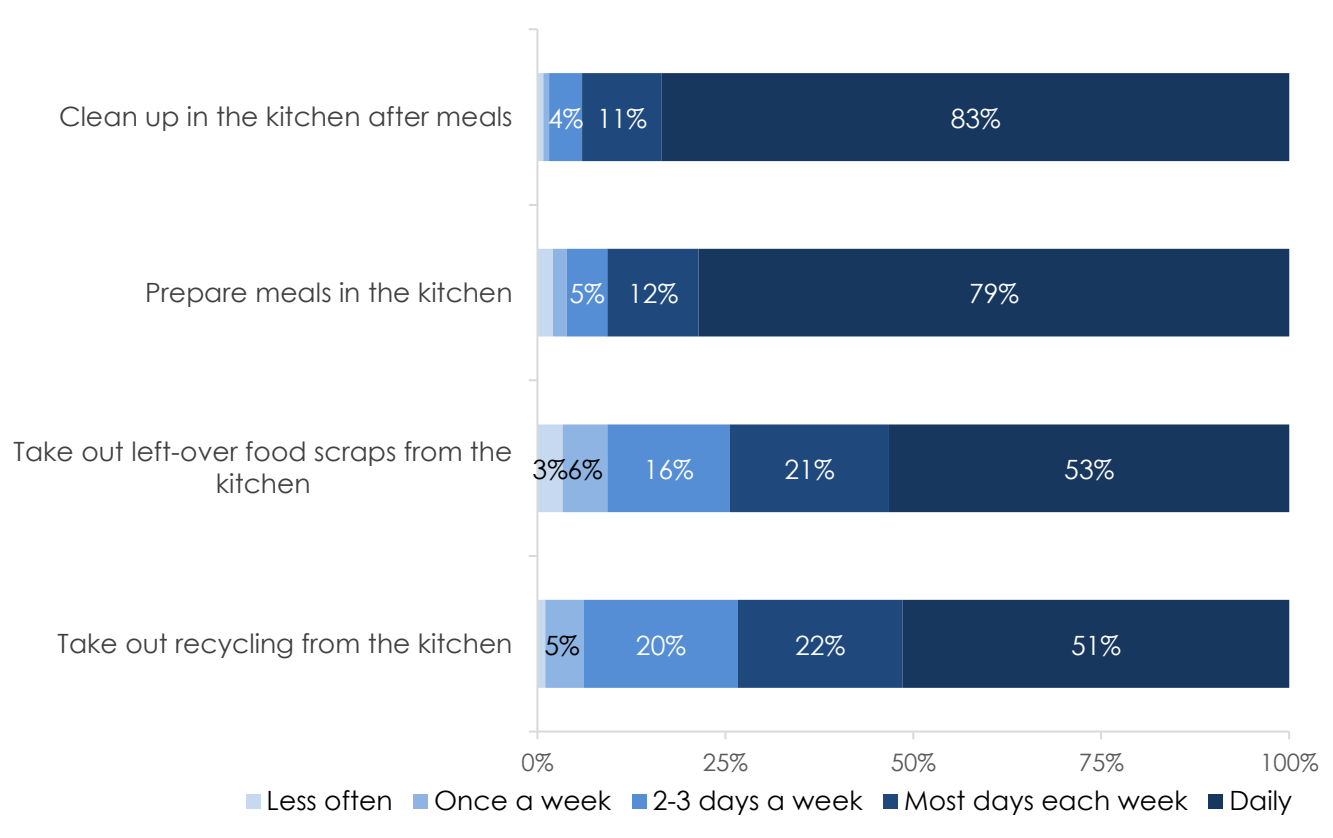
As noted in the 'Sample Profile' section earlier, there are some demographic and attitudinal/behavioural differences between the three pilot LGA's and the other 23 FOGO LGA's included in Wave 1 – although our sense is that the campaign, with sufficient media weight/media mix, should also be effective in these other FOGO LGA's.



Sample Profile (Wave 2 Only)

97% of respondents stated they take out left-over food scraps from the kitchen at least once a week, this is a slight increase from 95% in Wave 1.

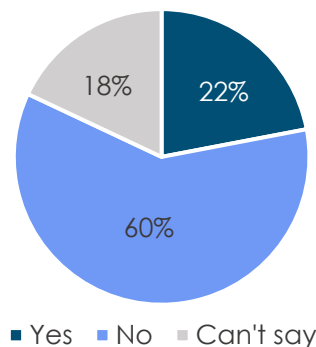
Q1. How often, if at all, do you personally do each of the following activities at home?



Note: data labels for results of 2% or less are not shown in the above chart

Base: N=387 (total sample)

Q15e. Back in April/May this year, Micromex Research (with help from your local Council) conducted a very similar online survey to this one for the NSW Government. To the best of your knowledge, did you personally complete that earlier questionnaire?



Base: N=387 (total sample)





Detailed Results – 1. The FOGO Campaign



FOGO Campaign

From September to early December 2020, the NSW EPA in partnership with Clarence Valley, Forbes and Kempsey Councils ran community education and advertising campaigns about placing food scraps in the green bin (FOGO bin). The campaign was featured on a range of media, from radio, newspapers, television, social media, Council website etc. and consisted not just of advertising but also news items and interviews. The three participating Councils used the same core messages and could distribute the message and engage with their community through various activities including minimum delivery elements (such as social media posts, newsletters, etc.) and were encouraged to develop additional materials and use of alternative channels such as radio and community engagement activities (including peer to peer education and conservation). Please see Appendix B for further details.

The questions in this 'FOGO Campaign' Section were only asked in Wave 2, so there are no comparisons with Wave 1.

Furthermore, most (but not all) questions in this section are only asked of those that recall seeing/hearing the campaign.

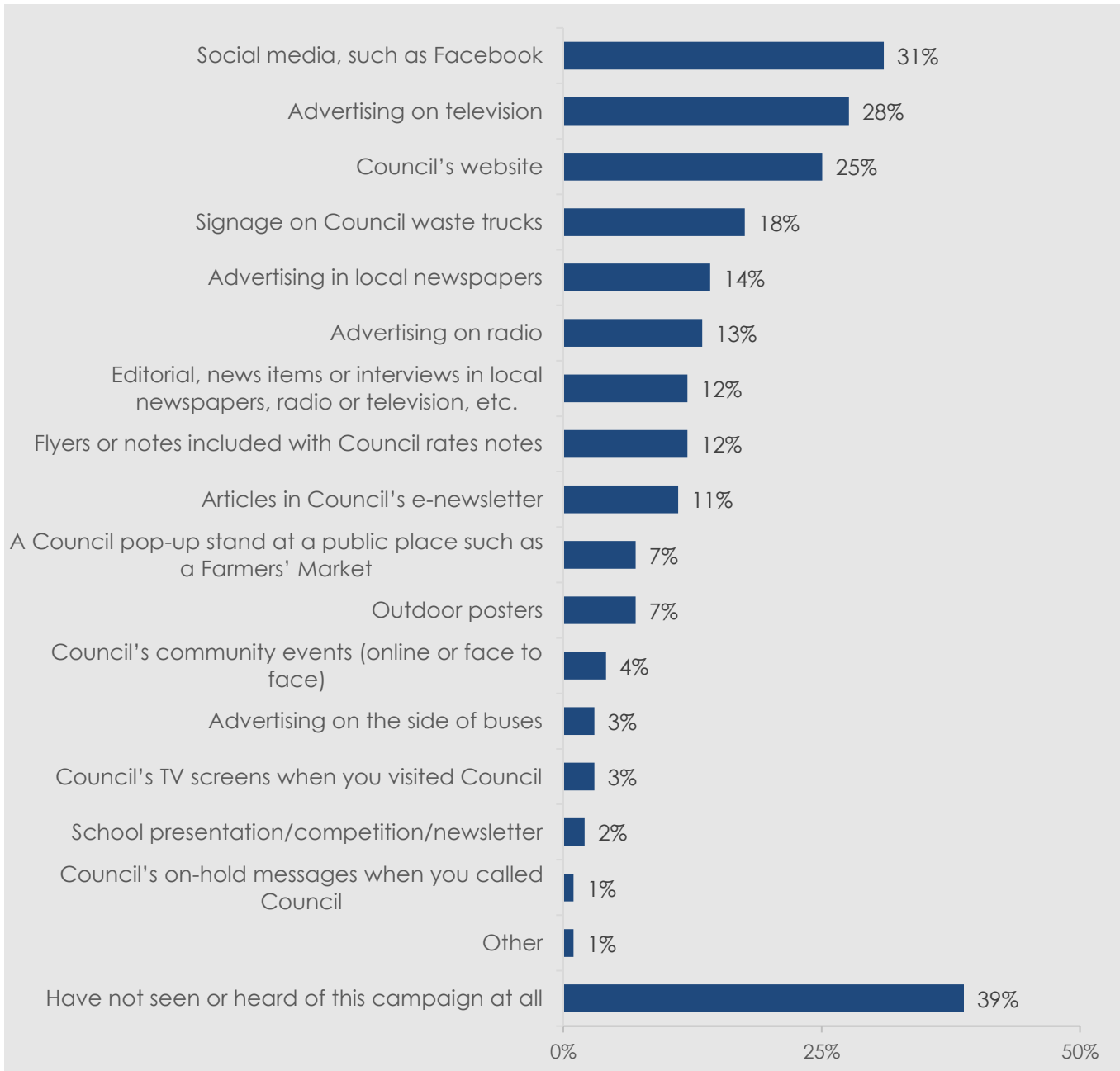
The images below were used in the Wave 2 online questionnaire as recognition prompts – note that these images have most of the text removed as we did not want respondents looking at the full ads (because that would influence their subsequent answers).



Channels of the Campaign

Overall, 61% of the 387 respondents recalled seeing/hearing the education and advertising campaign, with social media (31%), television (28%) and Council website (25%) being the most common media channels. Results indicate higher levels of campaign reach in the Forbes Shire LGA, with 91% of respondents residing in the Forbes Shire Council LGA seeing or hearing the campaign compared to Clarence Valley Council (50%) and Kempsey Shire Council (55%) – please see overleaf for detailed results by LGA.

Q14a. Through which of the following media channels, if any, do you remember seeing or hearing this education and advertising campaign?



Base: N=387

Base: (Total sample)

Channels of the Campaign Continued

The table below shows results by LGA. Each LGA had the same core messaging/base campaign to follow, whilst also having the opportunity to undertake non-core messaging through additional channels for further reach within the community. A summary of the communication plan by each LGA is provided in Appendix B.

Q14a. Through which of the following media channels, if any, do you remember seeing or hearing this education and advertising campaign?

	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Social media, such as Facebook	25%	67%▲	18%▼
Advertising on television	24%	33%	28%
Council's website	19%	47%▲	19%▼
Signage on Council waste trucks	22%	14%	16%
Advertising in local newspapers	11%	31%▲	9%▼
Advertising on radio	9%	16%	15%
Editorial, news items or interviews in local newspapers, radio or television, etc.	8%	19%▲	13%
Flyers or notes included with Council rates notes	9%	11%	16%
Articles in Council's e-newsletter	10%	18%▲	9%
A Council pop-up stand at a public place such as a Farmers' Market	2%▼	28%▲	1%▼
Outdoor posters	5%	13%▲	5%
Council's community events (online or face to face)	1%▼	14%▲	2%▼
Advertising on the side of buses	5%	2%	3%
Council's TV screens when you visited Council	2%	4%	2%
School presentation/competition/newsletter	0%▼	5%	2%
Council's on-hold messages when you called Council	1%	2%	1%
Other	0%	4%	0%
Have not seen or heard of this campaign at all	50%▲	9%▼	45%▲
Base	126	85	176

Base: (Total sample)

▲▼ = A significantly higher/lower percentage (by LGA)

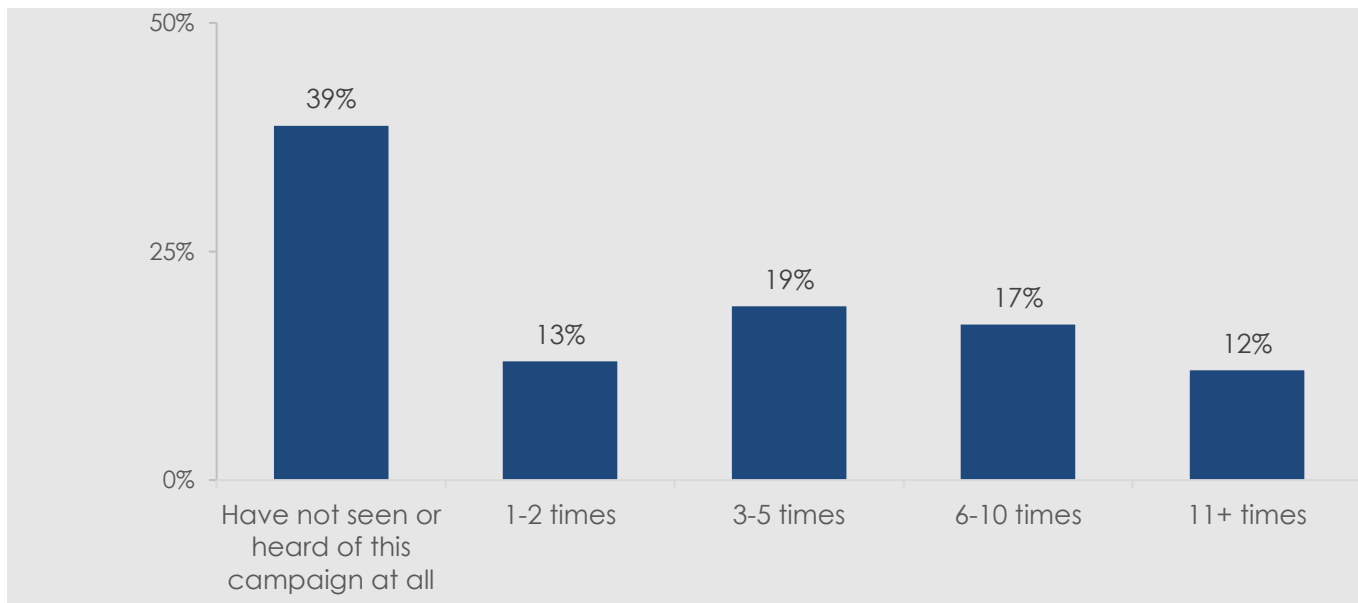
Frequency of Exposure to the Campaign

Overall, 61% of respondents have seen/heard the education and advertising campaign. Reach was highest in Forbes (91%), followed by Kempsey (55%) and Clarence Valley (50%). Frequency of exposure was also highest in the Forbes LGA (53% had seen/heard the campaign 6+ times).

Wave 2 respondents (N= 84) who also participated in the Wave 1 survey were more likely to have seen the campaign (71%) than were those who had not/could not remember (58%, 62%). This **may** suggest that the overall reach figure of 61% (shown in the graph below) is slightly inflated by those with a keen interest in waste issues who completed both surveys – although this is purely speculation.

Q14b. *Approximately how often in total have you seen or heard this education and advertising campaign?*

	Overall	Participated in previous research in April/May 2020 (Q15e)			LGA		
		Yes	No	Can't say	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Have not seen	39%	29%▼	42%	38%	50%▲	9%▼	45%▲
1-5 times	32%	26%	33%	36%	27%	38%	32%
6+ times	29%	45%▲	25%▼	26%	23%	53%▲	23%▼
Base	387	84	233	70	126	85	176



Base: N=387

Base: (Total sample)

▲ ▼ = A significantly higher/lower percentage (by group)



Campaign Communication Summary

Three main communication questions were asked during the survey:

- Unaided message recall (Q14c) asked of those who had seen/heard the campaign
- Aided message recall (Q14d) asked of those who had seen/heard the campaign, and
- Appeal of messages used throughout the campaign (Q14g), which was asked of everyone.

The table below summarises results of the three communication questions, using the nine aided messages from Q's 14d,g as the message themes (black font) whilst the extra text in **indigo** font are additional nuances/themes from the unaided question (Q14c) that we have grouped in each of the main themes):

	Unaided (Q14c)	Aided (Q14d)	Appeal (Q14g)
All food scraps can go into the green lid organics bin	10%*	53%	48%
We've got our scrap sorted	N/A	45%	28%
A little bit of effort can go a long way	N/A	42%	38%
A little scrap goes a long way	N/A	38%	26%
Putting your food scraps in the green lid bin is great for farmers and the environment/ Benefits to the community/farmers/future generations	5%	32%	42%
Facts about environmental impact/ Better for the environment	25%	26%	37%
The cycle of food/grow-eat-return to the earth/ Compost more/food scrap turned in compost	11%	24%	36%
Good tips and options about how to manage issues around smelly food scraps/ Ways to reduce the smell	1%	21%	33%
Everyone is putting their food scraps in the green lid bin; I should do it too/ Work together/everyone is responsible	8%	14%	16%
Other messages	61%	N/A	N/A

There is a sense in the data that whilst **specific** messages/slogans (such as 'We've got our scrap sorted', 'A little bit of effort can go a long way', and 'A little scrap goes a long way') are 'recognised' (i.e.: they feature on the aided questions), they are not retained as residual messages (i.e.: they don't appear on the unaided question). This may be because it could be easier for residents to recall general messages (that are communicated by a combination of images/vignettes/voice-over/slogans) than just the slogan on its own.

*Q14c was asked 'apart from getting you to put food waste in your green lid bin...' so we can expect the 'all food scraps can go in the green organics bin' message to have a relatively low score on Q14c.

The following pages provide more detail on these key communication questions.



Main Ideas of the Campaign – Unaided

Those who claimed to have seen/heard the campaign (N=237) were asked an open-ended question about what they thought the main ideas of the campaign were (apart from simply putting food waste in the green lid bin) – this is why the campaign stills shown earlier in the survey did not contain much text – we wanted respondents to answer based on their previous exposure to the campaign. Main responses include the benefits for the environment (25%), reducing the amount of waste sent to landfill (16%) and sorting waste correctly/knowing which bin to use (16%).

Q14c. *Apart from getting you to put food waste in your green lid bin, to the best of your knowledge, what were the main ideas that this education and advertising campaign was attempting to communicate to you?*

Main Idea	N=237
Better for the environment	25%
Reduce waste to landfill	16%
To sort waste correctly/know the correct bin	16%
Recycle more	14%
Compost more/food scrap turned into compost	11%
Use the green bin/all food scraps go into the green bin	10%
Work together/everyone is responsible	8%
Do the right thing/be aware	7%
Benefits to the community/farmers/future generations	5%
Educate and encourage the community	5%
It is easy to do	3%
What happens with waste and how it is used	3%
Cost effective e.g., saves on costs, return and earn	2%
Use biodegradable bags/paper/liner	2%
Already using green bin/own compost	1%
Council is working on the problem	1%
Keep the area clean	1%
Used wording to appeal catchier	1%
Ways to reduce the smell	1%
Other	6%
No response/unsure	12%

Base: (Those that have seen the campaign 237 of 387)

Note: percentages in table exceeds 100% as respondents could provide multiple responses



Main Ideas of the Campaign Continued

Whilst there are small differences in responses by LGA, overall, the main themes were consistent across the three LGA's, suggesting the three LGA's utilized the core campaign materials provided by the NSW EPA.

Q14c. *Apart from getting you to put food waste in your green lid bin, to the best of your knowledge, what were the main ideas that this education and advertising campaign was attempting to communicate to you?*

	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Better for the environment	32%	26%	20%
Reduce waste to landfill	16%	16%	18%
To sort waste correctly/know the correct bin	14%	14%	20%
Recycle more	17%	14%	10%
Compost more/food scrap turned into compost	14%	13%	8%
Use the green bin/all food scraps go into the green bin	8%	9%	12%
Work together/everyone is responsible	8%	12%	5%
Do the right thing/be aware	5%	4%	10%
Benefits to the community/farmers/future generations	6%	6%	2%
Educate and encourage the community	10%	5%	3%
It is easy to do	2%	4%	2%
What happens with waste and how it is used	3%	0%	4%
Cost effective e.g., saves on costs, return and earn	2%	0%	3%
Use biodegradable bags/paper/liner	0%	3%	2%
Already using green bin/own compost	2%	1%	1%
Council is working on the problem	0%	1%	1%
Keep the area clean	2%	0%	1%
Used wording to appeal catchier	2%	0%	1%
Ways to reduce the smell	0%	3%	1%
Other	3%	6%	7%
No response/unsure	11%	12%	13%
Base	63	77	97

Base: (Those that have seen the campaign)



Main Ideas of the Campaign Continued

Importantly, repeat campaign exposure appears to increase message retention – note that amongst those who had seen/heard the campaign 1-5 times, 18% couldn't provide a message on this question – but for those who had seen/heard the campaign 6+ times only 6% couldn't provide an answer.

Those that have seen the campaign 6 or more times were more likely to state the main ideas communicated in the campaign were 'better for the environment' and 'reduce waste to landfill'.

Q14c. *Apart from getting you to put food waste in your green lid bin, to the best of your knowledge, what were the main ideas that this education and advertising campaign was attempting to communicate to you?*

	Seen the campaign 1-5 times	Seen the campaign 6+ times
Better for the environment	17%	33%▲
Reduce waste to landfill	12%	21%
To sort waste correctly/know the correct bin	15%	18%
Recycle more	14%	13%
Compost more/food scrap turned into compost	10%	13%
Use the green bin/all food scraps go into the green bin	10%	11%
Work together/everyone is responsible	7%	10%
Do the right thing/be aware	5%	9%
Benefits to the community/farmers/future generations	3%	6%
Educate and encourage the community	4%	7%
It is easy to do	1%	4%
What happens with waste and how it is used	2%	4%
Cost effective e.g., saves on costs, return and earn	2%	1%
Use biodegradable bags/paper/liner	2%	2%
Already using green bin/own compost	2%	1%
Council is working on the problem	1%	1%
Keep the area clean	0%	2%
Used wording to appeal catchier	2%	0%
Ways to reduce the smell	2%	1%
Other	8%	4%
No response/unsure	18%▲	6%
Base	123	114

▲▼ = A significantly higher/lower percentage (by frequency of exposure)
Base: (Those that have seen the campaign)

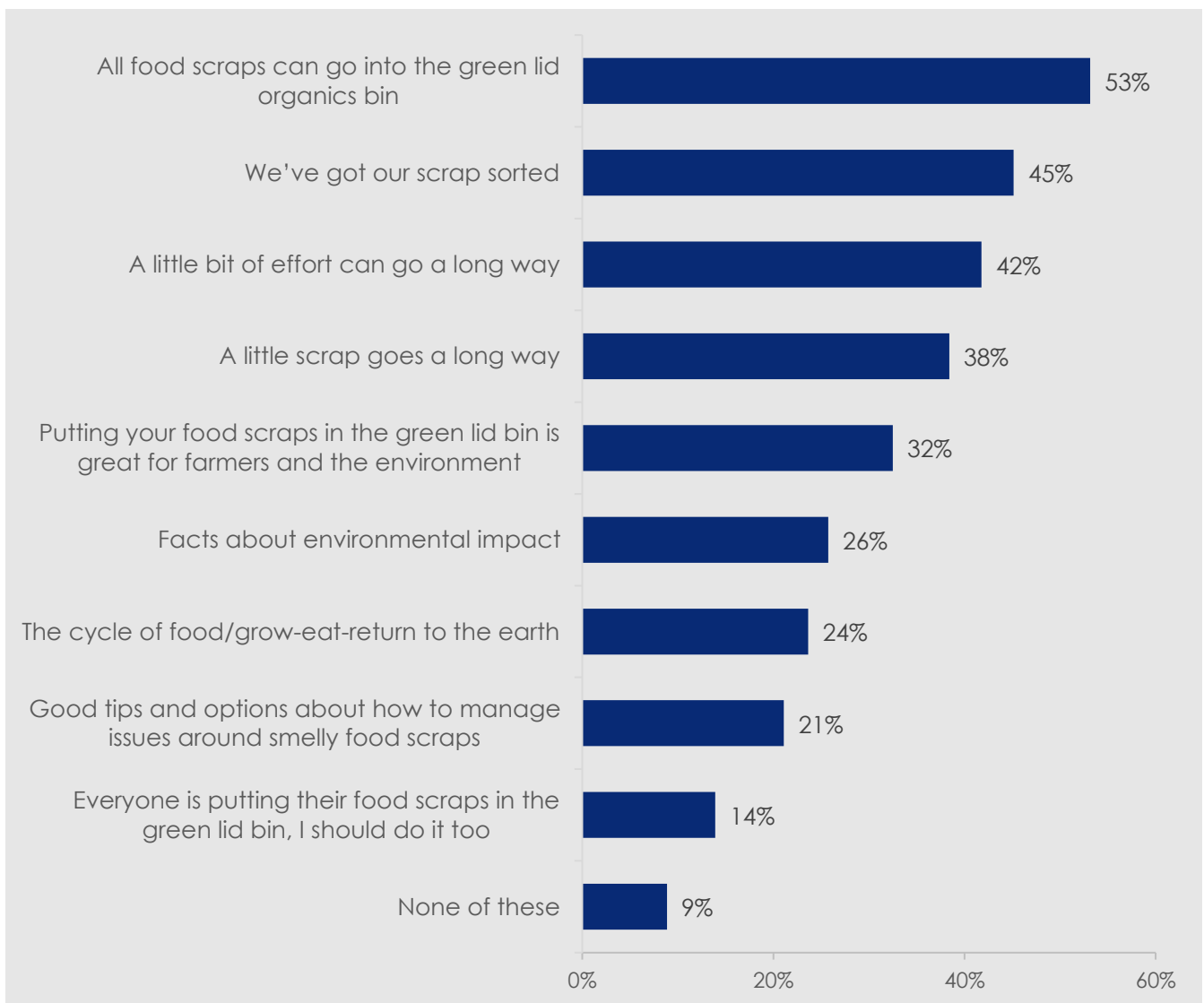


Specific Messages Recalled from the Campaign

53% of those who had seen/heard the campaign specifically recall the message that 'all food scraps can go into the green lid organics bin'. In the earlier open-ended message recall question we specifically asked respondents to recall messages '**apart from** getting you to put food waste in your green lid bin...', which would explain why unaided recall of this message was relatively low but it is the most frequently selected on this aided question.

