

Brilliance + Success in Waste & recycling



Barwon South West
**Waste & Resource
Recovery Group**

SHOWCASE REPORT 2014-2022

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reduce.recycle.

Welcome to the showcase of the Barwon South West Waste and Resource Recovery Group (BSWWRRG).

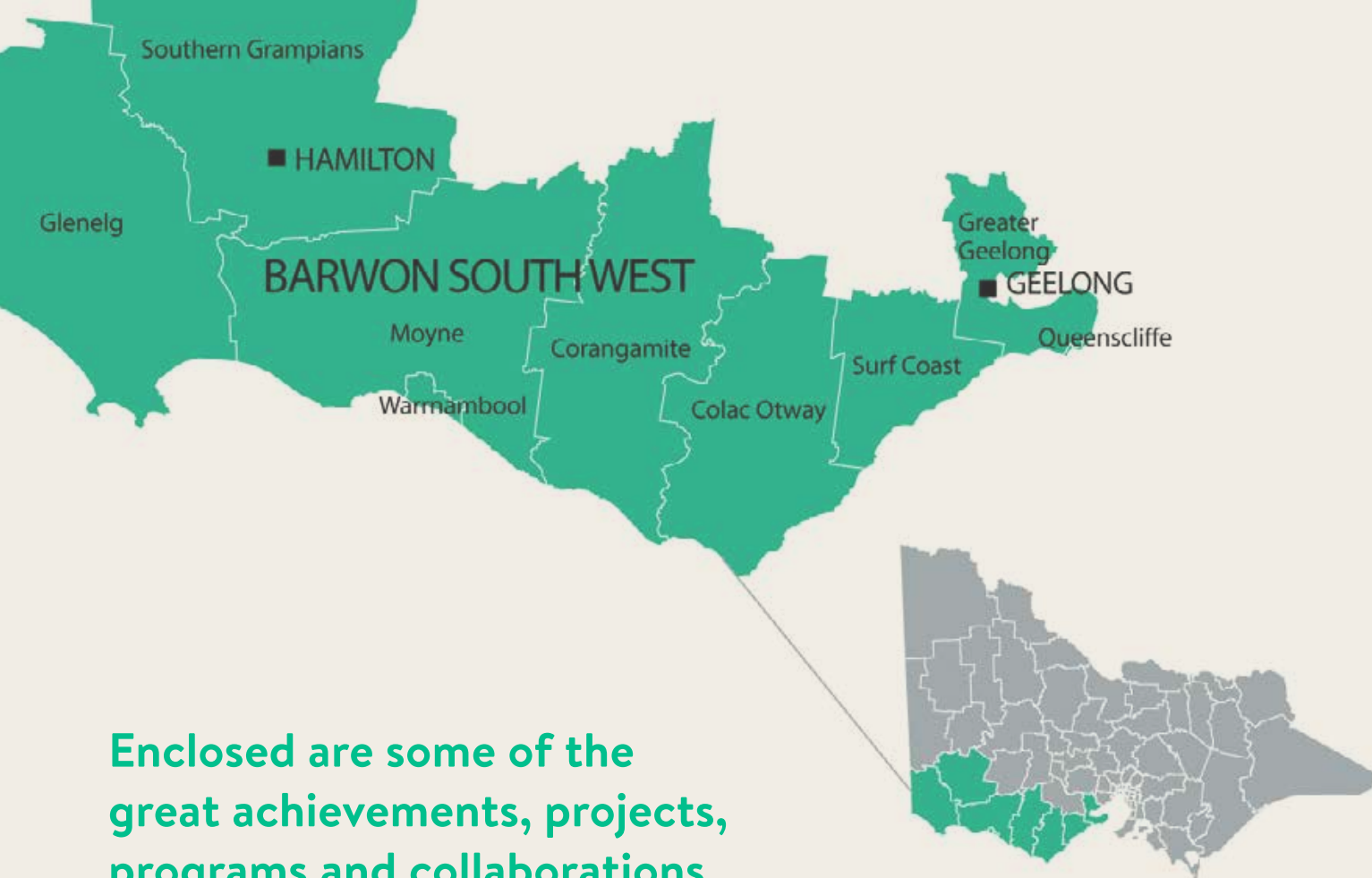
BSWWRRG worked closely with nine local councils, businesses and the community to achieve our vision of being a leader in waste minimisation, resource recovery and circular economy.

We achieved this by:

- Gathering knowledge and data about what is happening with recycling and waste
- Striving towards ensuring that there were enough facilities and processors to handle recycling and waste in Barwon South West
- Providing advice on recycling and waste issues
- Working with the community to reduce, reuse and recycle waste
- Working with councils to improve recycling and waste services for their communities
- Supporting councils to work together on recycling and waste initiatives
- Investigating new and interesting ways to turn waste from a problem material into a resource
- Connecting the makers of waste with processors to help them find new ways to reduce and recycle
- Assisting groups to obtain funding for waste reduction and recycling activities

At BSWWRRG, we strived to find innovative ways to reduce and recycle waste and plan for the future waste and recycling needs of the Barwon South West.





