

Litter reduction in NSW

Why care?



HEY TOSSER!
You know it's wrong



Who is the NSW EPA?

- The NSW Environment Protection Authority protects our environment and community
- We do this by being a leader, a partner and protector
- We lead in protecting our air, waterways, land and health of the community
- We work with communities, government and business
- We hold people and organisations to account through:
 - Licensing
 - Monitoring
 - Regulation
 - Enforcement

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Innovative waste management

- Reducing litter volume is one of the Premier's 12 Priorities for NSW
- We have programs and policies to:
 - Reduce waste
 - Increase recycling
 - Encourage better waste disposal behaviour
 - Manage problem waste
 - Reduce landfill
- We are establishing a container deposit scheme – to start in December 2017
- We regulate the transport, handling and disposal of waste
- We encourage the re-use and recovery of diverse materials

HEY TOSSER!
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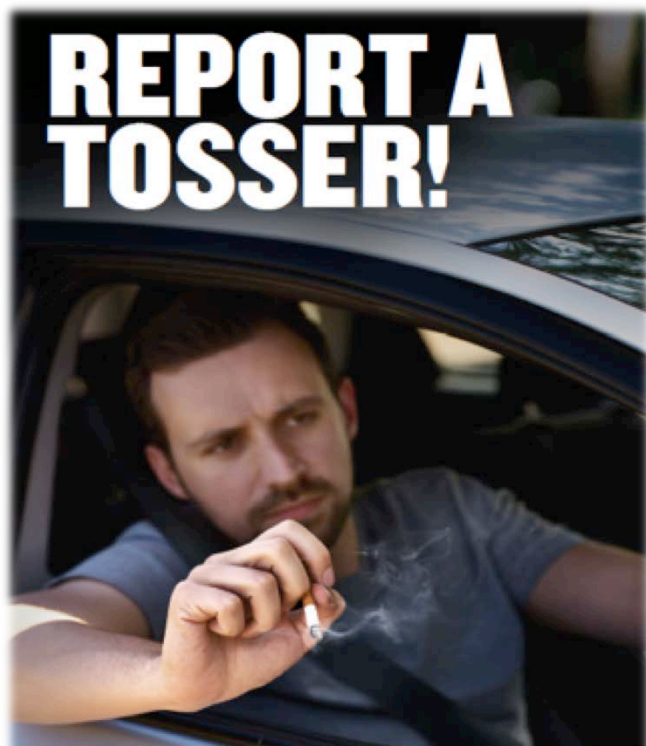
The community cares



HEY TOSSER!
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The community cares



Since launch Feb 2015 – 7 Feb 2017

- 25,545 reports received
- 19,308 registered reporters
- 16,962 fines by EPA

Visit: [Report to EPA](#).
Fines apply.



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The environment gets hurt

- Between 60-80% of marine debris is sourced from land.
- 75% of marine debris is plastic
- EPA Sydney Harbour litter audit 2015 – 93% of debris was plastic.



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It costs us lots of money

- \$180 million in 2014-15.
- \$123 for local government

Council sub-group	Average total cost	Average cost per resident
Coastal: Regulated	\$1,734,400	\$19.55
Coastal: Unregulated	\$695,100	\$19.55
Non Coastal: Regulated	\$1,075,100	\$11.94
Non Coastal: Unregulated	\$220,500	\$18.36
Weighted Average	\$810,700	\$16.39

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It's a NSW Premier's Priority

