

**Community Waste
Education and Engagement Plan 2024-26**

March 2024



Acknowledgement of Country

Gladstone Regional Council would like to acknowledge the traditional custodians of this land, the Bailai, the Curang, the Gooreng Gooreng and the Taribelang Bunda people.

We pay respect to their Elders past, present and emerging.

Gladstone Regional Council is committed to cultivating a culture of inclusion and connectedness, acknowledging that our communities are richer when diversity is embraced.

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BACKGROUND

STRATEGIC DRIVERS

Gladstone Regional Council introduced the 2019 Waste Management and Resource Recovery Strategy developed in line with national, state and local legislation, strategy and policy frameworks for sustainable waste management and recovery processes.

The State Government’s strategy has set targets for 2025, 2030, 2040 and 2050 to provide an ongoing measurement of progress.



25% reduction in household waste in 2050



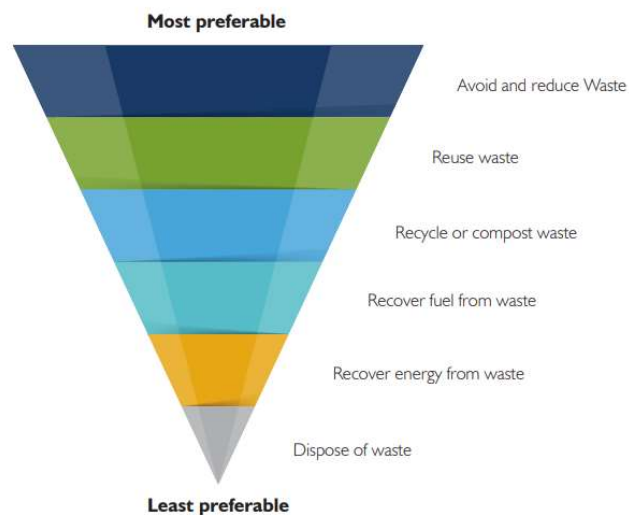
90% resource recovery rates across all waste types in 2050



75% recycling rates across all waste types in 2050



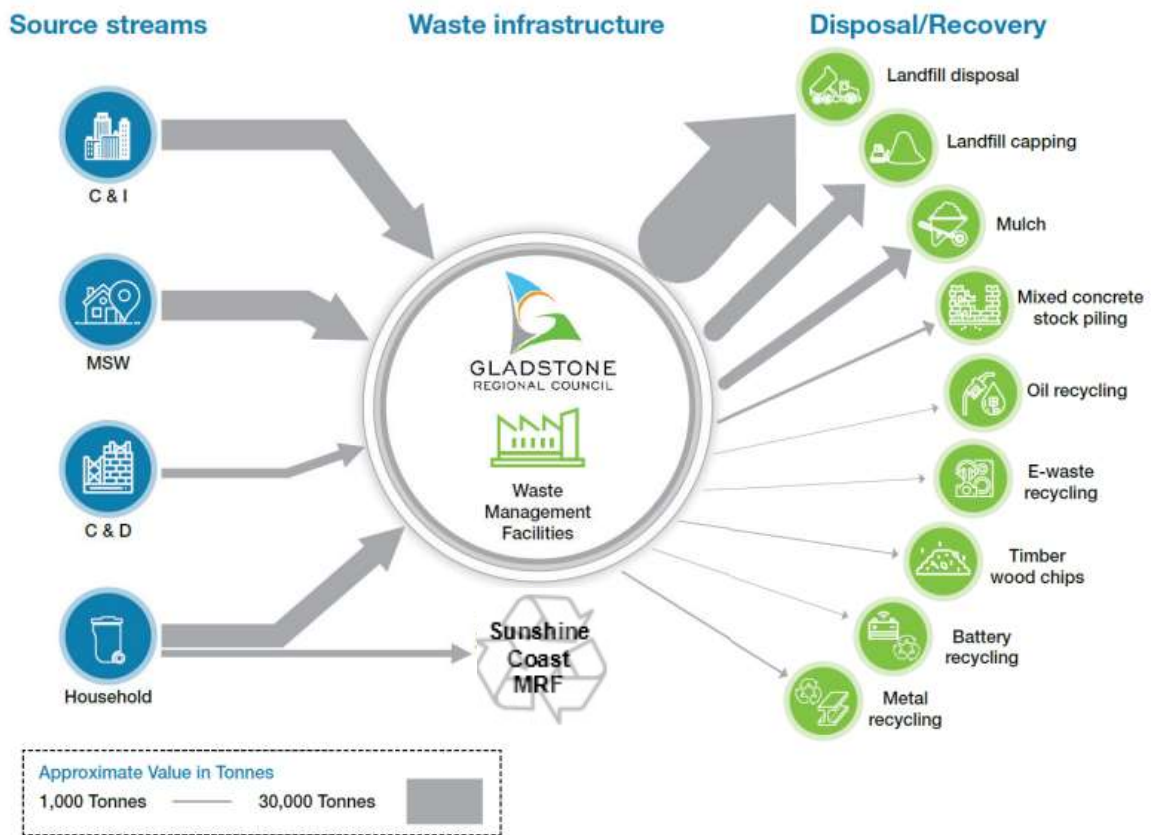
Additionally, the Waste Management and Resource Recovery Strategy (QLD) is also supported by the introduction of a levy applied to most waste disposed to landfill, based upon the principles of the waste hierarchy. These principles have been used to guide the development of the Community Waste Education Plan 2024-2026.