45% recall the caption 'we've got our scrap sorted' (the campaign stills shown in the online survey to aid in campaign recognition included some of the 'sorting' taglines [although most text was removed from the survey prompt images], so this **may** have marginally boosted recall.

Q14d- Which, if any, of these messages do you specifically recall seeing or hearing in the campaign?



Base: N=237

Base: (Those that have seen the campaign)



Specific Messages Recalled from the Campaign Continued

The tables below/overleaf cross-analyse aided message recall by media channels respondents remember seeing/hearing the campaign on. The data suggests that Council's website, advertising in local newspapers and articles in Council's e-newsletters (overleaf) appear to be associated with greater levels of recall for specific aided messages – although as residents may have been exposed to the campaign via multiple channels (and differing frequencies on each channel) we cannot draw firm conclusions from this analysis:

Q14d- Which, if any, of these messages do you specifically recall seeing or hearing in the campaign?

	Social media, such as Facebook	Advertising on television	Council's website	Signage on Council waste trucks	Advertising in local newspapers
All food scraps can go into the green lid organics bin	54%	57%	54%	62%	62%
We've got our scrap sorted	51%	51%	58%▲	54%	55%
A little bit of effort can go a long way	42%	45%	52%▲	50%	58%▲
A little scrap goes a long way	47%▲	41%	47%▲	44%	53%▲
Putting your food scraps in the green lid bin is great for farmers and the environment	37%	36%	40%▲	38%	47%▲
Facts about environmental impact	25%	26%	32%	40%▲	38%▲
The cycle of food/grow-eat-return to the earth	25%	26%	26%	25%	33%
Good tips and options about how to manage issues around smelly food scraps	25%	27%▲	28%▲	26%	31%▲
Everyone is putting their food scraps in the green lid bin, I should do it too	17%	17%	18%	25%▲	20%
None of these	7%	7%	5%	6%	4%
Base	120	107	97	68	55

Table continued on the next page

▲▼ = A significantly higher/lower percentage (by media type)



Specific Messages Recalled from the Campaign Continued

Q14d- Which, if any, of these messages do you specifically recall seeing or hearing in the campaign?

	Editorial, news items or interviews in local newspapers, radio or television, etc.	Flyers or notes included with Council rates notes	Articles in Council's e-newsletter	A Council pop-up stand at a public place such as a Farmers' Market
All food scraps can go into the green lid organics bin	65%	58%	67%▲	59%
We've got our scrap sorted	54%	54%	72%▲	62%
A little bit of effort can go a long way	54%	56%▲	58%▲	48%
A little scrap goes a long way	46%	44%	56%▲	59%▲
Putting your food scraps in the green lid bin is great for farmers and the environment	33%	40%	51%▲	52%▲
Facts about environmental impact	38%▲	42%▲	44%▲	34%
The cycle of food/grow-eat-return to the earth	33%	27%	35%	38%
Good tips and options about how to manage issues around smelly food scraps	35%▲	25%	40%▲	45%▲
Everyone is putting their food scraps in the green lid bin, I should do it too	27%▲	25%▲	30%▲	17%
None of these	2%	8%	2%	3%
Base	48	48	43	29

▲ ▼ = A significantly higher/lower percentage (by media type)



Specific Messages Recalled from the Campaign Continued

As was the case on the earlier unaided message recall question, repeat exposure to the campaign results in significantly higher aided message recall – for instance, those who had seen/heard the campaign 6+ times were significantly more likely to recall eight of the nine listed messages. While all three councils ran the same base campaign messaging, they also had the option to use additional campaign messaging (at the local level), therefore the results may reflect to some extent different messaging within each LGA.

Q14d- Which, if any, of these messages do you specifically recall seeing or hearing in the campaign?

	Frequency of exposure to the FOGO campaign		LGA		
	Seen 1-5 times	Seen 6+ times	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
All food scraps can go into the green lid organics bin	46%	61%▲	51%	56%	53%
We've got our scrap sorted	33%	58%▲	38%	55%▲	42%
A little bit of effort can go a long way	34%	50%▲	43%	39%	43%
A little scrap goes a long way	30%	47%▲	35%	43%	37%
Putting your food scraps in the green lid bin is great for farmers and the environment	21%	45%▲	37%	38%	26%
Facts about environmental impact	20%	32%▲	27%	23%	27%
The cycle of food/grow-eat-return to the earth	19%	29%	21%	27%	23%
Good tips and options about how to manage issues around smelly food scraps	14%	29%▲	14%	38%▲	12%▼
Everyone is putting their food scraps in the green lid bin; I should do it too	9%	19%▲	16%	12%	14%
None of these	11%	6%	11%	5%	10%
Base	123	114	63	77	97

▲▼ = A significantly higher/lower percentage (by group)
Base: (Those that have seen the campaign)

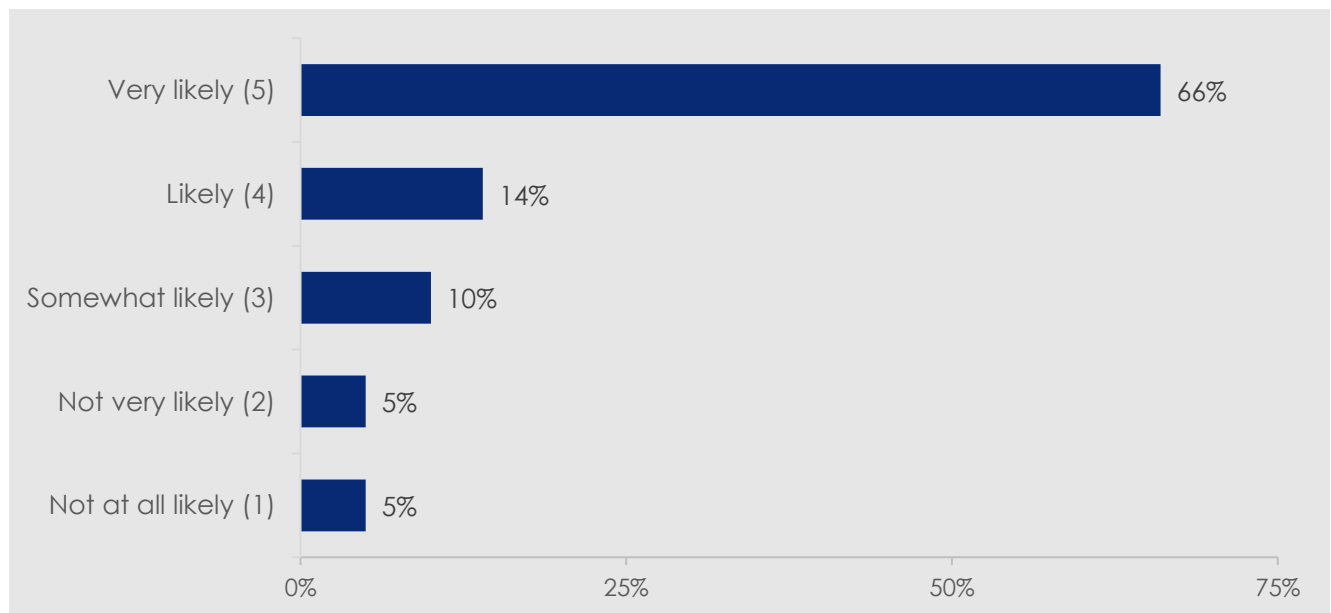


Likelihood of Placing Food Scraps in the Green Bin as a Result of the Campaign

Respondents claim that their food waste behaviours will be positively influenced as a result of the campaign, with 66% committing to the top 'very likely' response code, compared to 14% 'likely' to be positively influenced and only 10% 'not very likely/not at all likely' to be influenced. Whilst these sorts of direct/ 'blunt' questions do not profess to predict actual behavior, they are useful because they provide a sense of how respondents have reacted emotionally to the campaign – and in this instance, reactions are very positive. Note also that commitment to the top 'very likely' code increases significantly with repeat exposure to the campaign, which is encouraging as it suggests repeat exposure is not causing premature campaign wear-out.

Q14e. As a result of this education and advertising campaign, how likely, if at all, are you to put your food scraps (or continue to put your food scraps) into your green lid bin?

	Overall	Frequency of exposure to the FOGO campaign		LGA		
		Seen 1-5 times	Seen 6+ times	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
% 'very likely'	66%	60%	73%▲	70%	69%	62%
Mean	4.30	4.21	4.39	4.35	4.39	4.20
Base	237	123	114	63	77	97



Base: N=237
(those that have seen the campaign)

Scale: 1 = not at all likely, 5 = very likely

▲▼ = A significantly higher/lower percentage (by group)



Reason for Likelihood of Placing Food Scraps in the Green Bin as a Result of the Campaign

Of those that have seen the campaign (N=237) and are likely/very likely to place their food scraps in the green bin, the main reason is that they are already managing their food waste appropriately or to their best ability. Other reasons that increase the likelihood include the benefits to the environment, it is the right thing to do and increased awareness and knowledge from the campaign. Note that some of those who said they wouldn't be impacted by the campaign mentioned it was because they use alternative methods such as composting/feeding scraps to animals.

Q14e. As a result of this education and advertising campaign, how likely, if at all, are you to put your food scraps (or continue to put your food scraps) into your green lid bin?

Q14f. Why do you say that?

Reason	N=237
Very likely (66%)	
I am already managing my food waste	26%
It is good for the environment	14%
It is the right thing to do	8%
I am/the community is more aware/informed	6%
Everyone can do their bit to help	5%
Important/better for the future	5%
Easy to do	3%
Makes sense/good idea	3%
Reduce waste to landfill	3%
Good for compost	2%
The green bin is emptied more frequently/stops the red bin from smelling	2%
Likely (14%)	
I am already managing my food waste	4%
Feels good to know we are making a difference/working together	2%
I am/the community is more aware/informed	2%
It is a good reminder	2%
Somewhat likely (10%)	
Already use the green bin for food scraps	2%
Pests/smell	2%
Not very likely/Not at all likely (10%)	
Manage food waste through compost and animals	5%
Pests/smell	3%

Please see Appendix A for complete list of responses

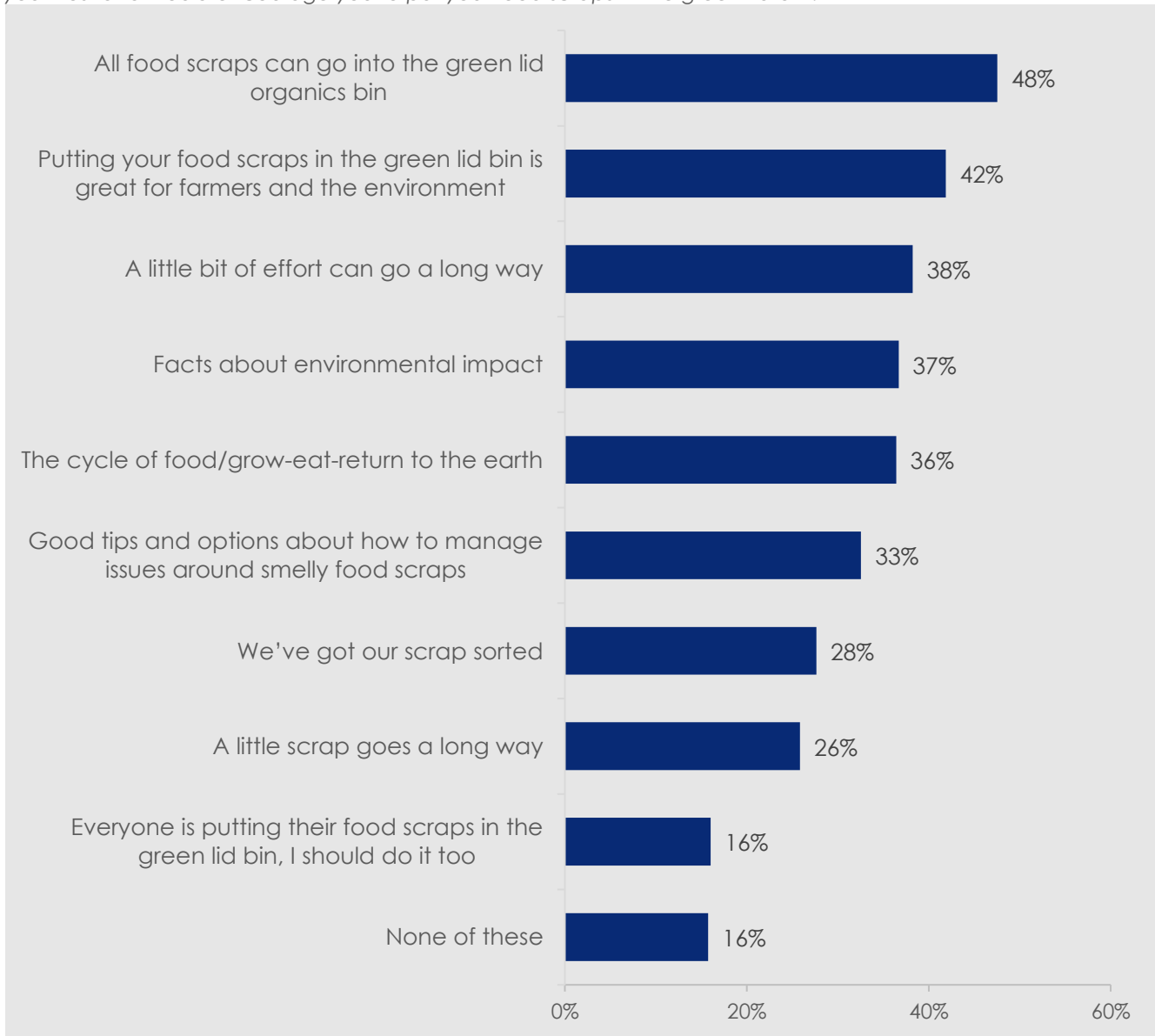
Base: (Those that have seen the campaign)



Most Appealing Messages from the Campaign

'All food scraps can go into the green bin' (48%) and 'putting your food scraps in the green lid bin is great for farmers and the environment' (42%) were selected as the most appealing messages featured in the campaign.

Q14g- Listed below are some of the messages that were featured in the campaign. Which, if any, of these messages appeal to you most and would encourage you to put your food scraps in the green-lid bin?



Base: N=387

Base: (Total sample)



Most Appealing Messages from the Campaign Continued

Of the 237 respondents who recalled seeing the campaign, those that also stated they are 'very likely' to place their food scraps in the green bin as a result of the campaign were more likely than those that gave a lower rating to find all messages more appealing (significantly so for 6 of the 9 messages).

Q14g- Listed below are some of the messages that were featured in the campaign. Which, if any, of these messages appeal to you most and would encourage you to put your food scraps in the green-lid bin?

	Not at all likely to Likely (Q14e)	Very likely (Q14e)
All food scraps can go into the green lid organics bin	30%	58%▲
Putting your food scraps in the green lid bin is great for farmers and the environment	25%	52%▲
A little bit of effort can go a long way	25%	51%▲
Facts about environmental impact	26%	44%▲
The cycle of food/grow-eat-return to the earth	14%	48%▲
Good tips and options about how to manage issues around smelly food scraps	26%	36%
We've got our scrap sorted	33%	38%
A little scrap goes a long way	23%	38%▲
Everyone is putting their food scraps in the green lid bin, I should do it too	11%	18%
None of these	25%▲	6%
Base	80	157

Base: (Total sample)

▲▼ = A significantly higher/lower percentage (by group)



Most Appealing Messages from the Campaign Continued

The below table looks at results by those who stated their reason for being 'very likely' to put their food scraps in the green bin as a result of the campaign was 'I am already managing my food waste', 'It is good for the environment' and/or 'it is the right thing to do'. Those that stated they are 'very likely' as 'it is the right thing to do' (caution small sample size) are more likely find the messages 'a little bit of effort can go a long way' and 'a little scrap goes a long way' more appealing.

Q14g- Listed below are some of the messages that were featured in the campaign. Which, if any, of these messages appeal to you most and would encourage you to put your food scraps in the green-lid bin?

Message appeal (Q14g)	Overall	Rated 'very likely' to put food scraps in the green bin as a result of the campaign (Q14e), with the key reason being (Q14f):		
		I am already managing my food waste/always have/no change to current behaviour	It is good for the environment	It is the right thing to do
All food scraps can go into the green lid organics bin	48%	58%	66%▲	40%
Putting your food scraps in the green lid bin is great for farmers and the environment	42%	48%	56%	55%
A little bit of effort can go a long way	38%	50%	47%	65%▲
Facts about environmental impact	37%	40%	56%▲	40%
The cycle of food/grow-eat-return to the earth	36%	50%▲	47%	50%
Good tips and options about how to manage issues around smelly food scraps	33%	35%	31%	15%
We've got our scrap sorted	28%	35%	34%	55%
A little scrap goes a long way	26%	37%	44%	55%▲
Everyone is putting their food scraps in the green lid bin, I should do it too	16%	13%	22%	20%
None of these	16%	10%	0%▼	0%
Base	387	62	32	20

Base: (Total sample)

▲▼ = A significantly higher/lower percentage (by group)



Most Appealing Messages from the Campaign Continued

Respondents residing in the Clarence Valley Council LGA were more likely than other LGA residents to prefer 'the cycle of food/grow-eat-return to the earth', whilst those in the Forbes Shire Council LGA found 'putting your food scraps in the green lid bin is great for farmers and the environment' and 'we've got our scrap sorted' more appealing than did other LGA residents. Kempsey Shire residents rated 3 of the messages significantly less appealing, and none significantly more appealing compared to the other 2 LGAs.

Q14g- Listed below are some of the messages that were featured in the campaign. Which, if any, of these messages appeal to you most and would encourage you to put your food scraps in the green-lid bin?

	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
All food scraps can go into the green lid organics bin	53%	47%	44%
Putting your food scraps in the green lid bin is great for farmers and the environment	43%	52%▲	36%▼
A little bit of effort can go a long way	43%	47%	31%▼
Facts about environmental impact	40%	34%	36%
The cycle of food/grow-eat-return to the earth	44%▲	29%	34%
Good tips and options about how to manage issues around smelly food scraps	35%	38%	28%
We've got our scrap sorted	24%	38%▲	26%
A little scrap goes a long way	28%	33%	21%▼
Everyone is putting their food scraps in the green lid bin, I should do it too	13%	16%	18%
None of these	13%	13%	19%
Base	126	85	176

▲▼ = A significantly higher/lower percentage (by LGA)

Base: (Total sample)



Most Appealing Messages from the Campaign Continued

The level of appeal for specific messages increased with increased exposure to the campaign.

Q14g- Listed below are some of the messages that were featured in the campaign. Which, if any, of these messages appeal to you most and would encourage you to put your food scraps in the green-lid bin?

	Frequency of exposure to the FOGO campaign		
	Have not seen the campaign	Seen 1-5 times	Seen 6+ times
All food scraps can go into the green lid organics bin	46%	41%	57%▲
Putting your food scraps in the green lid bin is great for farmers and the environment	41%	36%	50%▲
A little bit of effort can go a long way	32%▼	37%	48%▲
Facts about environmental impact	35%	33%	43%
The cycle of food/grow-eat-return to the earth	36%	30%	44%▲
Good tips and options about how to manage issues around smelly food scraps	32%	28%	38%
We've got our scrap sorted	14%▼	31%	42%▲
A little scrap goes a long way	15%▼	28%	38%▲
Everyone is putting their food scraps in the green lid bin, I should do it too	16%	15%	18%
None of these	21%▲	15%	10%▼
Base	150	123	114

▲▼ = A significantly higher/lower percentage (by LGA)

Base: (Total sample)



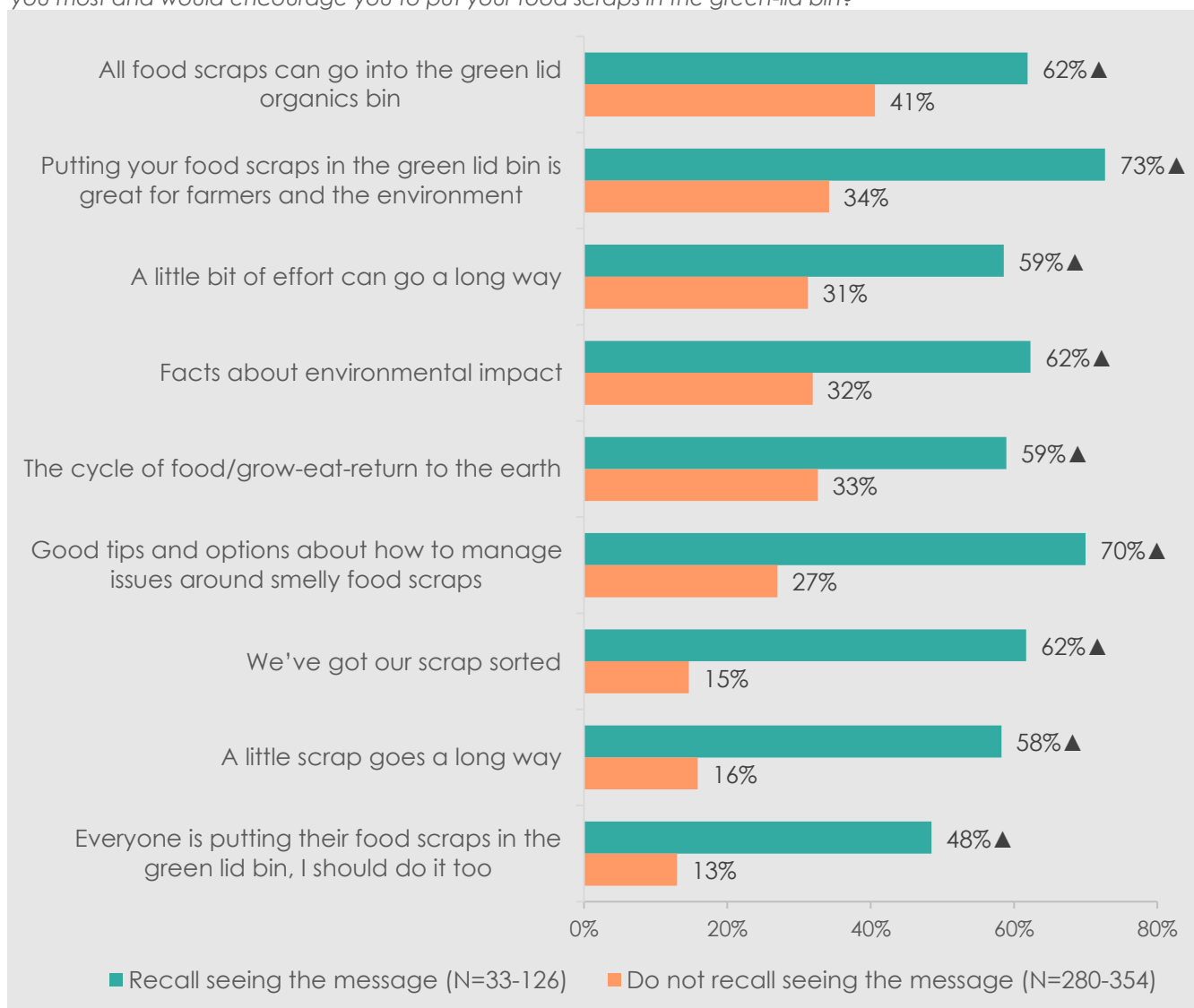
Most Appealing Messages from the Campaign by Recall

The chart below cross analyses the appeal of messages by those who recall seeing/hearing the particular message (e.g., 62% of those who recall seeing/hearing 'all food scraps can go into the green lid organics bin' found this message appealing compared to 41% of those do not recall seeing the message).

Generally, appeal for all messages was much higher for those who recall seeing that particular message, with the biggest gaps in preference for the messages 'we've got our scrap sorted' (gap of 47%) and 'good tips and options about how to manage issues around smelly food scraps' (gap of 43%) – this could potentially be due to the complexity of the messages that require more of a story or visual cue to further explain the message.

Q14d. Which, if any, of these messages do you specifically recall seeing or hearing in the campaign?

Q14g- Listed below are some of the messages that were featured in the campaign. Which, if any, of these messages appeal to you most and would encourage you to put your food scraps in the green-lid bin?



▲▼ = A significantly higher/lower percentage (by recall)
Base: (Total sample)

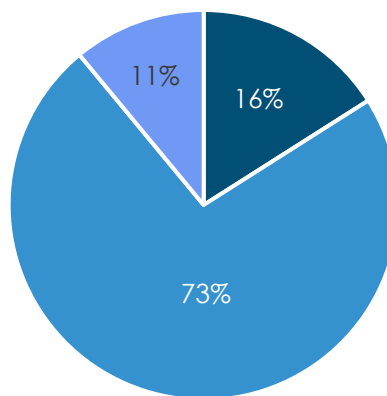


Proportion of Food Scraps in the Green Bin Compared to 6 Months Ago

Compared to six or so months ago, 16% of FOGO users are now putting a larger proportion of food scraps in their green bin, whilst 73% have remained the same. A significantly greater proportion of Forbes residents (24%) are more likely to be putting more food scraps in the green-lid bin compared to Clarence Valley and Kempsey Shire residents – potentially due to the higher reach/frequency of the campaign in the Forbes LGA.

Encouragingly, those that have seen the campaign claim they are significantly more likely than those who haven't seen the campaign to place more food scraps in the green bin compared to 6 months ago.

Q12a. Thinking now about the last one or two months, and comparing to six or so months ago... In the last one or two months, would your household have...



