



City of Vincent

Consultation and Communications Strategy

Implementation of
Food Organic Green Organic (FOGO)
Waste Collections

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Acronyms, Terms and Descriptions

Acronym or Term	Description
C&D	Construction and Demolition Waste
COP	City of Perth
COS	City of Stirling
COV	City of Vincent
FOGO	Food Organic Green Organic waste
MRC	Mindarie Regional Council
MUDs	Multi-Unit Developments
RRF	Resource Recovery Facility
SMRC	Southern Metropolitan Regional Council
MSW	Municipal Solid Waste
WALGA	Western Australia Local Government Association

1. Summary

The City is planning to implement a third bin to collect food and organic waste in late 2020. A consultation will be undertaken with the community in 2019 to assess public sentiment towards a three-bin system, outline potential barriers and determine what communication strategies will be most effective to ensuring a smooth transition for all households.

2. Background

The City's Waste Strategy 2018-2023 has a target of zero waste to landfill by 2028. Currently food and garden organic waste accounts for the majority of waste in the City's current green rubbish bins (up to 56%).

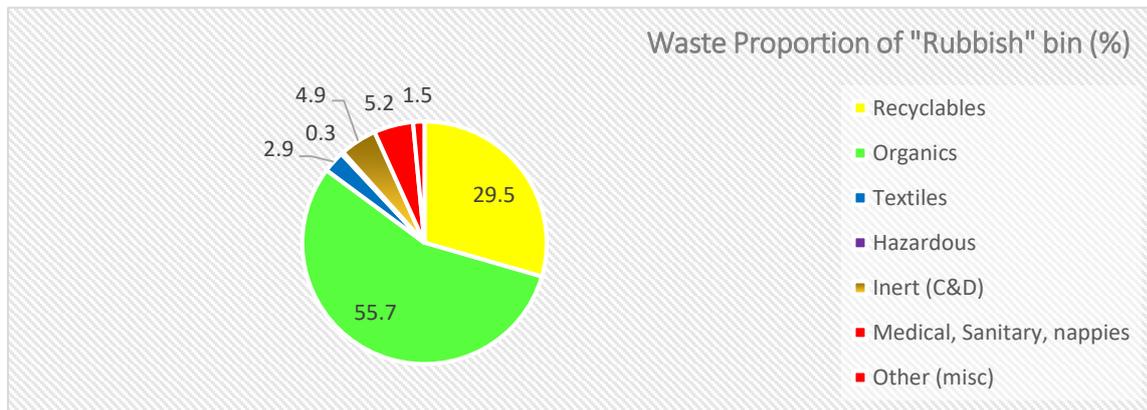


Figure 2.1 A 2017 MSW compositional audit of City of Vincent rubbish bin from a two bin system.

In December 2018 Council supported in principle the implementation of a FOGO kerbside collection system in 2020 as a result of Project 1 of the Waste Strategy: Recovery of Organic Material Food and Garden Waste Options.

This project is further supported by the State Waste Strategy 2030 which requires *“A consistent three bin kerbside collection system, which includes separation of food organics and garden organics from other waste streams, to be provided by all local governments in the Perth and Peel region by 2025 and supported by State Government through the applications of financial mechanisms.”*

Similar three bin systems have been rolled out in other local governments around Western Australia including City of Stirling, City of Joondalup and City of Melville.

3. Aims

The aims of this strategy are to:

- Consult with the community to gauge their support and thoughts on FOGO collections.
- Inform residents of what they need to do to transition to a third bin.
- Provide opportunities for resident concerns to be heard and responded to
- Encourage maximum levels of recycling and composting.
- Promote community champions and leaders who are doing the right thing.
- To increase yellow lid recycling participation and correct sorting
- Support the City's target of zero waste to landfill by 2028 by promoting waste prevention and reduction.

4. Community Consultation

A community consultation will be run in tandem with market research to help identify community sentiment around a three bin system. As this project requires all residents to change their behaviour there is a need to get a very clear view of our community and their attitudes to waste so we can tailor our strategy accordingly.

The community consultation will provide all residents the opportunity to voice their concerns or thoughts. It can add to the research by identifying barriers to transition and highlight potential problem areas to address. It is anticipated that a fair percentage of respondents will be those who are already engaged or passionate about waste or the idea of a three bin system (promoters or detractors).

The market research will be conducted by an independent research company to gather baseline data of what the community in general feels about waste and the idea of a three bin system. It will enable us to gain a clearer community wide view. This baseline data will be demographically weighted and assist in tailoring marketing materials and strategies to reach the unengaged segments of our community. It is proposed to run this research again at the end of the project using the same methodology to see if community attitudes have changed.

4.1 Integrated Marketing

The City will use an integrated marketing approach to attain a comprehension of the range of sociodemographic in Vincent and how they may be weighted across the City. Understanding how we can best engage and educate with the differing sociodemographic will ensure maximised opportunities and impacts for communications.