Enclosed are some of the great achievements, projects, programs and collaborations demonstrated and delivered by the team at BSWWRRG.

Achievements and Collaboration.

- Publication and release of the Barwon South West Waste and Resource Recovery Implementation Plan
- Facilitation of the Barwon South West Local Government Waste Forum and Advisory Reference Group
- Regional Education Strategy
- Food Organics Garden Organics (FOGO) Direction Plan
- Regional Kerbside Audit program 2018/19 and 2021/22
- Regional Recycling Action Plan
- Regional Litter and Illegal Dumping Plan
- Rethink Your Footprint
- Victorian State Waste Education Conference 2019
- Stakeholder Engagement Strategy
- Optimal Regional Infrastructure Model Project
- Can Do Communities Program
- Zero Waste Map
- Buy Recycled Campaign
- Zero Waste Event Guide
- Food Waste Reduction Series
- Supporting and sponsoring various events: Business Clean Up Australia Day, Great Ocean Road Running Festival, Queenscliff Music Festival, Geelong Sustainability Sustainable House Days, National Celtic Festival, Geelong Circular Living Challenge
- Council Waste Reduction and Recycling Strategy Template
- Resource Recovery Centre Risk Assessment
- Land Use Buffer Planning
- Closed Landfills Risk Assessments
- Organics Recovery Series Timber & Straw; Circular Economy 101

Kerbside Reform Leaders.

Barwon South West Waste and Resource Recovery Group worked collaboratively with our nine councils to facilitate, lead, drive and enhance waste services, resource recovery, kerbside reform and waste education initiatives to industry and the community.



BSWWRRG has been proud to support BSW Council's to lead and drive kerbside reform



Working collaboratively to reduce waste and increase resource recovery...



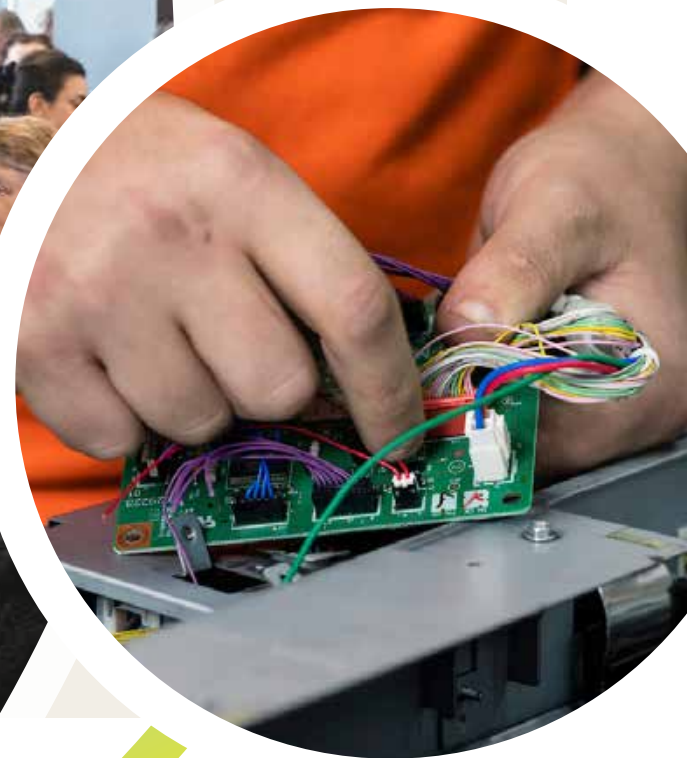
Publication and release of the Barwon South West Waste and Resource Recovery Implementation Plan.

**The 2017 Barwon South West
Waste and Resource Recovery
Implementation Plan (the Plan)
outlines the 10-year vision for the
region's waste and recycling needs.**

The Plan recognised the community and industry's desire to work collaboratively to reduce waste and increase resource recovery to deliver economic, environmental and social benefits for the region.



The Plan has been the foundation for the majority of the projects and activities undertaken by BSWRRG including the development of a Contingency Plan, Procurement ventures, Food Organics Garden Organics (FOGO) Direction Plan, Risk assessments of closed landfills and many of the other beneficial projects conducted.