- Put a larger proportion of your food scraps in the green-lid bin than you did six or so months ago
- Put about the same proportion of your food scraps in the green-lid bin than you did six or so months ago
- Put a smaller proportion of your food scraps in the green-lid bin than you did six or so months ago

	Overall	Seen the campaign	Not seen	Participated in previous research in April/May 2020 (Q15e)			LGA		
				Yes	No	Can't say	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
More	16%	20%▲	8%	30%▲	13%	9%	10%	24%▲	16%
Same	73%	69%	79%▲	58%▼	78%▲	74%	79%	69%	71%
Less	11%	10%	13%	12%	9%	17%	11%	7%	13%
Base	322	205	117	67	191	64	107	74	141

Base: (FOGO users)

▲▼ = A significantly higher/lower percentage (by group)



Proportion of Food Scraps in the Green Bin Compared to 6 Months Ago Continued

The table below shows the disposal method of any type of food scraps by the proportion of food scraps placed in the green bin now compared to 6 or so months ago. Although the base size is relatively small, we can see those who are placing less food scraps in the green bin are more likely to be placing their foods in the red bin – however, they also marginally more likely to be using alternatives such as compost and feeding to animals.

Q12a. Thinking now about the last one or two months, and comparing to six or so months ago... In the last one or two months, would your household have...

Q5. Disposal of any type of food scraps	Overall	Q12a. Proportion of food scraps in the green bin compared to 6 or so months ago		
		More	Same	Less
Green lid organics bin	72%	88%	89%	75%▼
Compost (home or community) or worm farm	27%	20%	26%	31%
Feed to animals/pets	22%	18%	18%	25%
Red lid garbage bin	10%	2%	4%	11%
Base	387	51	235	36

Base: (FOGO users)

▲▼ = A significantly higher/lower percentage (by group)

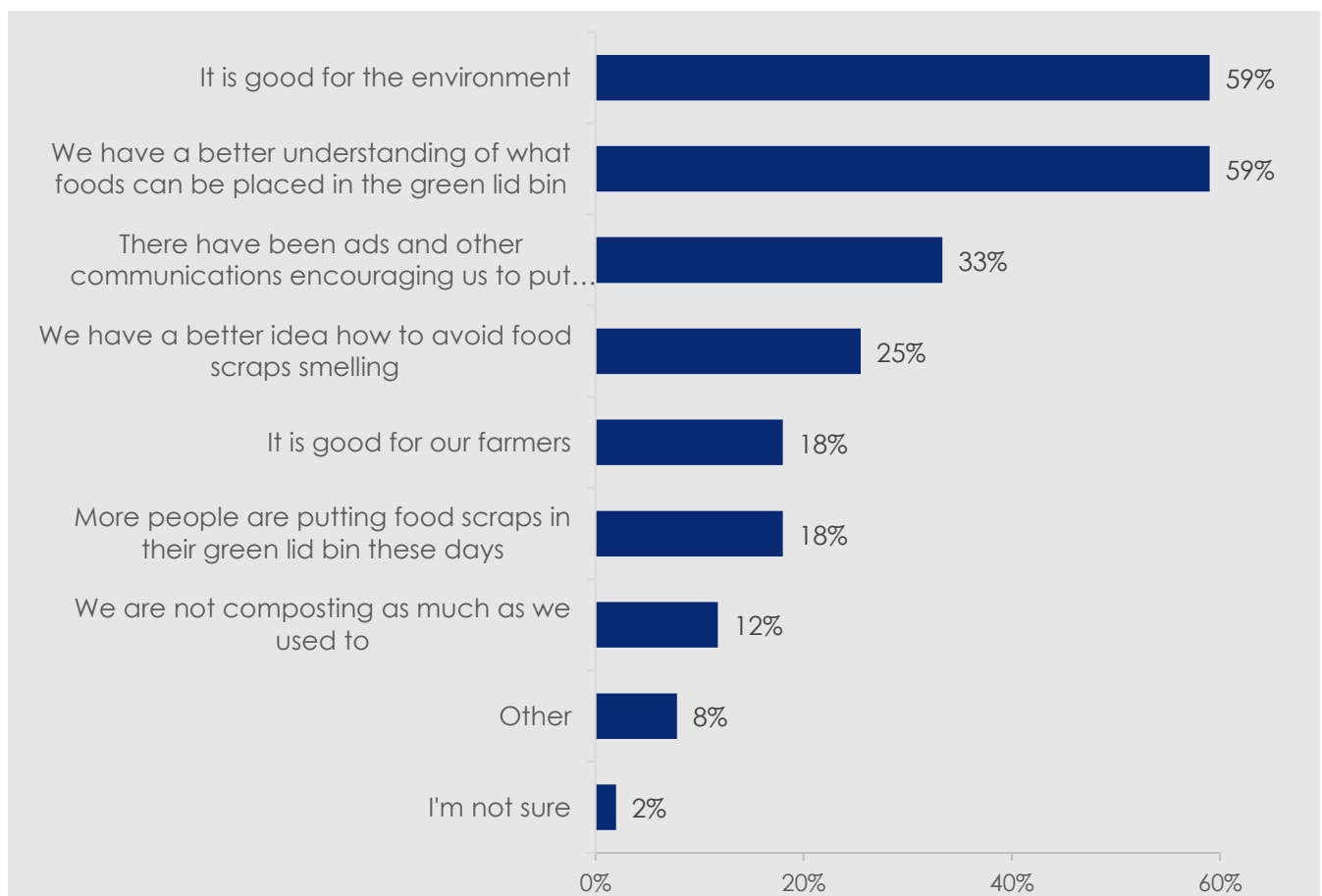


Reason for Placing a Larger Proportion of Food Scraps in the Green Bin Compared to 6 Months Ago

FOGO users who stated they place a greater proportion of food scraps in the green bin compared to 6 or so months ago said that the main reasons were that it is good for the environment and now have a better understanding of what foods can be placed in the green bin. Interestingly, 82% of this group (42 of 51) have seen the campaign, highlighting the influence of the campaign.

Q12a. Thinking now about the last one or two months, and comparing to six or so months ago... In the last one or two months, would your household have...

Q12b. Which, if any, of the following reasons, do you think are contributing to you putting a larger proportion of your household food scraps in the green-lid bin now than you did six or so months ago?



Base: N=51

Other specified	Count
I have been home more and preparing more meals at home	2
Eating more fresh food	1
Educating other members of the household	1

Base: (FOGO users/those that selected they place a larger proportion of food scraps in the green bin compared to 6 months ago)



Reason for Placing a Larger Proportion of Food Scraps in the Green Bin Compared to 6 Months Ago Continued

The table below splits the 51 respondents from the previous page into those who have and have not seen/heard the campaign. Sample sizes are too small to generate any meaningful differences between the two groups:

Q12a. *Thinking now about the last one or two months, and comparing to six or so months ago... In the last one or two months, would your household have...*

Q12b. *Which, if any, of the following reasons, do you think are contributing to you putting a larger proportion of your household food scraps in the green-lid bin now than you did six or so months ago?*

	Overall	Seen the campaign	Not seen
It is good for the environment	59%	57%	67%
We have a better understanding of what foods can be placed in the green lid bin	59%	57%	67%
There have been ads and other communications encouraging us to put food scraps in the green lid bin	33%	36%	22%
We have a better idea how to avoid food scraps smelling	25%	26%	22%
It is good for our farmers	18%	19%	11%
More people are putting food scraps in their green lid bin these days	18%	17%	22%
We are not composting as much as we used to	12%	14%	0%
Other	8%	5%	22%
I'm not sure	2%	2%	0%
Base	51	42	9*

*Caution: small sample size

Base: (FOGO users/those that selected they place a larger proportion of food scraps in the green bin compared to 6 months ago)





Detailed Results – 2. Attitudes and Behaviours



Overall Waste Attitudes and Behaviours

This next section looks at waste attitudes and behaviours of respondents.

First, we will identify the individual's perceived responsibility compared to the responsibility of others for reducing the amount of waste sent to landfill to determine if respondents feel more responsible than others, less responsible or the responsibility is shared.

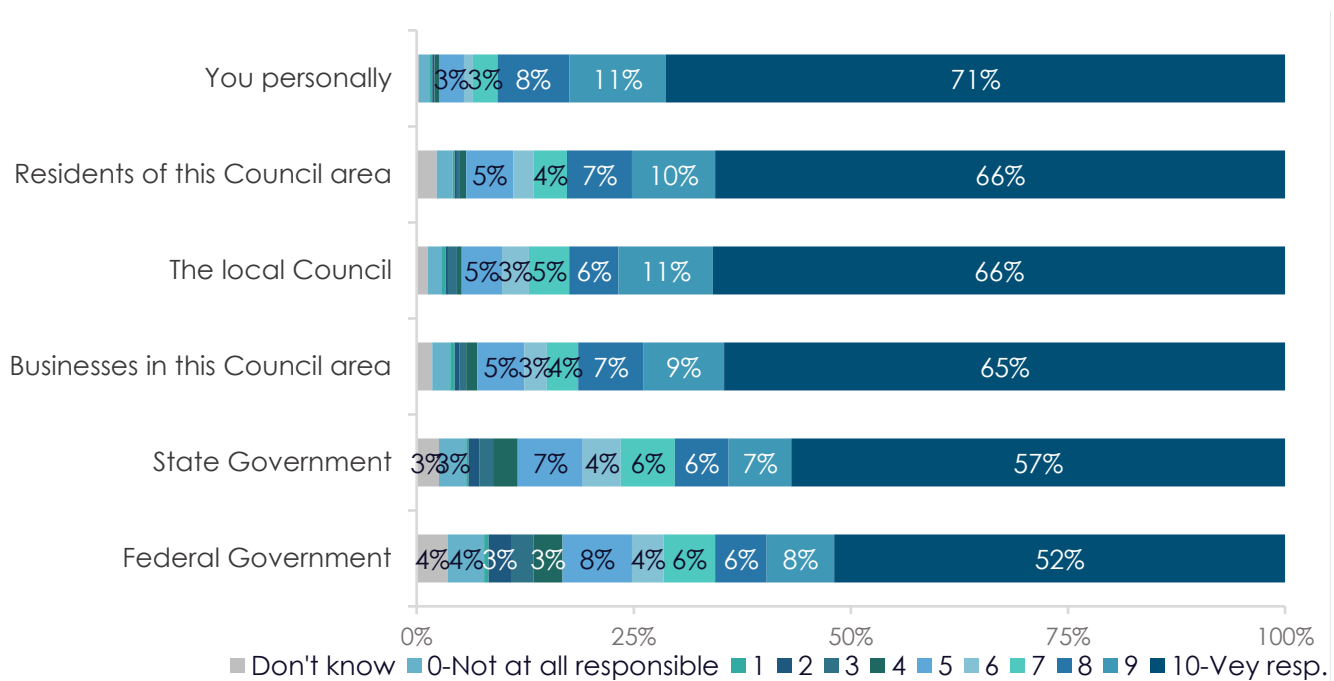
Following on from perceived responsibility, we take a brief look at the top 2 disposal methods of general household waste.



Responsibility for Reducing Waste

71% of respondents believe they are personally 'very responsible' for reducing the amount of waste sent to landfill. In Wave 2 (and not significantly different to Wave 1), there appears to be a sense of shared responsibility – that is, respondents believe they are personally responsible, but they also feel that other residents, local Council and local businesses are responsible. In the table below the chart, we can see the level of responsibility has slightly increased from Wave 1 to Wave 2 for personal responsibility and the average of all others – but these increases are not statistically significant. These minor increases are regardless of whether the respondent recalls seeing/hearing the campaign. One explanation could be that Wave 2 of the survey reached a slightly more engaged sample than Wave 1. Another explanation is that COVID- 19 is influencing attitudes and also may explain the increased belief the Federal Government should be responsible in reducing the amount of waste that is sent to landfill.

Q4. How responsible, if at all, do you think each of the following people or groups should be for reducing the amount of waste that is sent to landfill?



	Wave 1 (N=515)	Wave 2 (N=387)	Seen campaign (N=236)	Have not seen or heard of this campaign at all (N=150)
You personally	9.12	9.25	9.26	9.23
Average of all others	8.48	8.59	8.60	8.59
Residents of this Council area	8.87	8.96	9.04	8.84
The local Council	8.89	8.94	8.90	9.01
Businesses in this Council area	8.85	8.83	8.97	8.60
State Government	8.14	8.31	8.22	8.45
Federal Government	7.55	7.96	7.85	8.13

Base: N=387 (total sample)

Note: labels ≤2% are not shown above

Note: Don't know responses are not included in the mean

Scale: 0 = not at all responsible, 10 = very responsible

Disposal of Household Waste

The top 2 disposal methods for each of the six waste items have remained the same in both Waves 1 and 2, however, significantly more residents in Wave 2 are placing their food scraps in the green bin and paper and cardboard in the yellow bin.

Those that have seen the campaign were significantly more likely to place their food scraps and paper/cardboard waste in the green bin compared to those that haven't seen the campaign.

Q5. How do you or members of your household usually dispose of the following types of household waste?

Top 2 Disposal Methods per Household Waste Item



Food scraps			
Wave 1 (N=515)	Wave 2 (N=387)	Seen campaign (N=237)	Not seen (N=150)
Green bin (64%)	Green bin (72%▲)	Green bin (76%▲)	Green bin (67%)
Compost or worm farm/feed to animals (25%)	Compost or worm farm (27%)	Compost or worm farm (26%)	Compost or worm farm (28%)



Soft plastics			
Wave 1 (N=515)	Wave 2 (N=387)	Seen campaign (N=237)	Not seen (N=150)
Red bin (77%)	Red bin (78%)	Red bin (78%)	Red bin (77%)
Recycling service (13%)	Recycling service (15%)	Recycling service (15%)	Recycling service (15%)

▲▼ = A significantly higher/lower percentage (by Wave)

Note: detailed results of disposal method by waste item (compared by Wave) can be found in Appendix A

Base: (Total sample)



Disposal of Household Waste Continued

Q5. How do you or members of your household usually dispose of the following types of household waste?

Top 2 Disposal Methods per Household Waste Item



Paper and cardboard			
Wave 1 (N=515)	Wave 2 (N=387)	Seen campaign (N=237)	Not seen (N=150)
Yellow bin (90%)	Yellow bin (95%▲)	Yellow bin (95%)	Yellow bin (95%)
Green bin (13%)	Green bin (13%)	Green bin (17%▲)	Compost or worm farm (7%)



Glass jars/plastic bottles			
Wave 1 (N=515)	Wave 2 (N=387)	Seen campaign (N=237)	Not seen (N=150)
Yellow bin (92%)	Yellow bin (91%)	Yellow bin (90%)	Yellow bin (92%)
Red bin (5%)	Red bin (5%)	Red bin (6%)	Red bin/Return and Earn (3%)

▲▼ = A significantly higher/lower percentage (by Wave)

Note: detailed results of disposal method by waste item (compared by Wave) can be found in Appendix A

Base: (Total sample)



Disposal of Household Waste Continued

Q5. How do you or members of your household usually dispose of the following types of household waste?

Top 2 Disposal Methods per Household Waste Item – Continued



Beverage containers			
Wave 1 (N=515)	Wave 2 (N=387)	Seen campaign (N=237)	Not seen (N=150)
Return and Earn machine or centre (63%)	Return and Earn machine or centre (59%)	Return and Earn machine or centre (63%▲)	Return and Earn machine or centre (53%)
Yellow bin (41%)	Yellow bin (45%)	Yellow bin (44%)	Yellow bin (47%)



Garden waste/plant cuttings			
Wave 1 (N=515)	Wave 2 (N=387)	Seen campaign (N=237)	Not seen (N=150)
Green bin (88%)	Green bin (91%)	Green bin (93%)	Green bin (88%)
Compost or worm farm (21%)	Compost or worm farm (23%)	Compost or worm farm (23%)	Compost or worm farm (23%)

Base: (Total sample)

Disposal of Household Waste Continued

The table below summarises the disposal method for six waste types. Highlighted are those cells where an item is 'incorrectly' disposed of. The figures in brackets show results from the same three councils in Wave 1. Compared to Wave 1 results, significantly more respondents placed their food scraps in the green bin (72% in Wave 2 compared to 64% in Wave1) and significantly more placed their paper/cardboard waste in the yellow bin (95% in Wave 2 compared to 90% in Wave 1).

Q5. How do you or members of your household usually dispose of the following types of household waste?

Disposal method	Waste type					
	Any type of food scraps	Soft plastics	Paper and cardboard	Glass jars/plastic bottles	Beverage containers	Garden waste/plant cuttings
Red lid garbage bin	10% (13%)	78% (77%)	<1%↓ (2%)	5% (5%)	<1% (1%)	1% (<1%)
Yellow lid recycling bin	<1% (1%)	8% (10%)	95%↑ (90%)	91% (92%)	45% (41%)	1% (1%)
Green lid organics bin	72%↑ (64%)	0% (<1%)	13% (13%)	1% (1%)	1% (1%)	91% (88%)
Compost or worm farm	27% (25%)	0% (<1%)	5% (6%)	0% (<1%)	0% (<1%)	23% (21%)
Return and Earn Machine or Centre	0% (<1%)	1% (<1%)	<1% (<1%)	2% (2%)	59% (63%)	1% (<1%)
Feed to animals/pets	22% (25%)	0% (0%)	0% (0%)	<1% (0%)	<1% (0%)	5% (4%)
Recycling service	0% (0%)	15% (13%)	1% (<1%)	2% (1%)	5% (3%)	0% (<1%)
Other	1% (2%)	4% (4%)	1% (2%)	7% (5%)	0% (<1%)	2% (4%)
Don't know	0% (1%)	1% (1%)	0% (1%)	<1% (1%)	0% (1%)	<1% (1%)
N/A – we don't have this type of waste	0% (0%)	<1% (<1%)	<1% (0%)	0% (<1%)	<1% (1%)	<1% (1%)

Main incorrect disposal methods

Numbers in brackets represent Wave 1 results for the 3 target councils (i.e., N = 515 not N = 2654)

↑↓ = A significantly higher/lower percentage ()

Base: (Total sample)



Disposal of Household Waste Continued

Looking more closely at the data we can see in the table below that respondents residing in the Forbes Shire Council LGA are significantly more likely to place their food scraps in the green bin, whilst those in the Kempsey Shire Council LGA were significantly less likely. Disposal of food waste in the green bin increased from Wave 1 for all 3 LGAs and composting/worm farm usage increased from Wave 1 for those located the Forbes LGA.

Those that have seen the campaign are significantly more likely to place their food scraps in the green bin.

Q5. How do you or members of your household usually dispose of the following types of household waste?

% disposing any type of food scraps by key methods	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council	Seen Campaign	Not seen
Green lid organics bin	73% (62%)	82%▲ (71%)	67%▼ (62%)	76%▲	67%
Compost (home or community) or worm farm	33% (29%)	15%▼ (22%)	28% (25%)	26%	28%
Feed to animals/pets	22% (28%)	19% (30%)	24% (23%)	21%	25%
Red lid garbage bin	8% (9%)	13% (13%)	10% (13%)	10%	9%
Base	126 (76)	85 (134)	176 (305)	237	150

Numbers in brackets represent Wave 1 results for the 3 target councils (i.e., N = 515 not N = 2654)

▲▼ = A significantly higher/lower percentage (by group)

Base: (Total sample)



FOGO Attitudes and Usage

This section explores FOGO attitudes and usage by drilling down into the different disposal methods of specific food waste types (e.g., meat, fish, fruit, dairy, etc.). We will determine the general level of awareness of households to place food scraps in the green lid organics bin and seek to understand why certain respondents continue to place all or some of their food scraps in the red bin (as this is one of the three main messages used throughout the campaign).



Disposal Methods of Different Types of Food Waste

Q5 provided an overview of how respondents dispose of a range of waste items, including the broad category of 'food scraps'. The table below (Q6) is based on a more detailed examination of food scraps, examining disposal methods for ten separate food types. Since Wave 1 research, usage of the green bin significantly increased for almost all food types (with the exception of bread and pastry products).

Please note: wording of the question changed for 'pantry long-life foods, such as cereal, old cake mixes, old biscuits, etc. (was 'pantry long-life packaged foods, such as cereal, old cake mixes, old packets of biscuits, etc.')

and 'takeaway/home delivery food such as left-over pizza, left-over Chinese/Thai/Indian meals, etc. (was 'takeaway/home delivery food such a pizza, meals in plastic take-away containers, etc.'). Any significant differences between Waves for these food types should be viewed from a point of interest.

Q6. Thinking now specifically about food scraps. Approximately how much, if any, of the following food waste types/scraps goes to each of the disposal methods listed below? Answer options: All / Most / Some / Only a little / None – with N/A.

Figures in the table below are those who said they dispose of ANY of each food type in each method (even if it is 'only a little').

% 'total do'	Overall - place ANY food waste:	Meat	Fish and other seafood scraps	Bones	Fruits/vegetables, etc.	Bread and pastry products	Pasta, rice, etc.	Pantry long-life packaged foods	Dairy product	Takeaway /home delivery food	Left-over cooked foods
In red lid Garbage Bin	45%↓ (66%)	21% (21%)	20% (23%)	25% (29%)	11% (12%)	17% (18%)	15% (16%)	29%↓ (36%)	26% (24%)	23%↓ (40%)	18% (19%)
In Yellow lid Recycling Bin	8%↓ (33%)	0% (1%)	1% (1%)	1% (1%)	<1% (<1%)	<1% (1%)	0% (1%)	3%↓ (10%)	<1% (1%)	5%↓ (27%)	1% (1%)
In Green lid Organics Bin	81% (77%)	56%↑ (46%)	60%↑ (50%)	64%↑ (53%)	67%↑ (60%)	54% (50%)	53%↑ (44%)	49%↑ (37%)	49%↑ (40%)	47%↑ (25%)	57%↑ (48%)
Elsewhere	63% (64%)	35% (38%)	22% (23%)	24% (27%)	44% (46%)	36% (38%)	34% (39%)	22% (22%)	22% (24%)	21% (17%)	41% (43%)
I never have this food waste	N/A	9% (12%)	11% (13%)	3%↓ (7%)	1%↓ (2%)	8% (8%)	13% (12%)	14% (15%)	17% (21%)	22% (19%)	7% (9%)

↑↓ = A significantly higher/lower percentage (compared to Wave 1)

Base: N = 387 (Total sample)



Disposal Methods of Different Types of Food Waste Continued

Looking again at the table from the previous page focusing only on the red and green bin disposal, compared by Wave, we can see, at an overall level, the proportion of those placing any food waste in the red bin significantly decreased from Wave 1 (this could have been impacted by the wording change for pantry and takeaway items). Usage of the green bin for disposal of all food types (apart from bread and pastry items) significantly increased – 5 of the 10 increased by 10% or more.

Q6. Thinking now specifically about food scraps. Approximately how much, if any, of the following food waste types/scraps goes to each of the disposal methods listed below? Answer options: All / Most / Some / Only a little / None – with N/A.

Figures in the table below are those who said they dispose of ANY of each food type in each method (even if it is 'only a little').

% 'total do'	Overall - place ANY food waste:	Meat	Fish and other seafood scraps	Bones	Fruits/vegetables, etc.	Bread and pastry products	Pasta, rice, etc.	Pantry long-life packaged foods	Dairy product	Takeaway /home delivery food	Left-over cooked foods
In Red lid Garbage Bin											
Wave 1	66%	21%	23%	29%	12%	18%	16%	36%	24%	40%	19%
Wave 2	45%↓	21%	20%	25%	11%	17%	15%	29%↓	26%	23%↓	18%
% difference	-21%	0%	-3%	-4%	-1%	-1%	-1%	-7%	+2%	-17%	-1%
In Green lid Organics Bin											
Wave 1	77%	46%	50%	53%	60%	50%	44%	37%	40%	25%	48%
Wave 2	81%	56%↑	60%↑	64%↑	67%↑	54%	53%↑	49%↑	49%	47%↑	57%↑
% difference	+4%	+10%	+10%	+11%	+7%	+4%	+9%	+12%	+9%	+22%	+9%

Base: N = 387 (Total sample)



FOGO User Summary

The proportion of FOGO Users within our sample has increased from Wave 1 and increases with increased exposure to the campaign.

			Q14b. Frequency of exposure to the campaign (Wave 2 only)		
	Wave 1	Wave 2	Have not seen campaign	Seen campaign 1-5 times	Seen campaign 6+ times
FOGO User (Food scraps in green bin on Q5 and/or Q6)	79%	83%	78%▼	86%	87%
Disposal of any food scraps in green bin (Q5)	64%	72%▲	67%▼	72%	80%▲
Any proportion of food scraps in green bin (Q6)	77%	81%	75%▼	85%	86%
Base	515	387	150	123	114

▲▼ = A significantly higher/lower rating/percentage (by group)

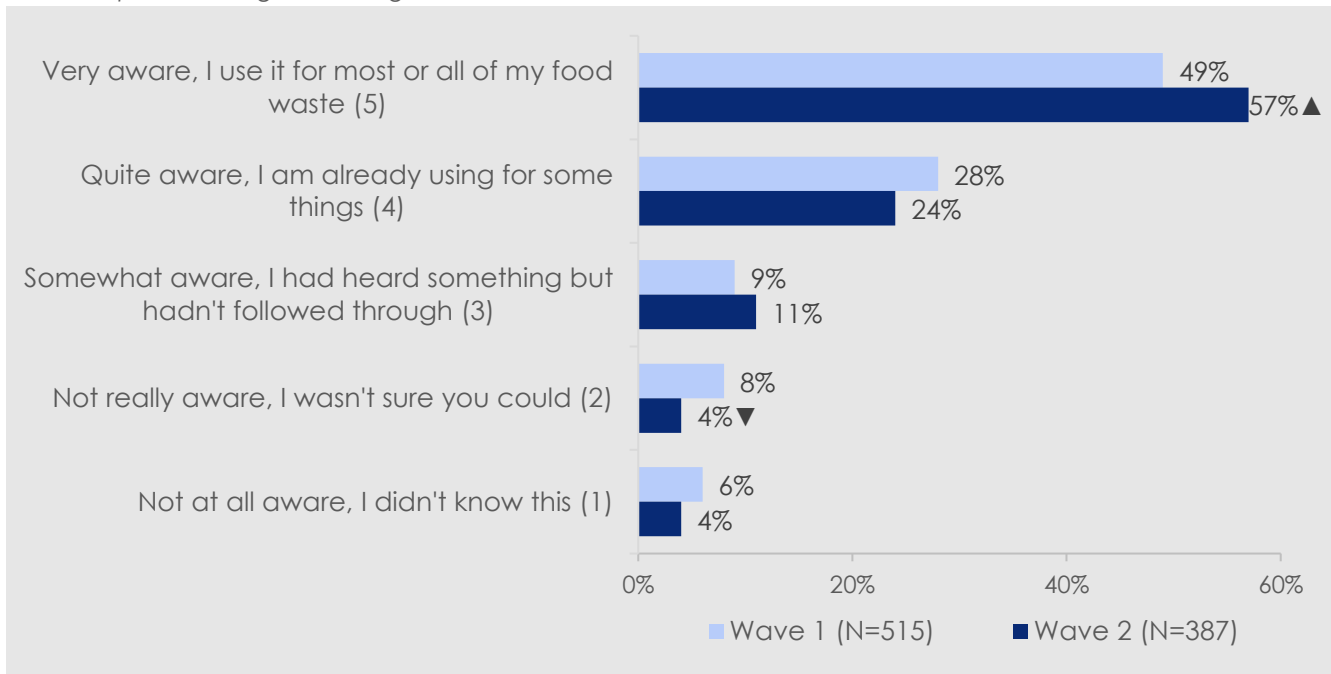


Awareness of Ability to Place Food Scraps in the Green Bin

Awareness of ability to place all food scraps into the green bin significantly increased this Wave, with 81% quite aware/very aware in Wave 2 compared to 77% in Wave 1. This was driven by a +8% increase to the top rating of 'very aware' in Wave 2.