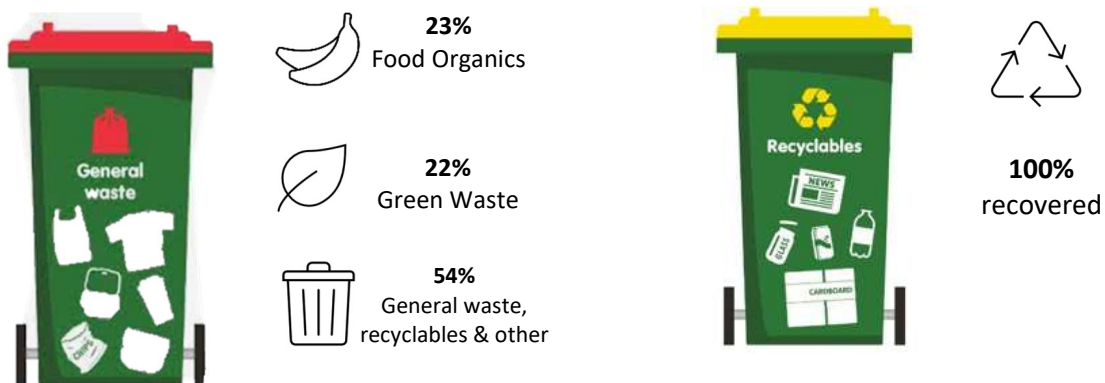
WASTE INFRASTRUCTURE AND SERVICES

Council’s current waste facilities include the Benaraby Regional Landfill and 13 transfer stations located throughout the region. Waste collection services for households in the region comprises of a two-bin kerbside service. The yellow lidded bin for commingled recyclables is collected fortnightly and the red lidded bin, for residual waste for landfill disposal, is serviced weekly.

All general household waste collected via this service is disposed of at the Benaraby Regional Landfill and recyclables are transported to the Nambour Materials Recovery Facility on the Sunshine Coast.



WASTE MANAGEMENT, RESOURCE RECOVERY AND PROCESSING SYSTEMS



CHALLENGES, OPPORTUNITIES AND PRIORITIES

Council’s Waste Management and Resource Recovery Strategy 2019-2029 (Strategy) has been developed in line with national, state and local legislation, strategy and policy frameworks for sustainable waste management and resource recovery practices.

The Strategy identified a series of challenges and opportunities within the Gladstone region for waste and resource recovery management and increasing landfill diversion.

Waste Strategy priorities	Waste and Resource Management Hierarchy				
	Avoidance & Waste Reduction	Reuse	Recycle or Compost	Recover fuel or energy	Dispose
Priority 1: Waste Education	•	•	•	•	•
Priority 2: Reuse of recovered materials in local projects	•	•			
Priority 3: Landfill diversion through recycling	•	•	•		
Priority 4: Optimise existing infrastructure			•		•
Priority 5: Organics Processing	•		•	•	
Priority 6: Regional Collaboration	•		•	•	
Priority 7: Data Collection and Management	•	•	•		•

The challenges and associated opportunities listed were applied to the development of the 2022 Waste & Resource Recovery Behaviour Change Roadmap, which identified four key areas for behaviour change. These changes are underpinned into the Community Waste Education and Engagement Plan 2024-26.



