



Keep Australia Beautiful Council (Western Australia)

Litter Prevention Strategy

For Western Australia
2020 – 2025



Acknowledgements

This document has been prepared by the Keep Australia Beautiful Council of Western Australia.

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Statement from the Minister



Western Australians are rightly proud of our beautiful state and its natural environment and put effort into making sure the cities, suburbs and towns we live in are clean, liveable environments.

I can say this with great confidence as I acknowledge the work of over 35,000 Keep Australia Beautiful Council volunteers and more than 15,000 registered litter reporters.

This *Litter Prevention Strategy for Western Australia 2020-2025* is a strong foundation of support for Western Australians to participate in litter prevention and community clean-ups.

The Litter Prevention Strategy acknowledges the strong measures needed to tackle litter and change people's behaviours so that the downward trend in litter in Western Australia continues at a growing pace.

Litter measurement tools and behaviour change research will provide us with the data required to confidently report on how specific programs are performing and to indicate where the need for new programs emerges.

KABC's new target of a 30 per cent reduction in litter in Western Australia between 2020 and 2025 aligns with the objectives and targets of Western Australia's *Waste Avoidance and Resource Recovery Strategy 2030* released by the McGowan Government in February 2019.

Other actions taken by the Government on reducing waste, such as banning the supply of lightweight plastic bags in 2018 and the planned introduction of a container deposit scheme, will continue to have a significant impact on reducing litter.

Hon Stephen Dawson MLC

Minister for Environment



Introduction by the Chairman

The Keep Australia Beautiful Council (KABC) is established under the *Litter Act 1979* (Litter Act).

Its mission is to provide leadership, support and services to ensure that all Western Australians live in a clean and litter-free environment. It does this by applying research, program experience and information from stakeholders, as well as data on littered materials and places, to our education and community engagement programs and through enforcement of the Litter Act.

The KABC membership reflects a broad range of stakeholder interests in litter prevention, such as state and local government and other agencies concerned with environmental protection, consumer behaviour, community engagement and participation, and the education of young people.

KABC is held in high regard by the Western Australian community, as evidenced by the number of volunteers who keep their local communities clean from litter and who respond to calls for participation on regular days of action throughout the year. Registered litter reporters in the community have an important role in being able to instigate the signal to people littering from cars that their actions are unacceptable and attract financial sanctions.

This new litter prevention strategy is born out of the excellent results achieved during the life of its predecessor strategy 2015-2020. We are building, analysing, adjusting and making additions to successful programs that sit proudly alongside litter prevention strategies throughout Australia. We are confident in the approach we have taken, while also enthusiastically seizing this opportunity to consider where we can improve or need to refocus our attentions.

Michael Aspinall

Chairman, Keep Australia Beautiful Council

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Government goal – a liveable environment

The litter prevention strategy contributes to the State Government goal of 'A liveable environment – Make a cleaner, more sustainable environment'.

KABC's vision is to strive for a litter free Western Australia.

Litter has a serious impact on the natural environment. Even organic matter can take months to break down and, in the meanwhile, attracts animals to the roadside, which is lethal for them and dangerous for motorists. It's also harmful for pets and wildlife to ingest decomposing rubbish.

A banana skin could be on the roadside for three to four weeks, an apple core for one to two months and orange peel for up to two years.

Cigarette butts, with their toxic brew of arsenic, nicotine, heavy metals and other carcinogens remain in the environment for up to 12 years, being made of cellulose acetate, a form of plastic. Cigarette butts consistently remain one-third of the litter items counted every year in Western Australia. This is consistent with litter counts in Britain and the United States.

In 2014, the *New Scientist* called cigarette butts "toxic trash" and called for them to be banned, a call echoed by *National Geographic* in 2019. The *British Medical Journal* cites a study that found that arsenic, nicotine, polycyclic aromatic hydrocarbons and heavy metals are released into the environment by littered 'roadside waste' cigarette butts. It recognised that the toxins leach into the ground, waterways and oceans, damaging living organisms that come into contact with them.



KABC is mindful of the need to reduce the use of single-use plastics in our programs.

Plastic bags take up to 20 years to break down in the environment, and a plastic bottle will take 450 years to break down, although it is truer to say that they break up into smaller and smaller pieces and become microplastics that are highly likely to enter the food chain.

Litter also has a highly detrimental effects on the built environment and public places, where it negatively impacts public amenity. Studies show that people are less likely to litter in places that are already clean and where bin infrastructure is available, which signals community expectations for waste disposal and litter prevention.

In line with Government and community expectations, KABC has commenced strategic planning to design out the use of single-use plastic bags in its programs. In some cases, it will mean a significant redesign of programs to be completed in the first two years of this strategy. While those programs have been effective, and we want to maintain momentum on litter reduction, KABC is mindful of the need to reduce single-use plastics in our programs.



Alignment with the Waste Avoidance and Resource Recovery Strategy 2030

The *Litter Prevention Strategy for Western Australia 2020-25* aligns with the *Waste Avoidance and Resource Recovery Strategy 2030* (WARR Strategy). WARR Strategy Objective 3 'Protect' states: 'Western Australians protect the environment by managing waste responsibly'. One of the strategies to achieve this is to 'implement the litter prevention strategy to reduce littering and manage its impacts'. The WARR Strategy target is 'move towards zero littering'. In their book *Litter-ology - Understanding littering and the secrets to clean public places* Spehr and Curnow note that when they first started their research, they used the term 'littering behaviour' but quickly realised that 'disposal behaviour' was a more accurate term. Their conclusions draw a strong connection between waste and litter management, with the emphasis on encouraging correct waste disposal whether people are at home, in the workplace or in public places.

The Waste Authority provides annual funding from the Waste Avoidance and Resource Recovery Account to KABC for the implementation of significant aspects of the litter prevention strategy – the annual collection and analysis of litter data, litter education and community behaviour change programs, providing incentives for community involvement in litter prevention and mitigation, and to support collaboration with stakeholders who share common aims.



Defining litter

For the purposes of the Litter Act, litter is deposited on land, or on or in waters if:

- a) it is placed, put, left, dropped or thrown there; or
- b) it is allowed to fall there or be carried there by the action of wind or water or both.