Importantly, results indicate awareness increases with campaign exposure – including at the LGA level (see table at bottom).

Q7. To what extent, if any, were you aware that households in your local government area are allowed to put all of their food scraps into their green lid organics bin?



	Overall Wave 1	Wave 2			
		Overall Wave 2	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Mean	4.06	4.26▲	4.24	4.52▲	4.14
Base	515	387	126	85	176

		Overall (mean)	Clarence Valley	Forbes	Kempsey
Frequency of exposure to the FOGO campaign	Have not seen	4.02▼ (N=150)	4.00▼ (N=63)	4.38 (N=8)	4.00 (N=79)
	Seen 1-5 times	4.27 (N=123)	4.41 (N=34)	4.41 (N=32)	4.11 (N=57)
	Seen 6+ times	4.55▲ (N=114)	4.55▲ (N=29)	4.62 (N=45)	4.48▲ (N=40)

Scale: 1 = not at all aware, I didn't know this, 5 = very aware, I use it for most or all my food waste

▲▼ = A significantly higher/lower rating/percentage (by group) (Please note the second table 'frequency of exposure' significance is read by amount of exposure not by LGA)

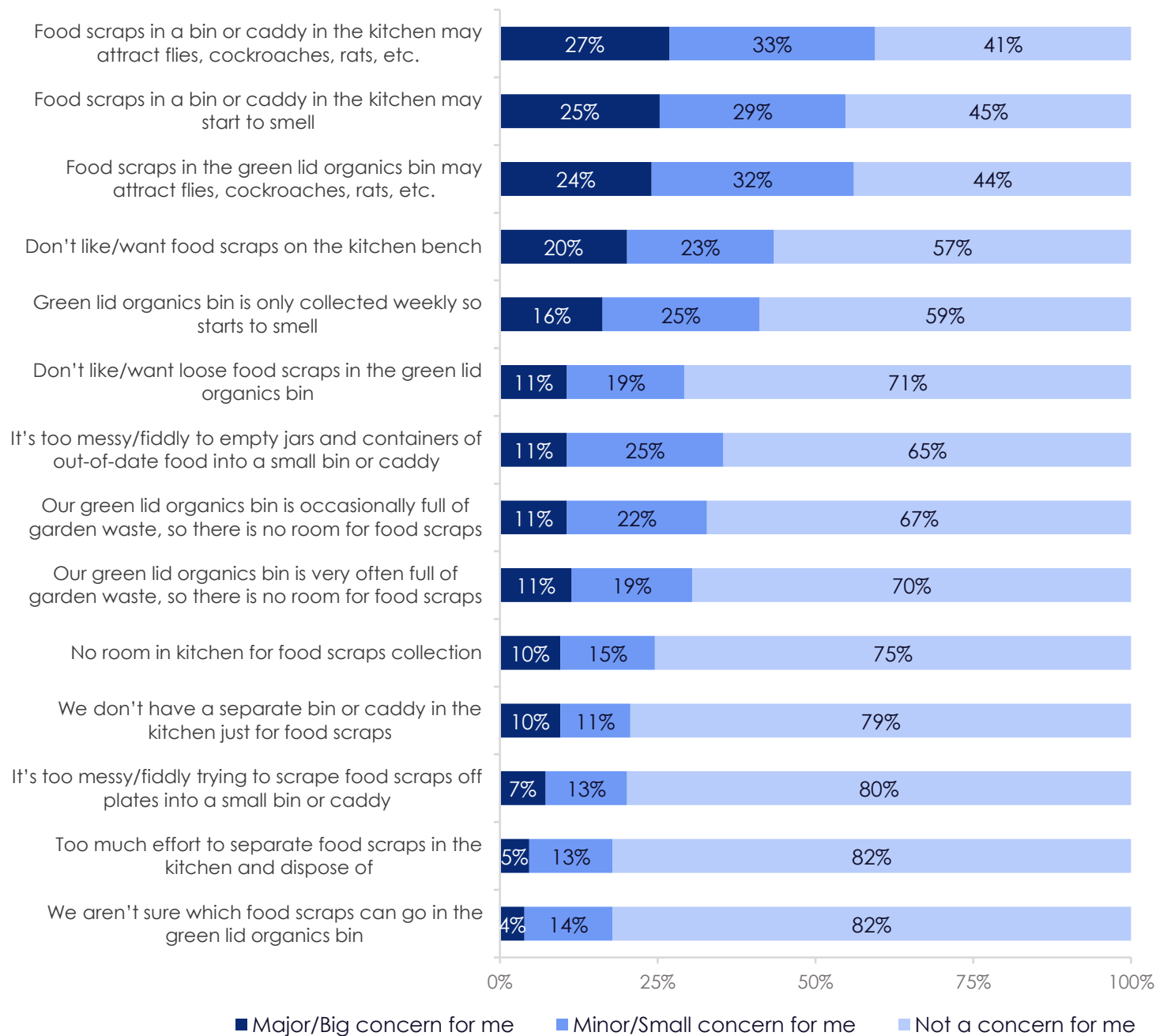
Base: N = 387 (Total sample)



Issues/Concerns with Placing Food Scraps in the Green Bin

Vermin and bad odours continue to be the areas of greatest concern amongst respondents, as summarized below and overleaf.

Q8. Previous research has shown that some people have issues or concerns about putting some or all of their food scraps into their green lid organics bin – even those who put food into their organics bins may have issues or concerns. For each of the issues listed below, could you please indicate how much of a concern, if any, it is for you.



Base: N=387 (Total sample)

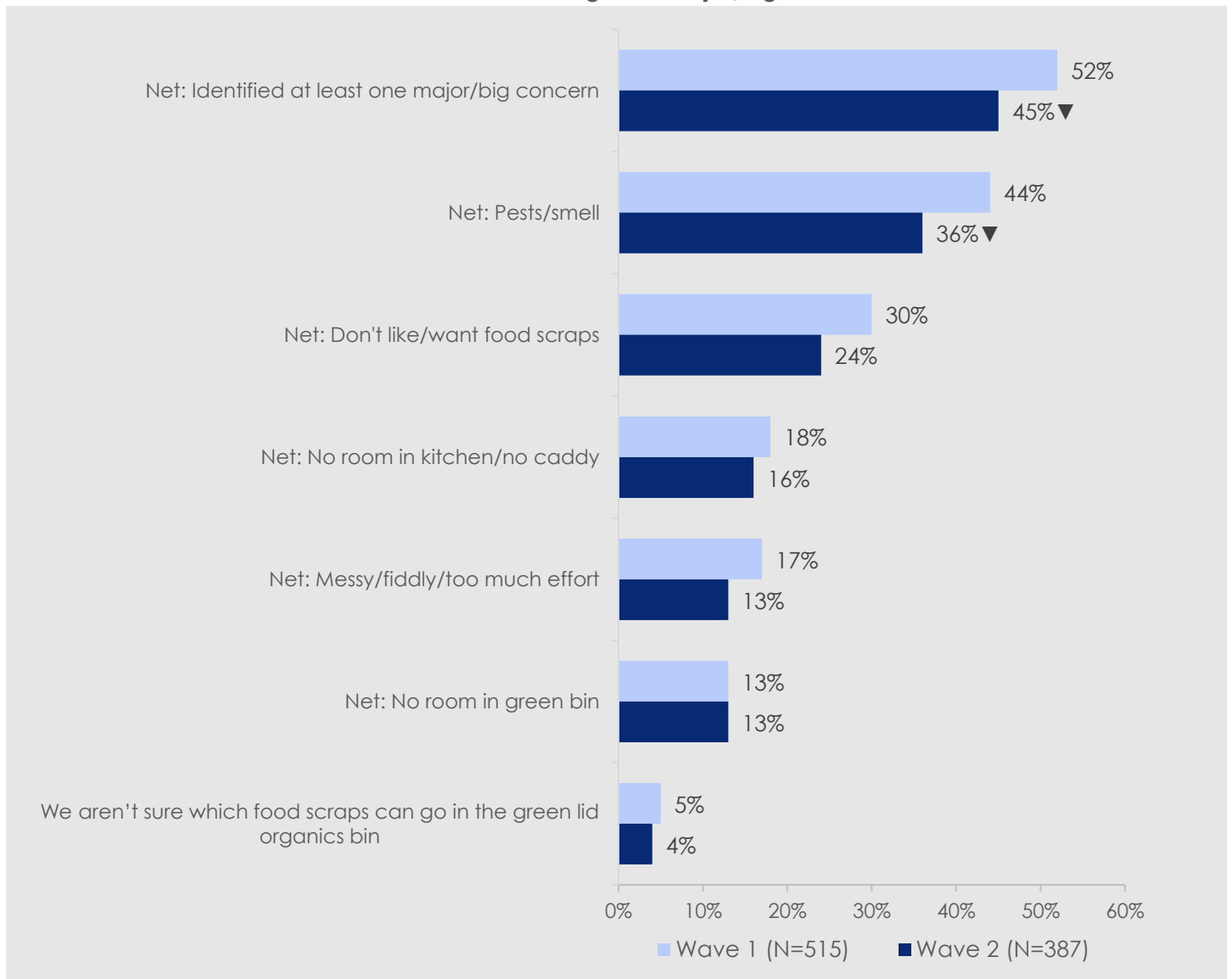


Issues/Concerns with Placing Food Scraps in the Green Bin Continued

The below chart focusses only on the 'major/big concern' responses – summarized down into groupings of similar response codes. Compared to Wave 1, significantly less identified at least one 'major/big concern', this drop appears to be driven by less concern regarding pests/smells.

Q8. Previous research has shown that some people have issues or concerns about putting some or all of their food scraps into their green lid organics bin – even those who put food into their organics bins may have issues or concerns. For each of the issues listed below, could you please indicate how much of a concern, if any, it is for you.

% stating it is a major/big concern



▲ ▼ = A significantly higher/lower percentage (by Wave)
 Base: N = 387 (Total sample)

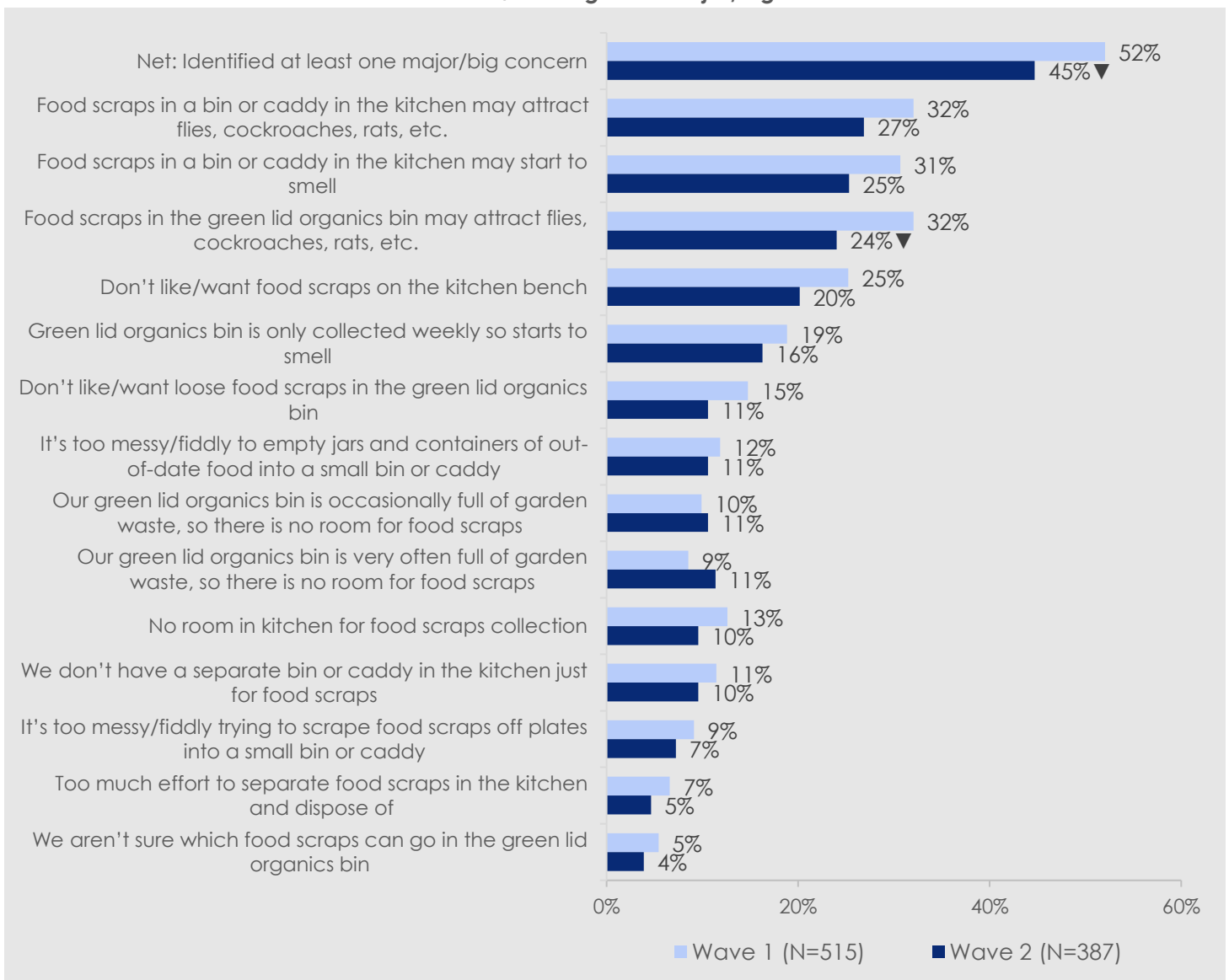


Issues/Concerns with Placing Food Scraps in the Green Bin Continued

The below chart focusses only on the 'major/big concern' response from Waves 1 and 2. Compared to Wave 1, significantly less respondents identified at least one major/big concern (45% in Wave 2 compared to 52% in Wave 1). However, those who gave any major/big concerns gave an average of 4.3 concerns (of 14 statements), which is similar to the average of 4.4 in Wave 1 – in other words, in Wave 2 there are fewer residents raising any concerns – but those who do are likely to identify a similar number of concerns compared with Wave 1.

Q8. Previous research has shown that some people have issues or concerns about putting some or all of their food scraps into their green lid organics bin – even those who put food into their organics bins may have issues or concerns. For each of the issues listed below, could you please indicate how much of a concern, if any, it is for you.

% stating it is a major/big concern



▲ ▼ = A significantly higher/lower percentage (by Wave)

Base: N = 387 (Total sample)

Issues/Concerns with Placing Food Scraps in the Green Bin Continued

Looking at those who identified one of the options as a 'major/big concern' by frequency of exposure to the campaign, we can determine increased exposure to the campaign reduces the level of concern. Those who do not recall seeing the campaign were significantly more likely to state loose food scraps in the green bin, not having a separate bin/caddy for food scraps and not being sure about which food scraps can go into the green bin is a major/big concern.

Q8. Previous research has shown that some people have issues or concerns about putting some or all of their food scraps into their green lid organics bin – even those who put food into their organics bins may have issues or concerns. For each of the issues listed below, could you please indicate how much of a concern, if any, it is for you.

% stating it is a major/big concern

	Frequency of exposure to the campaign		
	Have not seen	1-5 times	6+ times
NET: Identified at least one major/big concern	50%	48%	34%▼
Food scraps in a bin or caddy in the kitchen may attract flies, cockroaches, rats, etc.	27%	32%	22%
Food scraps in a bin or caddy in the kitchen may start to smell	25%	28%	23%
Food scraps in the green lid organics bin may attract flies, cockroaches, rats, etc.	27%	27%	17%▼
Don't like/want food scraps on the kitchen bench	20%	24%	17%
Green lid organics bin is only collected weekly so starts to smell	17%	15%	17%
Don't like/want loose food scraps in the green lid organics bin	15%▲	7%	8%
It's too messy/fiddly to empty jars and containers of out-of-date food into a small bin or caddy	13%	10%	8%
Our green lid organics bin is occasionally full of garden waste, so there is no room for food scraps	10%	11%	11%
Our green lid organics bin is very often full of garden waste, so there is no room for food scraps	11%	13%	11%
No room in kitchen for food scraps collection	10%	11%	7%
We don't have a separate bin or caddy in the kitchen just for food scraps	15%▲	9%	3%▼
It's too messy/fiddly trying to scrape food scraps off plates into a small bin or caddy	7%	6%	10%
Too much effort to separate food scraps in the kitchen and dispose of	5%	6%	3%
We aren't sure which food scraps can go in the green lid organics bin	7%▲	3%	0%▼
Base	150	123	114

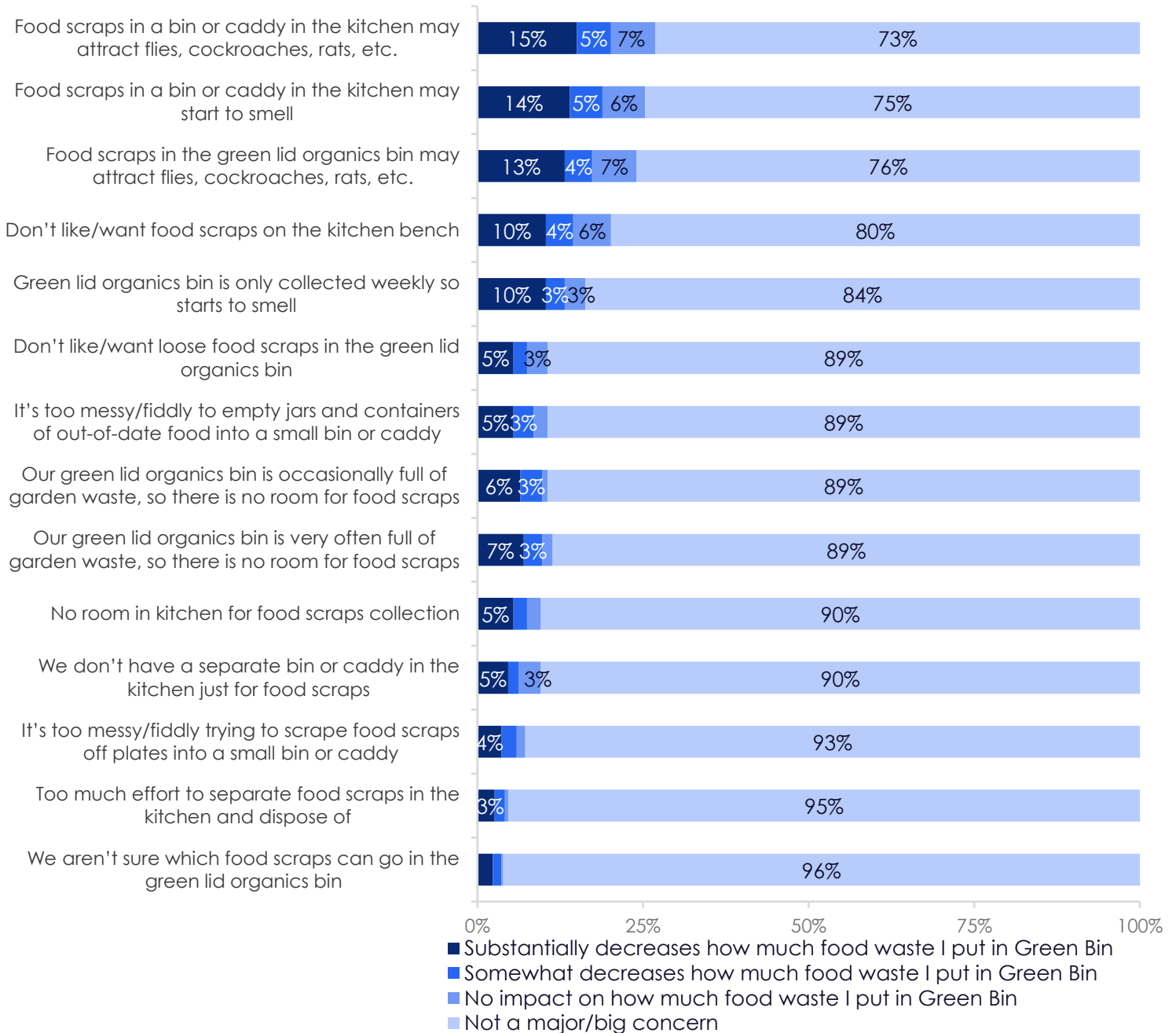
▲▼ = A significantly higher/lower percentage (by frequency of exposure)

Base: N = 387 (Total sample)

Impact from Issues/Concerns with Placing Food Scraps in the Green Bin

Vermin and bad odours has the greatest impact on how much food waste is put in the green bin, with a net sub-total of 19% stating vermin and bad odours is a major/big concern that substantially decreases how much food is placed in the green bin (slightly down from 22% in Wave 1) – see next page for net sub-groups.

Q9. You indicated that the following issues were Major/Big concerns for you... What impact, if any, do each of these concerns have on the amount of food scraps you put into your green lid organics bin?



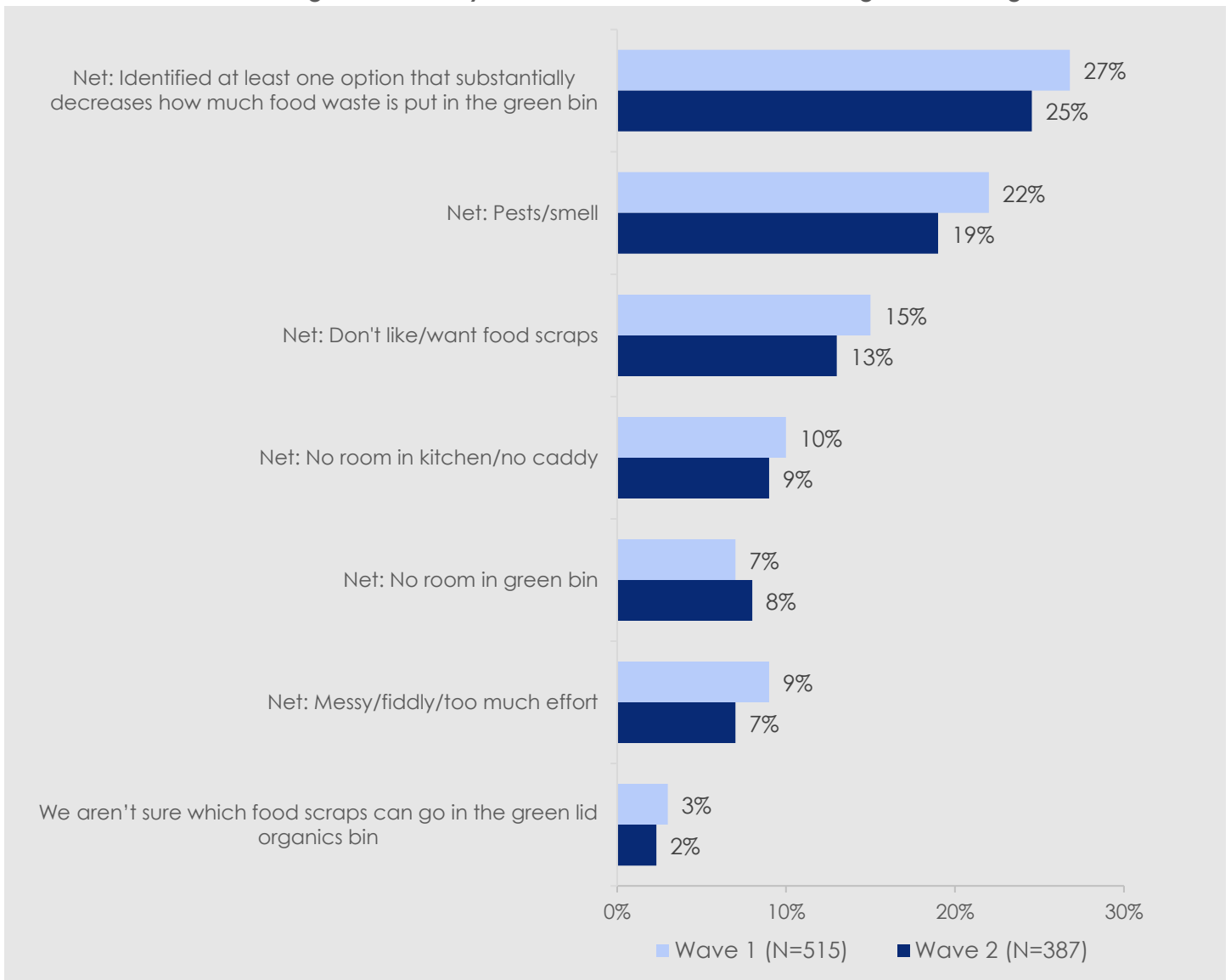
Base: N=387 (Total sample)

Impact from Issues/Concerns with Placing Food Scraps in the Green Bin Continued

The below chart focusses only on the 'substantially decreases how much food waste I put in the green bin' responses – summarized down into groupings of similar response codes. Results are generally in line with the previous Wave.