COMMUNITY WASTE EDUCATION AND ENGAGEMENT PLAN 2024-2026

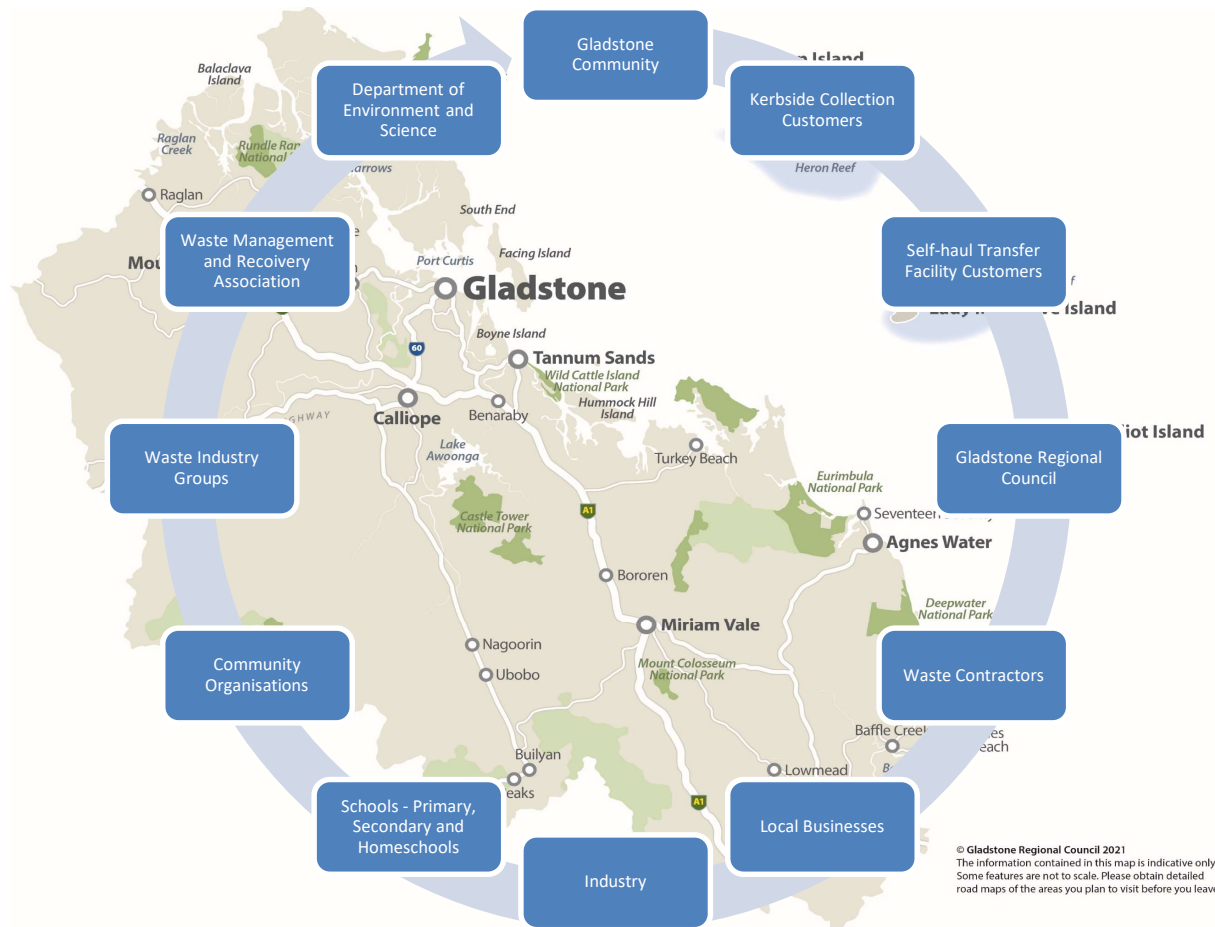
A strategic goal of Gladstone Regional Council’s 2021-26 Corporate Plan is to deliver value by ensuring efficient operations through continuous improvement. The objective is to embed a continuous improvement culture focusing on creating value, reducing waste, and improving efficiency supported by the Operational Plan initiative - Community Waste Education.

The Community Waste Education and Engagement Plan 2024-26 supports Council’s Waste Strategy and outlines the foundations for an education and engagement program to work towards achieving the region’s waste reduction and recycling targets. This plan aims to meet Queensland Government targets and reduce the region’s household waste by 5% in 2030 while targeting a 45% rate of waste diversion to landfill. These figures have been realised in line with similar local government areas and population.