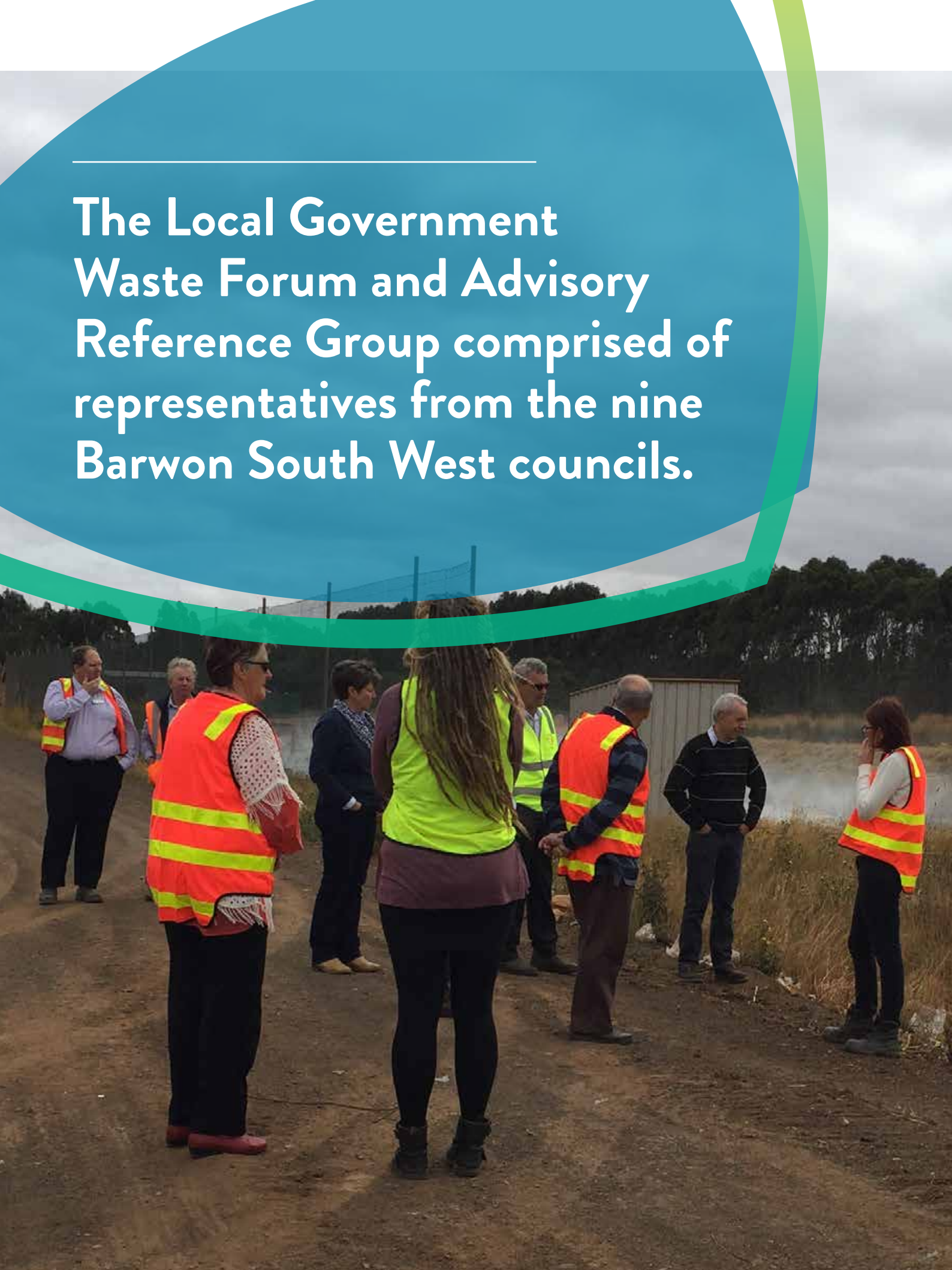
The Local Government Waste Forum and Advisory Reference Group comprised of representatives from the nine Barwon South West councils.

Local Government Waste Forum and Advisory Reference Group.

The Forum supported the effective operation of BSWWRRG by assisting with developing councils' capacity to deliver effective, efficient and sustainable waste and resource recovery planning and management.

The Forum established an Advisory Reference Group (ARG) to provide technical advice, assistance and information to the Forum on waste and resource recovery issues.

The Forum developed a Local Government Program (Program) annually that was a council-led partnership that delivered waste and recycling projects. Funded through council contributions, the program provided a coordinated approach to waste and recycling activities and improved cost efficiencies. The Program has been extremely successful over time with the delivery of many beneficial projects including the Regional Kerbside Audits, the Food Organics and Garden Organics Direction Study, the Education Strategy, a Priority Materials Report to name a few. The councils in the Barwon South West region have benefited significantly from the collaborative program and partnership.



“

We really appreciate BSWWRRG's help in coordinating the information and assistance with this grant. It made it a lot easier for us.

Moyne Shire Council Representative.

The support that we have received from the BSWWRRG and the ARG has been a huge help. They have offered us guidance and support with waste, recycling & education. The LG program has assisted councils with conducting bin audits, developing strategies and other projects such as the FOGO Directions Study and Priority Materials Report. It has been fantastic to be a part of the BSWWRRG and to have their support.

”

Colac Otway Shire Council Representative.



The Waste and Resource Recovery Education Strategy (Strategy) was developed to facilitate improved waste education across the region.

Regional Education Strategy.

The Strategy was designed to support the prioritisation and delivery of waste education and behaviour change initiatives across the region and to achieve cost benefits and more effective education, communication and partnership outcomes for all participants.

Initiatives that flowed from the Strategy include:

- Development of infographics about what is in the region's bins and how to reduce waste
- Development of the Can Do Communities Program, details outlined within
- Promoted Sustainability Victoria's state-wide education campaigns and programs, including Detox Your Home which has seen an increase in usage

- Development of an online Zero Waste map for the region, details outlined within
- Development of the Food Waste Reduction Workshop series

The implementation of the Education Strategy was led by the Education Officer in partnership with the Education Working Group which consisted of Local Government Officers. The partnership approach supported education, training and behaviour change to reduce waste generation and improve recycling.