Q9. You indicated that the following issues were Major/Big concerns for you... What impact, if any, do each of these concerns have on the amount of food scraps you put into your green lid organics bin?

% stating it substantially decreases how much food waste goes into the green bin



Base: N = 387 (Total sample)

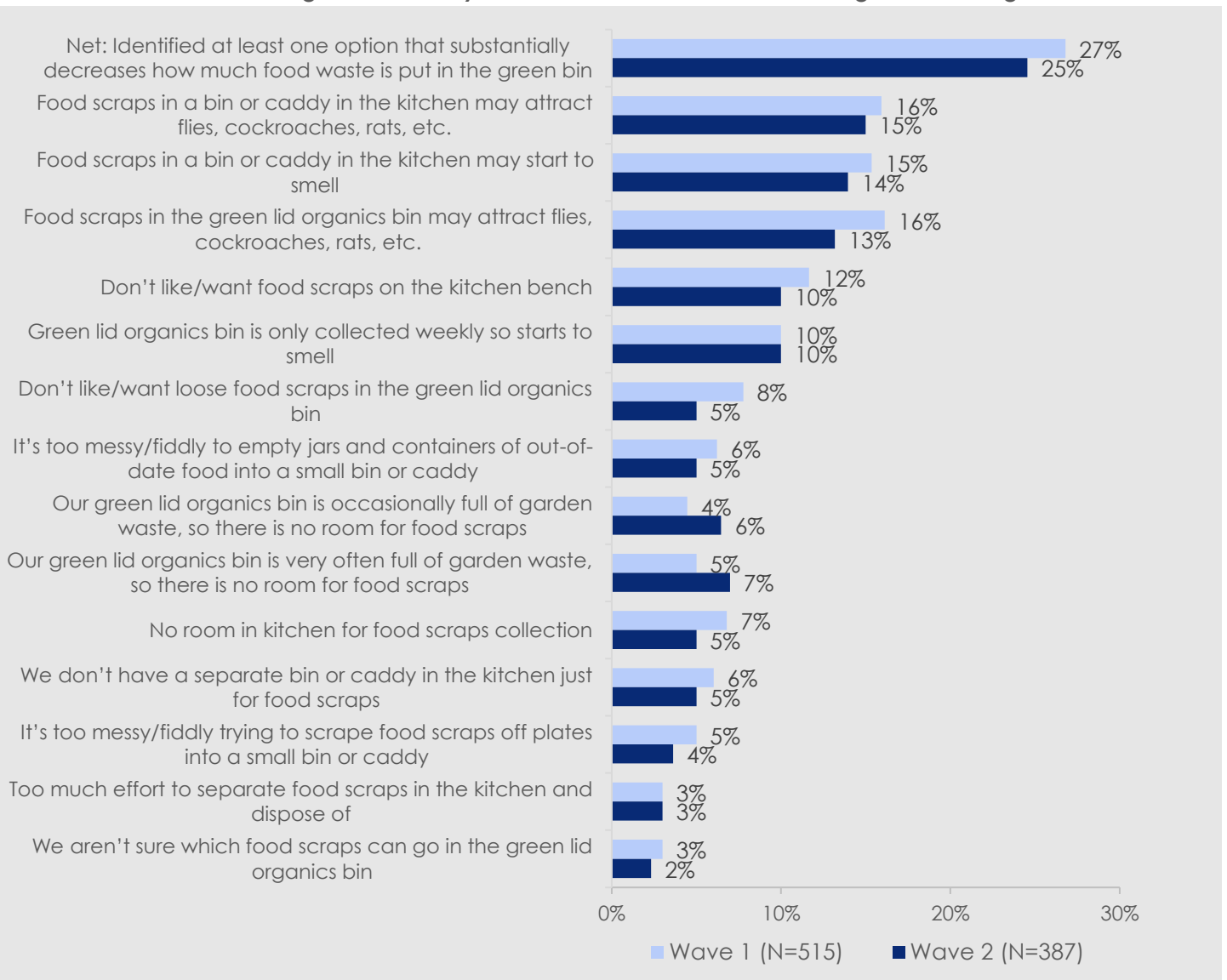


Impact from Issues/Concerns with Placing Food Scraps in the Green Bin Continued

Following on from the previous page, the below chart focusses only on the 'substantially decreases how much food waste I put in the green bin' (response codes below are provided in detail rather than summarised groups as per the previous page).

Q9. You indicated that the following issues were Major/Big concerns for you... What impact, if any, do each of these concerns have on the amount of food scraps you put into your green lid organics bin?

% stating it substantially decreases how much food waste goes into the green bin



Base: N = 387 (Total sample)



Impact from Issues/Concerns with Placing Food Scraps in the Green Bin Continued

The table below focusses on those that selected 'substantially decreases how much food waste I put in the green bin' by the frequency of exposure to the campaign. Those who do not recall seeing the campaign were more likely to select 'we aren't sure which food scraps can go in the green lid organics bin' as a 'major/big concern' that 'substantially decreases how much food waste goes into the green bin'.

Q9. You indicated that the following issues were Major/Big concerns for you... What impact, if any, do each of these concerns have on the amount of food scraps you put into your green lid organics bin?

% stating it substantially decreases how much food waste goes into the green bin

	Frequency of exposure to the campaign		
	Have not seen	1-5 times	6+ times
NET: Identified at least one option that substantially decreases how much food waste is put in the green bin	31%▲	22%	19%
Food scraps in a bin or caddy in the kitchen may attract flies, cockroaches, rats, etc.	16%	15%	14%
Food scraps in a bin or caddy in the kitchen may start to smell	15%	14%	13%
Food scraps in the green lid organics bin may attract flies, cockroaches, rats, etc.	15%	12%	11%
Don't like/want food scraps on the kitchen bench	11%	10%	11%
Green lid organics bin is only collected weekly so starts to smell	10%	10%	11%
Don't like/want loose food scraps in the green lid organics bin	7%	5%	4%
It's too messy/fiddly to empty jars and containers of out-of-date food into a small bin or caddy	7%	4%	4%
Our green lid organics bin is occasionally full of garden waste, so there is no room for food scraps	7%	7%	6%
Our green lid organics bin is very often full of garden waste, so there is no room for food scraps	7%	7%	7%
No room in kitchen for food scraps collection	6%	6%	4%
We don't have a separate bin or caddy in the kitchen just for food scraps	7%	4%	3%
It's too messy/fiddly trying to scrape food scraps off plates into a small bin or caddy	3%	4%	4%
Too much effort to separate food scraps in the kitchen and dispose of	3%	4%	1%
We aren't sure which food scraps can go in the green lid organics bin	6%▲	0%▼	0%▼
Base	150	123	114

Base: N = 387 (Total sample)

FOGO Users

This section is asked of FOGO users only i.e., those disposing of at least some food scraps in the green lid organics bin (based on Q5a and/or Q6). The proportion of FOGO users increased from 79% in Wave 1 to 83% in Wave 2.

Throughout this section we will explore the behaviours of food waste disposal of FOGO users in the kitchen, specifically how they store/wrap their food scraps, how often they take their food scraps out to the green lid organics bin and whether these behaviours changed from Wave 1 to Wave 2 as a result of increased exposure to the campaign.

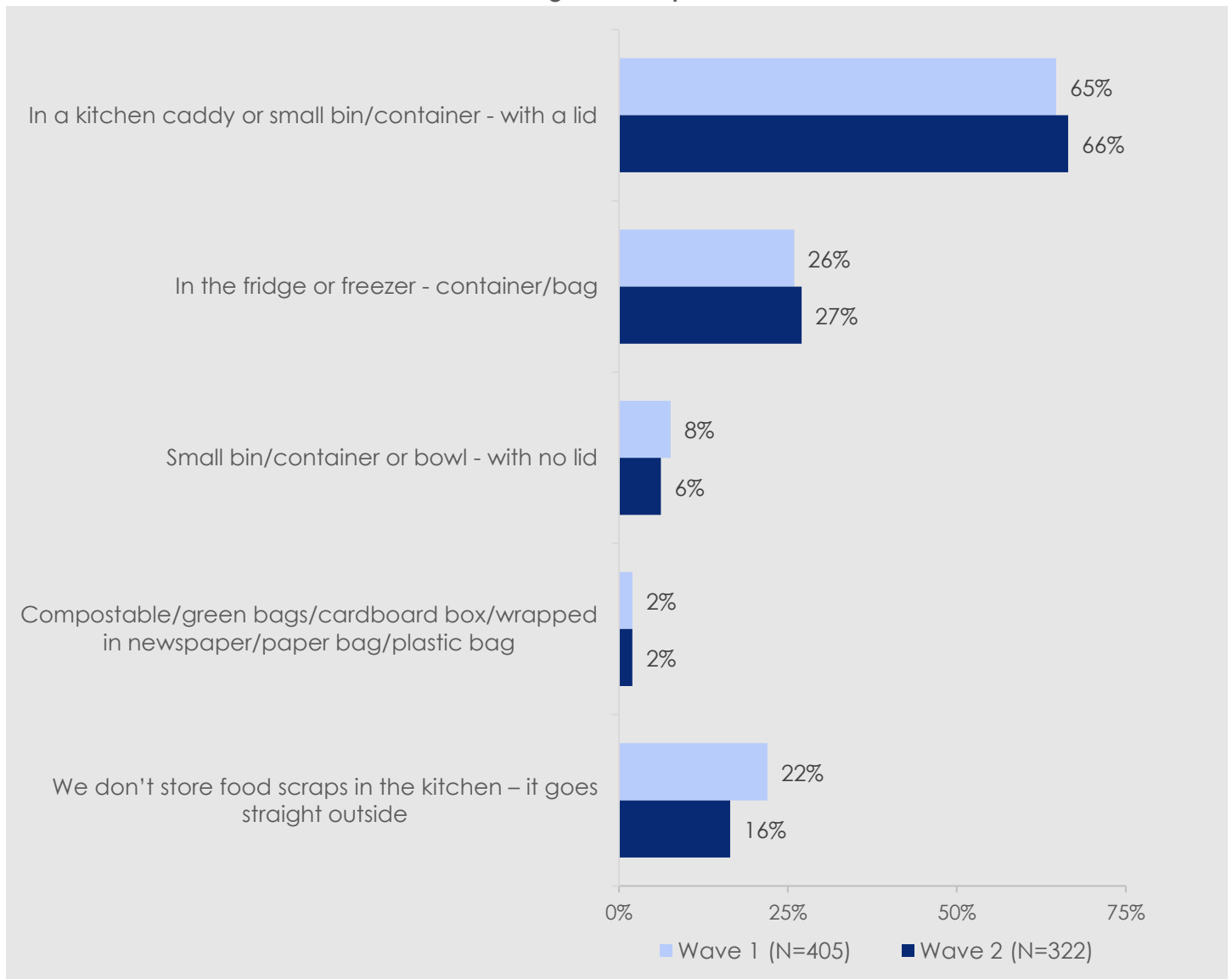


Storage of Food Scraps before Placing in the Bin

The majority (66%) of FOGO users in Wave 2 store their food scraps in a kitchen caddy or small bin/container with a lid, whilst 16% take their scraps outside right away. These storage behaviours do not appear to have changed from Wave 1 to Wave 2.

Q10a. You mentioned earlier that at least some of your food scraps are placed in your green lid organics bin. The following questions are specifically about how you deal with the food scraps you put in the green lid organics bin. How, if at all, do you currently store food scraps in your kitchen, before taking them outside to the green lid organics bin?

Storing food scraps in the kitchen



Base: (FOGO users)



Storage of Food Scraps before Placing in the Bin Continued

Compared to the other 2 LGAs, Clarence Valley Council residents are significantly more likely to be storing their food scraps in a small bin/container or bowl – with no lid.

Q10a. You mentioned earlier that at least some of your food scraps are placed in your green lid organics bin. The following questions are specifically about how you deal with the food scraps you put in the green lid organics bin.

How, if at all, do you currently store food scraps in your kitchen, before taking them outside to the green lid organics bin?

Storing food scraps in the kitchen

	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
In a kitchen caddy or small bin/container – with a lid	64%	65%	70%
In the fridge or freezer - container/bag	28%	23%	28%
Small bin/container or bowl - with no lid	12%▲	4%	3%▼
Compostable/green bags/cardboard box/wrapped in newspaper/paper bag/plastic bag	3%	3%	2%
We don't store food scraps in the kitchen – it goes straight outside	13%	22%	16%
Base	107	74	141

▲▼ = A significantly higher/lower percentage (by LGA)

Base: (FOGO users)



Storage of Food Scraps before Placing in the Bin Continued

There doesn't appear to be much difference in behaviour in regards to storage of food scraps in the kitchen by frequency of exposure to the campaign.

Q10a. You mentioned earlier that at least some of your food scraps are placed in your green lid organics bin. The following questions are specifically about how you deal with the food scraps you put in the green lid organics bin. How, if at all, do you currently store food scraps in your kitchen, before taking them outside to the green lid organics bin?

Storing food scraps in the kitchen

	Frequency of exposure to the campaign		
	Have not seen	1-5 times	6+ times
In a kitchen caddy or small bin/container – with a lid	60%	68%	73%
In the fridge or freezer - container/bag	32%	23%	25%
Small bin/container or bowl - with no lid	7%	8%	4%
Compostable/green bags/cardboard box/wrapped in newspaper/paper bag/plastic bag	4%	1%	2%
We don't store food scraps in the kitchen – it goes straight outside	20%	18%	11%
Base	117	106	99

Base: (FOGO users)

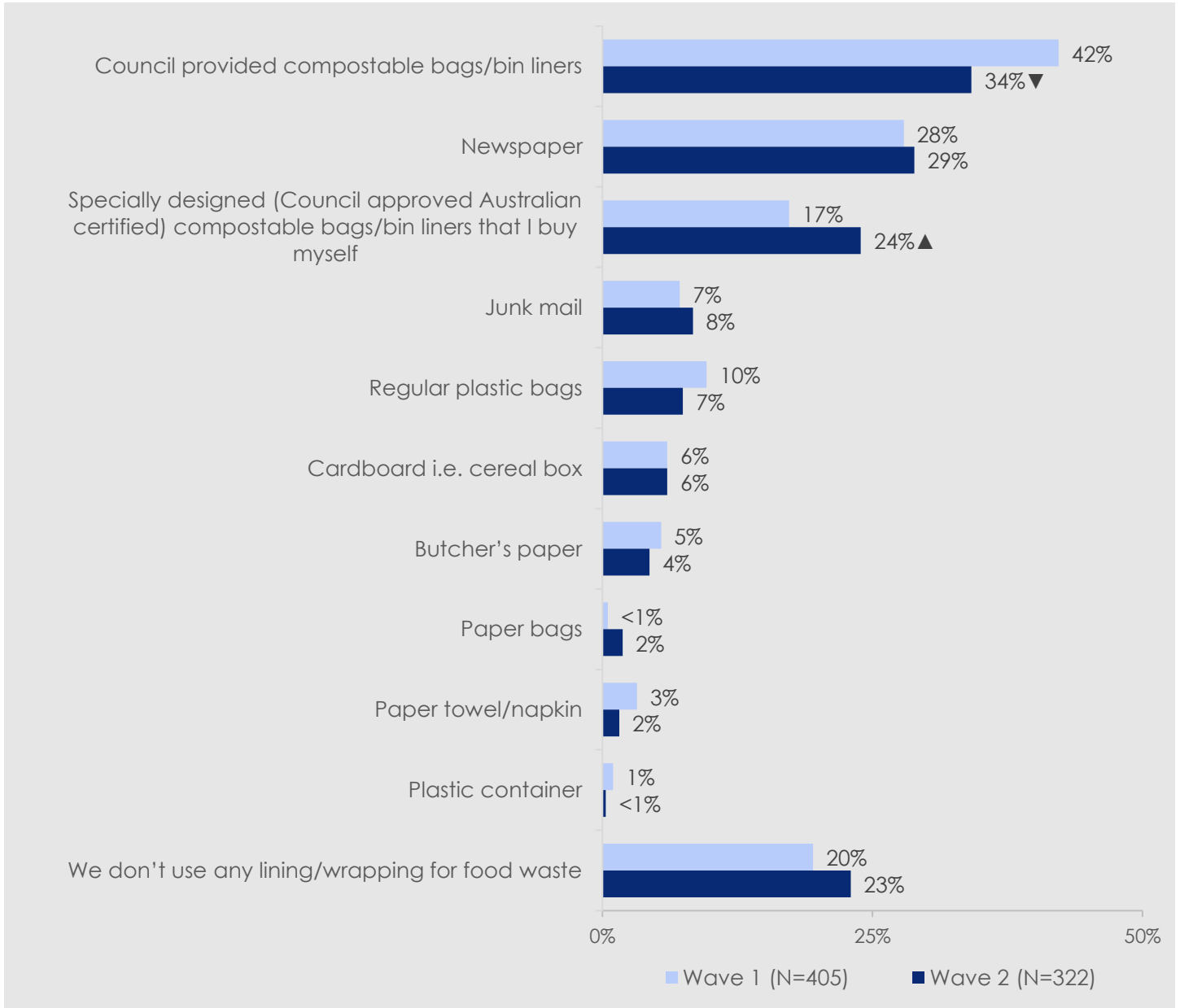


Wrapping Food Scraps before Placing in the Bin

Compostable bin liners/bags (Council provided and personally purchased) and newspapers are the most common items used to wrap food scraps. Compared to Wave 1, usage of Council-provided compostable bags/bin liners has significantly decreased whilst personal purchases of specifically designed compostable bags/bin liners has significantly increased.

Q10b. Which, if any, of the following do you use to help hold food scraps, either as a caddy/container liner or for wrapping scraps?

Wrapping food scraps in the kitchen



▲ ▼ = A significantly higher/lower percentage (by Wave)

Base: (FOGO users)



Wrapping Food Scraps before Placing in the Bin Continued

Kempsey Shire Council residents are significantly more likely to be using Council provided compostable bags/bin liners (an unsurprising result as Forbes and Clarence Valley currently do not provide bin liners/bags), whilst Forbes LGA residents are more likely to be reusing alternatives such as newspaper, junk mail, etc.

Q10b. Which, if any, of the following do you use to help hold food scraps, either as a caddy/container liner or for wrapping scraps?

Wrapping food scraps in the kitchen by LGA

	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Council provided compostable bags/bin liners	14%▼	1%▼	67%▲
Newspaper	36%▲	45%▲	15%▼
Specially designed (Council approved Australian certified) compostable bags/bin liners that I buy myself	48%▲	11%▼	13%▼
Junk mail	7%	19%▲	4%▼
Regular plastic bags	4%	14%▲	7%
Cardboard i.e., cereal box	6%	14%▲	1%▼
Butcher's paper	3%	11%▲	2%
Paper bags/paper towel/napkin/plastic container	1%	7%	4%
We don't use any lining/wrapping for food waste	25%	30%	18%▼
Base	107	74	141

▲▼ = A significantly higher/lower percentage (by LGA)

Base: (FOGO users)



Wrapping Food Scraps before Placing in the Bin Continued

FOGO users that have seen/heard the campaign 6 or more times were significantly more likely to state they use newspaper and butcher's paper to wrap their food scraps. This may reflect the campaign messaging, for example, Forbes sent out Facebook posts educating the community on ways to decrease the smell from FOGO by wrapping food waste in newspaper.

Q10b. Which, if any, of the following do you use to help hold food scraps, either as a caddy/container liner or for wrapping scraps?

Wrapping food scraps in the kitchen by frequency of exposure to the campaign

	Frequency of exposure to the campaign		
	Have not seen	1-5 times	6+ times
Council provided compostable bags/bin liners	41%▲	30%	30%
Newspaper	27%	24%	36%▲
Specially designed (Council approved Australian certified) compostable bags/bin liners that I buy myself	26%	23%	22%
Junk mail	4%▼	9%	12%
Regular plastic bags	7%	7%	9%
Cardboard i.e., cereal box	4%	5%	8%
Butcher's paper	3%	3%	8%▲
Paper bags/paper towel/napkin/plastic container	3%	3%	6%
We don't use any lining/wrapping for food waste	21%	28%	19%
Base	117	106	99

▲▼ = A significantly higher/lower percentage (by frequency of exposure)

Base: (FOGO users)



Wrapping Food Scraps before Placing in the Bin Continued

The table below looks at what FOGO users are using to wrap their food scraps and the proportion of scraps placed in the bin compared to 6 months ago. You can see below that those that are using Council provided compostable bags/bin liners are more likely to state they are putting the same or more of their food scraps in the green bin compared to 6 months ago.

Q10b. Which, if any, of the following do you use to help hold food scraps, either as a caddy/container liner or for wrapping scraps?

Wrapping food scraps in the kitchen by proportion of food scraps in the green bin compared to 6 months ago

	Proportion of food scraps in the green bin compared to 6 months ago (Q12a)		
	More	Same	Less
Council provided compostable bags/bin liners	33%	37%	19%▼
Newspaper	29%	29%	25%
Specially designed (Council approved Australian certified) compostable bags/bin liners that I buy myself	20%	24%	28%
Junk mail	8%	9%	6%
Regular plastic bags	4%	8%	11%
Cardboard i.e., cereal box	8%	6%	3%
Butcher's paper	8%	4%	3%
Paper bags/paper towel/napkin/plastic container	8%	2%▼	8%
We don't use any lining/wrapping for food waste	29%	20%▼	33%
Base	51	235	36

▲▼ = A significantly higher/lower percentage (by proportion of food in the green bin compared to 6 months ago)

Base: (FOGO users)

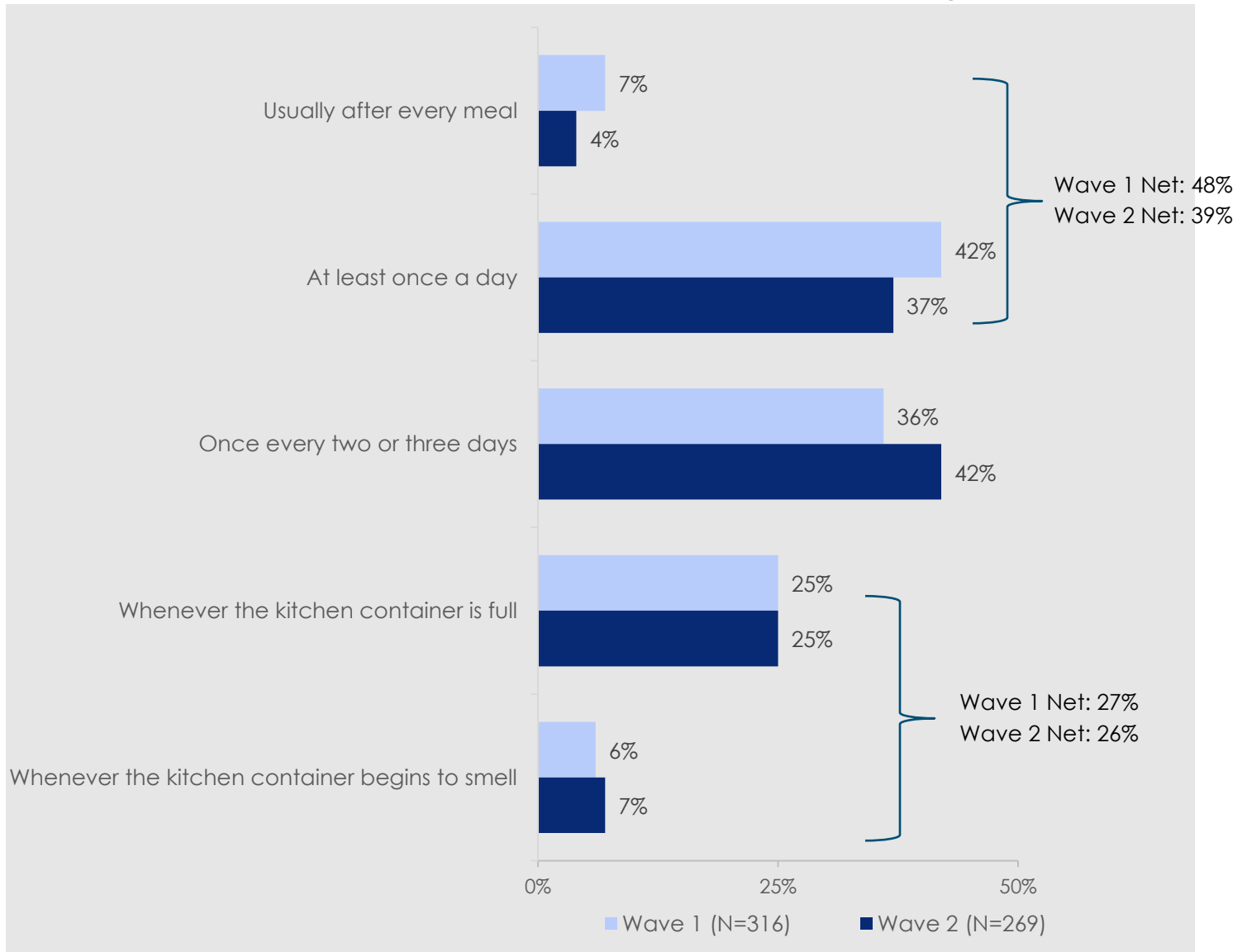


Frequency of Taking Food Scraps out to the Bin

Of those who store food scraps in the kitchen prior to taking outside to the bin, a net sub-total of 39% take their food scraps out, on average, at least once a day (a significant decrease from Wave 1: 48%) and a net sub-total of 26% take it out when required (27% in wave 1).