SHORT, MEDIUM AND LONG-TERM WASTE EDUCATION TARGETS

Short Term Targets	Medium Term Targets	Long Term Targets
Understanding of resource recovery and circular economy.	Change to the existing bin system – Organics. Implement the 3-bin system with pricing options.	By 2030: Achieve a 5% decrease in household waste while targeting a 45% waste diversion.
Data and information from waste education activities used to inform improvements to council waste processes and assets.	Review of opportunities for partnerships local and regional.	Build the region into a self-sufficient circular economy.
Improvements on existing internal council waste systems.	Establishment of circular programs within the region.	
	Engage local businesses and industry in offering sustainable options to community.	

KEY STAKEHOLDERS



MULTI-YEAR WASTE EDUCATION PROGRAM 2024 – 2026

This education program concept is a comprehensive and structured plan designed to impart knowledge, skills, and awareness on Waste Education. The concept focus is on raising awareness, changing attitudes and influencing behaviours related to responsible waste disposal, recycling and overall environmental sustainability.

DEFINITION

This Waste Education Program is a strategic and systematic approach aimed at educating individuals, communities, schools and organisations about the importance of sustainable waste practices. It encompasses a set of organised activities, materials and communication strategies to foster understanding, promote positive behavioural change, and empower participants to contribute to waste reduction and environmental conservation.

OBJECTIVES AND GOALS

This program offers clearly defined educational objectives and outline the knowledge, skills and behaviours the program aims to instil in participants. It also sets measurable goals to assess the program's success in achieving its intended outcomes.

To develop and execute a comprehensive, enduring strategy for community involvement. By adopting a forward-looking approach to conveying the essential messages supporting the principles of a circular economy, we will engage, collaborate and gather input from diverse stakeholders across various community sectors to ensure the delivery of pertinent results.

To develop and deliver an annual waste education plan that will be formulated to set the scope and objectives of the program. Each annual plan will be designed to support the priorities of this strategy at that point in the strategic cycle, outlining key messaging, target audiences, delivery method and expected outcomes.

To deliver a regional and state education campaign in partnership with the other CQ Councils using tried and tested resources to procure media and marketing coverage that has a much bigger community reach. A structured plan will be created to meet these objectives but will allow flexibility to support the operational delivery of Council's waste services.

TARGET AUDIENCE IDENTIFICATION

The identified demographic the program aims to reach are the residents of the Gladstone region, Gladstone Regional Council, various community organisations, schools, businesses and industry. It also considers factors such as age, socioeconomic status and geographic location. The educational content will be tailored to meet the needs and preferences of the target audience.



LEVERS FOR CHANGE IN GLADSTONE REGION WASTE PROFILE

OBJECTIVES

1.1	A transparent narrative around how waste is managed and processed in the region, the role the community plays in this process, and the approaches being taken by Council to support sustainable waste management.
1.2	Sharing of regional data related to waste generation and waste disposal practices across different waste streams & align results with QLD Strategy targets.
1.3	Promote the waste management priorities of the waste hierarchy - waste avoidance, waste minimisation and waste reduction.
1.4	Update and action existing Gladstone Regional Council Litter and Illegal Dumping Prevention Strategy 2014.

FOCUS AREA	LEVER	RATIONALE
1. Policy and Strategy Implementation	Updating and Implementing the Litter and Illegal Dumping Prevention Strategy	Clear and updated policies provide a framework for addressing issues like littering and illegal dumping. Implementation of strategies ensures that there are practical measures in place to combat these problems, contributing to a cleaner environment.
2. Community Engagement	Bin Inspection Program, Multi-stream Waste Assessment, and Pop-Up Displays	Direct community engagement through bin inspections, waste assessments, and interactive displays addresses specific behaviours. Understanding contamination issues, resource recovery rates, and providing hands-on experiences can prompt behavioural changes.
3. Communication and Marketing	Waste Marketing and Communications Engagement Plan, Website Content Updates	Effective communication and marketing campaigns to contribute to shaping public perceptions and encouraging positive waste-related behaviours. Clear and accessible information on the website enhances the community's understanding and participation.
4. Regulatory Measures and Compliance	Bin Inspection Program	Bin inspections will provide the data to understand if compliance requirements are being met. The acquired compositional data can be measured against future KPIs and provide an understanding of the Waste Education gaps and community understanding of Waste. While also determining the measures required to enforce compliance in correct waste disposal.
5. Resource Recovery Opportunities	Promotion of Waste Facilities, Weighbridge Instructions, Sustainable Events	Promoting resource recovery opportunities at waste facilities, providing clear instructions at weighbridges, and incorporating sustainable practices in events, the community is encouraged to participate actively in diverting waste from landfills.
6. Partnerships and Collaboration	Collaboration with External Agencies, Promotion of Alternative Waste Reduction Options	Building partnerships with external agencies and promoting alternative waste reduction options create a network for sustainable practices. Collaborative efforts amplify the impact of waste reduction initiatives.
7. Incentivising Waste Reduction	FOGO Implementation Plan, FOGO Marketing and Communications Engagement Plan	Planning and implementing a Food Organics and Garden Organics (FOGO) service, along with marketing and communication strategies, can incentivise residents to actively participate in reducing organic waste, fostering a culture of waste reduction.

