

DIRECTOR – COWRA OPERATIONS REPORT TO THE OPERATIONS COMMITTEE MEETING TO BE HELD ON MONDAY SEPTEMBER 12, 2005.

Author: Director – Cowra Operations
Item No.: 3
Subject: Waste & Recycling
File: G.1.1.
Precis: Waste Minimisation Communication Strategy
Budget: N/A

Recommendation:

Submitted for Committee's information.

3. Waste Minimisation Communication Strategy:

Cowra Shire Council's Waste Minimisation Communication Strategy has experienced a very successful initial 12 months and is now naturally growing into stage two.

The Strategy consolidated a range of existing services and strategies with new visions and innovations. Now as part of the second year of implementation the formation of partnerships with businesses, waste providers and government agencies will allow a greater regional plan to develop and Council to provide more benefits locally.

Since the adoption of the Waste Minimisation Communication Strategy by Council on 23rd August 2004 there has been a real change in consumer attitudes and actions. At the end of the 2004/05 financial year compared to the 2003/04 year second-hand shop sales have increased by 69%, recycling material collected has increased by 10% or 86.09 tonne and there has also been a decrease in waste to landfill of 30.38 tonne. Marketing and education campaigns undertaken as part of the waste minimisation communication strategy have also generated a 25% increase in revenue over the weighbridge at the MRF.

There was a 100% participation rate from local schools in the waste watchers program. The plastic bag replacement program received enormous support from day one with Council being forced to increase their orders of replacement bags. To date Council has received 78,000 plastic bags from local community members. This has only been limited by the availability of supply of reusable carry bags and available funding for this project. It is my belief that this number could have more than tripled if resources were available. Demand for this project is high as Council still receives plastic bags over the counter and at the MRF.

The formation of partnerships with businesses, waste providers and government agencies will allow Council and the Netwaste region to further benefit from a cooperative approach to marketing and education.

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Council's Corporate & Community Relations Advisor is working with Netwaste's Educational Officer to develop the strategy across the Netwaste region (28 Councils across the state). Initially this is being developed for five Netwaste Councils who are currently in a joint tender process for waste and recycling. This initial plan will develop consistent marketing material and messages and allow the continual growth of educational activities in the region.

In an attempt to take this further Cowra Shire Council investigated possible partners to work with. As part of this process Council became aware of an innovative plastic made by Plantic® Technologies. After initial discussions last year Plantic® arranged a meeting with Council to explore opportunities that would benefit both organisations.

Plantic® Technologies; a multinational company based in Australia is one company that see the value in working with Cowra Shire Council as part of the Waste Minimisation Communication Strategy.

One product that Plantic® manufacture is plastic trays that look, feel and function the same as traditional plastic trays except that Plantic® trays are made from renewable resources, are compostable and, most interestingly, dissolve when in water.

Plantic® is being used by a range of manufacturers and brand owners. The following list contains some of the companies and their products containing Plantic® trays in Australia and New Zealand.

- Aldi Supermarkets – Dairy Fine Premium Chocolate Balls
- Byron Bay Cookie Company – Café Range
- Cadbury Schweppes – Milk Tray deluxe
- Darrell Lea Chocolates – Chocolate Caramel Snows
- Freedom Foods – Cookie, Biscuit and Slice range
- Pink Lady Chocolates – Bal d'or Chocolates & Chocolate Box Range
- Praline Chocolates – Various Boxed Chocolates

Plantic® are able to supply Council and Netwaste with international waste reduction and recycling initiatives able to be applied locally and innovative products to use as part of education campaigns.

In return and as part of a supply chain mechanism Plantic® would be able to utilise Council to influence the end user of their products. It is an opportunity for the company to contact customers and develop a business profile through our effective education campaigns.

Initial discussions and opportunities include Cowra being used for pilot research projects as undertaken in European countries, dissolvable art programs, utilising Plantic® Education Kits, and ventures with the Bio Plastics Association of Australia.

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Plantic® Technologies has been able to obtain substantial government funding via grants and it is envisaged that by developing such a partnership that this will also increase opportunities of gaining funding in the future for identified projects thus Council will be able to provide a wider range of more professional and effective education material and promotions.

A relationship with Plantic® could not only assist with funding opportunities but also in encouraging additional business partners. Council is already working in partnership with Visy and Sims Metal in developing better ways to improve volumes of materials collected and profits gained. Companies are realising the potential benefits of using Plantic® compared to traditional plastic. In an environmentally conscious world Plantic® offers solutions to companies who want to be more aware of increasing dangers to the environment. Plantic® is being utilised by companies as part of their Triple Bottom Line reporting strategy.

The strategy was developed with a regional perspective and thus the transferability of projects will allow effective campaigns to be undertaken with partners such as Plantic® over the whole of region.

Plantic® have offered to be a guest speaker at a Netwaste meeting in the near future to discuss regional opportunities and partnerships as part of the regional Waste Minimisation Communication Strategy.

Both the Federal and State Governments realise that packaging is the biggest number one factor negatively impacting on Australia's waste problem with the National Packing Covenant Action Plan being specifically developed to address the problem. This working group is not just made up of all government authorities throughout Australia but includes all the major multi-national companies as well.

Cowra Shire Council has to explore ways to further reduce waste and its negative impact on landfill, while at the same time implement these initiatives with little to no cost to Council. Cowra Shire Council has over the years explored many options to further reduce waste but all have had a negative cost factor. In other words, not financially viable to implement, so therefore no positive outcomes for the environment, Council or residents of Cowra.

This is where the Council's Waste Minimisation Communication Strategy comes in on its own, it has already shown over the past 6 months, through its implementation of programs, to have reduced waste to landfill, increased resident participation and substantially increased volumes of processed recycled materials increasing revenue from sales, all at no additional cost or risk to Council. It is for this reason that the Strategy is proving to be so popular with other government authorities and businesses alike. They too see the opportunities.

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Council is recognised for the innovative and effective approach we are taking to research and marketing and are being utilised by organisations in these areas. A Council representative will be speaking at the Say No to Plastic Bags NSW Local Government Forum coordinated by Clean up Australia in September and is part of a selected panel advising on the Recycling Plastic Oil Containers program (attached).

Attachments: Copy of letter from Visy Industrial Packaging



Wayne Bennett
Director – Cowra Operations

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Waste Minimisation

Communication Strategy

LOCAL | REGIONAL | STATE

JOINT APPROACH



OUR ENVIRONMENT
it's a living thing

Adopted by Cowra Shire Council ~ Monday 23rd August 2004

the vision

To be the most environmentally responsible community in NSW.

the mission

To develop a proactive community approach to reducing, reusing and recycling waste.