“The purpose of the strategy was to achieve behaviour change that reduces waste generation and increases resource recovery.”



Diversion of organic waste from landfill is a key priority of the Barwon South West Waste and Resource Recovery Implementation Plan.

Food Organics Garden Organics (FOGO) Direction Plan 2018.

The report was developed by Blue Environment as a direction plan for the introduction and upgrade of FOGO collection services across the Barwon South West region.

The reports main recommendation included the need to move to high performing FOGO services across the region prior to 2023. Following on from the report, BSWWRRG continued to work with Councils to support their transition to a FOGO service. To date, 6 out of the 9 councils in the region offer a FOGO service with the remaining councils required to transition to a FOGO service by 2030 as per the Recycling Victoria Household Recycling Reforms.

“As the BSWWRRG is about to transition to Recycling Victoria, I would like to take this opportunity to thank all the members of the Barwon South West Waste Resource Recovery Group for the enormous support they have offered the nine Council's in the Barwon South West.

The BSWWRRG Local Government programs have assisted all Council's in the past, tackling behaviour change, education, conducting regional bin audits in 2018 and 2021, the Can Do Communities program, Buy Recycled campaign and Zero Waste Map have all been very valuable to the Barwon South West region.

I would like to wish all members of the BSWWRRG an easy transition over to Recycling Victoria and look forward to working with you all on regional waste & recycling projects in future.

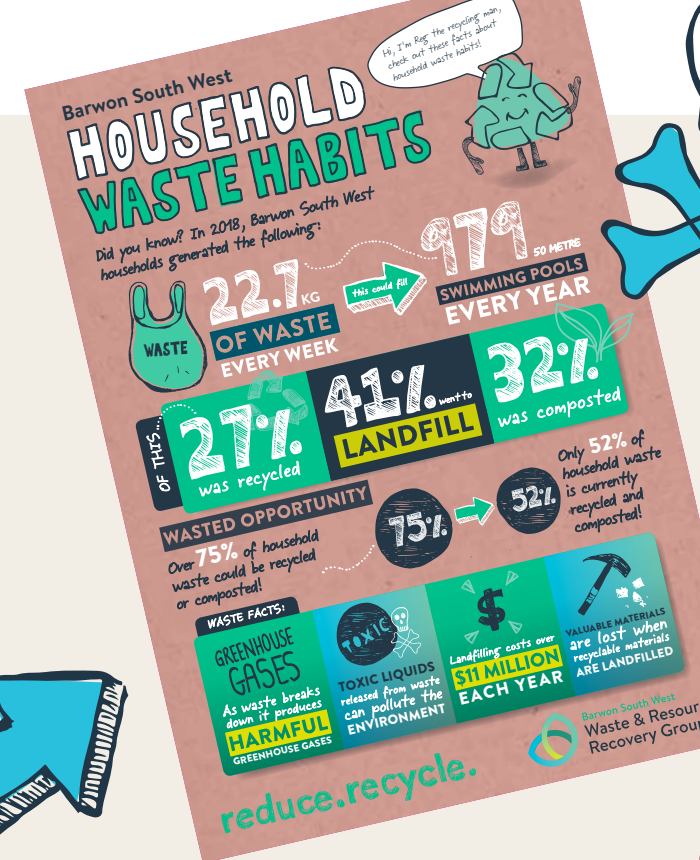
Simone Robertson – Waste Management Officer, Colac Otway Shire Council

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Regional kerbside waste, recycling and organics audit occurred in the nine councils in 2018 and 2021.

Hi, I'm Reg the recycling man

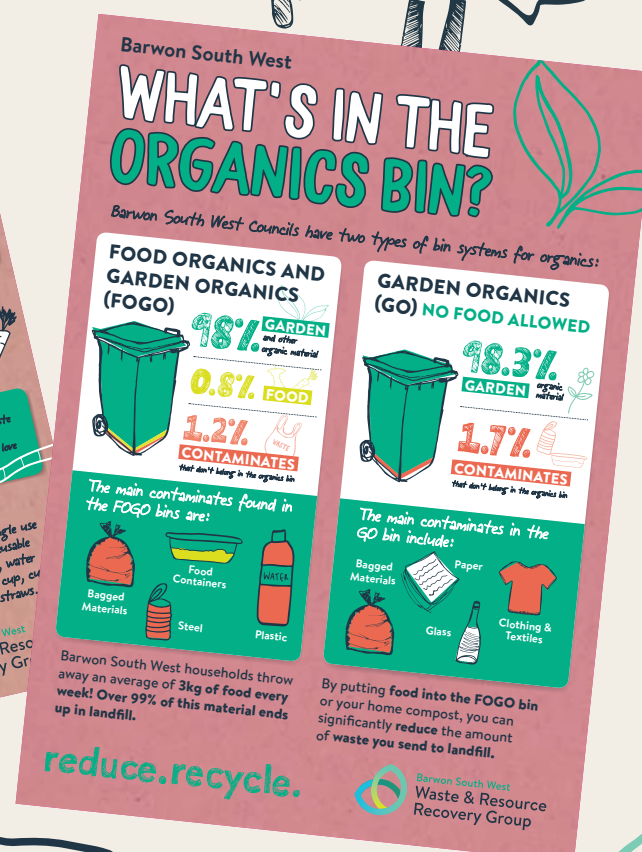


Regional Kerbside Audit Program.