Litter includes all kinds of rubbish, refuse, junk, garbage or scrap and any articles or material abandoned by the owner or person in possession of it.

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KABC is confident in maintaining and refreshing a number of its programs that have proven to be effective.

Litter reduction target

The litter reduction target set in the 2015-20 strategy was for a 25 per cent reduction from the level of litter occurring in 2012-13. KABC exceeded this target, achieving a 41 per cent reduction between 2012-13 and 2018-19.

This means that KABC is confident in maintaining and refreshing a number of its programs that have proven to be effective and looks forward to implementing some additional programs to reflect what the data is telling us, and where stakeholder and community concerns and interest lead us towards better waste management.

The State Government has undertaken extensive community consultation over the last two years on actions to address single-use plastics, including for its ban on lightweight plastic bags, and on its container deposit scheme (CDS), Containers for Change. Containers for Change will have a strong bearing on litter counts over the life of this strategy.

**KABC is setting a target
of a 30 per cent reduction
in litter levels in Western
Australia between 2020 and
2025.**





Four strategic objectives

KABC is undertaking its 2020 – 2025 litter prevention strategy through four strategic objectives. It aims to ensure program elements are explicitly interlinked. For example, the provision of tools and infrastructure is included within individual programs. The objectives are summarised below and are fully laid out further in the strategy document.

Objective 1: Increase community understanding of the impacts of litter on the environment and support behaviour change

KABC seeks to engage the community in a variety of ways, including campaign messaging, collaboration with stakeholder groups who have direct access to communities of interest and through a range of participation programs.

Objective 2: Contribute to the long-term prevention of litter and marine debris

KABC provides support for community participation to keep local areas free of litter and also reward to reinforce desired behaviours. Ensuring litter-free spaces through prevention and clean-ups is important, as research suggests that an environment that is kept clean is less likely to attract litter.



Objective 3: Regulation and enforcement of the Litter Act 1979

There is a strong argument for ensuring the community is aware of the penalties for littering because regulation is an effective tool in the Government's behaviour change toolkit.

Objective 4: Monitor the level of litter in Western Australia and its marine environment and evaluate the effectiveness of programs

Good data will enable progress to be measured and reported. Data gathered needs to provide a range of data sets to adequately inform policy development and evaluation for a range of State Government program needs.



We can learn a lot about disposal behaviour and what influences it from studying clean places as well as littered places.

Who litters and why?

The latest research on disposal behaviours shows us that this is a complex question. The same people dispose of waste correctly sometimes and litter at others, depending on context, including what is being disposed, where they are and who they are with at the time. This research has been conducted by Spehr and Curnow in 2015 through observational studies, rather than through self-reported behaviours. It demonstrates that our anti-litter messaging needs to be crafted to take into account people's beliefs (apple cores aren't litter), the place itself (this sports stadium has cleaners) and what others around us are doing (people always leave their rubbish under the seats), including the people managing the space (the bins are full).

We can learn a lot about disposal behaviour and what influences it from studying clean places as well as littered places. What influences people to do the right thing? Spehr and Curnow state in their book *Litter-ology* that two-thirds of people in public places put their rubbish in the bin. So we need to concentrate on behaviours, littering versus bin use, rather than a fixed idea of a type of person.



Through a range of programs, KABC seeks to influence disposal behaviour by addressing these factors. For instance:

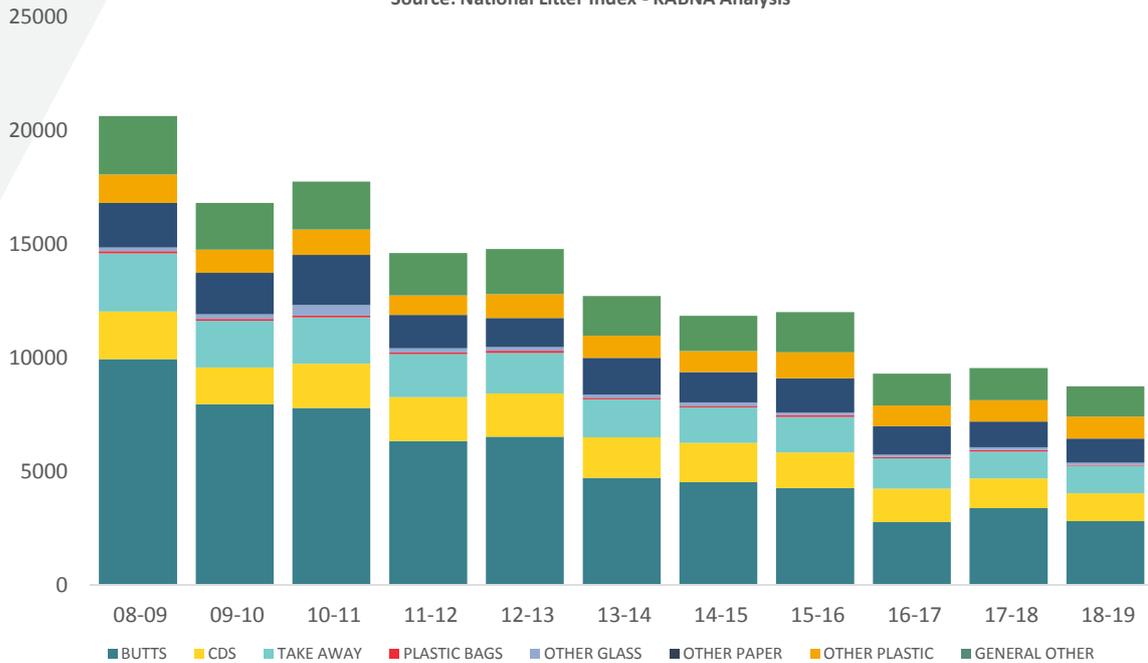
- the Adopt-a-Spot program addresses how care of place influences people's perception of how 'cared for' a place looks
- the Marine Debris/Clean Marine program addresses factors that influence people's sense of responsibility in looking after a place and the downstream effects of litter
- collaboration with local governments enables them to support their communities through the provision of bin infrastructure and clean-up tools
- the Litter Report Scheme addresses **penalties** that influence motivations on disposal behaviour and the Tidy Towns Sustainable Communities Awards and the Community Litter Grants address **rewards** that influence motivations on disposal behaviour
- the KABC Facebook page seeks to influence individual factors, such as where people don't think a little thing like a cigarette butt matters, or it's not their rubbish, or it'll break down in the bush. We use it to stir community action on litter.