Key Values

- Sustainability
- Economic benefits for Council, community and businesses
- No ad-hoc approach
- Guided by financially viable and environmentally sustainable outcomes
- Partnership based projects
- Local solutions to local problems
- Streamlining and improvement of existing approaches
- Community involvement in decision making
- Integrated framework – business – council – community
- A long-term vision

benefits of the strategy

COWRA | STAKEHOLDERS | OTHER LGAs

Engage partners

- ✓ Developing a strategy with regional perspective – not Cowra centric
- ✓ Adaptable to any Local Government Area

Develop statistical database

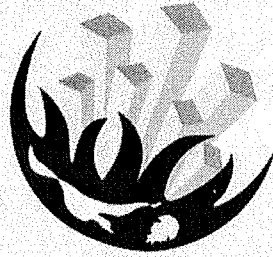
- ✓ Resource for promotional campaigns and funding/sponsorship
- ✓ Ongoing commitment to developing database – follow up statistics (surveys)
- ✓ Valuable resource to compare results with other LGA's/Netwaste
- ✓ Not relying on state/national stats – regional perspective
- ✓ Valuable resource available for state/federal bodies
- ✓ Provides a credible avenue for pursuing funding (council/government/corporate – able to present statistical information)

Branding

- ✓ Provides value for money in promotional campaigns
- ✓ Consistency – project to project, and across the board.
- ✓ Developing branding with existing projects alone creates an effective campaign (without funding assistance). Incentive for other LGAs.
- ✓ Creates an image of a proactive council, and a proactive region – partners tied to that image

	Educate Cowra Shire Businesses on reducing, reusing & recycling	Businesses	Biannually	Host Business Connections Meeting	Council	\$250	CCRA WOS	Meeting held @ MRF	January 2005 held meeting
		Businesses	Jul-05	WOS to meet with targeted businesses to introduce them to the campaign, answer any questions they may have about recycling	Council	In-kind	WOS	WOS met with businesses	
		Businesses	Mid-term	Produce a business information pack, including direct cost savings to businesses if they choose to recycle	Council / Funding / Sponsorship	TBD	CCRA WOS	Packs produced. Feedback	
	Educate Cowra School children on reducing, reusing & recycling	Schools - Primary	Annually	Assist with Waste Watchers attending schools.	Council EPA Tidy Towns	\$2,250	CCRA	Feedback from Schools	Waste Watchers held May 05
		Schools - Primary & secondary	Annually September	Write to schools, offering a tour of the MRF as part of National Recycling Week (Nov 05)	Council	In-kind	CCRA	Letters sent Take up by schools	Wrote to all schools
		Schools - Secondary	Mid-term	Produce a resource education kit for secondary schools	Council / Funding / Sponsorship	TBD	CCRA	Packs produced. Feedback	Developing kit with Plastic Technologies
	Educate the wider community on council's role in reducing, reusing & recycling	Residents, businesses	Dec-04	Newspaper style feature including stories, articles, photos, information	EPA / Council	\$5,076	CCRA	Insert distributed	Printed & distributed Dec 04
		All publics	Ongoing	Branding - Cowra's environment, it's a living thing logo on all Council promotional material	Council	In-kind	CCRA	Brand recognition	Developing consistent branding
		Media	Ongoing	Pitch story to local media for news coverage	Council	In-kind	CCRA	Promotion received	Great media coverage received
		Residents	Ongoing	Ensure information is available at the front counter of council	Council	In-kind	WOS	Information @ counter	Flyer at front counter
		All publics	Ongoing	All promotional material on 100% recycled paper	Council	In-kind	CCRA	Material produced on recycled paper	All material is on recycled paper

		Residents / Businesses	Annual - Nov	Participate in advertising/media blitz for National Recycling Week	Council	TBD	CCRA	Promotion undertaken	Participation undertaken
		Residents / Businesses	Annual - March	Participate in advertising/media blitz for Say NO to Plastic Bag Week (March)	Council	TBD	CCRA	Promotion undertaken	Participation undertaken
		Residents / Businesses	Annual - June	Advertise MRF services in the Community Guide	Council	\$300	CCRA	Ad produced	Advertising undertaken
		Residents / Businesses	Annual - Sep	Promote MRF at Cowra Show	Council	\$600	WOS CCRA	Enquiries @ show	Promotion undertaken at show
Waste Diversion	Reduce recyclable material being dumped in landfill	Residents / Businesses	Ongoing	Staff at the MRF to encourage separation of recyclable materials at the MRF	Council	In-kind	WOS	Staff active	Promo / info material distributed
		Businesses	Jul-05	Identify major business and industrial contributors to landfill	Council	In-kind	WOS	Businesses identified	
		Businesses	Ongoing	Work with businesses and industry to provide services and facilities to meet their recycling needs	Council	In-kind	WOS	Relationships developed	
	Provide opportunities for reusing waste	Residents	Ongoing	Provide mulch giveaways	Council	In-kind	WOS	Mulch given-away	Giveaways held approx every 3mths
		Residents	Ongoing	Promote the second hand shop at the MRF	Council	In-kind	WOS	Increase sales & material taken to shop	Promo undertaken Sales increased
		Residents	Nov-04	Participate in the Waste to Art project	Council	In-kind	CPO	Artwork produced	Participated in project



LOCAL GOVERNMENT EXCELLENCE
IN THE ENVIRONMENT AWARDS
2004/2005

Congratulates

Cowra Shire Council

Winner - Division A
Environmental Education Award

For

Cowra Waste Minimisation Communication Strategy

Cr Genia McCaffery
President
Local Government
Association of NSW

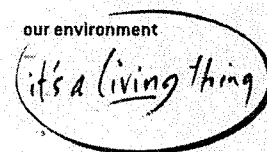
Cr Col Sullivan
President
Shires Association of NSW

Proudly Sponsored by

Local Government
Association of NSW



Shires Association
of NSW



NSW GOVERNMENT PROGRAM

ENTRY CRITERIA:

PROJECT SUMMARY

Provide one paragraph (150 words maximum) to summarise your project. This should provide a synopsis of your entry and may be used in promotional material produced by the Associations, including the Awards webpage.

The Cowra Waste Minimisation Strategy consolidates a range of existing services and strategies with new visions and innovations, drawing on community consultation and ensuring transferability and emphasising a need to form partnerships with businesses, waste providers and government agencies, the strategy allows for local problems to be addressed by local solutions.

