



Hornsby Shire Council Waste Management Strategy – Community Engagement Stage 1: Community Pop-ups

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Background and Methodology



Background to Engagement

Why: To help inform the community of waste management in Hornsby Shire and to obtain community feedback to current waste management services, Council and Micromex jointly conducted a series of pop-up stalls to engage the community.

What: A pop up stall in community areas, 2 activities were stationed at each pop up:

- 'Dotmocracy' to identify waste strategies to reduce waste going to landfill
- A post-it note post-box for suggestions on how Council can help residents better manage and minimise household waste

Where and when:

- Hornsby Shopping Mall (Thursday 9th August),
- Beecroft Place (Friday 10th August),
- Galston shops, Berowra Heights shops (Saturday 11th August)

How: Council staff and Micromex researchers were positioned at each pop up station within the to both inform/answer community questions and actively seek community feedback.

All residents passing by were encouraged to participate. Participants were from a broad range of backgrounds, age groups and consisted of both males and females.



Pop-up Stalls



Hornsby Mall



Beecroft Place



Incentives to Participate



Incentives such as a free sausage sandwich, keep cups, bottles and reusable shopping bags were given away to those who participated. Native trees were also offered to reach the goal of planting 25,000 trees by 2020.

Key Findings



Key Findings

The three day engagement process received 1,231 responses on the 'dotmocracy' boards and 206 post-it note suggestions. These identified clear themes that the community would like Council to examine and expand:

1. **Reducing the use of plastics** is a crucial concern for residents. The community would like to see more encouragement from Council on how residents can be smarter with their plastic usage, but also how Council can help to target the source of manufacturing plastic products and excessive packaging.
2. **Education and awareness** was also identified as an important theme to ensure proper recycling and disposal practices are undertaken in the community. The dominant issue discussed was better education on what can and cannot go into the recycling bin, especially new residents to the LGA and incorporating programs into schools.
3. More **'Return and Earn'** collection and recycling areas are highly requested around the community for a variety of different recyclable items, e.g. bottles/cans, e-waste and soft plastics, and in easily accessible locations such as supermarkets.
4. The community is keen to see greater promotion of **composting strategies** for food and organic waste to reduce the amount that goes to landfill, with calls to allow food waste to be put into the green bin and more encouragement/support for community gardens.
5. Targeting and managing **illegal dumping** was also a theme mentioned throughout the research. Respondents suggested greater fines need to be issued to people caught dumping, but also that more bulky waste collections across the LGA will help to reduce the illicit practice.
6. The unique waste service requirements of **units/apartments** was greatly discussed, both in regards to access to green bins/compost and educating residents about the items that can go into the different types of bins.



Activity 1 – Dotmocracy

Participants were asked to write down their ideas on a large board and others could use sticky dots to either support or disagree with the idea.

Top 5 Themes from Dotmocracy on how to Further Reduce Waste Going to Landfill in the Next 10 Years



Of the 1,231 dots, 906 (74%) were placed on the 5 key themes listed above on how Hornsby Shire can improve their waste strategy. The remaining 26% of responses addressed other areas such as bulky waste issues, processing bins before sending to landfill and support for unit blocks.



1. Reducing the Use of Plastics

24%

24% of total responses revolved around the importance and priority of reducing the use of plastics in our community.

295 green dots were in favour of this theme, while 5 red dots were against bulk food purchases, 1 red dot was against finding a new alternative to plastic and another red dot disagreed with removing plastic bags from stores.



Of the total responses regarding plastic:

52% addressed targeting plastic at the source i.e. the manufacturer/supermarket
24% finding a new alternative to or creating a plastic that breaks down easier
24% discussed encouraging residents to be smarter with their use of plastics i.e: encouraging those to use reusable containers/bulk food purchases/drink refill stations



How to achieve this/verbatim responses:

"Solve the problem at the source", "Reduce plastic packaging", "Make corn starch liners for bins", "Supermarket packaging" "No single use plastics in supermarkets" "Make supermarkets/manufacturers more responsible", "Govt regulation on packaging"



2. Education and Awareness



15%

15% of total responses involved the importance of education and awareness regarding waste.
183 green dots were in support of this theme, and 1 red dot responded against.



Of the total responses regarding education:
91% addressed educating people on what can/can't go into bins
9% addressed education specifically for school children



How to achieve this/verbatim responses::

"Education on recycling", "More education/awareness", "Education for children",
"Educate the population on waste issues" "More education for residents (i.e. about the things you can compost)"



3. Collection/Recycling Areas

15%

15% of total responses involved the importance of recycling/collection areas around the Hornsby community

180 green dots were supportive of this theme, and 2 dots responded against



Of the total responses regarding collection areas:

63% requested more collection centres for their items e.g. E-waste/soft plastic

12% requested more return and earn stations in Hornsby,

25% requested more recycling bins in public spaces



How to achieve this/verbatim comments:

"More return and earn stations", "Central centre that accepts e-waste, recyclables, soft plastics", "Drop off facility for clothing items" "Implement soft plastic /reverse recycling / e-waste collection at supermarkets", "Place to take e-waste", "Soft plastic collection points", "Another Kimbriki Waste Centre in Hornsby".