Litter statistics

The National Litter Index report 2018-19 shows that Western Australia has maintained steadily declining litter levels driven primarily by reductions in cigarette litter.

Western Australia – Litter Item Count

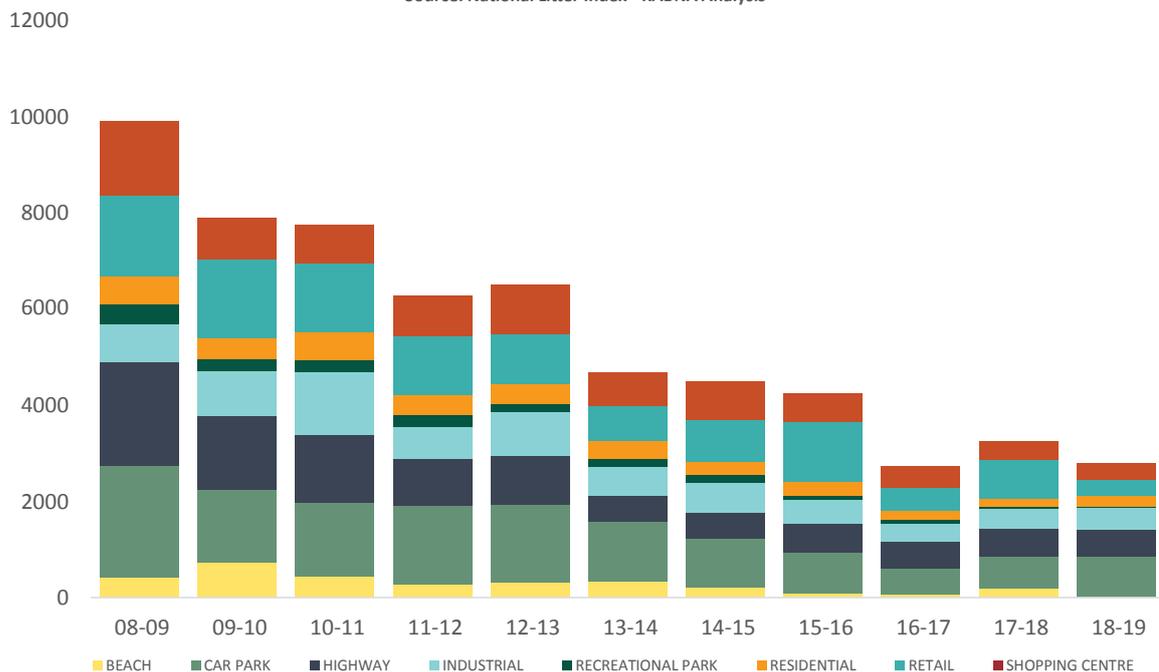
Source: National Litter Index - KABNA Analysis



Cigarette butts are mostly littered in car parks, highways and industrial precincts.

Western Australia – Litter Item Count – Cigarette Butts

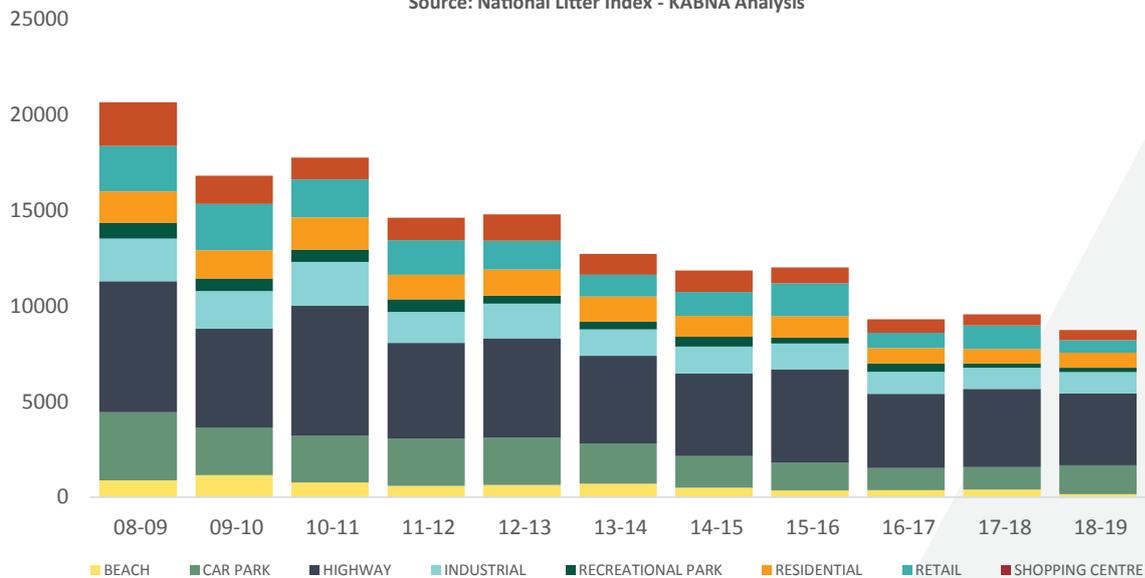
Source: National Litter Index - KABNA Analysis



Highways remain the key site for litter, as shown in the graph below, demonstrating the importance of the 'WA Naturally Thanks You' campaign to be implemented early in the life of this strategy. Car parks and industrial precincts also attract high levels of litter.