Kerbside audits are an important point of reference for councils and the region to assess the impacts of changes made over the previous three years.

Comparison with the 2018 regional audit data has enabled assessment of regional kerbside service performance, educational program performance and strategic direction as well as providing the region with an understanding of material composition to assist in commercial interactions. Stemming from the completion of the Audits in 2018, an infographics was developed for councils to assist with recycling and contamination messaging. The infographics received extremely positive feedback and are used by many of the councils.

BSWRRG are the only region to have comprehensive audit data pre a number of waste and recycling legislation changes and crisis.



The Regional Recycling Action Plan was developed in consultation with key regional stakeholders to provide a regional response to the relevant recycling issues to help build resilience for the future of kerbside recycling in the Barwon South West Region.

Regional Recycling Action Plan (RRAP).

The Regional Recycling Action Plan was developed in consultation with key regional stakeholders to provide a regional response to the relevant recycling issues to help build resilience for the future of kerbside recycling in the Barwon South West Region. It focused on actions that can be taken by local stakeholders, and on materials processed through the comingled recycling bin (i.e. paper and cardboard, glass, metal and plastic packaging). The success of the Plan required regional stakeholders to work together and deliver on the actions identified, to support long-term improvements to the region's recycling industry.

The plan was developed in accordance with the waste hierarchy, with waste prevention and reduction deemed the first priority during the action development process.

The Plan initiated another flagship project being the Optimal Regional Infrastructure Model which provided a regional response to the lack of recycling processing capacity in the Barwon South West region. Further details are outlined below.



Following on from the Plan, the councils in the Barwon South West region determined that the development of a Buy Recycled campaign for the region was an important output of the Plan. Further information on the Buy Recycled Campaign is listed within.

The Plan was a really beneficial document which provided a regional response to the recycling issues that were experienced at the time. The RRAP is also very much aligned to the overall aims of Recycling Victoria.



The Barwon South West Regional Litter and Illegal Dumping Plan (the Litter Plan) was developed to set out the framework for reducing litter and illegal dumping in the Barwon South West Region over a five year period.

Regional Litter and Illegal Dumping Plan.

The purpose of the Plan was to identify the priority litter and illegal dumping issues for the region, and outline key regional actions to address these issues.

The Litter Plan was informed by national, state and regional legislation and policies. It aligns with the Statewide Waste and Resource Recovery Infrastructure Plan 2018 and the Barwon South West Waste and Resource Recovery Implementation Plan 2017-2026.

Sustainability Victoria used the priority issues identified in the regional Litter Plans to inform the development a Victorian Litter Report Card in 2020.

The Regional Litter and Illegal Dumping Plan also led to the development and or funding of other successful projects including the Zero Waste Event Guide, Zero Waste Map and Better Buds Campaign.

“Your work is so fabulous - thank you. I wish you and your team all the best with the transition into RV, and hope to cross paths in the next chapter.”

Jess Cooper, Zero Waste Officer
Mornington Peninsular Shire Council



pet poo postcard



The Rethink Your Footprint is a free waste self-assessment tool to help businesses understand waste and recycling activities in the workplace.



**RETHINK
YOUR FOOTPRINT**
REDUCE WASTE, IMPROVE BUSINESS

Rethink Your Footprint.

It's a starting point to help you think about making improvements. It was developed in conjunction with Leaders for Geelong to provide a set of tools and resources that help educate and support businesses to reduce waste and make managing waste easy and convenient.

As a result of the self-assessment tool, there have been several successful outcomes from many businesses. One of Rethink Your Footprint's success stories is South West Autohaus, a German vehicle servicing business.

Following leads from the team at BSWWRRG, South West Autohaus was able to divert plastic packaging, chemical drums and food from landfill.

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south west
autohaus



The owner Gareth Toddun said,

We are committed to driving change without compromising the future. We have invested in a water filtration unit ensuring we have pre-treatment facilities to minimise contaminants entering our waterways. Importantly, we have a responsible oil disposal programme and we've replaced plastic granule hand wash with a sustainable hand wash that contains walnut shells. We've reduced our dependency on paper and we don't provide paper invoices.

RTHF video



PAPER



MINGLED

ORGANICS



BSWWRRG hosted the 2019 Victorian Waste Education Conference in partnership with Sustainability Victoria. The sell-out event included over 200 participants.



Victorian State Waste Education Conference 2019.

The program included keynote presentations from Natalie Isaacs (1 million women) and Costa Georgiadis (Gardening Australia) and covered a range of topics including designing behaviour change programs, digital communications, organics programs, litter and illegal dumping and school's waste education just to name a few.