Keeping our environment clean



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You get reward for effort

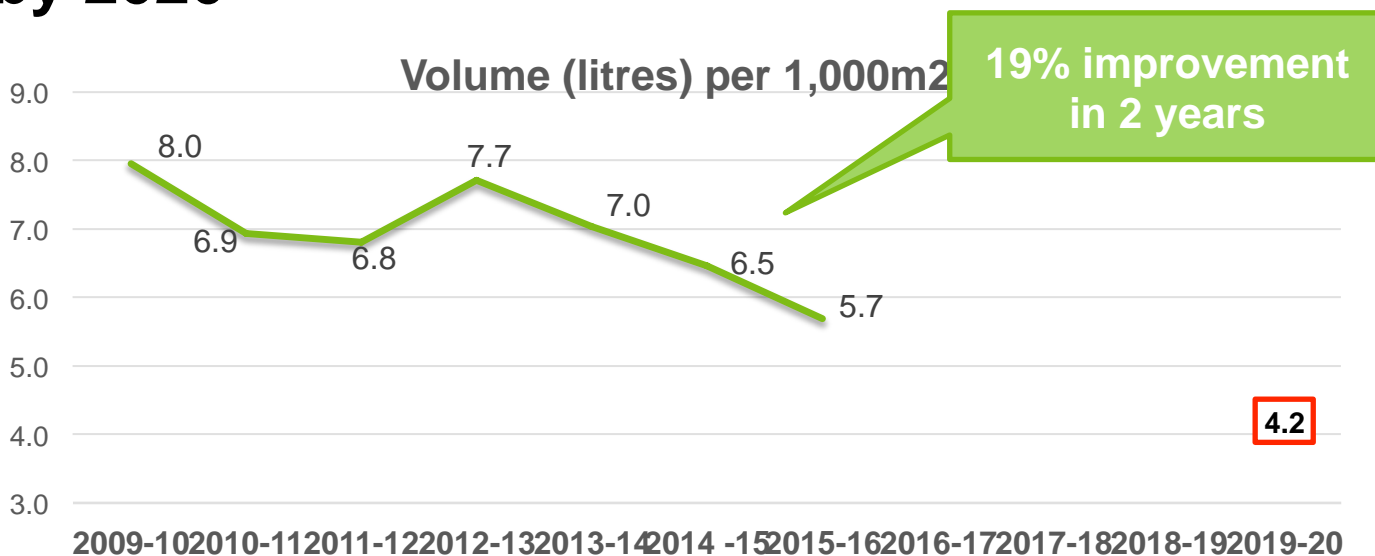
- **45 council projects in 2014-2015 - an average litter reduction in identified hot spots of 60%**
- **Blacktown Council – industrial sites – council cleaning effort reduced by over 50%**
- **Bankstown Council – 3 popular river parks –31% - 66% reduction in cleaning time saving staff around 5 hours each Monday**
- **Community litter grant projects – Round 2 - an average litter reduction in identified hot spots of 74%**

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And across NSW too

- Almost halfway to meeting the Premier's Priority to reduce the volume of litter by 40% by 2020**



Litter volume in NSW



- Drink Containers
- Take away containers
- Domestic Containers
- Print media and advertising
- Industrial total
- Cigarette total
- Miscellaneous

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Litter in NSW



Butts = 30% of NSW littered items

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What are we doing? – EPA Litter Prevention Strategy



- \$50M Litter Fund under Waste Less Recycle More 2012-2021

- 5 integrated pillars:

- Rewarding responsible behaviour
- Education
- Improved infrastructure
- Better enforcement
- Evaluation

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What are we doing?

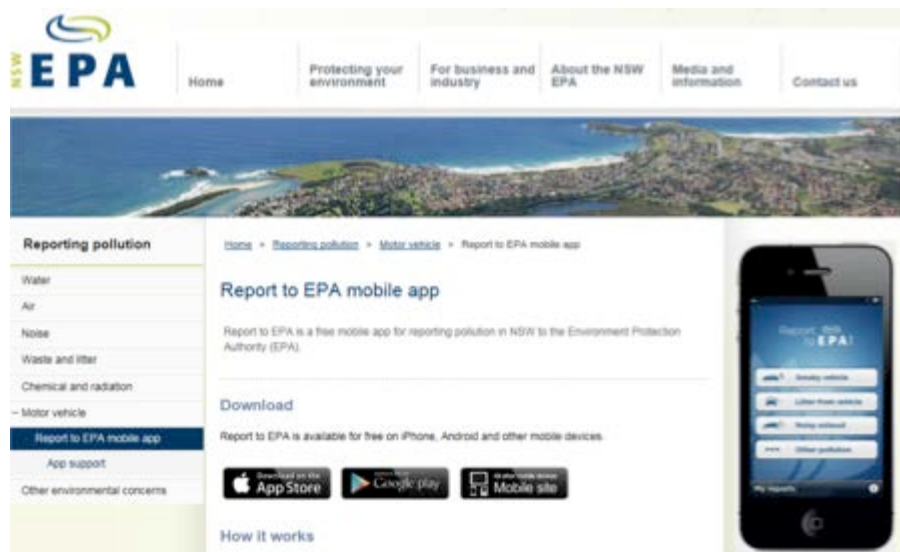


- **Container deposits – 10c refund model, 150ml to 3L**
- **Live in Dec 2017**
- **Voluntary phase out of microbeads in cosmetics and personal care products by 2018.**
- **Plastic shopping bags investigating options – led by NSW**



Report a Tosser

Search Report to EPA and bookmark the web app.