Western Australia – Litter Item Count by Site Type

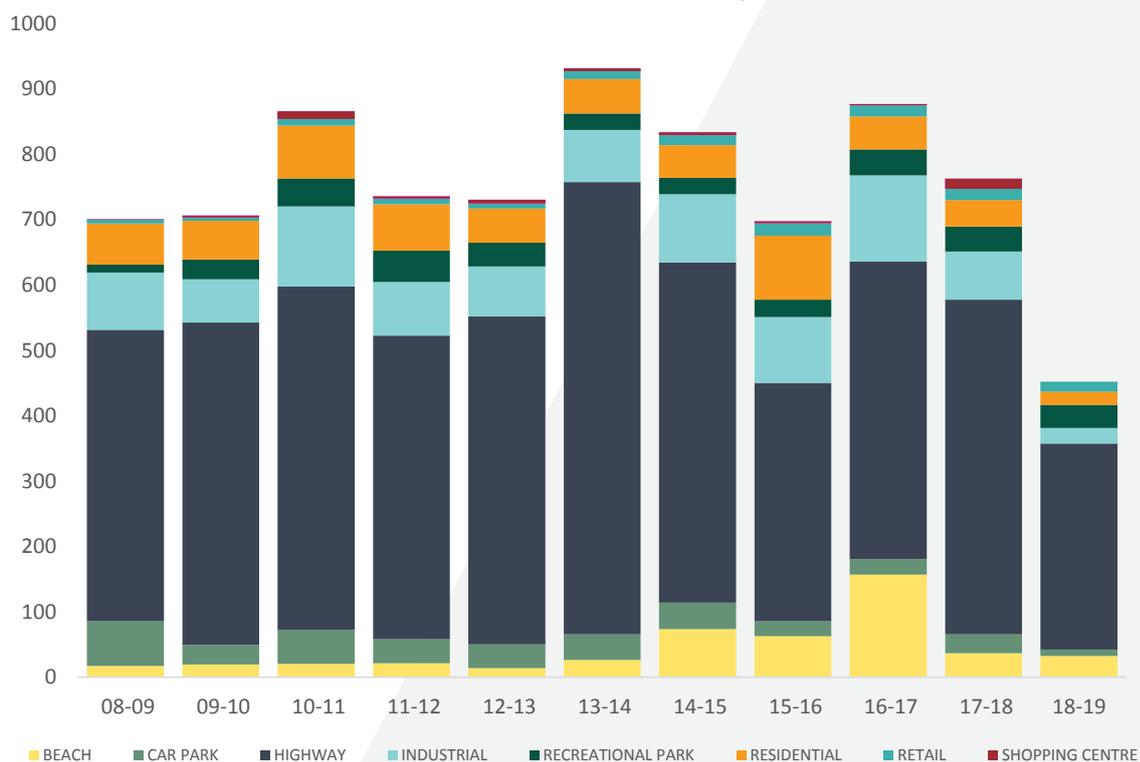
Source: National Litter Index - KABNA Analysis



The impact in its first year of a container deposit scheme in Queensland, the state arguably most similar to Western Australia, is a 41 per cent reduction in items shown in the graph below. KABC hopes for a similar response in Western Australia.

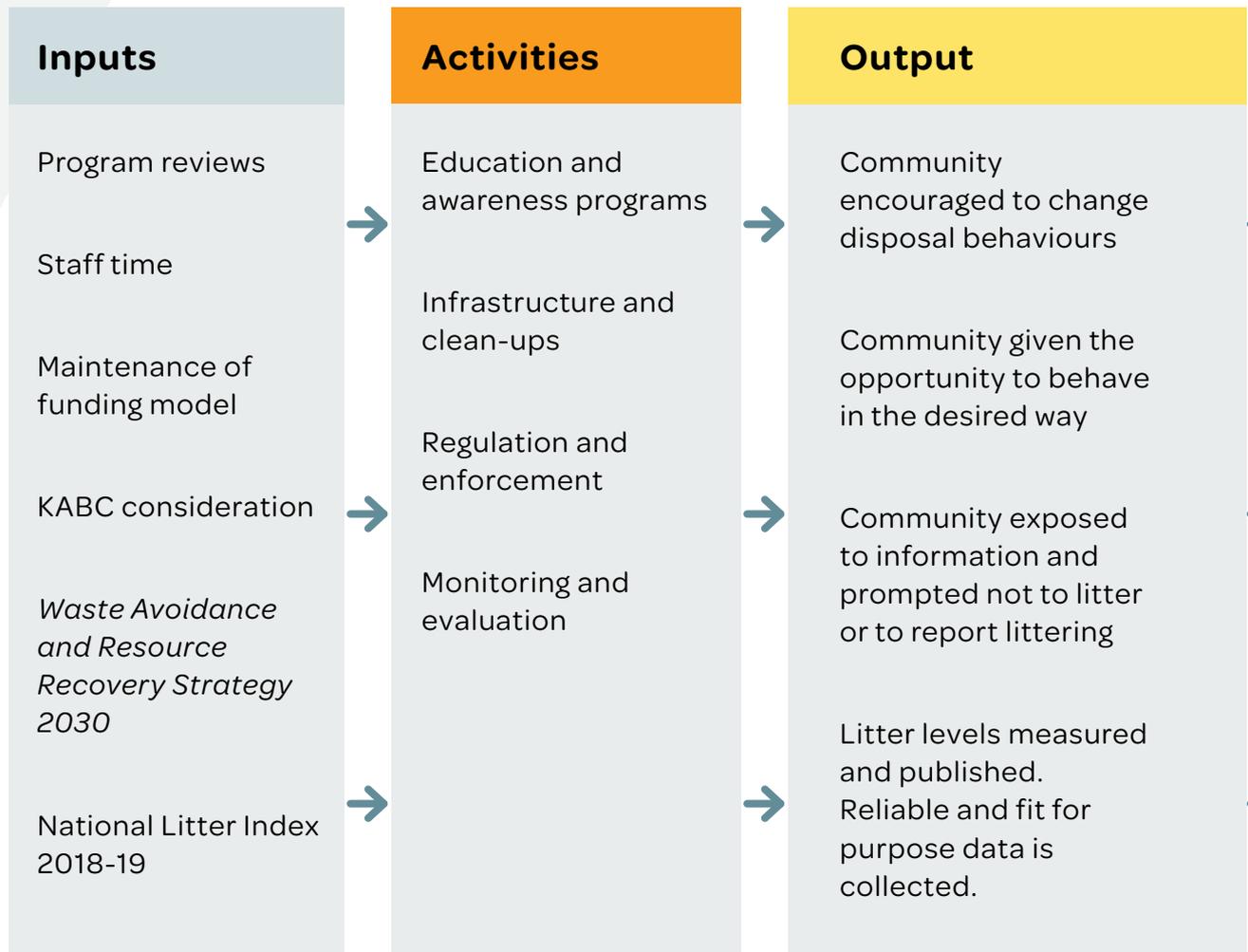
Queensland – Litter Item Count – Container Deposit

Source: National Litter Index - KABNA Analysis



Logic approach

Aim: To reduce litter throughout Western Australia



Evaluating effectiveness: new Australian Litter Measurement (AusLM) litter audits, enhanced data from AAS program, KPIs for individual programs including participation rates, community surveys, increasing collaboration with external stakeholders.