Waste was minimised at the event through a waste minimisation event plan. In addition to recycling and organics bins being available onsite, participants were asked to help reduce waste by bringing their own name tags and reusable coffee cups. There were no single use plastics available. Urns of tea replaced individually wrapped teabags, pencils replaced pens and programs were displayed on the walls instead of being distributed to all attendees.

The feedback from participants was very positive with most participants saying that they identified opportunities for collaboration through the conference.



The Stakeholder Engagement Strategy was primarily used to strengthen BSWWRRG's brand and reputation amongst key stakeholders.



Stakeholder Engagement Strategy.

The Stakeholder Engagement Strategy was developed to guide BSWWRRG to successfully manage key relationships to meet business objectives, particularly in relation to delivering the Implementation Plan.

The Strategy was primarily used to strengthen BSWWRRG's brand and reputation amongst key stakeholders through ensuring that their needs were met accordingly through influencing key stakeholder's decision making in support of the delivery of the Implementation Plan.

Through the development of a Stakeholder Engagement Strategy, BSWWRRG have been able to ensure that the appropriate level of engagement for each key stakeholder has been identified and maintained through the many relationships.



The flagship project, initiated from the Regional Recycling Action Plan...

Optimal Regional Infrastructure Model (ORIM).

The ORIM report was developed to provide a regional response to the lack of recycling processing capacity in the region. The flagship project, initiated from the Regional Recycling Action Plan, laid out the framework for a better recycling system in the region that will be resilient going forward.

The report supports the aims of the state government's circular economy policy 'Recycling Victoria – a new economy' and will form an input to statewide infrastructure plans.

BSWWRRG is the only regional Waste and Resource Recovery Group to date to have undertaken this detailed regional infrastructure planning and modelling work. BSWWRRG thank our funding partners the Local Government Waste Forum and Regional Development Victoria, through the Barwon Regional Partnerships Seed Funding.

The report also provided provisional business case information that can be used to support private investment in new infrastructure and applications to government grant programs.



Can Do Communities Program.

BSWWRRG recognises the enormous contribution that volunteers make across the region to waste reduction and improved recycling.

The Can Do Communities program was developed to support community groups that are teaching others to make or repair, to grow their own, to compost or worm farm, to reduce waste and recycle right.

The Can Do Communities program supported 18 projects covering a wide range of waste and litter reduction activities. Grants of up to \$500 were accessed by not-for-profit community groups to establish Boomerang Bag groups, run a variety of skills workshops that lead to waste or litter reduction, fund equipment for Repair Cafes and Libraries of Things, and start Food Swaps.

Can Do Communities is one way that Barwon South West Waste and Resource Recovery Group contributed to increased community resilience, building community networks and helping our community to reduce waste.

Can Do Communities... building community networks and helping our community to reduce waste.



Reducing waste and litter can be a serious challenge.

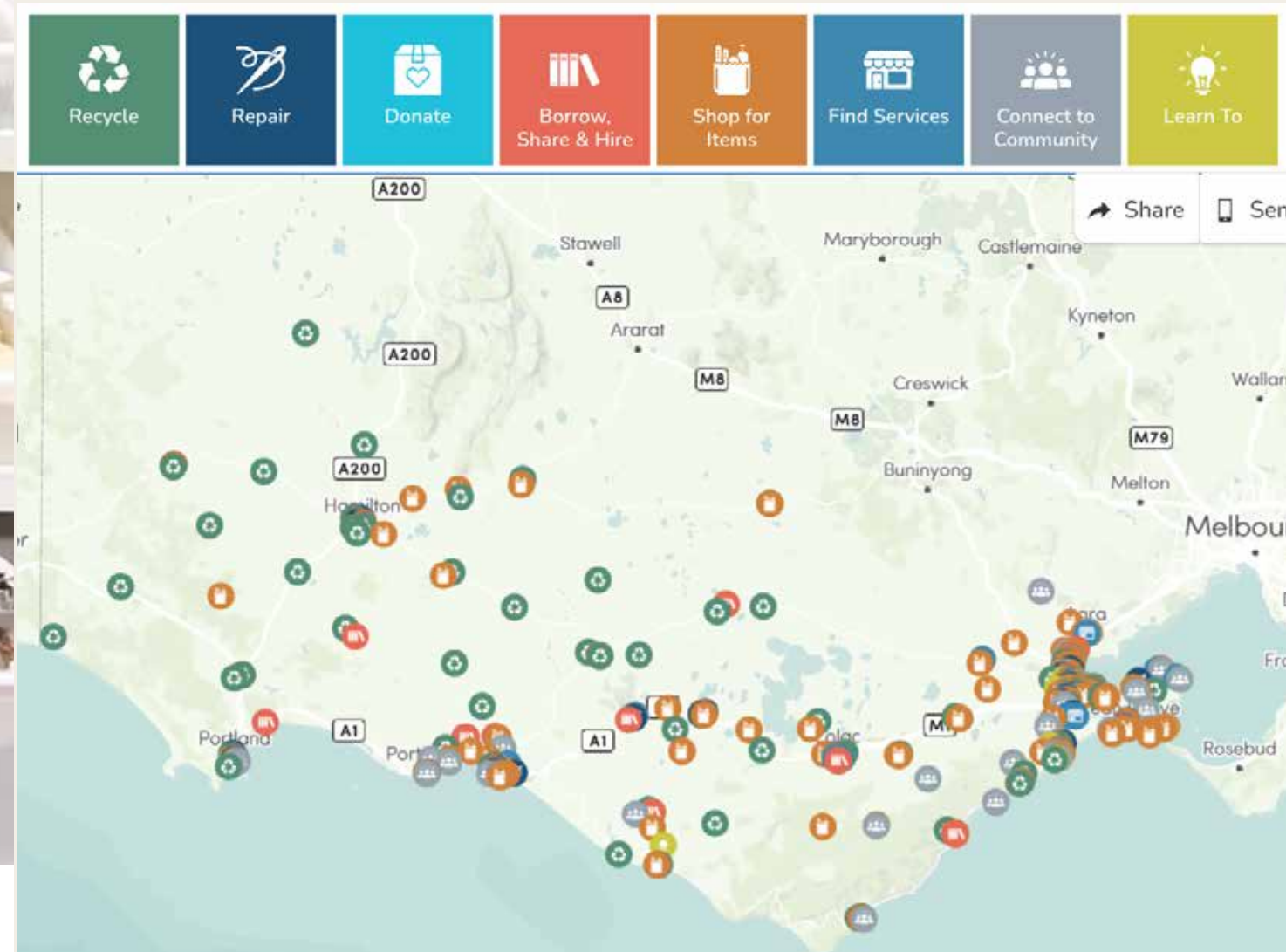
Zero Waste Map.