4. Composting Strategies



12%

12% of total responses involved the importance of finding effective composting strategies for food and organic waste.

145 green dots were in support where 1 red dot was against home composting.



Of the total responses regarding composting strategies:

68% insisted on allowing food waste to go into green bins for compost
32% addressed finding ways/encouraging to compost at home



How to achieve this/verbatim responses:

“Home compost program”, “Allow food waste in our green bins for compost”, “Less food waste going to landfill via compost/green bin”, “Compost our food waste”, “A system for home composting”, “More green waste mulching days for bulk loads”



5. Illegal Dumping



8%

8% of total responses involved the importance of targeting illegal dumping of rubbish in Hornsby

103 green dots were in favour of managing illegal dumping where 3 red dots were against the effort.



Of the total responses regarding illegal dumping:

54% addressed the importance of targeting illegal dumping of rubbish
46% suggested issuing harsher penalties/fines for those caught illegally dumping



How to achieve this/verbatim responses::

“Heavier fines for illegal dumping”, “Litter management”, “Illegal dumping; target and management”, “Take on illegal dumping”, “Illegal dumping in bush”



Further Responses

IN THE NEXT TEN YEARS WE SHOULD FURTHER REDUCE WASTE GOING TO LANDFILL BY...

WASTE MATTERS



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WASTE MATTERS



Diverting/extracting organic materials from red bin waste	26	Tip shops for working products at transfer station	11	1
Encourage supermarkets/restaurants to donate food	25	Process red bin waste before it goes to landfill	11	
Promote reusable materials (keep cups, drink bottles)	23	Recycling of items keeps them out of landfill	9	
Regional consistent approach	23	Council have purchasing re-use buy back policy for working products	9	
Bulky waste (in particular mattresses/large items)	22	Business recycling program	9	
How can units/apartments deal with food waste?	18	People take responsibility for their waste	8	
100% of items thrown into yellow bin to be recycled	13	Council + Community events to be waste wise	7	
Extract organics from red bin waste	12	More support for unit dwellers	6	
Food waste processing system	12	National recycling labels	5	
Business/food recycling	12	Incinerate Waste	3	16
Gutter guards outside supermarkets	12	Book cleanup service to include e-waste	2	
Bulky waste cleanup (for mattresses/e-waste)	11	Bin stickers contaminated bins	2	

The remaining 26% responses addressed the following areas.

(Number represents dot count.)

291 green dots (agree)

17 red dots (disagree) – mainly in opposition to waste incineration.

Activity 2 – Post-it Note Thoughts and Suggestions

Participants were encouraged to write down their thoughts about how Council can help them to better manage and minimise their household waste on post-it notes and drop them in the post-box. This was a more 'personal' activity than the 'dotmocracy' in that the question focused on the individual and their household (rather than the broader community) and responses we placed in a sealed box rather than being shared publicly.

Post-it Note Thoughts and Suggestions



Top 6 Themes Found	Number of post-its
1. Education and Awareness	44
2. More recycling stations around Hornsby	20
3. Support for units	14
4. Community gardens and composting	10
5. Targeting manufacturers	10

A total of 206 post-it notes were submitted by respondents across 38 categories. The table above lists the top 5 themes discussed.

1. Education and Awareness

Respondents highlighted the need for greater levels of education and awareness, specifically for residents of unit blocks with shared bins, new individuals to the LGA, school children and businesses. This information needs to be provided via a number of different channels, e.g. websites, social media and signs in multiple languages.

Education period for new residents in unit blocks

Education campaign on recycling for new comers

More info on website on what we can recycle in Hornsby

Information in different languages

Can't tell which items to put into the recycle bin

Educate companies on how they can effectively dispose of their waste/minimise waste

Greater engagement of schools in education initiative

2. More Recycling Stations Around Hornsby

This theme addressed the need for more recycling stations around Hornsby so that residents can carry out proper recycling practices. Specifically, 'Return and Earn' stations were highly prioritised, following that are; e-waste, reusable items, and soft plastic collections. These need to be stationed in an accessible area either at supermarkets, shopping centres and/or close to public transport.

More return and earn stations as they fill up easily

More recycling centres close to home or public transport

Set up recycling stations at supermarkets

Small recycling stop/collect station in suburbs

Need bottle drop offs at every shop

Bins for soft plastic collection at shops

Help schools become collection points for bottle/can collections



3. More Support for Units

Respondents would like greater support for residents who live in units, apartments and high rise dwellings. This can include issuing green or yellow bins to unit blocks that currently do not have this service, adding a blue bin for paper and cardboard waste, and plastic or e-waste collections for high rises.