Impacts

Increased concern about the impact of littering on the environment

Increased participation in litter prevention and community pride programs

Fewer people litter and more register as litter reporters

Litter data reliably informs program development.

Outcomes

Target:
30% less litter in the natural and built environment

Program logic explanatory notes



Logic

- Evaluation of current programs.
- Enhancement of current programs.
- Funding from the WARR Account, DWER and fines enforcement is critical to maintaining current levels of activity and engagement.
- KABC aligns its litter prevention strategy with the WARR Strategy 2030.

Assumptions and evidence

1. The 2015-20 litter prevention strategy achieved a reduction in litter over five years of 26 per cent to 2018-19 (and a 41 per cent reduction in its target from the 2012-13 baseline).
2. Programs were successful in engaging the community. KABC has approximately 43,000 volunteers registered in the AAS program, 15,456 registered litter reporters, and 639 schools participating in the Clean Schools program, and maintains and grows the number of partners across our programs and participants in the Tidy Towns program.
3. KABC reports on selected program outcomes and expenditure to the Waste Authority quarterly.
4. A new funding agreement with the Waste Authority will maintain WARR funding for agreed litter prevention strategy programs.
5. Funding from DWER to supplement staff costs for non-WARR funded projects is maintained.
6. Income from fines enforcement is maintained sufficiently to cover staff costs of implementing the Litter Report Scheme and investigations.

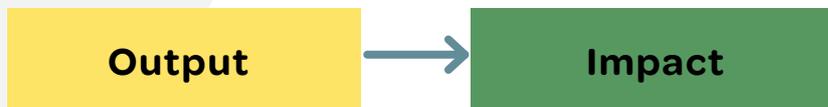


Logic

- By communicating widely through a variety of media, the community is encouraged to change disposal behaviours, by disposing of rubbish correctly and not littering.
- Using a range of campaign materials in a variety of settings will provide ongoing reminders to the public to act in the desired way. Behaviour change requires constant prompting and the mix of methods and target audiences will ensure a wide reach.
- Regulation (the Litter Report Scheme) is a behaviour change mechanism.
- Good communication with our stakeholders and ongoing support will maintain and grow participation in our programs to achieve shared aims.
- Litter audits are the best way to measure changes in litter. Litter audits will be undertaken using new Australian Litter Measurement methodology, to be developed in collaboration with all Australian jurisdictions for use in each state and territory. The methodology will also be available to the Containers for Change program and to local governments for their local waste plans under the WARR Act. The methodology will be complemented by litter data collected through the Adopt-a-Spot program and the Australian Marine Debris Initiative database from the annual WA Beach Clean-Up with Tangaroa Blue Foundation. It will be developed to take into account as much as possible time series data from the NLI.

Assumptions and evidence

1. Evaluation of the 'Bin it' campaign.
2. Evaluation of the 'Bin your butt' campaign.
3. Growing participation in current KABC programs. 2015-2020: Litter Report Scheme 11,349 – 15,456; Clean Schools 488 – 639; Adopt-a-Spot 15,000 – 43,000; Tidy Towns fluctuates
4. KABC is an organisation that others see value in collaborating with. DWER, DFES, MRWA, DoE, DBCA, Tangaroa Blue Foundation, WALGA, local governments, Mars Wrigley.
5. Litter audits will reliably measure litter, identify problems and track trends.

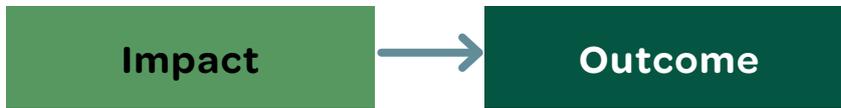


Logic

- By providing appropriate education and awareness programs and campaigns, and opportunities to celebrate success, the community will be encouraged to dispose of rubbish correctly rather than littering.
- By using various methods of disseminating information, people will get regular reminders to not litter.
- Regular and appropriately framed reminders to exhibit the desired behaviour, and providing the opportunity to do so, will lead to the behaviour becoming normalised.
- Participation in KABC programs empowers community members and normalises correct disposal behaviours.
- Litter audits will demonstrate litter trends and provide appropriate information to inform program development and report on outcomes.

Assumptions and evidence

1. The community has sufficient opportunities to see campaign materials.
2. People exposed to regular and appropriately framed reminders to not litter will change their behaviour.
3. Successful partnerships engender higher levels of support for community participation.
4. Participation in community activities promotes a sense of satisfaction, social cohesion and environmental activism.
5. Fines enforcement is a deterrent to littering.
6. Litter reporters feel empowered and pleased to contribute to a litter free WA.
7. The levels of litter measured accurately reflect the situation on the ground. By ensuring that the measurement tool is robust and statistically sound, and the methodology followed correctly, the levels of litter measured will be a reflection of the change in people behaviour.



Logic

- The impacts of a range of programs contribute to the achievement of the target of a 30% reduction in litter in Western Australia.
- By people changing behaviour and not littering becoming the norm, there will be less litter.
- The Containers for Change program will positively impact litter levels.
- The measurement of litter shows less litter in the natural and built environments.

Assumptions and evidence

1. NLI data 2018-19.
2. There has been a downward trend in levels of litter in Western Australia over more than a decade. 41% since 2012-13.
3. Cigarette butt litter persists at high levels and major roads and highways attract the most litter.
4. National NLI data on CDS reports that NSW achieved a 28% reduction in CDS litter in year 1 and 13% in year 2. QLD achieved a 40% reduction in CDS in its first year and the ACT a 61% reduction.