5. Target Markets

The main target market is all residents in the City of Vincent. There are two distinct property groups:

- Single dwelling properties
- Multi-unit dwellings (MUDs)

5.1 Multi-Unit Dwellings

There are several existing waste issues associated with MUDs in the City that lead to the establishment of Project 3: Improving Collection and Waste Recovery in Multi-Unit Developments (MUDs) in the City's Waste Strategy. Project 3 will run concurrently with the implementation of FOGO across the City. High levels of contamination were observed at several large Multi-Unit Dwellings (MUDs) within the trial area during the City of Melville FOGO roll-out. In order to understand the causes of the contamination, SMRC officers conducted assessments at five complexes participating in the FOGO trial. The objective of the assessments was to:

1. Understand potential service delivery improvements at MUDs; and
2. Design future FOGO services for MUDs.

COV is currently working in collaboration with WALGA, City of Perth (COP) and City of Stirling (COS) for Better Practice Waste Management in MUDs. COV has identified four MUDs that will be the first to trial various methods of communicative education/engagement across four different MUD types; owner/occupier, owner/tenant, Department of Housing and a mixed use (commercial and residential) MUD. This carefully planned trial will assess the success of differing communicative and education/engagement techniques whilst considering each of the property sites and the options configuration of waste services.

5.2 External stakeholders

There are a number of champions or groups in Vincent that help deliver the campaign or its messages. These include our Town Teams, local influencers, environmental and catchment groups, sporting clubs, volunteer groups, playgroups and more.

5.3 Internal stakeholders

Internal stakeholders are vital in ensuring clear and consistent messaging during each communication stage, these include elected members, customer service staff, marketing services, operational staff and other employees.

6. Communication Stages

This Communications & Consultation Strategy will be rolled out in a number of stages:

- Education – outlining the benefits of a FOGO 3 bin system and reducing waste in general (ongoing)
- MUD trial – to identify how best to implement FOGO collection in Multi-unit dwellings
- Consultation – to identify community sentiment to a 3 bin system, potential barriers and attitudes towards waste.
- Pre-launch – to provide clear information regarding the bin transition.
- Post-launch – to continue to educate people on correct bin usage and support the City’s target of zero waste to landfill.

Key Timeframes	Description	Target
Education		
March 2019	Media statement re: FOGO business case	Media & community
Ongoing	Education campaign to promote waste minimisation, recycling, composting.	All residents
MUD Trial		
November 2018	Tailored program for education/engagement and trial of alternative infrastructure and FOGO	4 x trial MUDs
March 2019 – Ongoing	Site assessments for all remaining MUDs across the City and roll out of suitable education/engagement program for staggered implementation of FOGO and other suitable infrastructure for improved recovery	All MUDs
Consultation		
July 2019	Community consultation on FOGO and survey regarding waste behaviours and perceptions – as a baseline to determine effectiveness of the new scheme – including popup events and community meetings	All residents
September 2019	Consultation results shared with community and Council members at a Council Meeting	Media Residents
Pre-launch		
December 2019 – May 2020	Event teasers – displays during key Vincent events	Residents Visitors
August 2020 – September 2020	Communications rollout including resident packs delivered to each household, social campaign, PR video clips, signage, radio and other channels as required. Providing clear pathways for further information online, in person and over the phone.	All residents
August 2020 – November 2020	Static displays, pop –up displays and education sessions	Residents with questions

September 2020 – October 2020	Customer service and social media staff briefed and prepared for rollout.	Customer Service / Digital Marketing
October 2020	Launch day promotions and reminders.	All residents
Post launch		
November 2020 – June 2021	Education campaign continues.	All residents
March 2021	Community survey regarding waste behaviours and perceptions to compare to baseline	Sample of residents

Table 6.1 COV FOGO Collections Service Communication and Consultation Timeframe

6.1 Communication Channels

Changing behaviours requires high repetition of messages delivered in a number of formats to reinforce what is happening, when and why. The integrated marketing campaign will include a number of elements:

- Advertising
- Printed materials
- Digital assets
- Video
- Direct mail
- Electronic direct mail
- Social media and influencer campaign
- PR campaign
- Signage
- Displays
- Activations
- Face to face interaction and opportunities
- Messages in regular City communications (monthly ad, e-news, TV screens)

Including face to face opportunities for two way communication is essential to help residents feel informed and ready to undertake the change.

Digital and social media campaigns including videos would also be a key element of this campaign to aid peoples understanding of our key messages.

6.2 Supporting information

Secondary logos and branding style guides are available for use. We may consider adding these to our City branded marketing materials to show links to other programs happening in WA.

- Recycle Right Campaign <https://recycleright.wa.gov.au/> - funded by SMRC but available to use for a licence fee.
- Waste Sorted <http://www.wastesorted.wa.gov.au/> - Waste Authority funded branding that is supposed to provide consistent messages across WA local governments.
- Own your Impact <https://ownyourimpact.com.au/our-waste-problem> - also Waste Authority funded.
- Face your waste <https://faceyourwaste.com/> - Mindarie Regional Council (MRC) education campaign.