Green bin for apartments

Small green bins in apartments and place in supermarkets to empty it

Getting rid of waste in unit apartments – in green bins

High rise plastic collection (units/apartments)

Food waste blender in apartments

Add blue bin to high rise buildings to recycle paper/cardboard separately to yellow bins

Add e-waste bins to high rise

4. Community Gardens and Composting

Community gardens and composting is another theme that was regarded as high priority for Hornsby. It addressed the need for promoting composting (either within the community or at home use) and creating more community gardens to bring people together and meet new like-minded people.

More
composting in
the community

More community
gardens
everywhere

Community
compost bins

Promote
composting in
the community

More community
gardens and use
scraps to make
compost

Encouraging small
community
gardens in unit
blocks

Utilising rooftops
on units for
community
gardens



5. Targeting Manufacturers

Respondents also highlighted the need for targeting the source of plastic through the manufacturer/companies. This can be achieved by legislating/regulating plastic manufacturers, changing the product design to reduce the need for plastic packaging and removing packaging on food products where not necessary.

No vegies or
fruit being sold
in plastic
packaging

Target the source
i.e. all
manufacturers

Focus on product
design

Strategies for
detering origin
of waste

Legislate
manufacturers to
stop making
plastics which are
not reusable

Manufacturers
need to be
regulated on
waste

Federal regulation
on packaging

Further responses

Post-it Note Category	Count	Post-it Note Category	Count
More bulky waste collections and options to access/reuse items thrown in Council clean ups	10	Street sweeping after bin collection	2
Start a kitchen caddy system for food waste	8	Bigger green bins	1
Disposing of e-waste	7	Use plastics that break down easier	1
Observe overseas/other Council strategies	7	How to correctly dispose dog droppings	1
Reducing the use of plastic	6	Target illegal dumping	1
Engagement with the community	6	More incentives to recycle	1
Consistency/collaboration with other Councils	4	How to dispose of liquid waste	1
Reusing items instead of throwing into landfill	4	Process waste before going to landfill	1
Alternatives to plastic bin liners	3	Recycling food containers	1
Food recycling in restaurants/commercial	3	Smaller bins to reduce household waste	1
Give away: keep cups, reusable bags	3	Encourage to wash items before recycling	1
Reusing plastics in construction material i.e. roads	3	Waste avoidance	1
Inspect bins to ensure correct disposal of items	3	Make recycling symbol (triangle) easier to read	1
How can business effectively dispose of waste?	2	Encourage people to buy food in bulk	1
Reduce rates/will rates be affected?	2	Place community skip bins to dispose of items	1
More drop off areas/tip shops	2	Need immediate action	1
Improve bin signage	2	Keep information/processes simple	1



To Finish on a Positive Note...

Rubbish
recycling
systems
working well

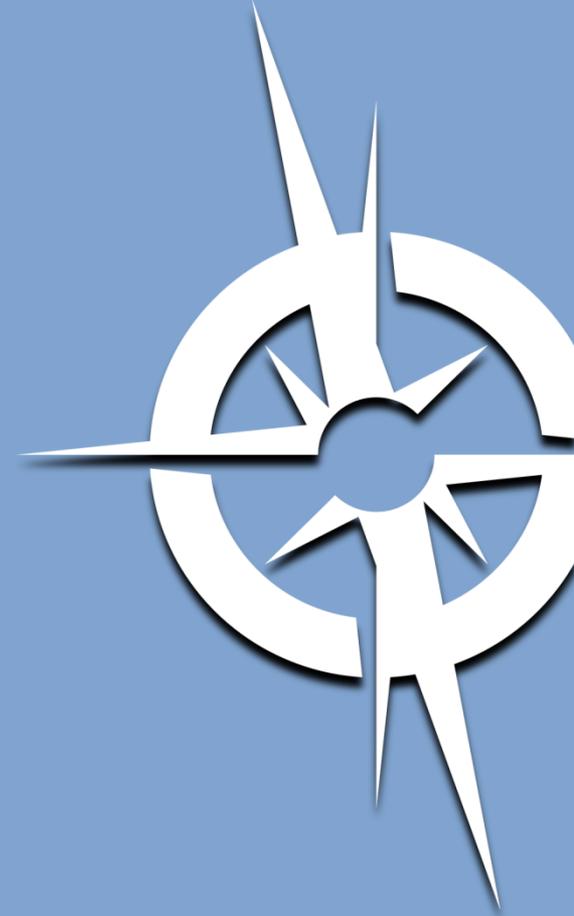
It's all good

We do damn well
in recycling

Your service is
great, thankyou

Systems work well

Some residents expressed their satisfaction with the current system and processes Hornsby is undertaking.



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research

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