This strategic transferable approach to education has now been taken on by the NetWaste alliance of Councils who in conjunction with Cowra Shire Council are developing a regional plan. Council is developing partnerships with Visy Recycling and are in the initial stages of developing a mutually beneficial alliance with Plantic technologies and participating in National recycling programs.

Over the past 12 months, Council has reduced waste to landfill, increased resident participation and substantially increased volumes of processed recycled materials increasing revenue from sales, all at no additional cost or risk to council.

OBJECTIVES

Briefly describe the objectives of the project.

Council when it decided to develop the long term strategic working plan had 4 main objectives

1. Develop a long term strategic plan inclusive of all waste minimisation strategies
Cowra had various campaigns that it used to undertake throughout the year and also various advertising and promotion for waste and recycling services. This objective was to develop consistent branding over all campaigns and branding to gain additional promotion.
2. Engage the local public and other relevant stakeholders
Council wanted to engage the public to ensure they felt ownership of the project. This would also assist with the effectiveness of the project.
3. Guarantee value for money
The strategy wanted to always ensure that projects developed could be implemented with current funds or with additional external funding.
4. Develop creditable statistical database
The development of a local database of statistics will assist in developing targeted education campaigns and provide real data when reviewing services and facilities provided to the local community by Council.

- Industrial, Corporate & local businesses
- Schools
- Media
- Government Agencies
- Corporate partners
- Regional Councils

Actions are set under four specific Key Performance Areas (KPA); Research, Education, Promotion & Waste Diversion. This holistic approach ensures all actions undertaken work together to achieving an environmentally responsible shire (the vision of the strategy).

Each action has a target, target public, timeline, project outline, funding source, budget, responsible officer and key performance indicator identified. Each method of engagement is specific to the action to ensure effectiveness.

The Cowra Waste Minimisation Communication Strategy was developed in line with Council's Management Plan, Netwaste and the NSW Waste Avoidance and Resource Recovery Strategy and was adopted by Council on 23rd August 2004

At a local level the strategy is the sole working document for implementing waste education strategies, promotional initiatives, research and waste diversion activities.

Council's overall objective or vision statement is for Cowra to be the most attractive and rewarding area in all aspects of life in rural New South Wales. This strategy works towards achieving this. It ensures all initiatives, whether small or large work together to further grow Cowra into an attractive and rewarding area to live.

ACHIEVEMENTS

What have you achieved?

- Detail the achievements of your project. Include any unexpected outcomes.
- Have you evaluated the project against objectives? If so, please describe your methods.
- Describe any anticipated longer term outcomes?

Since the adoption of the Waste Minimisation Communication Strategy by Council there has been a real change in consumer attitudes and actions. At the end of the 2004/05 financial year compared to the 2003/04 year second-hand shop sales have increased by 69%, recycling material collected has increased by 10% or 86.09 tonne and there has also been a decrease in waste to landfill of 30.38 tonne. Marketing and education campaigns undertaken as part of the waste minimisation communication strategy have also generated a 25% increase in revenue over the weighbridge at the MRF.

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The partnership with Plantic® is an achievement that will result in the development of many innovative education campaigns. The company is able to supply Council and NetWaste with international waste reduction and recycling initiatives able to be applied locally and innovative products to use as part of education campaigns.

- Council worked with Keep Australia Beautiful in providing the Waste Watchers program to local school children.
- An open day was held at the MRF in conjunction with a Business Connections Meeting day. Surveys and information brochures were given to all attendees.

CHALLENGES

What have you learned from the project?

- How will council ensure benefits of this project are ongoing?
- Is this project, or any components of the project, transferable to other areas of your council?
- Consider if there is anything you would do differently if embarking on this project.

The Cowra Waste Minimisation Communication Strategy is a long term strategic working plan for Cowra Shire Council. The first review of the strategy has just taken place and will do so on an annual basis.

The transferability of the project has been explained and demonstrated throughout this application. The success of the strategy is not dependant on dollars it is all about strategically planning for the future. The strategy is able to be utilised by any Local Government Area or conglomerate of Council's.

It was the conscious decision by management to integrate public relations into the operations area of Council. It was this long term strategic approach that changed a one off project to an ongoing education process.

Both the Federal and State Governments realise that packaging is the biggest number one factor negatively impacting on Australia's waste problem with the Australian National Packaging Covenant Action Plan being specifically developed to address the problem.

Local Government has to explore ways to further reduce waste and its negative impact on landfill, while at the same time implement these initiatives with little to no cost to council. Cowra Council has over the years explored many options to further reduce waste but all had a negative cost factor. In other words they have not been financially viable to implement and therefore have no positive outcomes for the environment, council or residents of Cowra.

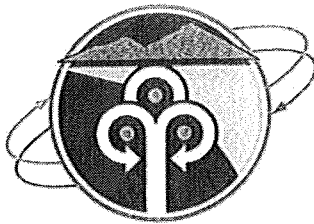
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ADDITIONAL CRITERIA FOR SUSTAINABILITY AWARD:

SUSTAINABILITY FRAMEWORK

Please ensure there is adequate detail on the framework for the integration of social, economic and environmental issues in council.

- Ensure your entry describes how sustainability principles are embedded across the council
- Include evidence of a formal council commitment to ESD or Local Agenda 21



NetWaste
A COLLABORATIVE APPROACH

18 JUL 2005
3071
EG
SWB
JAR

July 13, 2005

To Whom It May Concern

NetWaste would like to congratulate Cowra Council on the development and implementation of their Waste Minimisation Communication Strategy.

The outstanding results to date demonstrate the effectiveness of this approach and provide a clear vision for ongoing education within the Cowra community.

NetWaste is keen to build on the success of Cowra's strategy and are looking to apply a similar model in other Councils within our region.

We are presently working with five councils that have signed a joint contract for household garbage and recyclables collection and with the assistance of Cowra Council will develop an education strategy to support this initiative.