Reporting pollution

- Water
- Air
- Noise
- Waste and litter
- Chemical and radiation
- Motor vehicle
- Report to EPA mobile app**
- App support
- Other environmental concerns

Report to EPA mobile app

Report to EPA is a free mobile app for reporting pollution in NSW to the Environment Protection Authority (EPA).

Download

Report to EPA is available for free on iPhone, Android and other mobile devices.

Download on the App Store | Get it on Google Play | Mobile site

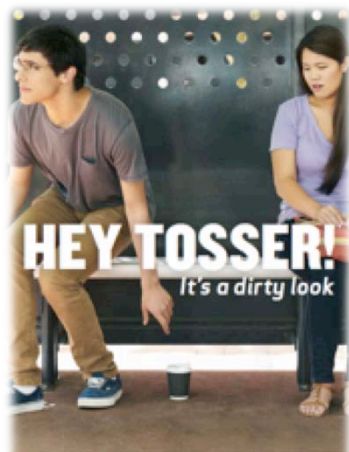
How it works

- Training local councils to enforce
- Report to EPA system since Feb 2015
- Engaging NSW public sector to sign on
- Be on the lookout for littering from cars, especially March 19-April 15

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Hey Tosser – the facts



Every time you litter, it gets noticed.
Don't be a tosser, take your rubbish with you.



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Litter damages our waterways, land and wildlife.
Don't be a tosser, get it in the bin.

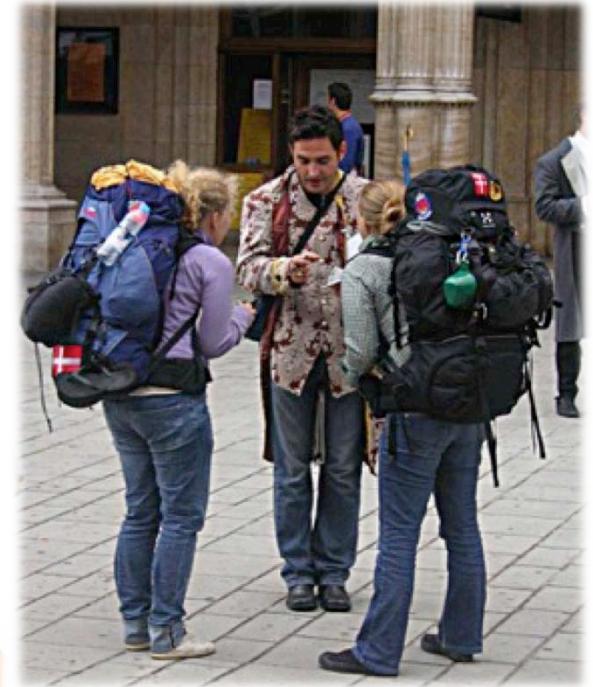


Over \$8M invested in Hey Tosser 2014-17

- 96% approve “Hey Tosser – put it in the bin” message.
- 20% think it is somewhat or very likely they will be caught and fined if littering (target 24% in 2017)
- 87% think negatively about litterers (target 90% in 2017)
- 78% think government should be addressing littering



Hey Tosser! research - What we think



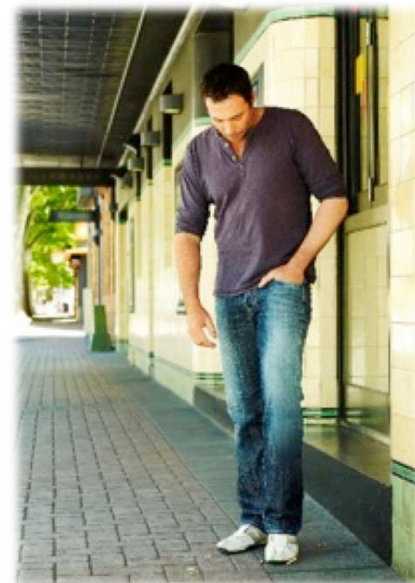
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Hey Tosser! research - the reality

Everyone litters something somewhere
sometime

Everyone knows littering is wrong



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Take our money!



- **\$50M Litter Fund under Waste Less Recycle More 2012-2021**
- **\$5.49M to Councils already through litter grants**
- **\$277K grants already to community groups**
- **\$500K to communities available now – through Keep NSW Beautiful**
- **2017-2021 \$5.5M available**

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Use our relationships – you have allies



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Thank you!

Questions?

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