LEVERS FOR CHANGE IN RECYCLING COMPLIANCE

OBJECTIVES

2.1	Increase generation rate of good quality recyclable materials by promoting and encouraging correct recycling practices and effective source separation behaviours.
2.2	Reduce contamination rates by explaining what contamination is, describing key contaminants and the issues caused, and promote the correct methods of disposal for these materials.
2.3	Increase recycling presentation rates by promoting the value and benefits of recycling and resource recovery and describing what happens to recyclable materials beyond the kerbside (MRF and reprocessing).

FOCUS AREA	LEVER	RATIONALE
1. Education and Communication	Waste Education Specialist, marketing, education and communication action plans	Implementing a communication plan ensures that the community is well-informed about waste strategies, goals, and compliance requirements. Education programs and communication collateral contribute to informed decision-making.
2. Community Engagement and Feedback	Multi-stream Waste Assessment, Kerbside Performance Monitoring, Pop-Ups	Actively engaging the community through waste assessments, monitoring kerbside performance and direct interactions (Pop-Up Displays) provides valuable insights into specific waste-related behaviours. This allows for targeted and effective community education and engagement.
3. Digital Communication and Accessibility	Website Content Updates, Targeted Communications Collateral	Keeping the website content up-to-date and developing targeted communication collateral ensures accessibility to waste-related information. This facilitates community awareness, contributing to improved compliance and reduced contamination.
4. Incentivising Compliance	Bin Inspection Program to target Recycling Stream Contamination	Annual bin inspections and targeted assessments of recycling stream contamination serve as both regulatory measures and incentives for compliance. Positive reinforcement through 'well done' tags and educational interventions encourages correct recycling practices.
5. Direct Engagement	Pop-Ups, Workshops, Waste Education Displays	Directly engaging key stakeholders will address specific barriers to behaviours. This outreach will encourage residents to actively participate in desired resource recovery behaviours.
6. Strategic Planning and Evaluation	Internal Recycling Compliance KPIs	Establishing an internal process for communication of new items will ensure strategic planning and consistency in waste messaging. Monitoring KPIs related to recycling compliance and waste education will provide a basis for ongoing evaluation and refinement.
7. Holistic Approach to Compliance	Waste Marketing and Communications Engagement Plan, Targeted Communications Collateral	Holistically approaching compliance involves developing a comprehensive communications plan and targeted collateral. This ensures that the community understands accepted waste types, correct presentation methods, and the value of recycling.

LEVERS FOR CHANGE IN RESOURCE RECOVERY

OBJECTIVES

3.1	Reduce resource loss in the kerbside general waste stream to improve rates of resource recovery and landfill.
3.2	Promote a reduction in general waste generation by highlighting opportunities for resource recovery.
3.3	Improve diversion and recovery of materials through the Waste Transfer Station and other drop off points.
3.4	Adopt strategies to reduce food waste and promote food waste avoidance.