Yours Sincerely

Sue Clarke
NetWaste Environmental Learning Adviser



Waste

- Plastic wrap
- Yoghurt containers
- Ice cream containers
- Polystyrene cups
- Plastic takeaway containers
- Takeaway wrappings
- Waxed coated boxes
- Pizza boxes
- Drinking glasses
- Light globes
- Pyrex
- Broken glass



Recyclables

Plastics



Paper & Cardboard



Glass

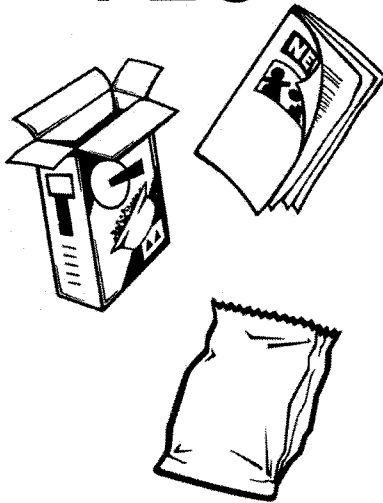


Aluminum & Steel



Paper & Cardboard

YES

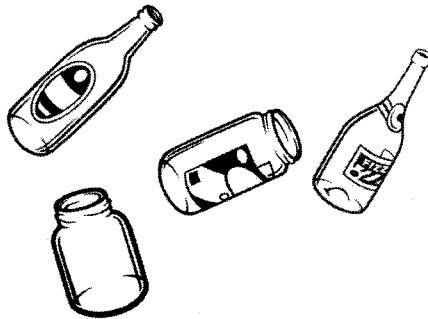


No

- Waxed coated boxes

Glass

YES



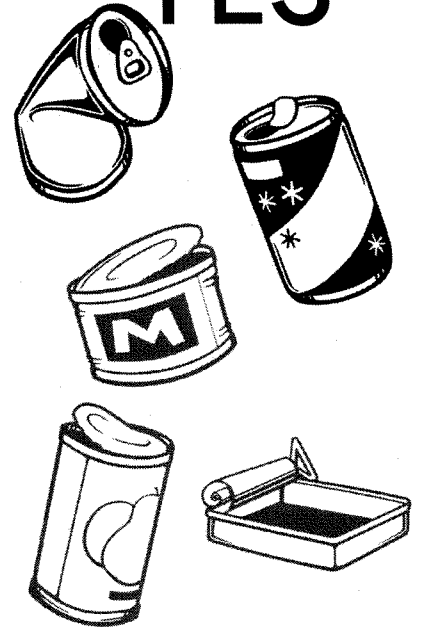
Remove lids & tops
Wash out all jars & bottles

No

- Ceramic plates, cups, crockery
- Drinking glasses
- Light globes
- Pyrex
- Broken glass
- Window glass

Steel & Aluminium

YES



Wash out all cans & aluminium products

The most important

thing we can do as a community is preserve our local environment for the future.

By simply reducing, reusing and recycling waste around our home, office and business, we can all do our bit to help.

But it isn't easy.

Most of us are guilty of taking the 'easy option' when it comes to disposing of waste and rubbish.

Help us preserve our local environment.

By simply filling out and returning this survey to Cowra Shire Council, you'll be providing valuable information that will help solve local waste problems with local solutions.

And it will only take five minutes.

When you return the survey form, you will go in the draw to win one of six great prizes, thanks to Woolworths Supermarket, The Naked Lady Cafe, Fitness Perfection and Cowra Shire Council.

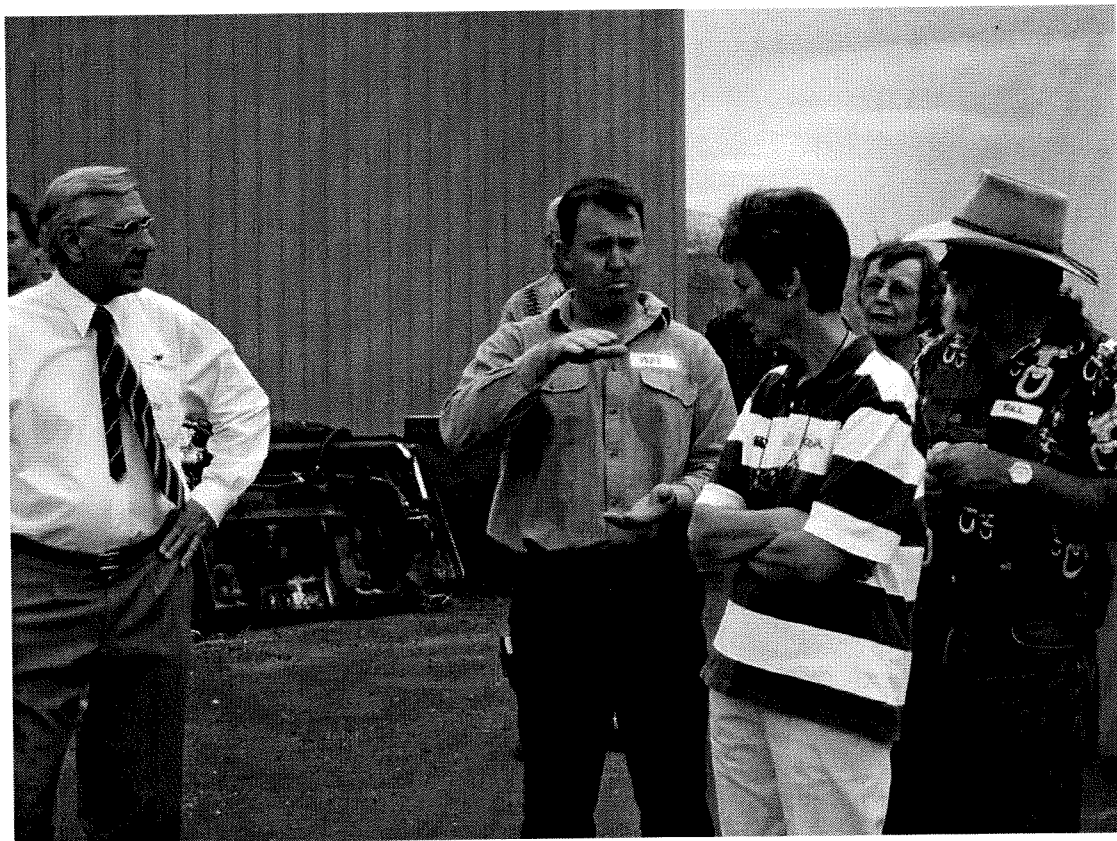
Printed on 100% recycled paper

This project has been assisted by the NSW Government through the Our Environment - It's a Living Thing program