Q10c. [If NOT 'We don't store food scraps in the kitchen...' on Q10a] On average, how often do you take the food scraps you have stored in the kitchen to your green lid organics bin outside?

Asked of those who store food scraps in the kitchen before taking outside



Base: (FOGO users/store food scraps in the kitchen)

Note: total exceeds 100% as respondents could select multiple answers



Frequency of Taking Food Scraps out to the Bin Continued

Of those who store food scraps in the kitchen prior to taking outside to the bin, the proportion that stated they take their food scraps out when required was significantly higher for those who have not seen the campaign compared to those that have. This appears to be driven by the higher proportion of respondents that are seemingly more 'active' as those that have seen the campaign 6 or more times are significantly more likely to take out their scraps once every two or three days, whilst those that have not seen the campaign are significantly more likely to do so whenever their kitchen container is full.

Q10c. [If NOT 'We don't store food scraps in the kitchen...' on Q10a] On average, how often do you take the food scraps you have stored in the kitchen to your green lid organics bin outside?

Asked of those who store food scraps in the kitchen before taking outside

	Frequency of exposure to the campaign		
	Have not seen	1-5 times	6+ times
Usually after every meal	3%	5%	3%
At least once a day	33%	41%	38%
Net: at least once a day	34%	44%	41%
Once every two or three days	37%	38%	52%▲
Whenever the kitchen container is full	37%▲	24%	14%▼
Whenever the kitchen container begins to smell	9%	8%	3%
Net: when required	38%▲	26%	14%▼
Base	94	87	88

Base: (FOGO users/store food scraps in the kitchen)

▲▼ = A significantly higher/lower percentage (by frequency of exposure)

Note: total exceeds 100% as respondents could select multiple answers



Frequency of Taking Food Scraps out to the Bin Continued

Those who stated they place more of their food scraps in the green bin compared to 6 months ago are significantly more likely to take their food scraps out after every meal.

Q10c. [If NOT 'We don't store food scraps in the kitchen...' on Q10a] On average, how often do you take the food scraps you have stored in the kitchen to your green lid organics bin outside?

Asked of those who store food scraps in the kitchen before taking outside

	Proportion of food scraps in the green bin compared to 6 months ago (Q12a)		
	More	Same	Less
Usually after every meal	10%▲	2%▼	8%
At least once a day	33%	38%	42%
<i>Net: at least once a day</i>	38%	39%	46%
Once every two or three days	48%	41%	42%
Whenever the kitchen container is full	18%	28%▲	13%
Whenever the kitchen container begins to smell	3%	8%	4%
<i>Net: when required</i>	18%	29%	17%
Base	40	205	24

Base: (FOGO users/store food scraps in the kitchen)

Caution: low base size

▲ ▼ = A significantly higher/lower percentage (by proportion of food in the green bin compared to 6 months ago)

Note: total exceeds 100% as respondents could select multiple answers



Frequency of Taking Food Scraps out to the Bin Continued

It is seemingly counterintuitive that:

- Whilst there are more FOGO users in Wave 2 and those users are putting more of their food scraps in the green bin, and
- Although not significant, more FOGO Users are storing their food scraps in the kitchen,
- That frequency of taking food scraps out of the kitchen has reduced (previous slides),

Possible reasons could be:

- Timing of the survey, for example: Wave 1 of the research was conducted during COVID-19 and respondents could have simply been eating at home more (dinner **preparation** decreased from an average of 6.4 nights per week in Wave 1 to 6.2 nights in Wave 2; and dinner **consumption** decreased from 6.7 nights in wave 1 to 6.5 nights in Wave 2)
- A change in the type of bag FOGO users are using/wrapping their food scraps in, e.g., an increase use of newspaper and additionally, Council provided bags decreased from 42% in Wave 1 to 34% in Wave 2, whilst self-bought specifically designed compost bags increased from 17% in Wave 1 to 24% in Wave 2. Could the change in bag be creating an impact? For example, are Council provided bags smaller and hold less waste therefore taking out to the bin would be more frequent or could respondents be filling self-bought bags more to 'get more use' out of something they have paid for?
- Compared to Wave 1 the proportion of those identifying at least one major/big concern about FOGO decreased (Q8, 52% in Wave 1, 45% in Wave 2). As those who express any concerns are marginally more likely to take out their food scraps more frequently, this may also be a small contributing factor.

These are hypotheses only – and may be worth further exploration.

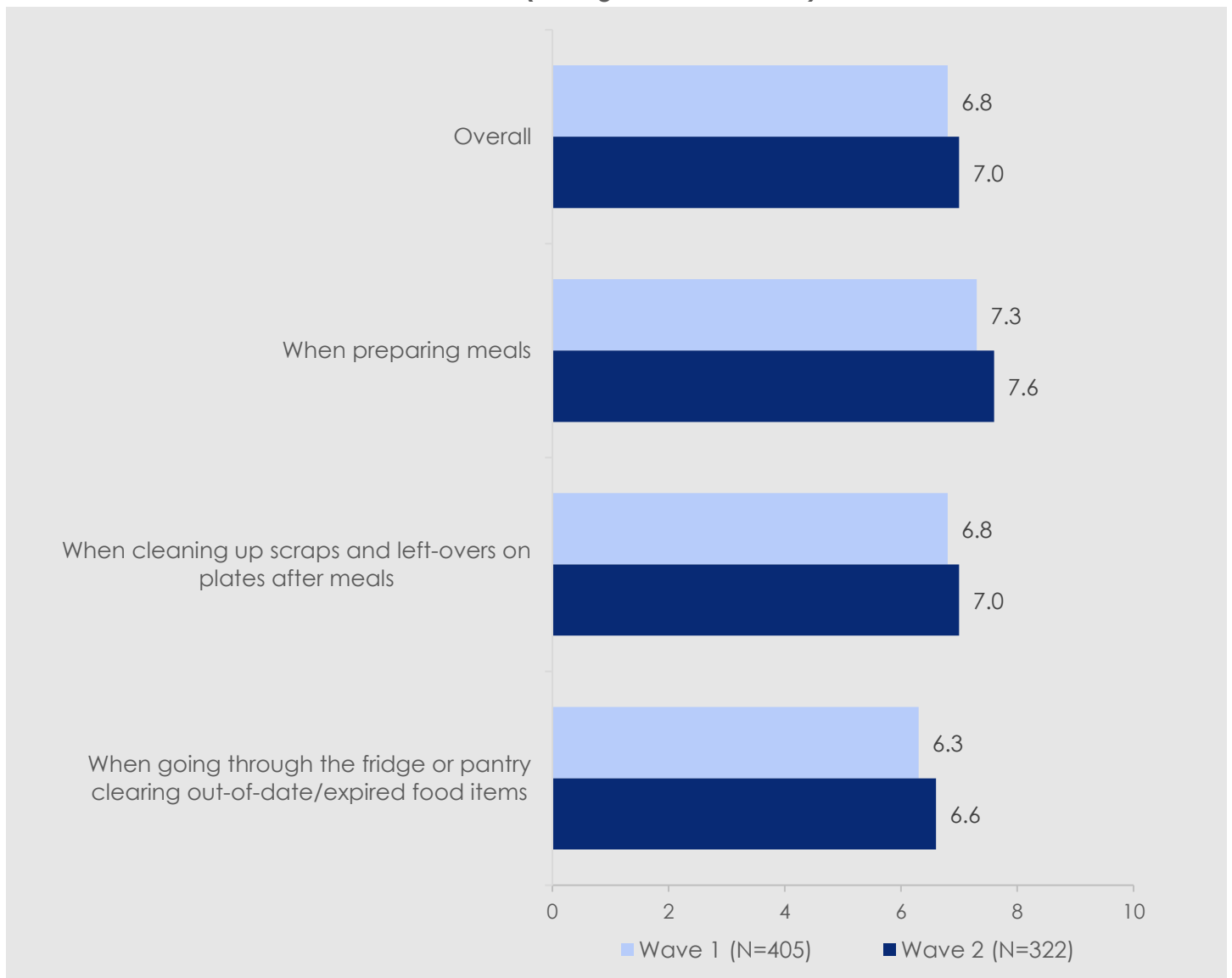


Number of Times Food Scraps go into the Green Bin

In line with research conducted in Wave 1, on average, for every 10 times FOGO users are preparing meals they are putting food scraps aside 7.6 times to go in the green bin – a slightly higher frequency than when clearing out old food (6.6). Although not significant, the Wave 2 frequencies are marginally higher than in Wave 1.

Q11. Food scraps can be generated at different stages of the meal process. For every ten times you or your family does each of the following things and there are any food scraps, how many times, if at all, would you put at least some of those scraps aside to go to the green lid organics bin?

How many times (out of 10) would you put at least some of your food scraps aside to go in the green bin... (average number of times)



Base: (FOGO users)

Note: whole numbers were used to calculate the average number of times (0-10)



Number of Times Food Scraps go into the Green Bin Continued

Interestingly, there was not much difference in the average number of times a respondent put their food scraps aside to go into the green bin by those who have not seen the campaign and those have seen it 6 or more times.

Q11. *Food scraps can be generated at different stages of the meal process. For every ten times you or your family does each of the following things and there are any food scraps, how many times, if at all, would you put at least some of those scraps aside to go to the green lid organics bin?*

How many times (out of 10) would you put at least some of your food scraps aside to go in the green bin... (average number of times)

	Frequency of exposure to the campaign		
	Have not seen	1-5 times	6+ times
Overall	7.2	6.5▼	7.4
When preparing meals	7.9	6.8▼	8.0
When cleaning up scraps and left-overs on plates after meals	7.1	6.5	7.3
When going through the fridge or pantry clearing out-of-date/expired food items	6.8	6.2	6.7

Base: (FOGO users)

▲▼ = A significantly higher/lower average (by frequency of exposure)

Note: whole numbers were used to calculate the average number of times (0-10)



FOGO Benefits

Within this section we seek to determine respondent's awareness of seven specific FOGO-program outcomes and the likely impact these outcomes have on their food waste disposal behaviours.

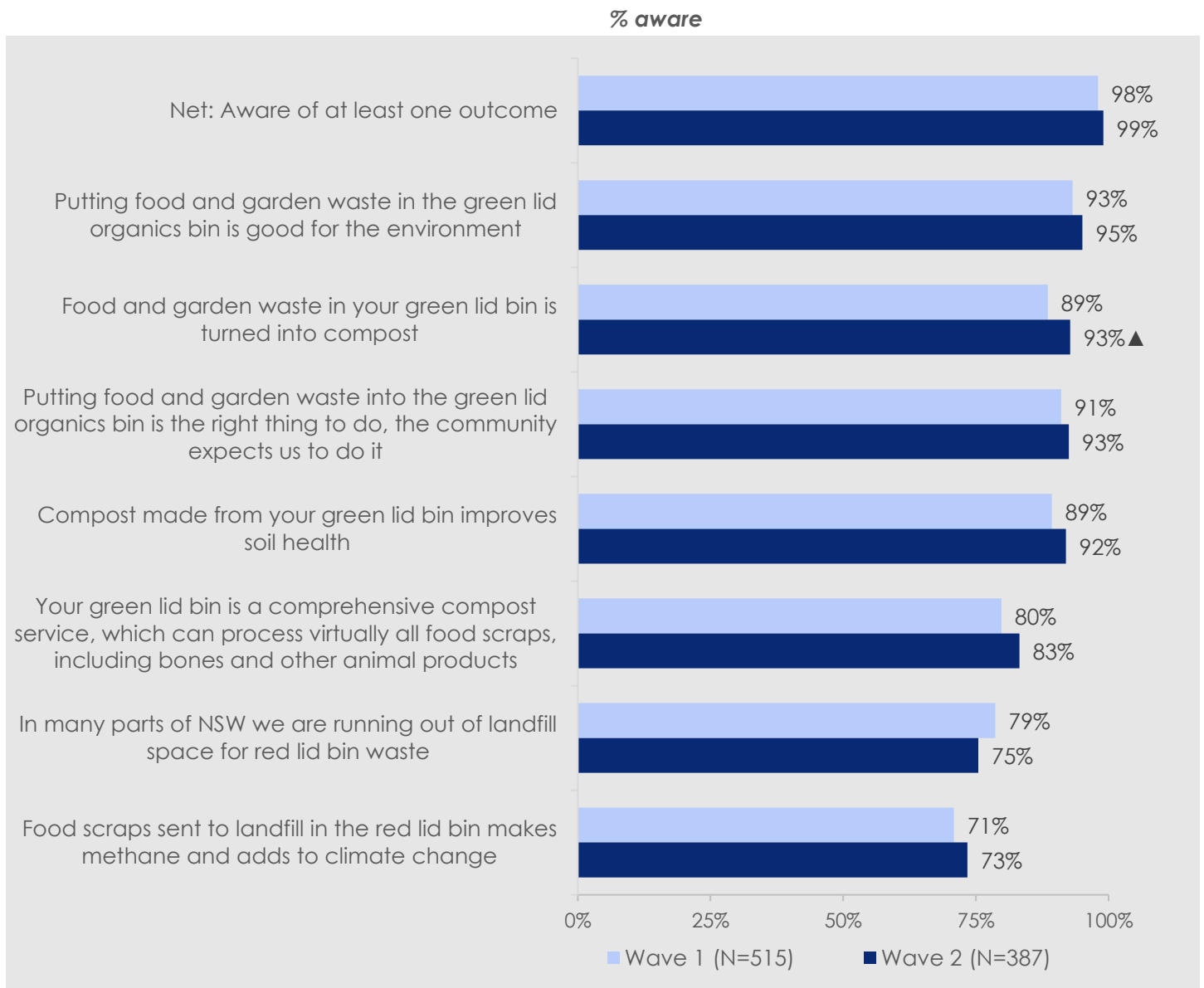


Awareness of FOGO outcomes

Awareness is high for most outcomes, with very small increases for almost all compared to Wave 1 – significantly so for 'food and garden waste in your green lid bin is turned into compost' (93%, up from 89% in Wave 1).

Awareness is greater for those who have seen/heard the recent campaign, significantly so for outcomes of 'it is the right thing to do', 'the green bin is a comprehensive compost service' and 'running out of landfill space in NSW' (see table on the next page).

Q13. Listed below are several potential outcomes of putting both garden waste and food scraps into your green lid organics bin. Before today, were you aware of that outcome?



Base: (Total sample)

▲▼ = A significantly higher/lower percentage (by Wave)



Awareness of FOGO outcomes Continued

Q13. Listed below are several potential outcomes of putting both garden waste and food scraps into your green lid organics bin. Before today, were you aware of that outcome?

% Aware	Seen campaign	Have not seen or heard of this campaign at all	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Net: Aware of at least one outcome	100%	97%	98%	100%	99%
Putting food and garden waste in the green lid organics bin is good for the environment	96%	93%	96%	95%	94%
Food and garden waste in your green lid bin is turned into compost	95%	90%	94%	96%	90%
Putting food and garden waste into the green lid organics bin is the right thing to do, the community expects us to do it	95%▲	89%	93%	94%	91%
Compost made from your green lid bin improves soil health	94%	89%	94%	91%	91%
Your green lid bin is a comprehensive compost service, which can process virtually all food scraps, including bones and other animal products	89%▲	75%	82%	88%	82%
In many parts of NSW, we are running out of landfill space for red lid bin waste	81%▲	67%	72%	86%▲	73%
Food scraps sent to landfill in the red lid bin makes methane and adds to climate change	76%	69%	71%	76%	74%
Base	237	150	126	85	176

Base: (Total sample)

▲▼ = A significantly higher/lower percentage (by group)

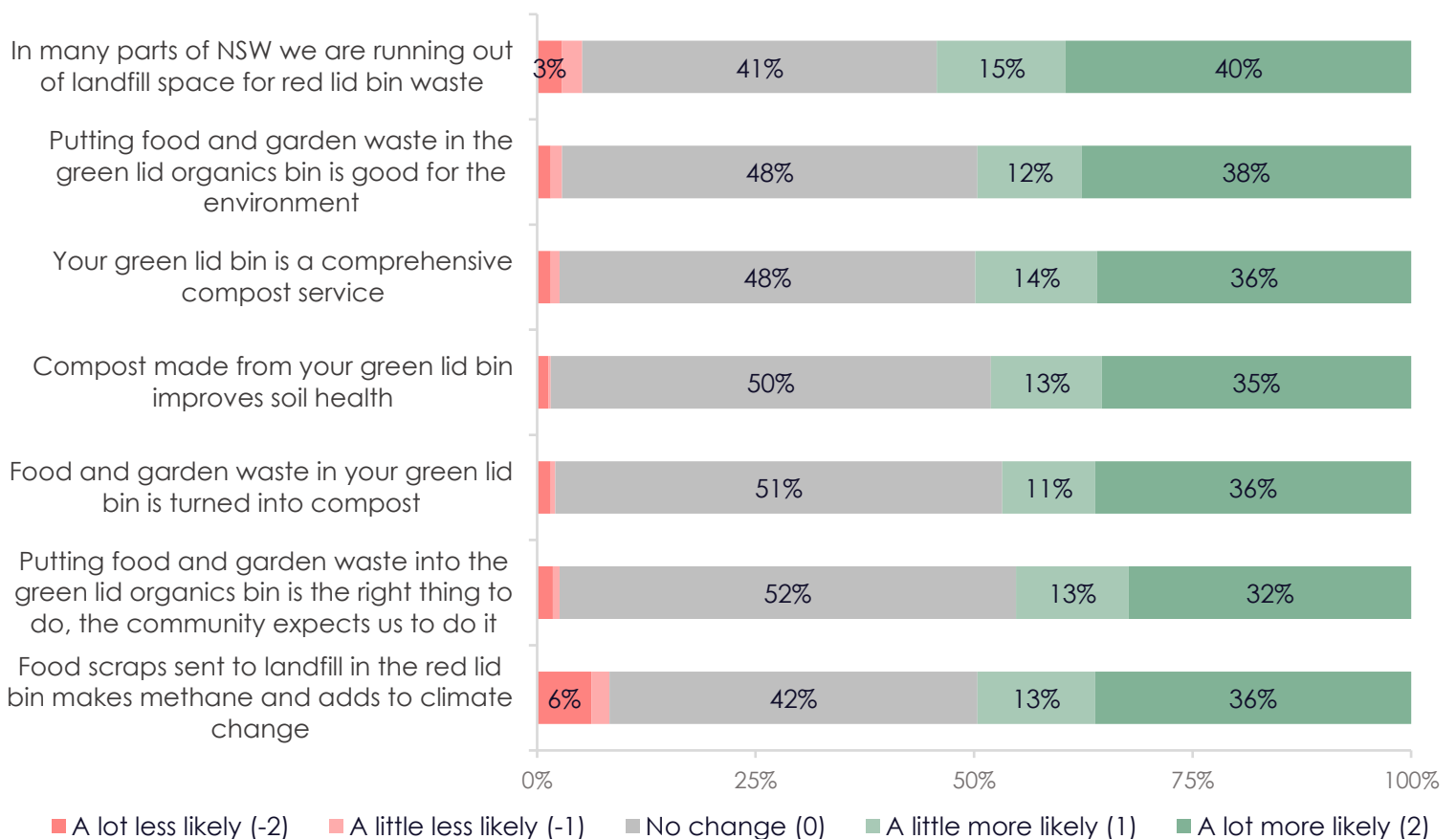


Likelihood of Placing Food Scraps in the Green Bin Based on Outcomes

Similar to Wave 1 results, no particular outcomes were identified to be key drivers of changing future behaviour.

Looking at results by those who were already aware/not aware of each outcome (next page), we can see those who were not aware had a marginally higher likelihood of changing behaviour based on the outcomes of reducing the amount sent to landfill and turning waste into compost.

Q13. Listed below are several potential outcomes of putting both garden waste and food scraps into your green lid organics bin. To what extent, if at all, does/would that outcome make you more or less likely to use your green lid organics bin for food scraps?



Base: N=387 (total sample)

Note: labels ≤2% are not shown above

Note: values in brackets are used to calculate the mean on the following pages



Likelihood of Placing Food Scraps in the Green Bin Based on Outcomes Continued

Those who were not previously aware of potential outcomes of putting both garden and food scraps in the green bin were more likely, than those who are aware, to state they will use their green bin for food scraps.

Q13. Listed below are several potential outcomes of putting both garden waste and food scraps into your green lid organics bin. To what extent, if at all, does/would that outcome make you more or less likely to use your green lid organics bin for food scraps?

% a little more likely/a lot more likely				
	Wave 1	Wave 2	Aware of outcome	Not aware
In many parts of NSW, we are running out of landfill space for red lid bin waste	51%	54%	51%	65%▲
Putting food and garden waste in the green lid organics bin is good for the environment	49%	50%	49%	58%
Your green lid bin is a comprehensive compost service	52%	50%	46%	71%▲
Compost made from your green lid bin improves soil health	48%	48%	46%	68%▲
Food and garden waste in your green lid bin is turned into compost	50%	47%	46%	57%
Putting food and garden waste into the green lid organics bin is the right thing to do, the community expects us to do it	46%	45%	46%	41%
Food scraps sent to landfill in the red lid bin makes methane and adds to climate change	50%	50%	46%	60%▲
Base	515	387	284-368	19-103

Base: (Total sample)

▲▼ = A significantly higher/lower likelihood (by group)



Likelihood of Placing Food Scraps in the Green Bin Based on Outcomes Continued

Q13. Listed below are several potential outcomes of putting both garden waste and food scraps into your green lid organics bin. To what extent, if at all, does/would that outcome make you more or less likely to use your green lid organics bin for food scraps?

% a little more likely/a lot more likely	Seen campaign	Have not seen or heard of this campaign at all	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
In many parts of NSW, we are running out of landfill space for red lid bin waste	55%	53%	53%	61%	52%
Putting food and garden waste in the green lid organics bin is good for the environment	51%	47%	49%	56%	47%
Your green lid bin is a comprehensive compost service	51%	49%	51%	54%	47%
Compost made from your green lid bin improves soil health	51%	43%	48%	54%	45%
Food and garden waste in your green lid bin is turned into compost	50%	42%	45%	53%	45%
Putting food and garden waste into the green lid organics bin is the right thing to do, the community expects us to do it	48%	41%	47%	49%	42%
Food scraps sent to landfill in the red lid bin makes methane and adds to climate change	49%	51%	48%	55%	48%
Base	237	150	126	85	176

Base: (Total sample)



Likelihood of Placing Food Scraps in the Green Bin Based on Outcomes Continued

The table below shows the proportion of respondents that stated they are a little more likely/a lot more likely to use the green bin for food scraps based on the outcome (Q13 – rows) crossed by recall of 'related' aided messages of the campaign (Q14d – columns). In a number of cases, those who recall seeing/hearing a message that directly relates to an outcome indicated they are more likely (than those who don't recall the message) to increase their green bin usage based on that outcome. As an example, the 56 respondents who recall the 'cycle of food...' message on Q14 are significantly more likely to say that the Q13 benefit 'Food and garden waste in your green bin is turned into compost' is a little/lot more likely to get them to use their green bin for food scraps.

Q13. Listed below are several potential outcomes of putting both garden waste and food scraps into your green lid organics bin. To what extent, if at all, does/would that outcome make you more or less likely to use your green lid organics bin for food scraps?

Q13. Based on the potential outcome (listed below) - A little/A lot more likely to use the green bin for food scraps	Q14. Aided recall of message...	
	Everyone is putting their food scraps in the green lid bin, I should do it too	
Putting food and garden waste into the green lid organics bin is the right thing to do, the community expects us to do it Base	Recall 55% 33	Don't recall 44% 354
	Putting your food scraps in the green lid bin is great for farmers and the environment	
Putting food and garden waste in the green lid organics bin is good for the environment Base	Recall 58% 77	Don't recall 47% 310
	Facts about environmental impact	
Putting food and garden waste in the green lid organics bin is good for the environment Base	Recall 62%▲ 61	Don't recall 47% 326
	Facts about environmental impact	
Food and garden waste in your green lid bin is turned into compost Base	Recall 64%▲ 61	Don't recall 44% 326
	The cycle of food/grow-eat-return to the earth	
Food and garden waste in your green lid bin is turned into compost Base	Recall 61%▲ 56	Don't recall 44% 331
	The cycle of food/grow-eat-return to the earth	
Your green lid bin is a comprehensive compost service Base	Recall 59% 56	Don't recall 48% 331

▲ ▼ = A significantly higher/lower likelihood (by group)

Likelihood of Placing Food Scraps in the Green Bin Based on Outcomes Continued

Q13. Listed below are several potential outcomes of putting both garden waste and food scraps into your green lid organics bin. To what extent, if at all, does/would that outcome make you more or less likely to use your green lid organics bin for food scraps?