Mapping our way to a circular economy.

Reducing waste and litter can be a serious challenge. That is why Barwon South West Waste and Resource Recovery Group together with our Local Government partners, built the region wide Zero Waste Map. The map supports the circular economy by connecting the community with local organisations providing goods and services that reduce the amount of materials going to landfill. The interactive map has over 600 entries spread across the region, that can be searched by council area and themes:

- Recycle
- Repair
- Donate
- Borrow, Share and Hire
- Shop for Items
- Find Services
- Connect to Community
- Learn To

Visit the Zero Waste Map at
www.buy-recycled.com.au



The campaign involved contributions and participation of eight local councils across the region.

Buy Recycled Campaign.

The purpose of the Buy Recycled campaign was to help build a circular economy by encouraging consumers to purchase products made from recycled materials whenever possible.

This was achieved by strategically utilising a number of traditional and digital media channels including media releases, news articles, physical signage, web, Google, Facebook, Instagram, Spotify and more. The campaign involved contributions and participation of eight local councils across the region. This campaign was a first of its kind platform that allows consumers, businesses, and councils to connect and commence the consumer thought process of making changes towards achieving a circular economy. It increased awareness and understanding of the circular economy and the value of purchasing recycled products, which was reflected through social media feedback and high levels of impressions and engagement. It also encouraged Barwon South West households to purchase recycled products which was evidenced by interactive map visitors and community engagement.



BUY RECYCLED
AND HELP WASTE TO
SEE ANOTHER DAY

BUY-RECYCLED.COM.AU



To support events to become more environmentally friendly and reduce their waste, BSWWRRG, supported by Bellarine Catchment Network Caring for Our Bays (BCN) developed the Zero Waste Event Guide (The Guide).



Zero Waste Event Guide.

Following years of work with events in the region, both organisations identified a gap in guidance, approaches and shared resources for event waste management and litter prevention and sought to develop a solution that was easy and available for free.

The Guide uses a simple step by step process of best practice and key options to consider in the planning, delivery and evaluation of events to eliminate waste. It also highlights successful waste management strategies used in case studies of events within the Barwon South West region. Following the release of the guide, there has been significant interest from various event organisers to implement the practices in the guide and utilise the bin hubs developed as part of the Guide.



“

Sustainability for events is now not only achievable – but expected. We believe the awareness for events is to become more sustainable, reduce waste and prevent litter, patrons now expect a positive environmental outcome, but implementation remains a challenge.

The Zero Waste Event Guide streamlines this process, breaking down a sustainability strategy into simple steps for event organisers to plan, deliver, and evaluate post event.

Ashley Pittard, BSWWRRG
Executive Officer

”



In partnership with Camperdown Community House, BSWWRRG produced a series of digital workshops sharing practical food waste reduction skills.

Food Waste Reduction Series.

The workshops were developed to help save people time, money and food through meal planning, low waste shopping, maximising food freshness by storing food correctly, low waste cooking, using up commonly wasted ingredients, preserving, and preventing food waste from going to landfill.

Barwon south-west households are wasting 3kg of food every week. Digital workshops helped household to cut waste and save \$2000 a year.

Barwon South West Waste and Resource Recovery Group (BSWWRRG), in partnership with Camperdown Community House, produced a series of nine digital workshops sharing practical, household level, food waste reduction skills.