<p>1. Do you try to reduce your household waste? <i>(Please circle)</i></p> <p style="text-align: right;">Y N</p> <p>If yes, how: <i>(Please tick)</i></p> <p>Don't use plastic bags _____</p> <p>Buy products with less packing _____</p> <p>Buy second hand materials _____</p> <p>Repair goods _____</p> <p>Other <i>(Please describe)</i> _____</p> <p>2. Do you reuse your household's waste items? <i>(Please circle)</i></p> <p style="text-align: right;">Y N</p> <p>If yes, how: <i>(Please tick)</i></p> <p>Reuse jars _____</p> <p>Reuse plastic containers _____</p> <p>Reuse plastic bags _____</p> <p>Compost _____</p> <p>Buy products made from recycled materials _____</p> <p>Give away or sell goods _____</p> <p>Other <i>(Please describe)</i> _____</p> <p>3. Do you sort your recyclables from your rubbish? <i>(Please circle)</i></p> <p style="text-align: right;">Y N</p> <p>If yes, what do you mostly recycle: <i>(Please number from 1 in order of most commonly recycled)</i></p> <p>Newspapers & paper _____</p> <p>Glass bottles _____</p> <p>Plastic bottles _____</p> <p>Aluminium cans _____</p> <p>Tin / steel cans _____</p> <p>Other <i>(Please describe)</i> _____</p>	<p>4. Do you know what the Cowra M.R.F. stands for? <i>(Please circle)</i> Y N</p> <p>If yes, please write your answer _____</p> <p>5. Have you ever contacted Cowra Shire Council or the MRF to ask about waste and / or recycling? <i>(Please circle)</i></p> <p>Cowra Shire Council Y N</p> <p>MRF Y N</p> <p>If no, which organisation would you contact to ask about waste and / or recycling? <i>(please tick one)</i></p> <p>MRF _____</p> <p>Council _____</p> <p>6. How often do you recycle? <i>(Please tick one)</i></p> <p>Every week _____</p> <p>Irregularly _____</p> <p>Never _____</p> <p>If never, why? <i>(please tick)</i></p> <p>Too time consuming _____</p> <p>Not sure what can be recycled _____</p> <p>Don't have a recycling bin _____</p> <p>Not an important issue for me _____</p> <p>Other <i>(Please describe)</i> _____</p> <p>7. What can Council do to make recycling easier for you? <i>(please tick)</i></p> <p>Supply more information _____</p> <p>Hold workshops _____</p> <p>Other <i>(Please describe)</i> _____</p>
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Business Connections Meeting at MRF



**Cowra Shire Council & Materials
Recycling Facility invite you to
join them in the journey to
*Reduce, Reuse & Recycle***

MURFY
SAYS...

**RECYCLING -
Sort it, Check it,
Keep it clean!**



Welcome to the MRF

an environment *fit for living things*



Doing the best jobs for our customer service

BIGN

Fertilizer Spreading
Grain Marketing

Lachlan Fertilizers
Rural

6342 4233

Cowra Guardian

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Elders

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Turn your plastic green



Cowra Shire Council's Community Facilities Manager Wayne Bennett and Materials Recycling Centre manager Mark Tucker with the Coora bags.

Cowra Shire Council has joined with Netwaste which is working with local communities throughout New South Wales to develop plastic bag free towns.

Cowra Shire Council's Community Facilities Manager Wayne Bennett says the aim of the project is to reduce plastic bag usage by local residents throughout the Netwaste region.

"Council is giving away reusable bags to reduce plastic bag usage within the shire," Mr Bennett said. "All people have to do is bring in twenty plastic bags to Council or the Material Recycling Facility and in exchange they will be able to pick up a reusable bag."

"Cowra Farmers Markets are also involved in this project. People can exchange their bags at the next Markets at the Cowra Showground on the 17th of this month," Mr Bennett said.

In April 2003, Coles Bay in Tasmania became Australia's first plastic bag free town. Since then other towns all over Australia have taken up the challenge to reduce plastic bag usage.

Twenty six councils in the Netwaste region are taking part in this plastic bag replacement project.

"If Cowra Shire residents can reduce their usage and disposal of plastic bags it will significantly help the local environment, reduce plastic bag litter and improve the image of our town," he said.

"Australian's use 6.7 billion plastic check-out bags every year. That's nearly 1 plastic bag per person per day. Locally Council recycles approximately 25,000 bags annually at the Material Recycling Facility.

"Even the production of plastic bags has significant negative effects on our environment. The amount of petroleum used to make one plastic bag would drive a car about 115 metres. The 6.7 billion plastic check-out bags we use every year is enough to drive a car 800 million kilometres or nearly 20,000 times around the world.

"If we can reduce this figure it can only have positive effects on our environment," Mr Bennett said.

"Cowra Shire Council is encouraging residents to help make a difference by becoming involved in the plastic bag replacement project."

INSIDE TODAY

Jumping for their lives

Picnic race details

See today's Spin

Extensive interest in bus service at investor session

The administrator for the beleaguered owner of the Cowra Bus Service is confident of producing a positive outcome for the company.

"I'm very confident that the business will either be sold or restructured by way of deed of company arrangement," Anthony Warner, of Jellis Jodanis and Corporate Accountants said yesterday.

The Cowra Bus Service owners, Bathurst Condon, went into voluntary administration on June 9, owing more than \$5 million to secured and unsecured creditors.

The first meeting of creditors was held at Bathurst's Sundowner Motor Inn on Wednesday, June 6.

An investor information session was held this week in Sydney for expressions of interest in regards to the purchase of the company.

Mr Warner said it was a "very positive" meeting with close to a dozen people in attendance.

"There was an extensive amount of interest and the administrator is expected to receive many offers."

Mr Warner said the offers are due today

(Friday) and the administrator will assess them on Monday.

He will then have to get the necessary approval from the Ministry of Transport.

After that the administrator will be in a position to select a preferred purchaser.

Mr Warner noted that any sale is subject to an offer of a deed of company arrangement, which basically means owner Robin Flack is entitled to put an offer to creditors.

"Essential he (would be) bidding for the business."

Weather

Friday: Dry. Cool and mostly sunny. Light to moderate east to northeast winds.

Saturday: Cloudy but little if any rain. Cool to mild. Northerly winds.

Sunday: Partly cloudy but mostly dry.

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Free trees for Cowra residents

National Tree Day is Sunday July 25, 2004 and to celebrate Cowra Shire Council is once again holding a Tree Giveaway for all Cowra residents.

Cowra Shire Council's Community Recreation Officer, Ms Kristy Koen says that there is a large variety of shrub and tree seedlings available.