FOCUS AREA	LEVER	RATIONALE
1. Education and Communication	Waste Education Specialist, marketing, education, engagement and communication action plans	Appointing a dedicated Waste Education Specialist and implementing a comprehensive communication plan ensures that the community is well-informed about waste strategies, goals and compliance requirements.
2. Community Engagement and Feedback	Multi-Stream Waste Assessment as Resource Recovery, Pop-Up Displays	Actively engaging the community through waste assessments as resource recovery through direct interactions provides valuable insights into educating how specific waste-related behaviours can become resource recovery habits.
3. Digital Communication and Accessibility	Website Content Updates, Targeted Communications Collateral	Keeping the website content up-to-date and developing targeted communication collateral ensures accessibility to waste-related information. This will facilitate community awareness, contributing to improved compliance and reduced contamination.
4. Resource Recovery and Diversion	Promotion of WMF Facilities, Correct Loading Promotion, Alternative Waste Reduction Options	Promoting awareness and engagement with Waste Management Facilities (WMFs), encouraging correct loading and promoting alternative waste reduction options will contribute to better resource recovery rates and reduced waste to landfill. By creating an internal circular economy within Council this will ensure that valuable resources are utilised, repurposed and diverted.
5. Education in Academic Institutions	School and Early Years Waste Education Program, Student-Focused Teaching Materials	Implementing waste education circular programs in schools with teaching materials will ensure that the younger generation is educated on sustainable waste management practices. Recognising and promoting schools that actively engage in waste minimisation fosters a culture of responsibility.

LEVERS FOR CHANGE IN ORGANICS

Objectives:

4.1	<i>Planning</i> – Undertake situational analysis and Organics awareness raising to establish needs and expectations, address concerns and prepare the community for the introduction of an Organics service.
4.2	<i>Preparing</i> – Undertake targeted and strategic pre-rollout preparation to ensure the community and key stakeholders have all the information and tools they need to effectively engage in the Organics service.
4.3	<i>Commencing</i> – At Organics commencement ensure the community has ongoing support and assistance as they navigate and engage in the new service.
4.4	<i>Evaluating</i> - Post-Organics service commencement, develop strategies to review monitor and improve service delivery to maintain Organics diversion behaviours within the community.

FOCUS AREA	LEVER	RATIONALE
1. Education and Communication	Waste Education Specialist, Customer Service Staff Training, Bin Inspection Program (BIP)	Appointing a Waste Education Specialist, training customer service staff and implementing bin inspection programs is crucial to ensuring residents are well-informed about Organics services, reducing contamination and optimising resource recovery.
2. Community Engagement and Feedback	Multi-Stream Waste Assessment, Targeted Recycling Stream Contamination, Organics	Conducting waste assessments, targeting recycling stream contamination and developing an Organics Implementation Plan with phased community engagement is vital to address specific Organics-related behaviours and ensure successful service transition.
3. Strategic Planning and Evaluation	Organics Implementation Plan, Organics Marketing and Communications Engagement Plan	Developing a comprehensive implementation and communication plans ensures strategic planning and phased execution. These plans provide measurable outcomes, messages, and consider diverse communication channels.
4. Organics Transition Phases	Organics Implementation Plan - Planning, Preparing, Commencing, Evaluating	An Organics Implementation Plan outlines key phases (Planning, Preparing, Commencing, and Evaluating) and provides a structured approach to address community needs, engage stakeholders, support service commencement and ensure continuous improvement post-rollout.
5. Organics Marketing and Communication	Organics Marketing and Communications Engagement Plan	Developing and implementing an Organics Marketing and Communications Engagement Plan ensures the creation of a recognisable Organics brand, detailed deliverables and effective communication strategies for broad community engagement.

KEY WASTE EDUCATION COMPONENTS

Curriculum Development	Designed curriculum to cover key aspects of waste education, including proper waste sorting, recycling practices, composting and the environmental impact of waste. Development of engaging and accessible educational materials including, but not limited to, pamphlets, videos, and interactive presentations.
Delivery Methods	Outlining the most effective delivery methods based on the target audience, workshops, seminars, online links and further knowledge and local community events. Utilising diverse communication channels, including social media, local media and community bulletin boards.
Community Engagement	Fostering community engagement by involving local leaders, influencers and community organisations in the planning and implementation of the program. Encouraging active participation through discussions, group activities and hands-on experiences.
Incentives and Recognition	Incorporating incentives to motivate participants, such as certificates of completion, recognition events, or small rewards for exemplary waste management practices. Highlighting and celebrating the achievements of individuals or communities to make positive changes.
Monitoring and Evaluation	Establishing a system for monitoring and evaluating the program's effectiveness, including pre and post assessments, participant surveys and feedback mechanisms. Using data to continuously improve and refine the education program.
Partnerships and Collaborations	Collaborating with local government agencies, environmental organisations, schools, businesses, industry and other stakeholders to maximise the program's reach and impact. Leveraging existing community networks to enhance program visibility.
Long-Term Sustainability	Integrating elements that promote the long-term sustainability of positive behaviours - ongoing communication, periodic refresher courses, and the establishment of community-led initiatives.
Adaptability and Flexibility	Designing the program with the flexibility to adapt to changing circumstances, emerging trends, or new technologies. Ensuring the content remains relevant and engaging over time.
Communication Strategy	Developing a comprehensive communication strategy to effectively convey messages, using clear and relatable language. Utilising visuals, case studies, success stories, and real-life examples to enhance understanding.
Feedback Loop	Establishing a feedback loop that encourages participants to share their experiences, challenges, and suggestions. Using that feedback to iterate and improve the program continuously.