Sustainability Victoria's, The Path to Half (2020) report puts Victoria's total food waste at 2.4 million tonnes each year, costing \$6 billion and producing 3.15 million tonnes of greenhouse gas emissions.

Six of the nine local governments in the Barwon South West region now provide a Food Organics Garden Organic (FOGO) kerbside collection service to divert food waste and garden waste from landfill to composting, helping to cut greenhouse gas emissions, the workshops helped to reduce food waste in the first place.



The videos were packed full of great tips, and aimed to inspire and engage a wider, active community conversation. Supporting documentation encouraged participants to explore their options further, with recipe ideas, website suggestions, and ways to find local supporting services.

The workshops were a great success with over 265 people joining in the workshop series.

Food waste is a priority of the Victorian Government's circular economy policy and action plan for waste and recycling 'Recycling Victoria: a new economy', with targets to halve food waste and halve the amount of food and green waste sent to landfill by 2030.

Supporting and sponsoring various events.



BSWRRG has proudly supported and sponsored various events across the Barwon South West region.

Although COVID impacted events throughout the 2020-2021 period, BSWRRG managed to successfully support and sponsor events through virtual representation when restrictions hindered physical attendance.

Some of the events that BSWRRG proudly supported include Business Clean Up Australia Day, Great Ocean Road Running Festival, Queenscliff Music Festival, Geelong Sustainability Sustainable House Days, Geelong Business Excellence Awards and more.

Business Clean Up Australia Day.



Circular Economy around the Barwon South West.



Testimonials

Cheers to you Ash, I hope you take some time to reflect on all the good you have achieved.

BSWWRRG Staff Member

BSWWRRG were one of the very first organisations to welcome us into the space when we first started operating in the Barwon South West region. They were immediately generous in their support of us, taking the time to help us to understand the communities, geographical area, and to connect with other stakeholders in the region. We greatly appreciated their support of our initiatives and of the schools we were working to support, through their sponsorship and communications. BSWWRRG demonstrated true commitment to, and passion for, supporting the communities right across the region to reduce and manage their waste, and build healthier, informed, and empowered, communities.

Nerida Thompson, Environment Education Victoria

BSWWRRG was a great example of collaboration and leadership. The Group harnessed knowledge from an extensive network of waste professionals across our vast region: knowledge about community appetite for improved waste practices, knowledge about lessons learned in the 'waste space', and knowledge about advocacy pathways and challenges. The work of the Group's dedicated and skilled team, guided by its passionate board, led to a seismic shift in waste-related behaviour across the region's community, industry and local government. Recycling Victoria is in a great position to leverage this work to bring about change at a statewide level. I extend my best wishes to Ashley and his team as they broaden their impact and help build a less wasteful Victorian community.

Jen Lilburn, Kismet Forward

The BSWWRRG and before that the SWWRRG were a massive help and support to me. For people working on their own in small Councils where there is little or no knowledge of waste management, the BSWWRRG and in particular the Advisory Reference Group were lifesavers. It was a helpful brains trust of experienced colleagues who would freely share their experience and knowledge. A big thank you to Ashley, Linda, Terri-Ann and Tom and before

that Cydoni, Belinda and Philippa – I wish you every success in the future and I look forward to seeing where you go from here.

Kylie McIntyre, former Southern Grampians Shire colleague

The Caring for our Bays program has benefitted from the generous support provided by Barwon South West Waste and Resource Recovery Group throughout its duration. The willingness of their team to offer advice and support to our community waste & litter programs helped strengthen our projects and provided access to valuable opportunities, including sharing resources and offering professional development. We have partnered together on numerous events and projects, but some highlights include: Caring for our Bays Litter Hotspots program, four-consecutive Businesses Clean Up Australia days and the development of the Zero Waste Event Guide & Kit. We look forward to continuing to work together with their team as Recycling Victoria.

Rebecca St Ledger, Sustainability & Circular Economy Coordinator at Bellarine Catchment Network

RMCG worked with the BSWWRRG team to develop the Zero Waste Event Guide. The BSWWRRG team was knowledgeable and invested in delivering tangible outcomes for their stakeholders and communities.

Through this highly collaborative process, BSWWRRG facilitated extensive reach and promotion of the guide through workshops, interviews and high-profile launch at the Great Ocean Road Running Festival. Ashley and the team were exceptional communicators and we look forward to continuing our collaboration.

Isabel Axiö, Carl Larsen and the RMCG team

The BSWWRRG played a pivotal role in the development of waste management, planning and research in Victoria. The BSWWRRG in association with The Live Smart Lab at Deakin University developed waste models for each of the nine local government areas that comprised the BSWWRRG. The models showed current and potential future volumes of solid, recyclable and organic waste. The models were based on a geographic information system that could rapidly model any potential changes in population or waste volumes. This research was published in a series of academic forms and journals highlighting the leading role the BSWWRRG played in waste management in Victoria.

DR. Murray Herron, Associate Research Fellow, Live+Smart Research Lab, School of Archit. & Built Env., Faculty of Sci

CHANGE
CHAMPION



CIRCULAR ECONOMY



Barwon South West
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reduce-recycle.com.au