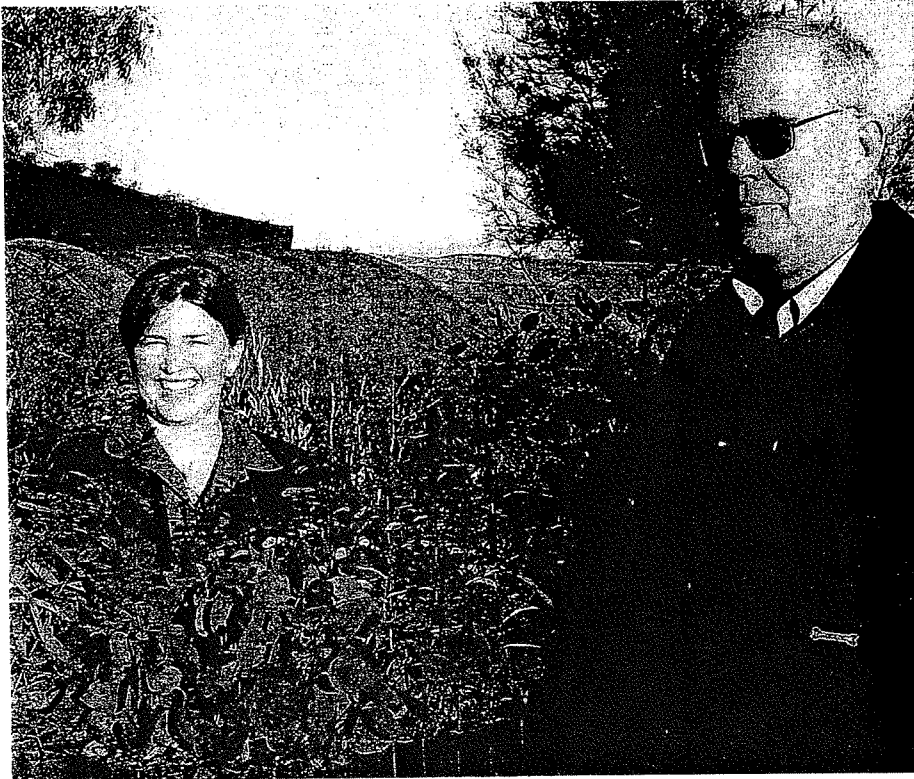
"Whether you are after a large tree for your farm or a shrub for your small yard, Council is hoping everyone will be able to take advantage of this opportunity to green up their little part of Australia!

A total of 3000 seedlings will be available, with families able to select up to four seedlings to take home and plant in their own yards.

There will be free helium balloons for the kids, and Council staff will be available to help select the right species for your garden and advise on its care," Ms Koen said.

The venue for the giveaway will be detailed in Council's page in the Cowra Guardian on Friday July 23.

Anyone interested in finding out more about National Tree Day should call Bob Sly or Kristy Koen at Cowra Shire Council, on 6340 2000 during office hours.



Kristy Koen & Bob Sly are looking forward to Cowra Shire Council's tree giveaway as part of National Tree Day.

Woodstock man jailed

A 35 year old man who led police on a high-speed chase and broke into a hotel room where a couple was asleep, received a jail sentence in Orange Local Court last Tuesday.

Patrick Michael Streczewski, of Woodstock, pleaded guilty to numerous charges, including break and enter, having stolen goods in custody, shoplifting, self administering a prohibited drug, driving without a licence, dangerous driving, driving under the influence of a drug and obtaining a financial benefit by deception.

The charges relate to a number of incidents, including a high-speed car chase through Lyndhurst and Mandurama on December 16 of last year.

After initially refusing to stop for police, Streczewski was pulled over, only to speed away when the police stopped and got out of their car.

He sped through Lyndhurst and Mandurama at speeds up to 150km/h, at times on the wrong side of the road.

Other motorists were forced to take evasive action.

Streczewski was eventually apprehended when he stopped at a private property between Mandurama and Blayney.

Earlier in December, Streczewski broke into a Cowra motel room and stole belongings of a sleeping couple.

Streczewski's solicitor Bob Lulham said Streczewski had ample time to deal with his problem, and the community would expect nothing less than a custodial sentence considering the charges and Streczewski's extensive criminal record.

Mr McIntosh sentenced Streczewski to 12 month's jail, disqualified him from driving for 12 months and fined him \$100.

Because of time already served, Streczewski will be eligible for release on October 31.

NATIONAL TREE DAY



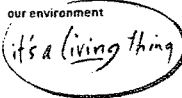
**SEEDLING GIVEAWAY
SUNDAY 25th JULY**

10am at

Cowra Showground

(in the betting ring)

4 SEEDLINGS PER FAMILY



Legacy Week efforts to conclude with badge sale and street stall

Next week is the start of the annual Legacy appeal in Cowra, with Legacy Week beginning from Monday, August 30.

This appeal is for financial assistance to enable the Cowra club to continue its work local-

ly for the widows and children of deceased ex-servicemen.

With the passing on time, the number of widows of WWII servicemen being enrolled for Legacy assistance increases. The increasing age

of the widows means their needs are greater than before.

At present, the Cowra contact group of Lachlan Legacy consists of 20 active Legatees caring for 123 widows.

A similar situation exists right throughout the Lachlan Legacy area.

Local efforts during the annual appeal will conclude with a street stall and badge sale on Friday, September 3.

Mulch giveaway at the MRF this weekend



Cowra Shire Council will have free mulch at the MRF this weekend.

Cowra Shire Councils Materials Recycling Facility (MRF) will be having a mulch giveaway this weekend.

On Saturday 28th and Sunday 29th August customers will be able to visit the MRF and get as much mulch for their gardens as they would like.

MRF Manager Mark Tucker says that the giveaway comes at a great time with this great spring weather the Tidy Towns judging this coming week.

"We would like everyone to come and get as much mulch as they need to have our town looking great," Mr Tucker said.

The MRF will have a front end loader to load vehicles and trailers with mulch over the weekend," Mr Tucker added.

MRF staff remind everyone to please remember to cover your load as fines do apply for uncovered loads.

Anyone requiring more information phone the MRF on (02) 6340 2140. The MRF will be open on Saturday and Sunday from 8.30am - 5.00pm.

Tidy Towns assessors are on their way

From 30 August to 3 September, the Keep Australia Beautiful 2004 Tidy Towns Awards will move into top gear when 20 Assessors set off to cover 20,000 kilometres throughout rural and regional New South Wales in search of the state's top Tidy Town.

Over 130 towns throughout New South Wales, with populations ranging from 10 residents in Greenethorpe, situated in the Weddin Shire, to Wagga Wagga with 56,000 residents, will be visited during the assessment week.

They are all competing for the title of best overall town in six separate population categories.