Evaluation

The litter prevention strategy will be evaluated by the following methods:

- Litter audits
- Stakeholder surveys
- Program participation levels
- CDS survey results

Objective 1:

Increase community understanding of the impacts of litter on the environment and support behaviour change

- Behaviour change in the community starts with better knowledge about the effects of litter, understanding what the desired behaviours are and knowing that there are penalties for littering.
- Education and information are proactive measures required to prevent littering and achieve long-term positive behaviour change.
- Clear and consistent disposal messaging is crucial. Messaging by stakeholders needs to be complementary and supportive of agreed desired behaviours.
- Collaboration and consistency will drive the education effort to ensure litter is not seen in isolation from broader waste management issues.





Collaboration with stakeholders is a two-way street, where we learn from each other and support action against litter.

KABC seeks to engage the community in a variety of ways, including campaign messaging, collaboration with stakeholder groups who have direct access to communities of interest and through a range of participation programs. This strategy outlines many instances of KABC working on projects or in ongoing programs with government and external stakeholders.

By supporting the community to get involved in programs such as Adopt-a-Spot and using tools like Outback Packs, we create a strong battalion of influencers and model litter prevention and clean-ups as a social norm. The less that littering behaviour is seen as normalised, such as grinding out a cigarette butt then walking away, and the more the norm is to bin waste so that it doesn't become litter, the better it will be for the environment and the community.

Collaboration with stakeholders is a two-way street, where we learn from each other and support action against litter. We are reminded that litter is defined as waste that has not been correctly disposed of in public places. By working closely with our stakeholders we have access to more information, communities of interest and opportunities to engage on the issue of litter prevention and mitigation.

KABC has a responsibility to get campaigns out into the community as widely as possible as they not only provide potent visual messages on litter but also draw the community into the debate about the impact of litter. Our online presence encourages the community to have direct contact with KABC and our Clean Schools program offers children and youth ways to ensure their environments are clean and inviting spaces.

The positive impact of KABC on the lives of people living in regional Western Australia was demonstrated in 2019 with the 50th anniversary of the Tidy Towns Sustainable Communities Awards. The multiple projects entered by regional towns every year attests to the Western Australian community's love of getting involved and making a difference where they live and inspiring others to do the same.

Actions for Objective 1: Increase community understanding of the impacts of litter on the environment to bring about behaviour change

Action	Priority/ Timeframe	Output / Programs	Outcome
<p>1.01 Raise the profile of impacts of litter on the natural and built environments</p>	<p>High priority – ongoing for the life of the plan</p>	<p>Develop campaign materials to address priority litter types to be shared with stakeholders.</p> <p>Levels of litter, including Containers for Change program, reported annually</p>	<p>Community better engaged on impacts of litter, consumption and choices for waste disposal in public places.</p> <p>Greater levels of personal responsibility in relation to consumption and waste disposal in public places.</p>
		<p>‘Bin it – you know it’s the right thing to do’ and ‘Bin your butt’ at:</p> <ul style="list-style-type: none"> • Community cinemas • GWN7 • LG public place bins supported by Natsales • KABC website <p>WA Naturally Thanks You – roadside signage and car litter bags</p> <p>New priority litter campaigns, as approved e.g. plastics in waterways and oceans</p>	<p>Demonstrating the ease of proper waste disposal in public places and the impact of littering.</p> <p>Addressing impacts of the high level of cigarette butt litter.</p> <p>Through a partnership with Main Roads WA, reduce the level of litter on regional roads and highways.</p>
		<p>Support State Government policy on single-use plastics</p>	<p>KABC to design out single-use plastics in its programs</p>
<p>1.02 Provide free litter prevention education to students in primary and secondary schools</p>	<p>High priority – ongoing for the life of the plan</p>	<p>Clean Schools program</p>	<p>Students are provided with a structured program and activities to educate them about the impacts of litter and to prevent litter in their schools and the wider environment</p>
		<p>Schools are provided with information on how to participate in the Containers for Change program.</p>	<p>Schools understand the ease and benefits of participating.</p>

Action	Priority/ Timeframe	Output / Programs	Outcome
1.03 Provide targeted opportunities to local, regional and remote communities for engagement with litter prevention programs	High priority – ongoing for the life of the plan	Tidy Towns Sustainable Communities Awards	Aims and objectives of KABC's programs are implemented in regional Western Australia.
		Partnerships with local governments, state government agencies and not for profits	Mutual benefits of supporting stakeholders to contribute to KABC programs and outcomes
1.04 Ensure easy public access to litter information and news	High priority – ongoing over the life of the plan	Maintain a comprehensive KABC Communications Plan	The community is well informed and finds it easy to participate in KABC programs. Community members share anti-litter messaging
		Newsletter <i>Litter-ature</i> is published quarterly	
		Regularly update KABC's Facebook page	
		Renew and refresh the KABC website	
		Provide media statements for Minister and Chairman for release of significant information.	
1.05 Develop programs and campaign materials to address priority litter types	Medium priority – ongoing over the life of the plan	To be released as required	The community is offered opportunities to address priority litter in the environment.

Objective 2:

Contribute to the long-term prevention of litter and marine debris

- Support for community participation in keeping local areas free of litter and reward for positive behaviour reinforce desired behaviours.
- Ensuring litter-free spaces through prevention and clean-ups is important, as research suggests that an environment that is kept clean is less likely to attract litter.
- Providing incentives and support to the community highlights the benefits of the desired behaviours.
- Better waste disposal facilities work in tandem with effective communication and education to support improved public place recycling and waste disposal.





With the rise of single-use plastics, marine debris is becoming a global issue.

Education and community engagement are crucial to achieving litter prevention and reduction. They inform and empower the community and, in fact, create communities of interest where people can respond to calls to action and not feel alone and overwhelmed by the environmental and visual pollution of litter. These activities give people a voice and provide opportunities for altruistic and purposeful behaviour.

With the rise of single-use plastics, marine debris is becoming a global issue. By getting into waterways, either accidentally or deliberately, these buoyant plastic items are carried by currents and wash up along coastal areas. Through extended exposure to the elements, the plastic breaks up into smaller pieces becoming an ingestion concern for marine animals and may end up in the food chain. Larger items also create an entanglement concern for marine creatures.