Q13. Based on the potential outcome (listed below) - A little/A lot more likely to use the green bin for food scraps	Q14d. Aided recall of message...	
	Facts about environmental impact	
	Recall	Don't recall
Your green lid bin is a comprehensive compost service	57%	48%
Base	61	326
	Facts about environmental impact	
	Recall	Don't recall
Compost made from your green lid bin improves soil health	59%	46%
Base	61	326
	Putting your food scraps in the green lid bin is great for farmers and the environment	
	Recall	Don't recall
Compost made from your green lid bin improves soil health	60%▲	45%
Base	77	310
	Putting your food scraps in the green lid bin is great for farmers and the environment	
	Recall	Don't recall
Food scraps sent to landfill in the red lid bin makes methane and adds to climate change	53%	49%
Base	77	310
	Facts about environmental impact	
	Recall	Don't recall
Food scraps sent to landfill in the red lid bin makes methane and adds to climate change	49%	50%
Base	61	326
	Facts about environmental impact	
	Recall	Don't recall
In many parts of NSW we are running out of landfill space for red lid bin waste	57%	54%
Base	61	326

▲▼ = A significantly higher/lower likelihood (by group)





Summary of Statistically Significant Results



Summary of Statistically Significant Differences by Wave

Note: Wave 1 results are only based on the 3 selected Councils	Wave 1	Wave 2
Q5. Disposal of household waste		
Any type of food scraps Green lid organics bin	64%	72%▲
Paper and cardboard Yellow lid recycling bin	90%	95%▲
Red lid garbage bin	2%	0%▼
Q6. Disposal of food waste - % 'total do'		
Meat In Green lid Organics Bin	46%	56%▲
Fish and other seafood scraps In Green lid Organics Bin	50%	60%▲
Bones In Green lid Organics Bin	53%	64%▲
Fruit/vegetables and peelings/seeds/pips, etc. In Green lid Organics Bin	60%	67%▲
Pasta, rice, pulses, etc. In Green lid Organics Bin	44%	53%▲
Pantry long-life foods* In red lid Garbage Bin	36%	29%▼
In Yellow lid Recycling Bin	10%	3%▼
In Green lid Organics Bin	37%	49%▲
Dairy products, such as cheese, yogurt, etc. In Green lid Organics Bin	40%	49%▲
Takeaway/home delivery food* In red lid Garbage Bin	40%	23%▼
In Yellow lid Recycling Bin	27%	5%▼
In Green lid Organics Bin	25%	47%▲
Left-over cooked foods In Green lid Organics Bin	48%	57%▲
Q7. Awareness of putting food scraps into green lid organics bin		
Mean awareness (1=not at all aware, 5=very aware)	4.06	4.26▲
Q8. Major/Big concern		
NET: Identified at least one major/big concern	52%	45%▼
Food scraps in the green lid organics bin may attract flies, cockroaches, rats, etc.	32%	24%▼
Q10b. Wrapping food scraps		
Council provided compostable bags/bin liners	42%	34%▼
Specially designed (Council approved Australian certified) compostable bags/bin liners that I buy myself	17%	24%▲
Q10c. Frequency of taking food scraps out to the bin		
Net: at least once a day	48%	39%▼
Q13. Awareness: 'yes' %		
Food and garden waste in your green lid bin is turned into compost	89%	93%▲

▲▼ = A significantly higher/lower percentage (by Wave)

*Caution: wording change from Wave 1



Summary of Statistically Significant Differences by LGA

Wave 2 results	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Q4. Responsibility of reducing waste to landfill			
Mean personal responsibility (0=not at all responsible, 10=very responsible)	9.48▲	9.27	9.07
Q5. Disposal of household waste			
<i>Paper and cardboard</i>			
Yellow lid recycling bin	97%	89%▼	97%
Green lid organics bin	5%▼	45%▲	3%▼
<i>Garden waste/plant cuttings</i>			
Green lid organics bin	93%	95%	88%▼
Q6. Disposal of food waste - % 'total do'			
<i>Fish and other seafood scraps</i>			
In Yellow lid Recycling Bin	0%	2%▲	0%
Elsewhere (e.g., compost, worm farm, fed to pets, etc.)	27%	13%▼	23%
<i>Bones</i>			
In Yellow lid Recycling Bin	0%	2%▲	0%
<i>Fruit/vegetables and peelings/seeds/pips, etc.</i>			
In Green lid Organics Bin	63%	79%▲	64%
Elsewhere (e.g., compost, worm farm, fed to pets, etc.)	51%▲	29%▼	45%
<i>Bread and pastry products</i>			
In Green lid Organics Bin	52%	66%▲	49%
<i>Dairy products, such as cheese, yogurt, etc.</i>			
In Green lid Organics Bin	52%	58%	44%▼
Q7. Awareness of putting food scraps into green lid organics bin			
Mean awareness (1=not at all aware, 5=very aware)	4.24	4.52▲	4.14

▲▼ = A significantly higher/lower percentage (by LGA)



Summary of Statistically Significant Differences by LGA

Wave 2 results	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Q8. Major/Big concern			
Food scraps in a bin or caddy in the kitchen may attract flies, cockroaches, rats, etc.	18%▼	25%	34%▲
Food scraps in a bin or caddy in the kitchen may start to smell	17%▼	29%	30%
Food scraps in the green lid organics bin may attract flies, cockroaches, rats, etc.	18%	22%	29%▲
Don't like/want food scraps on the kitchen bench	14%▼	20%	24%
Don't like/want loose food scraps in the green lid organics bin	10%	8%	13%
It's too messy/fiddly to empty jars and containers of out-of-date food into a small bin or caddy	5%▼	8%	16%▲
No room in kitchen for food scraps collection	5%▼	11%	13%
It's too messy/fiddly trying to scrape food scraps off plates into a small bin or caddy	2%▼	6%	11%▲
Too much effort to separate food scraps in the kitchen and dispose of	1%▼	1%	9%▲
We aren't sure which food scraps can go in the green lid organics bin	7%▲	0%▼	3%
Q9. Substantially decreases how much food I put in green bin			
Food scraps in a bin or caddy in the kitchen may attract flies, cockroaches, rats, etc.	9%▼	13%	20%▲
Food scraps in a bin or caddy in the kitchen may start to smell	6%▼	12%	20%▲
Food scraps in the green lid organics bin may attract flies, cockroaches, rats, etc.	6%▼	13%	18%▲
Don't like/want food scraps on the kitchen bench	6%▼	8%	15%▲
It's too messy/fiddly to empty jars and containers of out-of-date food into a small bin or caddy	1%▼	5%	9%▲
No room in kitchen for food scraps collection	2%▼	5%	9%▲
It's too messy/fiddly trying to scrape food scraps off plates into a small bin or caddy	2%	1%	6%▲
Too much effort to separate food scraps in the kitchen and dispose of	0%▼	1%	5%▲
Q10a. Storing food scraps			
Small bin/container or bowl – with no lid	12%▲	4%	3%▼
Q10b. Wrapping food scraps			
Council provided compostable bags/bin liners	14%▼	1%▼	67%▲
Newspaper	36%▲	45%▲	15%▼
Specially designed (Council approved Australian certified) compostable bags/bin liners that I buy myself	48%▲	11%▼	13%▼
We don't use any lining/wrapping for food waste	25%	30%	18%▼
Junk mail	7%	19%▲	4%▼
Regular plastic bags	4%	14%▲	7%
Cardboard i.e., cereal box	6%	14%▲	1%▼
Butcher's paper	3%	11%▲	2%
Q10c. Frequency of taking food scraps out to the bin			
Whenever the kitchen container begins to smell	5%	2%	10%▲

▲▼ = A significantly higher/lower percentage (by LGA)



Summary of Statistically Significant Differences by LGA

Wave 2 results	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Q12a. In the last 1-2 months, would your household have...			
Put a larger proportion of your food scraps in the green-lid bin than you did six or so months ago	10%	24%▲	16%
Q13. Awareness: 'yes' %			
In many parts of NSW, we are running out of landfill space for red lid bin waste	72%	86%▲	73%
Q14a. Through which of the following media channels, if any, do you remember seeing or hearing this education and advertising campaign?			
Social media, such as Facebook	25%	67%▲	18%▼
Council's website	19%	47%▲	19%▼
Advertising in local newspapers	11%	31%▲	9%▼
Editorial, news items or interviews in local newspapers, radio or television, etc.	8%	19%▲	13%
Articles in Council's e-newsletter	10%	18%▲	9%
A Council pop-up stand at a public place such as a Farmers' Market	2%▼	28%▲	1%▼
Outdoor posters	5%	13%▲	5%
Council's community events (online or face to face)	1%▼	14%▲	2%▼
School presentation/competition/newsletter	0%▼	5%	2%
Other	0%	4%▲	0%
Have not seen or heard of this campaign at all	50%▲	9%▼	45%▲
Q14b. Frequency of exposure			
Have not seen	50%▲	9%▼	45%▲
1-5 times	27%	38%	32%
6+ times	23%	53%▲	23%▼
Q14d. Which, if any, of these messages do you specifically recall seeing or hearing in the campaign?			
We've got our scrap sorted	38%	55%▲	42%
Good tips and options about how to manage issues around smelly food scraps	14%	38%▲	12%▼
Q14g. Which, if any, of these messages appeal to you most and would encourage you to put your food scraps in the green-lid bin?			
Putting your food scraps in the green lid bin is great for farmers and the environment	43%	52%▲	36%▼
The cycle of food/grow-eat-return to the earth	44%▲	29%	34%
We've got our scrap sorted	24%	38%▲	26%
A little scrap goes a long way	28%	33%	21%▼

▲▼ = A significantly higher/lower percentage (by LGA)



Summary of Statistically Significant Differences by Recall of Campaign

	Seen campaign	Have not seen or heard of this campaign at all
Q5. Disposal of household waste		
<i>Any type of food scraps</i>		
Green lid organics bin	76%▲	67%
<i>Soft plastics such as wrappers and bags</i>		
Return and Earn Machine or Centre	0%▼	2%
<i>Paper and cardboard</i>		
Green lid organics bin	17%▲	6%
<i>Beverage containers, such as beer and soft-drink bottles and can</i>		
Return and Earn Machine or Centre	63%▲	53%
Q6. Disposal of food waste - % 'total do'		
<i>Fish and other seafood scraps</i>		
In Green lid Organics Bin	65%▲	52%
<i>Bones</i>		
In red lid Garbage Bin	21%▼	31%
In Green lid Organics Bin	70%▲	56%
<i>Fruit/vegetables and peelings/seeds/pips, etc.</i>		
In Green lid Organics Bin	72%▲	60%
<i>Bread and pastry products</i>		
In Green lid Organics Bin	58%▲	47%
<i>Dairy products, such as cheese, yogurt, etc.</i>		
In Green lid Organics Bin	56%▲	39%
<i>Takeaway/home delivery food</i>		
In Green lid Organics Bin	51%▲	40%
<i>Left-over cooked foods</i>		
In Green lid Organics Bin	62%▲	51%
Q7. Awareness of putting food scraps into green lid organics bin		
Mean awareness (1=not at all aware, 5=very aware)	4.41▲	4.02

▲▼ = A significantly higher/lower percentage (by recall of campaign)



Summary of Statistically Significant Differences by Recall of Campaign Continued

	Seen campaign	Have not seen or heard of this campaign at all
Q8. Major/Big concern		
Don't like/want loose food scraps in the green lid organics bin	8%▼	15%
We don't have a separate bin or caddy in the kitchen just for food scraps	6%▼	15%
Q9. Substantially decreases how much food I put in green bin		
We aren't sure which food scraps can go in the green lid organics bin	0%▼	6%
Q10b. Wrapping food scraps		
Council provided compostable bags/bin liners	30%▼	41%
Junk mail	11%▲	4%
Q10c. Frequency of taking food scraps out to the bin		
Whenever the kitchen container is full	19%▼	37%
Net: when required	20%▼	38%
Q12a. In the last 1-2 months, would your household have...		
Put a larger proportion of your food scraps in the green-lid bin than you did six or so months ago	20%▲	8%
Put about the same proportion of your food scraps in the green-lid bin as you did six or so months ago	69%▼	79%
Q13. Awareness: 'yes' %		
Putting food and garden waste into the green lid organics bin is the right thing to do, the community expects us to do it	95%▲	89%
Your green lid bin is a comprehensive compost service, which can process virtually all food scraps, including bones and other animal products	89%▲	75%
In many parts of NSW, we are running out of landfill space for red lid bin waste	81%▲	67%
Q14g. Which, if any, of these messages appeal to you most and would encourage you to put your food scraps in the green-lid bin?		
A little bit of effort can go a long way	42%▲	32%
We've got our scrap sorted	36%▲	14%
A little scrap goes a long way	33%▲	15%
None of these	12%▼	21%

▲ ▼ = A significantly higher/lower percentage (by recall of campaign)





Appendix A: Additional Analysis



Disposal of Household Waste

Q5. How do you or members of your household usually dispose of the following types of household waste?

Any type of food scraps	Wave 1	Wave 2
Green lid organics bin	64%	72%▲
Compost (home or community) or worm farm	25%	27%
Feed to animals/pets	25%	22%
Red lid garbage bin	13%	10%
Yellow lid recycling bin	1%	<1%
Return and Earn Machine or Centre	<1%	0%
Recycling service	0%	0%
Other	2%	1%
Don't know	1%	0%
N/A - we don't have this type of waste	0%	0%
Base	515	387

Soft plastics such as wrappers and bags	Wave 1	Wave 2
Red lid garbage bin	77%	78%
Recycling service	13%	15%
Yellow lid recycling bin	10%	8%
Return and Earn Machine or Centre	<1%	1%
Green lid organics bin	<1%	0%
Compost (home or community) or worm farm	<1%	0%
Feed to animals/pets	0%	0%
Other	4%	4%
Don't know	1%	1%
N/A - we don't have this type of waste	<1%	<1%
Base	515	387

Paper and cardboard	Wave 1	Wave 2
Yellow lid recycling bin	90%	95%▲
Green lid organics bin	13%	13%
Compost (home or community) or worm farm	6%	5%
Recycling service	<1%	1%
Red lid garbage bin	2%▲	<1%
Return and Earn Machine or Centre	<1%	<1%
Feed to animals/pets	0%	0%
Other	2%	1%
Don't know	1%	0%
N/A - we don't have this type of waste	0%	<1%
Base	515	387

▲▼ = A significantly higher/lower percentage (by Wave)

Base: (Total sample)



Glass jars/plastic bottles	Wave 1	Wave 2
Yellow lid recycling bin	92%	91%
Red lid garbage bin	5%	5%
Return and Earn Machine or Centre	2%	2%
Recycling service	1%	2%
Green lid organics bin	1%	1%
Feed to animals/pets	0%	<1%
Compost (home or community) or worm farm	<1%	0%
Other	5%	7%
Don't know	1%	<1%
N/A - we don't have this type of waste	<1%	0%
Base	515	387

Beverage containers	Wave 1	Wave 2
Return and Earn Machine or Centre	63%	59%
Yellow lid recycling bin	41%	45%
Recycling service	3%	5%
Green lid organics bin	1%	1%
Red lid garbage bin	1%	<1%
Feed to animals/pets	0%	<1%
Compost (home or community) or worm farm	<1%	0%
Other	<1%	0%
Don't know	1%	0%
N/A - we don't have this type of waste	1%	<1%
Base	515	387

Garden waste/plant cuttings	Wave 1	Wave 2
Green lid organics bin	88%	91%
Compost (home or community) or worm farm	21%	23%
Feed to animals/pets	4%	5%
Red lid garbage bin	<1%	1%
Return and Earn Machine or Centre	<1%	1%
Yellow lid recycling bin	1%	1%
Recycling service	<1%	0%
Other	4%	2%
Don't know	1%	<1%
N/A - we don't have this type of waste	1%	<1%
Base	515	387

Base: (Total sample)



Reason for Likelihood of Placing Food Scraps in the Green Bin as a Result of the Campaign

Q14e. As a result of this education and advertising campaign, how likely, if at all, are you to put your food scraps (or continue to put your food scraps) into your green lid bin?

Q14f. Why do you say that?

Reason	N=237
Very likely (66%)	
I am already managing my food waste	26%
It is good for the environment	14%
It is the right thing to do	8%
I am/the community is more aware/informed	6%
Everyone can do their bit to help	5%
Important/better for the future	5%
Easy to do	3%
Makes sense/good idea	3%
Reduce waste to landfill	3%
Good for compost	2%
The green bin is emptied more frequently/stops the red bin from smelling	2%
Need an alternative for items that can't be composted/fed to animals/for those who do not compost	1%
Red bin gets full	1%
Green bags are good to use, as you can put them the bin and it reduces the smell	<1%
Hopefully soon there will be a broader program aimed at reducing packaging	<1%
I wish all 3 bins were emptied every week as at the moment the yellow and red bins are emptied fortnightly	<1%
Minimise waste types to start with	<1%
Don't know/no response	2%
Likely (14%)	
I am already managing my food waste	4%
Feels good to know we are making a difference/working together	2%
I am/the community is more aware/informed	2%
It is a good reminder	2%
Reduces waste to landfill	1%
Depends how much room I have in the green bin	<1%
Stops the smell of all bins	<1%
Don't know/no response	3%

Base: (Those that have seen the campaign)



Reason for Likelihood of Placing Food Scraps in the Green Bin as a Result of the Campaign

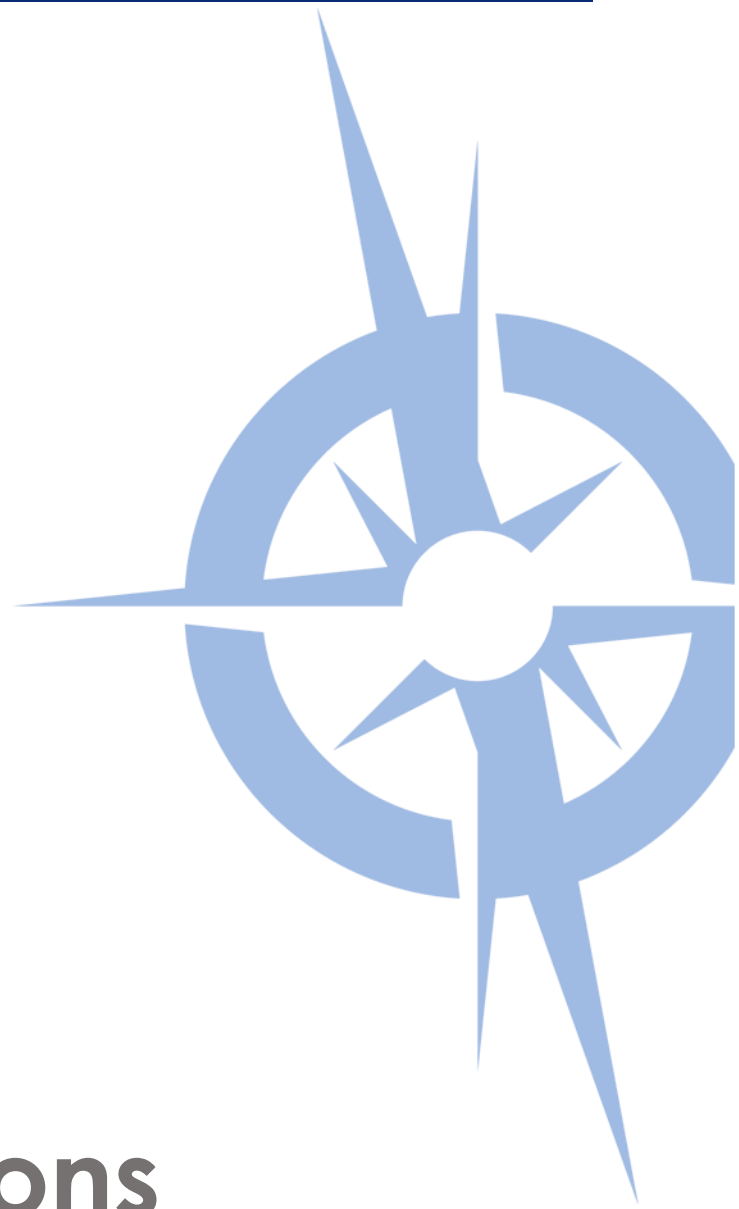
Q14e. As a result of this education and advertising campaign, how likely, if at all, are you to put your food scraps (or continue to put your food scraps) into your green lid bin?

Q14f. Why do you say that?

Reason	N=237
Somewhat likely (10%)	
Already use the green bin for food scraps	2%
Pests/smell	2%
I should try to improve my habits	1%
It is good for the environment	1%
Manage waste through compost and animals	1%
Repetition of the campaign	1%
Too difficult	1%
Green bin is usually full	<1%
I don't produce that much waste	<1%
It's not reinforced	<1%
Waste of money	<1%
Don't know/no response	1%
Not very likely/Not at all likely (10%)	
Manage food waste through compost and animals	5%
Pests/smell	3%
Too messy/difficult	1%
Bin is rarely used	<1%
Can't use compostable bags in our Shire	<1%
Councils don't appreciate the rate payers, so why should we pay for them to make money off our scraps by selling it back as compost	<1%
Fortnightly service is not enough	<1%
I don't do home gardening at all	<1%
It is ridiculous to be moving waste over ordinary roads 128 kilometres and bringing back an empty truck	<1%
More likely to get a worm farm	<1%
The unnecessary adverse environmental impact of this has not been considered	<1%
Think outside the square and create art from waste	<1%
Don't know/no response	<1%

Base: (Those that have seen the campaign)





Appendix B: Communications Plan



Forbes

Channel	Message type
Facebook	<p>Mayor video using the FOGO bin as well as stills of other Councillors doing their bit, audit of Council bin</p> <p>Mayoral video. Bin audit of Mayor's bin</p> <p>Waste Wednesday – FOGO program Facebook campaign launch</p> <p>Regular Facebook updates on ways to improve FOGO use</p> <ul style="list-style-type: none"> - What can go in FOGO bin - Every bit counts - Do not throw compostable bags in the FOGO bin as this will contaminate the collection - Improving soil health - FOGO caddy tips - FOGO compost being used by farmers - Solutions for decreasing smells from FOGO (wrap in newspaper, layering with garden waste etc) - Solutions for decreasing pests etc - Video of Forbes Tip showing the food waste which could be going to compost - Friday night Pizza night, pizza box goes in FOGO bin - Share your best waste-saving recipe to win - Share your best compost tip to win - Share your little-known FOGO item tip to win - Video of a sad Binman at the amount of FOGO going into the red bin <p>Profiling Agriculture use of FOGO compost – farmer explaining how this helps his/her farm</p> <p>thanking Forbes residents for:</p> <ul style="list-style-type: none"> - choosing the right bin - saving x% of FOGO going into landfill - No contamination - making great compost not landfill and methane gas - giving our landfill site x more years in its life - Happy Binman with a thumbs up!
Print	<p>Profiling Council gardens use of FOGO compost using compost</p> <p>Message in the Mayoral Column</p>
Farmers Markets	<p>Stall with FOGO bin, bin liners, leaflets, Compost examples.</p> <p>Giveaway something like a Keep cup or calico bag</p>
School Competition	<ul style="list-style-type: none"> - Who can save the most FOGO - How have you used your FOGO compost - Produce grown/photo sharing - Enviro pack for schools - Winner gets a prize for the school. TBA
Rates Notice Message	<p>Promo advert for FOGO on Rates Notice</p>



Kempsey

Channel	Message type
Social media	3 Posts per week - Overarching campaign message - Statistics or specific example post - Video case study
Any e-newsletters	Regular presence in weekly community and fortnightly staff e-newsletters through campaign
Print advertising incl Notices	Ad in notices
Radio advertising \$3000	Yes – 40 spots per month across 3 months across Hit and Triple M
TV advertising \$4000	Yes – Sponsor weather segment with adjoining ads on NBN news one night per week for 3 months
Media - News and interviews	Yes – monthly story angles
Outdoor advertising	Decals on Waste Trucks
Outdoor signage – Posters, Screens	Digital screens only
Web promotion – Banner on home page? Links on other pages?	Yes banner on site
Distributables – flyers, postcards, merch \$3000	Yes Flyer to every household in rates notices Sticker on every green bin?
Hold message	Yes record audio for hold message



Clarence Valley

Channel	Message type
Website Landing Page	3 campaign messages
Customer service TV	3 campaign messages
Radio (From 7 September)	3 campaign messages
Radio (October)	3 campaign messages
Radio (November)	3 campaign messages
Facebook (September)	3 campaign messages
Facebook (October)	3 campaign messages
Facebook (November)	3 campaign messages
Clarence Valley Independent (September) 260x80 Strip	3 campaign messages
Clarence Valley Independent (October) 260x80 Strip	3 campaign messages
Clarence Valley Independent (November) 260x80 Strip	3 campaign messages
Two Superside Buses (12 weeks)	What goes in the bin



The Blueprint

The below can be used as a blueprint for the three-month campaign. The Council's comms teams will have to develop the case studies specific to their farmers, community champions etc. NSW DPIE will provide all assets, blog template, video training, & postproduction services.

Week 1:

- 1 overarching FOGO campaign asset
- Send flyers to all households (, what can go in the FOGO bin, what happens after it's collected)
- 1x social video addressing the barrier most affecting that council

Week2:

- FOGO champion case study blog/social post/ media story
- 1x social video addressing barrier
- 1x story of local collection driver

Week 3:

- 1x social video addressing barrier
- Social Media poll about campaign awareness/have HH used FOGO service
- 1x story about local processing facility ie. How is compost made?