Trained Tidy Towns assessors will be looking at the overall presentation of Cowra as well as details of local projects undertaken by community groups who have entered in the various categories.

"Judging from the written entries, the community groups throughout the State have shown a wonderful commitment to the Tidy

Town ethos. They now get the opportunity to personally show what they have achieved for their town and our volunteer assessors are looking forward to seeing what they have to offer," said Keep Australia Beautiful CEO, Matthew Taylor.

"The hotly contested Tidy Towns Awards focus on issues such as heritage and nature conservation projects, schools-based programs, environmental initiatives, basic parkland and local beautification efforts.

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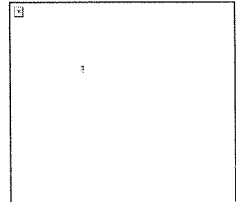


Communicating Council's Waste Minimisation Strategy

Emma Gosper
Cowra Shire Council

Cowra

- 3 ½ hours west of Sydney & 2 hours from Canberra
- The LGA covers the main township of Cowra & surrounding villages
- Township population of approx 9,000 and shire population of 12,000



Waste & Recycling Overview

- Developed Materials Recycling Facility (MRF) at a new landfill site 5km from Cowra in 1998
- Landfill is not accessible by the public
- Council operates all waste & recycling services internally
- MRF has drive through layout for recycling drop off points



Communications Strategy

- Adopted by Council - August 2004
- The Strategy was developed by:
 - Management
 - Corporate & Community Relations
 - MRF staffwhich enables an effective working document
- It consolidates a range of existing services and strategies with new visions and innovations, drawing on community consultation and emphasising a need to form partnerships with businesses, waste providers and government agencies.

- Vision
To be the most environmentally responsible community in NSW.
- Mission
To develop a proactive community approach to reducing, reusing and recycling waste.
- Key Values
 - Sustainability
 - Economic benefits for Council, community and businesses
 - No ad-hoc approach
 - Guided by financially viable and environmentally sustainable outcomes
 - Partnership based projects
 - Local solutions to local problems
 - Streamlining and improvement of existing approaches
 - Community involvement in decision making
 - Integrated framework – business – council – community
 - A long-term vision

Aims

- Strategically minimise waste to landfill, increase recyclable material received which in turn aims to increase revenue for self sustainability
- Have the ability to offer more services through the strategic growth of the MRF
- Have the ability to develop partnership projects
- Ensure value for money
- Increase funding opportunities
- Allow community involvement in decision making

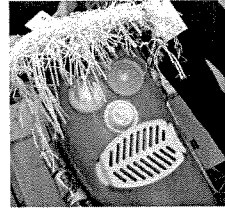
How did we engage the community

We had to let them know that this strategy had been developed

- Used the Council resolution to gain promotion
- Other LGA's interest provided new news
- Promotion with each project was linked back to the strategy

Projects

- Projects fall within Key Performance Areas
 - Waste Diversion
 - Education
 - Promotion
 - Research
- Project examples
 - Survey
 - Information magnet
 - Booklet
 - Events
 - Mulch giveaways,
 - National Tree Day,
 - School Waste Watchers Program



Plastic Bag Replacement Program

- Council participated in the NetWaste plastic bag replacement program
- This only ceased due to funding limitations
- Because of the revenue the communication strategy generated, Council developed an Environmental fund
- This Environmental budget is funding the new plastic bag replacement program

Turn your plastic green



Cowra Shire Council's Community Facilities Manager Wayne Bennett and Matlack Recycling Centre manager Mark Tucker with the Green bags.

Cowra Shire Council has joined with NetWaste Shire in working with local businesses throughout the South West to encourage the use of the bag free zones. Cowra Shire Council's Community Facilities Manager Wayne Bennett says the aim of the project is to reduce plastic bag usage by local businesses throughout the Shire.

"Council is going to provide bags to those businesses who agree with the idea," Mr Bennett said.

"All plastic bags in the shire are to be replaced by the Council or the Material Recycling Facility and as such they will be able to pick up a replacement."

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"All plastic bags in the shire are to be replaced by the Council or the Material Recycling Facility and as such they will be able to pick up a replacement."





Benefits to Council

- For a financial outlay of approx \$12,000 Council will collect over 214,000 plastic bags
- Many benefits including reduction in landfill

Why did it work?

- Issues were explained to the community
- Community ownership – “you can make a difference”
- Progress / achievement was promoted
- Free!
- The community benefited in so many ways

What did we learn?

- Careful, it just might work!
 - Success of this campaign meant we ran out of polypropylene bags quickly
- Be aware of lead time requirements
- We could have lost momentum ... but we didn't!
the community are thrilled that we are running the program again!

Measuring Success of the Communication Strategy

- Council used quantitative research not qualitative in the majority of areas
- The collection of data is user friendly
- Are able to utilise established operations, for example weighbridge, sales etc
- Long term statistics, growth, patterns etc will be able to be tracked

KPI's

- Key Performance Indicators (KPI's) were implemented as part of the Communication Strategy

WHY?

- So that we could measure success, growth, increases, decreases etc
- It sets a benchmark
- Can be assessed weekly, monthly, yearly etc
- Setting timeframes ensures results or at least reassessment
- Encouraged the review and assessment of all actions / activities

Outcomes

2004 / 05 Compared to 2003 / 04

- Waste decreased by approx 30 tonne
- Recycling increased by 10%
- 58 additional recyclers
- 2nd Hand Shop sales increased by 69%
- MRF revenue increased 25%

Strengths

- Team approach meant everyone brought a different skill to development of the strategy
- Team approach to the strategy ensured the plan worked for everyone, eg. Management to MRF staff
- Transparency allows the strategy to grow to a regional strategy
- Ongoing commitment to developing database which is a valuable resource to compare results with other LGA's
 - Not relying on state / national stats
 - Valuable resource available for state / federal bodies
 - Provides a credible avenue for pursuing funding

Lessons Learnt

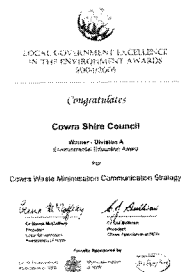
- Make time to plan
After receiving OEILT funding, the plan was developed, then it had to be adopted by Council. This delayed the start of the program
- Be one step ahead – be ready for success!

Tips

- Strategy developed with input from all staff – Mgt, PR, MRF
- Adopted plan of Council
- Measure your success
- Utilise branding relevant to your campaign



- Report your success to Council & the community
- Give them ownership



Education campaign key to eliminating waste

Cowra Shire Council's Waste Minimisation Communication Strategy is leading local Councils, Shire Councils and the industry towards a more sustainable future.