Through KABC programs, Clean Marine/Marine Debris and Adopt-a-Spot, school and community groups are being supported to collect and audit marine debris. By submitting data to the Australian Marine Debris Initiative (AMDII) database, participants are involved in a citizen science program that aims to stop the waste at its source. Through building a picture of the type and number of items deposited at various locations, we are aiming to identify local, regional, national and international trends in marine debris.

Actions for Objective 2: Contribute to the long-term prevention of litter and marine debris

Action	Priority/ Timeframe	Output / Programs	Outcome
2.01 Provide support, RiskCover insurance and resources to KABC volunteers to participate in local area clean-ups	High priority – ongoing over the life of the plan	Adopt-a-Spot program	Currently 43,000 volunteers registered through AAS. Community are actively involved in removing litter from the natural and built environment with recognition from KABC. KABC also works with DBCA on clean-ups on coastlines, riversides and waterways.
		Develop a program for corporate volunteering.	Provide a program for companies to provide volunteering opportunities to their employees.
		KABC maintains partnership with Main Roads WA for the provision of Outback Packs to regional travellers. MRWA maintains bin infrastructure on regional roads and highways.	Travellers are supported to dispose of their waste correctly while travelling through regional Western Australia and to clean up littered areas along their route.
		Marine Debris - WA Beach Clean-Up, annual weekend mid-October, Pilbara coastline survey with DWER Karratha Annual report to KABC on results.	AAS volunteers clean up and audit litter on beaches and waterways across Western Australia during the Tangaroa Blue event. KABC leads DWER agency wide investigations into local marine debris issues seeking source reduction. Data provided to the AMDI database. Western Australian data on marine debris contributes to programs and campaigns.
		Community led beach clean-ups on Indian Ocean Territories 3 – 4 times per year.	Indian Ocean Territories community is informed and engaged.

Action	Priority/ Timeframe	Output / Programs	Outcome
2.02 Provide support to community groups and local governments for litter prevention projects	Annually – for the life of the plan	Community Litter Grants program	Local governments and community groups undertake litter prevention and management projects.
2.03 Local government is supported in efforts for litter prevention and mitigation	High priority – ongoing over the life of the plan	KABC develops MOUs with individual local governments for AAS support and the provision of bins with messaging in public places. Natsales is contracted to provide signage on public place bins in participating local government areas.	Local government is actively engaged with its residents regarding litter prevention and clean-ups. Litter education messaging to complement community education campaigns is available and prevalent throughout the metropolitan area.
2.04 Schools are provided with infrastructure and tools to prevent and clean-up litter	High priority – ongoing over the life of the plan	Educational materials are provided to teachers to support the Clean Schools program. AUSMAP program on microplastics in the marine environment implemented in WA schools.	Schools are supported through curriculum based workshops and resources to develop and run a litter-prevention program specific to their needs. Schools will be guided through conducting marine debris and microplastic collections and audits. This citizen science project will complement school based litter-prevention programs. With collected data, schools may be able to develop a source reduction plan.
		KABC Services staff are trained in AUSMAP methodology for auditing microplastics in the marine environment, undertaken with students in the Clean Schools program.	Trained KABC Services staff will be able to conduct AUSMAP collections and audits with schools and train schools staff and students to conduct their own events.

Action	Priority/ Timeframe	Output / Programs	Outcome
2.05 Remote Aboriginal communities supported to remain litter free	Ongoing over the life of the plan	Remote community litter clean-ups	Remote Aboriginal communities are supported to ensure a clean and liveable environment for residents.
		A guide to community litter prevention and clean-ups to be developed and distributed through the Bushranger program	Culturally appropriate guide is available to community leaders and DoE Bushrangers to encourage community clean-ups.
		Annual litter prevention presentations to the Kimberley Bushranger Conference	Teachers in the Kimberley region are provided with support and training in litter clean-ups and auditing.
2.06 KABC to design out single-use plastics in programs, such as AAS.	High priority – in first two years of the plan	Consultation will be undertaken with volunteers and stakeholder groups to determine how Outback Packs and the AAS program can operate without using single-use plastic litter collection bags.	Alternatives to using large plastic bags for litter collections are adopted by volunteers and school groups.
2.07 KABC maintains partnerships and seeks new ones that engage communities of support for litter prevention and mitigation.	Ongoing over the life of the plan	State-wide and localised litter prevention projects and programs addressing litter issues specific to partner organisation(s)	KABC receives logistical, in-kind and financial support from local, state and commonwealth government agencies, community groups, NGOs and the corporate sector. State Government partners include DBCA, MRWA, DoE.



Dropping a cigarette is littering.

Bin your butt and keep Australia beautiful.

www.kabc.wa.gov.au



Photo: Adrian Price



Objective 3:

Regulation and enforcement of the Litter Act 1979

- Consistent and effective enforcement of legislation, codes and by-laws helps change behaviour and reinforces the commitment to the community for a litter-free environment.
- Community members need to be aware that penalties apply for littering. Enforcement action is legislated and implemented through a collaborative effort between KABC Services infringement officers, Department of Water and Environmental Regulation enforcement officers, WA Police, local government officers and community members registered under the Litter Report Scheme.
- Strong enforcement action reinforces the consequences of undesired behaviours.



Cigarette butts cause 100s of suburban fires each year.

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There is a strong argument for ensuring the community is aware of the penalties for littering because regulation is an effective tool in the Government's behaviour change toolkit.

The Litter Report Scheme enables registered members of the community to report littering from cars. Between January 2014 and mid-2019, there was a 36 per cent increase in the number of registered litter reporters. During the same period, there was a 38 per cent decrease in the number of infringements issued. These figures seem to indicate a lower tolerance in the community for littering, and more positive litter disposal behaviours, with fewer people littering from cars.

KABC investigators enforce the Litter Act, focusing their efforts on areas of outer urban development, and particularly at locations within the cities of Armadale, Wanneroo, Swan and Rockingham, and the Shires of Serpentine-Jarrahdale and Gingin.