KEY TIMEFRAMES



2024

Quarter 1			Quarter 2			Quarter 3			Quarter 4		
Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Creation of Waste Education Plan			Waste Profile			Recycle Campaign					

2025

Quarter 1			Quarter 2			Quarter 3			Quarter 4		
Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Recycle Campaign			Resource Recovery					Organics Education Campaign			

2026

Quarter 1			Quarter 2			Quarter 3			Quarter 4		
Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Organics Education Campaign						Yet to be determined					



WASTE EDUCATION IMPLEMENTATION PLAN FOR GLADSTONE REGION WASTE PROFILE

Action	Rationale	Objective				Relevant Stakeholders	Timeframe	Key Performance Indicator	Funding Source
		INFORM	AVOID	RECOVER	PROTECT				
<p>Launch GRC Waste Profile Series:</p> <ul style="list-style-type: none"> - Site Visit Tour at Benaraby landfill – Landfill and Resource Recovery. - Self-Haul Visit Tour at Benaraby landfill, Gladstone Recovery Centre. - Shop facilities at Benaraby Landfill and Gladstone. - Defined service Cleaning Area. 	<p>Provides transparent communication to residents to understand the lifecycle of waste management, from collection to disposal. Seeing the landfill in action can demystify the process and highlight the importance of proper waste management practices.</p> <p>GRC demonstrates transparency in waste management operations.</p>	✓				Waste Management, Waste Education, Brand & Communications	April – June 2024	<p>Number of clicks on the GRC website.</p> <p>Number of questions through customer relations.</p> <p>Number of likes and shares on social media page.</p>	Waste Education Budget 2023-2024
Website update and create QR code directly to the website.	This transparency builds trust with the community and allows residents to see how their waste is managed firsthand.	✓	✓	✓	✓	Waste Education, Brand & Communications	April – June 2024	Number of questions on Gladstone classifieds.	Waste Education Budget 2023-2024
Conduct Bin Audit to compile compositional waste data.	While also highlighting the environmental impact of landfilling and emphasising the importance of waste reduction, reuse and recycling.	✓	✓	✓		External Agencies, Waste Management, Waste Education, Brand & Communications	April – June 2024	Compositional data analysis, Visual Education, Identification of Education gaps.	Waste Education Budget 2023-2024

WASTE EDUCATION IMPLEMENTATION PLAN FOR GRC RECYCLING COMPLIANCE

Action	Rationale	Objective				Relevant Stakeholders	Timeframe	Key Performance Indicator	Funding Source
		INFORM	AVOID	RECOVER	PROTECT				
Launch 'Let's Get it Sorted' recycling campaign	Increasing the generation rate of good quality recyclable materials will allow for maximum resource recovery from the waste stream.	✓		✓	✓	Waste Education, Brand & Communications	July 2024	Clicks on the GRC website. Questions from customer relations. Likes and shares on social media page.	Waste Education Budget 2023-2024
Recycling Video Series: - Nambour MRF Tour - Battery Recycling - Green Waste disposal - Recovery of Landfill gas		✓	✓	✓	✓	Waste Management, Waste Education, Brand & Communications	March – December 2024		Waste Education Budget 2023-2024
Launch of the Recycle Mate App	Promoting and encouraging correct recycling practices, ensure greater material diversion from landfill into the production cycle.	✓		✓		External Agencies, Waste Education, Brand & Communications	August 2024	Reduction in contamination Rates.	Waste Education Budget 2023-2024
Educational resources for Red Landfill Bin and Yellow Recycling Bin.		✓	✓	✓	✓	Local Businesses, Waste Education, Brand & Communications	April - July 2024		Number of cards distributed.
Engagement in waste education activities: - Early Learning Centres - Primary Schools - High Schools - Home-schools	Reducing contamination rates allows the efficiency of recycling facilities to be improved, leading to higher-quality recycled materials. Educating residents about contamination, its impacts, and the correct methods of disposal can help mitigate these issues and ensure that recycled materials meet market standards.	✓		✓	✓	Local Businesses, Learning Centres Waste Education Brand & Communications	August 2024	Behaviour change at early level. Percentage of schools reached per quarter. Data collected from schools. Behaviour changes at source.	Waste Education Budget 2023-2024
Public programs, workshops and campaigns: - National Tree Day - Spring Clean-up - National Recycling Week		✓	✓	✓	✓		2024		Waste Education Budget 2024-2025
Consider a 12-month trial for installing recycling deposit boxes for non-yellow bin waste at Council (internal and external facilities).		✓	✓	✓		External Agencies, Recycling organisations Waste Education Brand & Communications	2025	Material collected. Evaluation of results.	Waste Education Budget 2024-2025