"Clean streets and recycling the forest is on the initiatives," he said. "Cowra is at the forefront of a national waste management project involving 20 Councils, seven Shire Councils and the industry."

Education is eliminating waste in Cowra

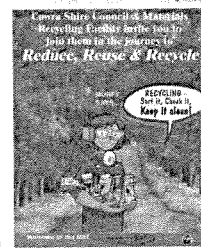
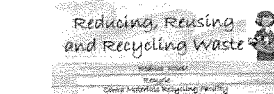
The key to the success of the Waste Minimisation Communication Strategy is the education of the community. The strategy is a key component of the Waste Minimisation Communication Strategy, which is a key component of the Waste Minimisation Communication Strategy.

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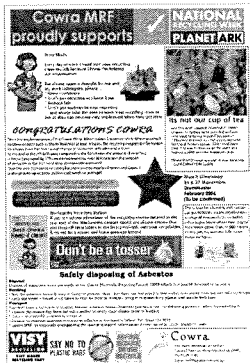
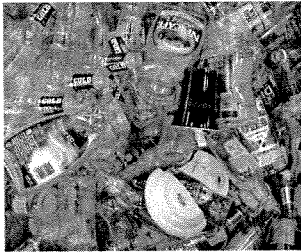
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- Consistent branding to gain maximum value for money



- Get back to basics in regards to education



Future

- There was no additional budget set for the Waste Communication Strategy, but as a result of the surplus, funds have been generated for an environmental education
- Management, Corporate & Community Relations & MRF staff continue to work together to monitor, evaluate & modify KPI's to ensure targeted measuring
- Utilising strategy as a template for Netwaste region to develop regional plan
This will allow greater value for money, effectiveness & ability to have regional comparisons etc
- Engaging partners as part of the strategy. Utilising businesses in the industry to ensuring value for both parties.

Thankyou

Contact Details

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Corporate & Community Relations Advisor
Cowra Shire Council

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E: egosper@cowra.nsw.gov.au

Cowra
Measuring Success

Presentation by Emma Gosper
Corporate & Community Relations Advisor
Cowra Council

Cowra – Setting the Context

- 3 ½ hours west of Sydney & 2 hours from Canberra
- The LGA covers the main township of Cowra & surrounding villages
- Township population of approx 9,000 and shire population of 12,000

Waste & Recycling

– How it works at Cowra

- Developed Materials Recycling Facility (MRF) at a new landfill site 5km from Cowra in 1998
- Landfill is not accessible by the public
- Council operates all v...

- MRF has drive through layout for recycling drop off points
- Weekly kerbside recycling is collected manually and sorted on recycling collection vehicles
- Recycling stations are located in each of the villages

Cowra Waste Communication Strategy

– Developing a Strategic Approach

- Council received Our Environment; It's a Living Thing funding to undertake particular activities
- The strategy was developed to ensure sustainability and value for money
- August 2004 Council adopted the Cowra Waste Minimisation Communication Strategy
- The Strategy was developed by Management, Corporate & Community Relations and MRF staff which enables an effective working document

- The strategy aims to:
 - strategically minimise waste to landfill, increase recyclable material received which in turn aims to increase revenue for self sustainability
 - have the ability to offer more services through the strategic growth of the MRF
 - have the ability to develop partnership projects
 - ensure value for money
 - increase funding opportunities
 - allow community involvement in decision

Measuring Success

- Use quantitative research not qualitative in the majority of areas which allows a numeric controlled system and the analysis of relationships
- Are able to utilise established operations, for example weighbridge, sales etc
- Long term statistics, growth, patterns etc will be able to be tracked



Developing Key Performance Indicators

- Key Performance Indicators (KPI's) were implemented as part of the Strategy

WHY?

- So that we could measure success, growth, increases, decreases etc
- It sets a benchmark
- Can be assessed weekly, monthly, yearly etc
- Setting timeframes ensures results or at least reassessment
- Encourages the review and assessment of all actions / activities



The variations of KPI's Surveying

Surveys were undertaken to gauge understanding of the public's perceptions, attitudes & actions

- 8% return rate of which 1/3 were postal (not prepaid)
- This will develop a long term statistical database that will track patterns and changes



2nd Hand Shop – Reusing Waste

- The Cowra MRF has a 2nd Hand Shop
- People leave items at the shop (they may have to pay for these items to be deposited at landfill)
- Anyone who wishes to buy something from the shop makes a donation
- The sales figures from the shop represent the increase / decrease in stock people are dropping off at the shop

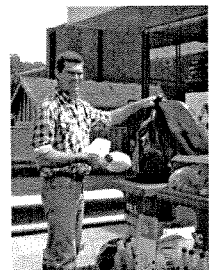
Recycling

- All recycling collected at kerbside is weighed at the MRF as it enters the site over the weighbridge
- These weights can be itemised to the weekly collections
- The number of bins that are manually picked up is also recorded. This can show increases / decreases in participation rates
- Weighbridge & bin numbers can be compared to set scenes, for example there may be an increase in bins but a decrease in weighbridge weights, therefore consumers may not be actively recycling.
- The more KPI's the easier it is to set a real scene



Reducing Waste

- Weighbridge recordings are taken
- This figure can be compared to 2nd Hand Shop and recycling figures



Plastic Bag Replacement Program

- Council bought polypropylene bags
- Residents exchange 20 plastic bags for 1 free reusable bag
- Council recorded the amount of plastic bags we received by the number of polypropylene that were given away
- Not only does this figure assist with promotion and encouraging the community but also is able to gauge flows

Cowra's Results



2004 / 05 Compared to 2003 / 04

- Waste decreased by approx 30 tonne
- Recycling increased by 10%
- 58 additional recyclers
- 2nd Hand Shop sales increased by 69%
- MRF weighbridge revenue increased 25%
- Council received 78,000 plastic bags

The future at Cowra

- There was no additional budget set for the Waste Communication Strategy, but as a result of the strategy a surplus was generated.
- This surplus is a proven result of the strategy because of KPI's
- This surplus has been used to create an environmental education fund

- Management, Corporate & Community Relations & MRF staff continue to work together to monitor, evaluate & modify KPI's to ensure targeted measuring
- We are now engaging partners as part of the strategy. Utilising businesses in the industry whilst ensuring value for both parties
- Utilising the strategy as a template for the NetWaste region to develop a regional plan
This will allow greater value for money, effectiveness & ability to have regional

Thank you...

- My Contact details
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Cowra Council

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