In 2018-19, KABC Services investigators undertook 71 investigations, resulting in 37 litter infringement notices and four letters of warning or environmental field notices (a non-statutory written notice identifying an alleged offence) for littering offences. In addition, nine Litter Act prosecutions were commenced for contested litter infringements and five resulted in convictions for offences against the Act. These figures indicate a better than 50 per cent chance that litterers will be not only paying litter fines but also court costs.

Actions for Objective 3: Regulation and enforcement of the litter Act 1979

Action	Priority/ Timeframe	Output / Programs	Outcome
3.01 KABC's Litter Report Scheme enables registered reporters to report littering from cars	High priority – for the life of the program	KABC works with the Department of Transport to identify the owner of a car from which litter has been thrown. A statutory process ensues to issue infringements and collect fines.	People throwing litter from cars are identified and issued with infringements.
3.02 KABC investigators install CCTV at strategic locations to collect and use video evidence of littering by drivers	High priority – for the life of the program		Roadways and hotspot areas on the urban fringe are under surveillance for littering, and infringements are issued.
3.03 KABC investigators prepare the court case and assist witnesses for the State where an alleged litterer chooses to challenge an infringement in court.	High priority – for the life of the program		KABC is successful in defending infringements and ensures that fine payments are collected. Litterers also face additional court costs.
3.04 KABC enables registered litter reporters to report littering through its online portal and via the litter report app.	High priority – for the life of the program	The online portal and phone app are easy for the community to use and are updated whenever necessary.	Easy-to-use reporting mechanisms support the community to report littering from cars.
3.05 KABC promotes litter enforcement activity.	Medium priority	The community is aware of enforcement of the Litter Act from traditional and social media.	KABC ensures the community is aware that littering is an offence and significant fines apply.

Objective 4:

Monitor the level of litter in Western Australia and its marine environment and evaluate the effectiveness of programs

- Good data will enable progress to be measured and reported. Data gathered needs to provide data sets to adequately inform policy development and evaluation for a range of State Government program needs.
- A new national litter measurement tool is being developed that is holistic in coverage, flexible to meet each jurisdiction's needs and can tell a story about how littering is changing in response to changes in policy. New open methodology will be accessible for use by a range of State Government programs.
- Additional data sets will contribute to the understanding of litter in Western Australia over the life of this strategy.
- The litter reduction target needs to be reliably measured.





Car parks, highways and industrial precincts are where 65 per cent of butts are littered.

This strategy sets a target of a 30 per cent reduction in the volume of litter from 2020 to 2025.

The national litter count has been conducted twice a year at 151 sites in Western Australia for the National Litter Index report since 2005. Western Australia has seen a steady downward trend in litter since that time. By 2018-19, the State had achieved a 41 per cent reduction in litter over the six years from 2012-13, but starting at quite a high bar.

What is very encouraging about the State Government's Containers for Change scheme is that litter is significantly decreased, in states where container deposit legislation (CDL) is in operation.

But – and it's a big but – cigarette butts, CDL beverage containers and takeaway food and beverage packaging still represent two-thirds (65 per cent) of all the litter counted across Australia. In Western Australia, CDL beverage containers make up 14 per cent of littered items, takeaway food and beverage litter is also 14 per cent and butts are one-third (32 per cent) of the litter count. Achieving significant reductions in these items would see an enormous reduction in litter outcomes.

Car parks, highways and industrial precincts are where 65 per cent of butts are littered but retail strips, shopping centres and residential areas, account for over 30 per cent of cigarette butt litter. Highways are overwhelmingly where CDL beverage containers are littered (85 per cent). Eighty per cent of takeaway food and beverage containers are found in car parks, and industrial and residential areas as well as on highways, which account for 40 per cent of takeaway litter. Plastics, such as lollipop sticks, bottle tops, snack bags and confectionery wrappers, cutlery, straws and takeaway containers and cups are all part of the 'takeaway' category of litter and so pose a heavy burden on the environment and wildlife.

Actions for Objective 4: Monitor the level of terrestrial and marine litter in Western Australia and evaluate the effectiveness of programs

Action	Priority/ Timeframe	Output / Programs	Outcome
4.01 Reliable litter data is collected from a range of sources.	High priority – over the life of the strategy	New litter measurement tool, AusLM, is developed with the support of all Australian jurisdictions and piloted in Western Australia in 2020-21 before full implementation as the new national measure of litter.	Impact of litter, including Containers for Change program, continues to be reported annually.
		KABC continues engagement with other states and territories on the development and implementation of the AusLM.	The litter measurement tool works for a range of data collectors, and data collected is fit for purpose.
		KABC assists the Waste Authority to provide a litter measurement tool to local governments.	AusLM will be developed to enable local governments to easily define, collect and analyse litter data where they choose to include it in their local waste plans.
		Data from AAS groups and community clean-ups are collected and entered into a KABC AusLM database.	Local litter checks program is developed from the AusLM. Data contributes to the broader picture of litter in WA.

Action	Priority/ Timeframe	Output / Programs	Outcome
		WA Beach Clean Up report received annually from Tangaroa Blue Foundation	Data on marine debris provide a specific picture of types of litter found on beaches in different locations along the WA coastline. KABC can support local governments to provide messaging to community in specific recreation locations, including upstream waterways.
		Data from litter collected in IOT is entered into the Marine Debris Initiative database.	KABC volunteers assist the Australian Government through Tangaroa Blue Foundation to collect and audit litter. TBF will develop initiatives with the Australian and Indonesian governments on waste management and litter prevention.
<p>4.02</p> <p>Data is collected on engagement in programs.</p> <p>Outcomes are reported to KABC and to funding providers, such as the Waste Authority.</p>		KABC Services staff measure the levels of social engagement in KABC programs.	<p>Education and awareness</p> <p>Number of opportunities to engage.</p> <p>Number of participants in education initiatives.</p> <p>Infrastructure and clean-ups</p> <p>Increased infrastructure in public places.</p> <p>Number of local clean-ups and participants in various initiatives.</p> <p>Regulation and enforcement</p> <p>Number of paid infringements through the Litter Report Scheme.</p> <p>Number of prosecutions undertaken by KABC investigators.</p> <p>Evaluation and monitoring</p> <p>Litter audits and analysis occurs bi-annually.</p> <p>Program data is reported quarterly.</p> <p>WA Beach Clean Up data is reported annually.</p>



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