Week 4:

- FOGO challenge – community wide or street competition “We're doing out bit” “Full circle” “FOGO for farms”
- 1x social post addressing barrier
- 1x story of local farmer who received FOGO compost

Collaborative Commitment

Due to the significant investment by DPIE in the FOGO Deep Dive project including evaluation of the impact the comms each pilot council is asked to commit to a minimum delivery of the comms elements. These include

- 1x, 2x is preferable – video/stills social posts a week on council fb– DPIE provided assets
- 3x mailbox drops – DPIE provided, council can make minor modifications ie. Branding, council specific messaging
- 3x local media story/advertisement - DPIE provide assets for advertisement – council can make minor modification
- 2 case studies newsletters, mayoral letters, council message, council website – info
- 1 event about FOGO service

However, councils are encouraged to develop additional collateral and use additional channels. For example:

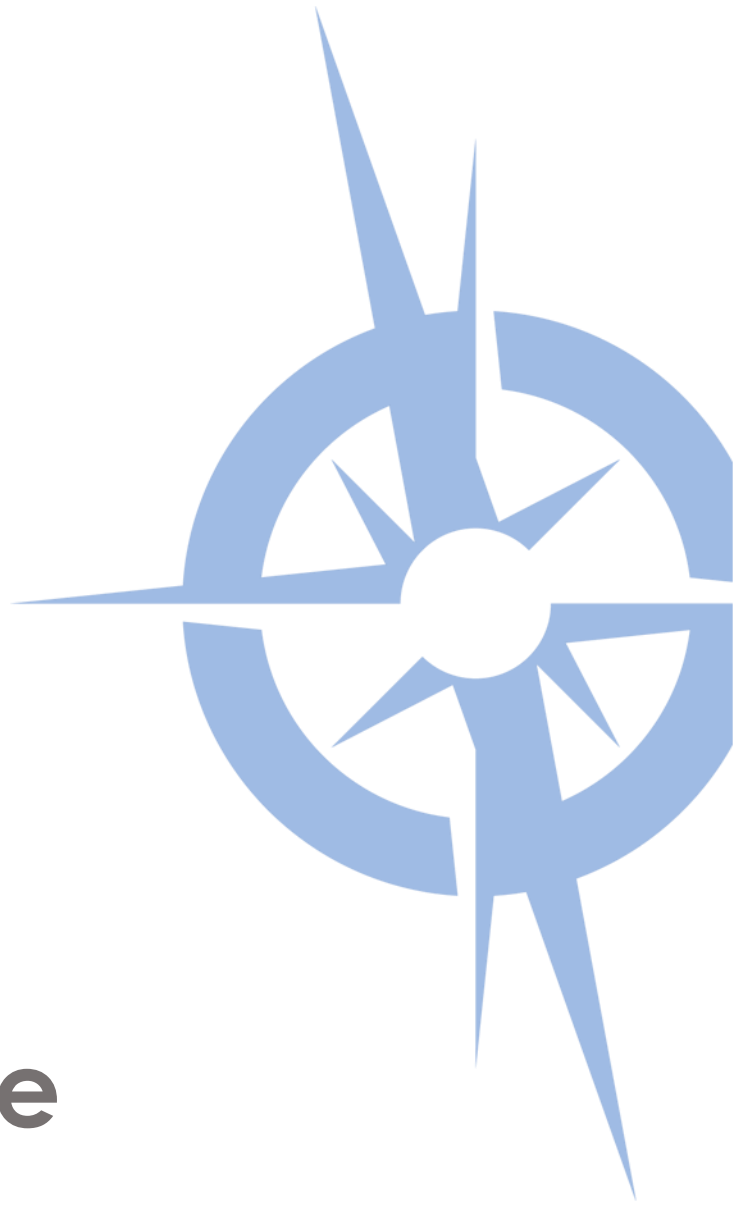
- Radio promotion
- TVC promotion
- Social challenges (DPIE to provide ideas) – incentives could include bags of compost



-
- Social media conversation starters where peer to peer education and conversations are encouraged
 - Asking community to provide leads for case studies through social media activation
 - Council garden using compost from local FOGO
 - Weekly tasks ideas for the eco-friendly kitchen (ambient media at point where behaviour should be happening)
 - o Send all food scraps to your local farms and gardens
 - o Use up what is closer to going off
 - o Check your fridge before you go to the shops
 - Child friendly tasks – make your kids in charge of monitoring bin sorting
 - Social media polls – this is a great way to encourage two-way communication and receive real time information about attitudes and behaviours during the pilot period – this information can inform councils how to adapt to residents needs and wants



Appendix C: Sample Source

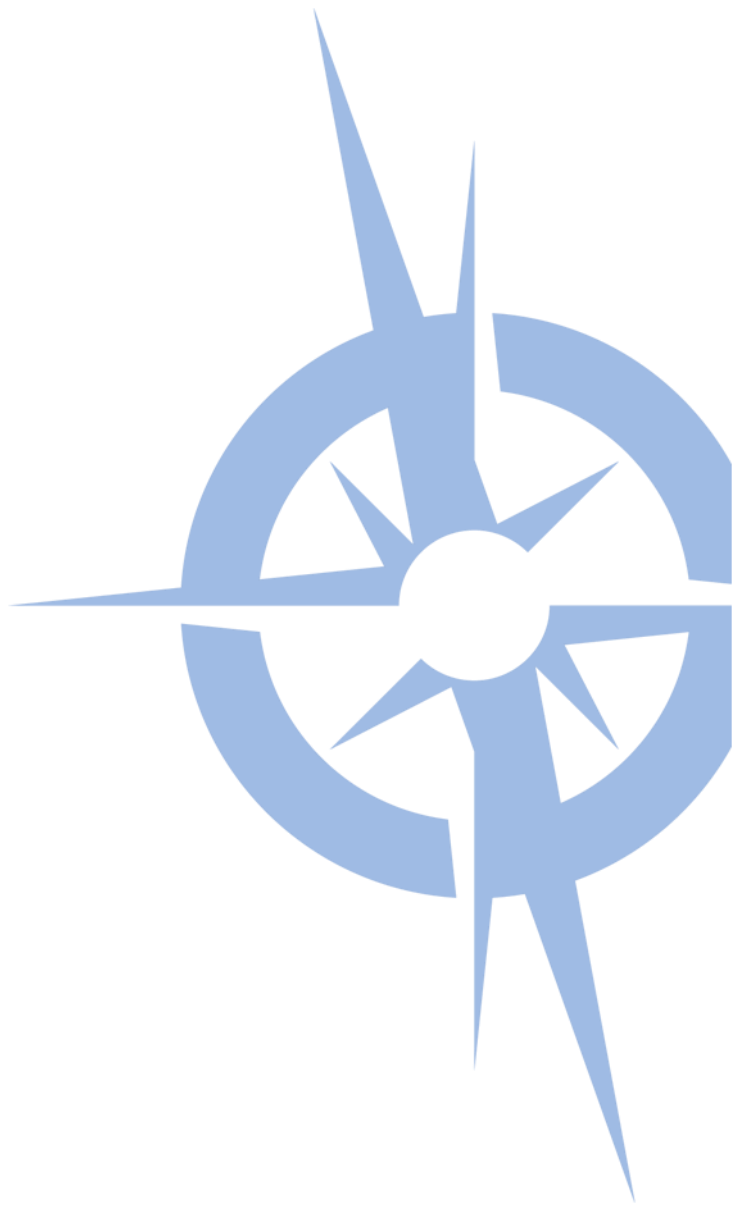


Sample achieved by source and LGA

	Overall	Clarence Valley Council	Forbes Shire Council	Kempsey Shire Council
Number harvest	59	26	19	14
Council contact	272	100	66	106
Micromex Panel	56	0	0	56
Base	387	126	85	176



Appendix D: Questionnaire



NSW Environment Protection Authority
ONLINE Community Survey – Waste Services Deep Dive – STAGE 2
Final – December 2020

Thank you for your interest in this survey about waste services in your local area.

This survey is being conducted by Micromex Research on behalf of the NSW Environment Protection Authority. It will take approximately 15 minutes to complete.

If you are unable to answer all questions in one sitting, please save the page you are on – click on the survey link later, and you will return to where you left off.

Programmer: Note this is only for a portion of the sample. Discuss further when launching.

Please note that your responses to these questions will only be reported in aggregate form – and your name/contact details will not be shared with anyone else.

By completing the full survey, respondents have the opportunity to win one of six \$50 EFTPOS cards!

To answer the questions, either select one or more of the listed responses, or type in your comments where space is provided (please provide as much detail as possible when typing in comments).

SECTION 1: SCREENERS (Section headings will NOT appear on programmed online questionnaire)

Before you begin, we have a few questions about you to make sure we survey people from a range of backgrounds.

Q1. How often, if at all, do you personally do each of the following activities at home? Please select one answer on each line. (SR per row)

	Daily	Most days each week	2-3 Days a week	Once a week	Less Often
Prepare meals in the kitchen.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean up in the kitchen after meals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take out recycling from the kitchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take out left-over food scraps from the kitchen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2. Which, if any, of the following Council-provided waste services do you have at your home? Please select one answer on each line. (SR per row)

	Yes	No	C/S
Garbage bin (usually a red lid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling bin (usually a yellow lid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organics bin for garden and other waste (usually a green lid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Terminate if No or C/S for Organics Bin



Q3a. What type of home do you currently live in? (SR)

- Separate or standalone house (Continue)
- Townhouse/terrace house/semi-detached/villa/duplex with own Council bins for waste and recycling, not shared with others (Continue)
- Townhouse/terrace house/semi-detached/villa/duplex with Council bins for waste and recycling that we share with others (Terminate)
- Flat/unit/apartment (Terminate)
- Other (Terminate)

Q3b. In which one of the following Local Government Areas do you live? (SR)

- Clarence Valley Council
- Forbes Shire Council
- Kempsey Shire Council
- Other (Terminate)

Q3c. What is your age? (SR)

- Under 18 years (Terminate)
- 18 – 24
- 25 – 34
- 35 – 44
- 45 - 54
- 55 – 64
- 65 – 74
- 75 – 84
- 85 years and over

Q3d. What is your gender? (SR)

- Male
- Female
- Other
- Prefer not to say

Q3e. How many adults aged 18+ years, including you, live in your home? (SR)

- 1
- 2
- 3
- 4
- 5
- 6 or more

Q3f. And how many children aged under 18 years, if any, live in your home? (SR)

- No children aged under 18 in household
- 1
- 2
- 3
- 4
- 5
- 6 or more



Q3g. Thinking now about meals in your household. In a typical week, how many nights would at least one person in your household prepare dinner in your home (ie: excluding take-away, home deliveries, etc)? (SR)

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7

Q3h. And in a typical week, how many nights would at least one person in your home eat dinner in your home (whether made at home or take-away/home delivery)? (SR)

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7

SECTION 2: OVERALL WASTE ATTITUDES AND BEHAVIOURS (Section headings will NOT appear on programmed online questionnaire)

Q4. Using the scale below, how responsible, if at all, do you think each of the following people or groups should be for reducing the amount of waste that is sent to landfill? RANDOMISE

	Not at all responsible							Very responsible				
	0	1	2	3	4	5	6	7	8	9	10	DK
You personally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residents of this Council area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Businesses in this Council area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The local Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State Government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Federal Government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q5. How do you or members of your household usually dispose of the following types of household waste? Please select all disposal methods that apply to each waste type. (Randomise waste types if possible; MR per row)

1. Red lid garbage bin
2. Yellow lid recycling bin
3. Green lid organics bin
4. Compost (home or community) or worm farm
5. Return and Earn Machine or Centre
6. Feed to animals/pets
7. Recycling service eg: REDcycle program
8. Other
9. Don't know
10. N/A - we don't have this type of waste

Waste type:	1	2	3	4	5	6	7	8	9	10
Any type of food scraps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft plastics such as wrappers and bags	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paper and cardboard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glass jars such as jam jars, plastic bottles such as sauce bottles, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beverage containers, such as beer and soft-drink bottles and cans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garden waste/plant cuttings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



SECTION 3: FOGO ATTITUDES and USAGE (Section headings will NOT appear on programmed online questionnaire)

Q6. Thinking now specifically about food scraps. Approximately how much, if any, of the following food waste types/scraps goes to each of the disposal methods listed below?

Please select one or more answers on each row. If you NEVER have any of that particular type of food scraps, please select 'N/A' on that row. Please take your time with answering this question, as the answers you provide are very important! (Randomise waste types.

Programmer: Scale for drop-downs will be: All / Most / Some / Only a little / None – with N/A as well)

Waste type:	Amount of each waste type that goes...				
	In red lid Garbage Bin	In Yellow lid Recycling Bin	In Green lid Organics Bin	Elsewhere (eg: compost, worm farm, fed to pets, etc)	Never have this food waste N/A
Meat (beef, lamb, chicken, pork, etc.)	_____	_____	_____	_____	N/A
Fish and other seafood scraps...	_____	_____	_____	_____	N/A
Bones	_____	_____	_____	_____	N/A
Fruit/vegetables and peelings/seeds/pips etc.	_____	_____	_____	_____	N/A
Bread and pastry products	_____	_____	_____	_____	N/A
Pasta, rice, pulses etc.	_____	_____	_____	_____	N/A
Pantry long-life foods, such as cereal, old cake mixes, old biscuits, etc.....	_____	_____	_____	_____	N/A
Dairy products, such as cheese, yogurt, etc.	_____	_____	_____	_____	N/A
Takeaway/home delivery food such as left-over pizza, left-over Chinese/Thai/Indian meals, etc	_____	_____	_____	_____	N/A
Left-over cooked foods.....	_____	_____	_____	_____	N/A

Q7. To what extent, if any, were you aware that households in your local government area are allowed to put all of their food scraps into their green lid organics bin? (SR, Rotate)

- Not at all aware, I didn't know this
- Not really aware, I wasn't sure you could
- Somewhat aware, I had heard something but hadn't followed through
- Quite aware, I am already using it for some things
- Very aware, I use it for most or all my food waste

Programmer: Hide 'Back' Button on this question



Q8. Previous research has shown that some people have issues or concerns about putting some or all of their food scraps into their green lid organics bin – even those who put food into their organics bins may have issues or concerns.

For each of the issues listed below, could you please indicate how much of a concern, if any, it is for you. Please select one answer on each row. (RANDOMISE, SR per row)

A 'kitchen caddy' (referred to in some of the items below) is a small bin for food scraps, like the examples at right:



	Not a Concern for me	Minor/ Small Concern for me	Major/ Big Concern for me
Green lid Organics bin is only collected weekly so starts to smell	○	○	○
Don't like/want loose food scraps in the green lid organics bin.....	○	○	○
Food scraps in the green lid organics bin may attract flies, cockroaches, rats etc	○	○	○
Don't like/want food scraps on the kitchen bench	○	○	○
Food scraps in a bin or caddy in the kitchen may attract flies, cockroaches, rats etc	○	○	○
Food scraps in a bin or caddy in the kitchen may start to smell.....	○	○	○
No room in kitchen for food scraps collection	○	○	○
Too much effort to separate food scraps in the kitchen and dispose of	○	○	○
It's too messy/fiddly trying to scrape food scraps off plates into a small bin or caddy	○	○	○
It's too messy/fiddly to empty jars and containers of out-of-date food into a small bin or caddy	○	○	○
We don't have a separate bin or caddy in the kitchen just for food scraps.....	○	○	○
We aren't sure which food scraps can go in the green lid organics bin.....	○	○	○
Our green lid organics bin is very often full of garden waste, so there is no room for food scraps	○	○	○
Our green lid organics bin is occasionally full of garden waste, so there is no room for food scraps	○	○	○



**Q9. You indicated that the following issues were Major/Big concerns for you... What impact, if any, do each of these concerns have on the amount of food scraps you put into your green lid organics bin? Please select one answer on each row. (RANDOMISE, SR per row. Programmer: Only those items selected as 'Major' on Q8 to appear here)
Programmer: From memory we DIDN'T set a maximum in Wave 1, so we can't in Wave 2)**

	No Impact on how much food waste I put in Green Bin	Somewhat decreases how much food waste I put in Green Bin	Substantially decreases how much food waste I put in Green Bin
Green lid Organics bin is only collected weekly so starts to smell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't like/want loose food scraps in the green lid organics bin.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food scraps in the green lid organics bin may attract flies, cockroaches, rats etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't like/want food scraps on the kitchen bench	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food scraps in a bin or caddy in the kitchen may attract flies, cockroaches, rats etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food scraps in a bin or caddy in the kitchen may start to smell.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No room in kitchen for food scraps collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too much effort to separate food scraps in the kitchen and dispose of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's too messy/fiddly trying to scrape food scraps off plates into a small bin or caddy.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
it's too messy/fiddly to empty jars and containers of out-of-date food into a small bin or caddy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We don't have a separate bin or caddy in the kitchen just for food scraps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We aren't sure which food scraps can go in the green lid organics bin.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our green lid organics bin is very often full of garden waste, so there is no room for food scraps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our green lid organics bin is occasionally full of garden waste, so there is no room for food scraps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



SECTION 4: FOGO USERS Only (Section headings will NOT appear on programmed online questionnaire)

If 'Organics Bin' for 'Food scraps' on Q5a and/or 6 ask this section – otherwise, skip to Q13.

Q10a. You mentioned earlier that at least some of your food scraps are placed in your green lid organics bin. The following questions are specifically about how you deal with the food scraps you put in the green lid organics bin.

How, if at all, do you currently store food scraps in your kitchen, before taking them outside to the green lid organics bin? Please select all that apply. (MR)

- In a kitchen caddy or small bin/container – with a lid
- In a kitchen caddy with lots of holes for air flow – can only be used with a liner bag
- Small bin/container or bowl– with NO lid
- Container in Fridge or Freezer
- Some other means of storage (Please describe:)
- We don't store food scraps in the kitchen – it goes straight outside.

Q10b. Which, if any, of the following do you use to help hold food scraps, either as a caddy/container liner or for wrapping scraps? Please select all that apply. (MR)

- Newspaper
- Junk mail
- Butcher's paper
- Cardboard i.e. cereal box
- Regular plastic bags
- Council provided compostable bags/bin liners
- Specially designed (Council approved Australian certified) compostable bags/bin liners that I buy myself
- Some other type of lining/wrapping (Please describe:.....)
- We don't use any lining/wrapping for food waste

Q10c. [If NOT 'We don't store food scraps in the kitchen...' on Q10a, ask – otherwise, go to Q11] On average, how often do you take the food scraps you have stored in the kitchen to your green lid organics bin outside? Please select all that apply. (MR)

- Usually after every meal
- At least once a day
- Once every two or three days
- Just whenever the kitchen container is full
- Just whenever the kitchen container begins to smell



Q11. Food scraps can be generated at different stages of the meal process. For every ten times you or your family does each of the following things and there are any food scraps, how many times, if at all, would you put at least some of those scraps aside to go to the green lid organics bin? If you never have food scraps for a particular process, please select N/A.

**No. of
Times out
of 10**

When preparing meals (i.e. peelings, food off-cuts, etc) _____
 When cleaning up scraps and left-overs on plates after meals _____
 When going through the fridge or pantry clearing out-of-date/expired food items..... _____

Q11d. Thinking now about the last one or two months, and comparing to six or so months ago... In the last one or two months, would your household have... (SR, Flip)

- Put a larger proportion of your food scraps in the green-lid bin than you did six or so months ago
- Put about the same proportion of your food scraps in the green-lid bin as you did six or so months ago
- Put a smaller proportion of your food scraps in the green-lid bin than you did six or so months ago

Q11e. [If 'larger' on Q11d, ask] Which, if any, of the following reasons, do you think are contributing to you putting a larger proportion of your household food scraps in the green-lid bin now than you did six or so months ago? (MR, Randomise)

- More people are putting food scraps in their green lid bin these days
- We have a better understanding of what foods can be placed in the green lid bin
- We have a better idea how to avoid food scraps smelling
- It is good for the environment
- It is good for our farmers
- We are not composting as much as we used to
- There have been ads and other communications encouraging us to put food scraps in the green lid bin
- Other (please specify)
- I'm not sure



SECTION 5: FOGO BENEFITS (Section headings will NOT appear on programmed online questionnaire)

Q13. Listed below are several potential outcomes of putting both garden waste and food scraps into your green lid organics bin.

Please read each item – and then for each one please provide two answers:

- Before today, were you aware of that outcome?
- To what extent, if at all, does/would that outcome make you more or less likely to use your green lid organics bin for food scraps?

(Prompt. RANDOMISE)

	Aware?		A Lot Less Likely	A Little Less Likely	No Change	A Little More Likely	A Lot More Likely
	Yes	No					
Putting food and garden waste into the green lid organics bin is the right thing to do, the community expects us to do it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Putting food and garden waste in the green lid organics bin is good for the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food and garden waste in your green lid bin is turned into compost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your green lid bin is a comprehensive compost service, which can process virtually all food scraps, including bones and other animal products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compost made from your green lid bin improves soil health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food scraps sent to landfill in the red lid bin makes methane and adds to climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In many parts of NSW we are running out of landfill space for red lid bin waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

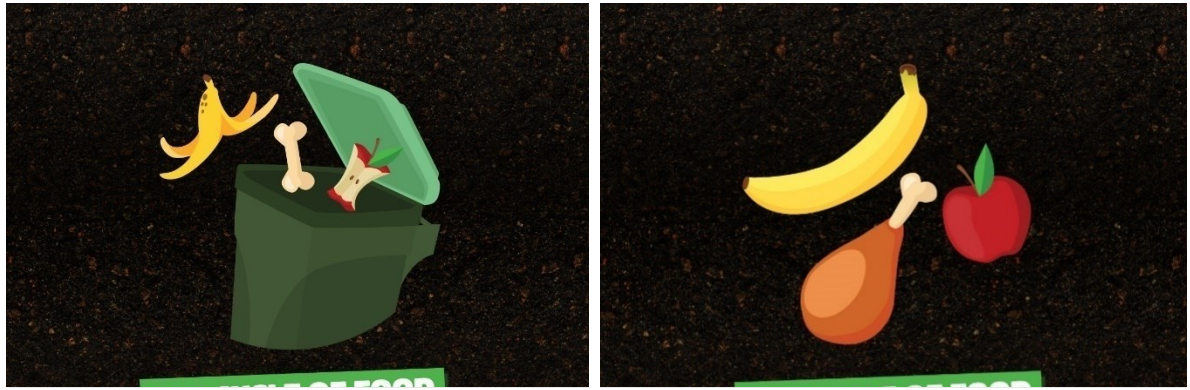


SECTION 6: FOGO Campaign (Section headings will NOT appear on programmed online questionnaire)

Q14a. In recent months, the NSW Government and your local Council have been running an education and advertising campaign about placing your food scraps in your green lid bin. The campaign has been featured on a range of media, from radio, newspapers, television, social media, to your Council's website etc – and consisted not just of advertising but also news items and interviews.

Some images that were used in the campaign are provided below (these are not the full ads, just some cut-down images to help remind you).





Through which of the following media channels, if any, do you remember seeing or hearing this education and advertising campaign? Please select only those where you remember seeing or hearing the campaign. (MR)

- Editorial, news items or interviews in local newspapers, radio or television etc
- Social media, such as Facebook
- Advertising in local newspapers
- Advertising on radio
- Advertising on television
- Council's website
- Outdoor posters
- Signage on Council waste trucks
- Advertising on the side of buses
- Flyers or notes included with Council rates notes
- Articles in Council's e-newsletter
- Council's on-hold messages when you called Council
- Council's TV screens when you visited Council
- A Council pop-up stand at a public place such as a Farmers' Market
- Council's community events (online or face to face)
- School presentation/ competition/ newsletter
- Other (please specify)
- Have not seen or heard of this campaign at all

Q14b. [If NOT 'not seen/heard' on Q14a, ask Q14b to Q14f – otherwise, skip to Q14g] Approximately how often in total have you seen or heard this education and advertising campaign?

- Once
- Twice
- etc [Programmer: Continue on up to '19 times']
- 20 times
- More than 20 times

Programmer: I don't know what we did in Wave 1, but we won't be able to have a Back button on Wave 2

Q14c. Apart from getting you to put food waste in your green lid bin, to the best of your knowledge, what were the main ideas that this education and advertising campaign was attempting to communicate to you?

.....



Q14d- Which, if any, of these messages do you specifically recall seeing or hearing in the campaign? (MR) RANDOMISE

- All food scraps can go into the green lid organics bin
- Everyone is putting their food scraps in the green lid bin, I should do it too
- Putting your food scraps in the green-lid bin is great for farmers and the environment
- Good tips and options about how to manage issues around smelly food scraps
- Facts about environmental impact
- We've got our scrap sorted
- A little bit of effort can go a long way
- A little scrap goes a long way
- The cycle of food/grow-eat-return to the earth
- None of these

Q14e. As a result of this education and advertising campaign, how likely, if at all, are you to put your food scraps (or continue to put your food scraps) into your green lid bin?

- Very likely
- Likely
- Somewhat likely
- Not very likely
- Not at all likely

Q14f. Why do you say that?

.....

Q14g- Listed below are some of the messages that were featured in the campaign. Which, if any, of these messages appeal to you most and would encourage you to put your food scraps in the green-lid bin? (MR) RANDOMISE

- All food scraps can go into the green lid organics bin
- Everyone is putting their food scraps in the green lid bin, I should do it too
- Putting your food scraps in the green-lid bin is great for farmers and the environment
- Good tips and options about how to manage issues around smelly food scraps
- Facts about environmental impact
- We've got our scrap sorted
- A little bit of effort can go a long way
- A little scrap goes a long way
- The cycle of food/grow-eat-return to the earth
- None of these



SECTION 7: DEMOGRAPHICS (Section headings will NOT appear on programmed online questionnaire)

Finally, some questions about you...

Q15a. Which of the following best describes the dwelling where you are currently living? (SR)

- I/We own/are currently buying this property
- I/We currently rent this property

Q15b. How long have you lived in the local Council area you live in now? (SR)

- Less than 3 months
- 3 months to less than a year
- 1 – 2 years
- 3 – 5 years
- 6 – 10 years
- 11 – 19 years
- 20 or more years

Q15c. What is your household type? (SR)

- Single/living alone
- Single parent (children at home)
- Couple (children at home)
- Couple (no children at home)
- Multi-generational family
- Group/shared household (predominantly unrelated to each other)
- Living at home with one or more parents
- Other (please specify)

Q15d. Do you speak a language other than English at home? (SR)

- Yes
- No

Q15e. Back in April/May this year, Micromex Research (with help from your local Council) conducted a very similar online survey to this one for the NSW Government. To the best of your knowledge, did you personally complete that earlier questionnaire? (SR)

- Yes
- No
- Can't say

By completing the full survey, you are now eligible to go in the draw to win one of six \$50 EFTPOS cards! If you would like to enter this draw, please provide your details below.

Please note that the information provided below will be used for prize draw entry only and will not be associated with your survey responses.

And for competition purposes, please tell us in ten words or less, how the Clarence Valley/Forbes/Kempsey community can reduce their waste that goes to landfill.

Thank you for completing this survey. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (1800 639 599) on behalf of the NSW Environment Protection Authority.