WASTE EDUCATION IMPLEMENTATION PLAN FOR RESOURCE RECOVERY

Action	Rationale	Objective				Relevant Stakeholders	Timeframe	Key Performance Indicator	Funding Source
		INFORM	AVOID	RECOVER	PROTECT				
Comprehensive Circular Economy Education including key messages, target audiences and required materials.	Ensures the community is well-informed about waste strategies, goals and compliance requirements. Education programs and communication collateral contribute to informed decision-making.	✓	✓	✓		CQROC, Waste Management, Waste Education, Brand & Communications	2025 Ongoing	Number of participants in educational programs, Community feedback.	Waste Education Budget 2024-2025
Implementation of Circular Economy based Initiatives, projects and activities within community and educational centres.	Provides valuable insights into specific waste-related behaviours, allowing for targeted and effective community education and engagement initiatives.	✓	✓	✓	✓	Local Businesses, Industry, Waste Strategy Team, Waste Management, Waste Education, Brand & Communications	2025 Ongoing	Number of new initiatives implemented, Community engagement metrics.	Waste Education Budget 2025 - 2026
Public programs and workshops: <ul style="list-style-type: none"> - International Compost Week (May) - EcoFest (June) - School Learning Programs 	Implementing waste education programs in schools and providing teaching materials ensures the younger generation is educated on sustainable waste management practices.	✓	✓	✓	✓	Local Community Organisations, Waste Education, Brand & Communications	Ongoing	Level of engagement with Community, Schools, Youth Council. Effectiveness of communication materials.	Waste Education Budget 2025 - 2026

WASTE EDUCATION IMPLEMENTATION PLAN FOR IMPLEMENTATION OF ORGANICS:

Action	Rationale	Objective				Relevant Stakeholders	Timeframe	Key Performance Indicator	Funding Source
		INFORM	AVOID	RECOVER	PROTECT				
<i>Planning</i> - Undertake situational analysis and raise Organics awareness. What are Organics? Why and how to incorporate Organics?	Ensures residents are well-informed about Organics services, reducing contamination and optimising resource recovery.	✓				CQROC, Waste Management, Waste Education, Brand & Communications	2025 Once	Number of community members reached. Reduction in commingled contamination rates. Percentage increase in FOGO waste separation rates. Effectiveness of incentive programs, community engagement metrics. Reduction in general waste generation. Percentage Increase in Organics waste separation rates. Community feedback and satisfaction.	Waste Education Budget 2025 - 2026
<i>Preparing</i> - Undertake targeted and strategic pre-rollout preparation. Benefit targets: Cost effective for consumers Meeting Waste Targets Environmentally Sustainable Future Circular Economy	Organics Implementation Plans with phased community engagement to address specific Organics related behaviours to ensure successful service transition.	✓		✓	✓	Waste Management, Waste Education, Brand & Communications	2025		Waste Education Budget 2025 - 2026
<i>Commencing</i> - At Organics commencement ensure the community has ongoing support and assistance. Creation of Mascot and "Don't Waste Our waste" Campaign.	Comprehensive implementation and communication plans. To include measurable outcomes, messages across diverse communication channels.	✓	✓	✓	✓	Waste Management, Waste Education, Brand & Communications	2026 Ongoing		Waste Education Budget 2025 - 2026
<i>Evaluating</i> - Post-Organics service commencement, develop strategies to review monitor and improve service delivery	Providing a structured approach to address community needs, engage stakeholders, support service commencement and ensure continuous improvement post-rollout.	✓		✓	✓	Waste Management, Waste Education, Brand & Communications	2026		Waste Education Budget 2025 - 2026

OVERALL COMMUNITY OUTCOMES





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