

Litter Hotspots Program

Final Report





Organisation Name	Friends of Williamstown Wetlands Inc	
Project Title	Wader Beach for Birds not Litter	
Project ID Number	CYBHP14	
Report prepared by	Dr Marilyn Olliff (Treasurer FOWW)	
Amount of Hotspots Partnership funding received	\$8,000 ex GST \$6,400 received to date. Final 20% to be invoiced after final event in October 2015.	\$0
Organisation own contributions	\$0	\$4,500 (180 hours) (Actual to date \$15,000+ , well over 600 hours)
Other contributions received	\$3,000 from Hobsons Bay City Council	\$500 (~8 hours)
TOTAL Project Value	\$11,000	\$5,000






1. Project Activities








<p>Hotspot project location/s targeted (Include address, description &/or attach map if possible)</p>	<p>Wader Beach, Jawbone Reserve, Williamstown and Greenwich Bay, Newport. For details, refer to map in Attachment 1 <i>Wader Beach for Birds not Litter Final Report</i>.</p>
<p>Describe in point form the key project activities undertaken.</p>	<ol style="list-style-type: none"> 1. Litter survey of Wader Beach and Greenwich Bay, volunteer training, litter data analysis. 2. Building partnerships with other community groups. 3. Development of Action Plan with project partners for future work to minimise litter. 4. Improve condition of Wader Beach
<p>Describe any additional activities undertaken not included in your project plan.</p>	<ol style="list-style-type: none"> 1. Experimenting with litter survey methodologies of freshwater inlets to Wader Beach. 2. Working with Scab Duty to analyse types of litter collected.
<p>What have been the highlights?</p>	<p>Sharing ideas and activities with other community groups including: Friends of Greenwich Bay, Scab Duty, Jawbone Marine Sanctuary Care Group, 3016 Beach Patrol.</p> <p>Making a start on tackling the huge litter build up on Wader Beach.</p>
<p>Are there any key lessons learnt both positive and negative?</p>	<p>Positive lessons:</p> <ul style="list-style-type: none"> • There are LOTS more volunteers willing to give their time and energy to protecting the environment than we thought before we started. • Learning about how to undertake litter surveys and increasing the expertise of volunteers. • Learning about how weather and currents affect litter. • The importance of educating people to avoid single use plastic. <p>Negative lessons:</p> <ul style="list-style-type: none"> • Trapping litter in the creeks and drains is difficult when flows are inconsistent. The litter problem around Port Phillip Bay is worse than we thought.

2. Achievement of Objectives

(Refer to your Project Monitoring and Evaluation Plan: Schedule 4)

Objective	Outcome Deliverable	Due	STATUS			Issues/Comments
			Not Started	In Progress	Complete	
Identify the nature and measure the extent of litter on Wader Beach and nearby locations (refer to Attachment 1 Wader Beach for Birds not Litter Final Report - section 3.)	Volunteers trained in litter surveys KPI: Number of people trained to survey litter	Dec 2014				KPI met Checklists and safety talks given to 15+ volunteers
	Selected monitoring sites initially cleaned up and then monitored for litter monthly November to May KPI: Identify 5-7 sites, gather baseline data and monitor throughout the project period	May 2015				KPI met. 6 sites cleared and surveyed at Wader Beach, 3 sites at Greenwich bay cleared and surveyed. 2 waterway sites identified, Litter trap built, and trialled.
	Data available to PPEC for analysis KPI: Monthly monitoring completed KPI: Completed litter classification data sheets ready for analysis and reporting.	June 2015				KPI met. Monitoring complete. Data provided to PPEC for analysis.
	Better understanding of the sources of litter found in the area.	July 2015				KPI met. PPEC analysis report complete and provided to FOWW.

<p>Develop partnerships with other groups in the area in order to build volunteer capacity for litter minimisation projects. (refer to Attachment 1 Wader Beach for Birds not Litter Final Report – section 4.)</p>	<p>Closer working relationship with other community groups in the area.</p> <p>Friends of Greenwich Bay (FOGB) Jawbone Marine Sanctuary Care Group (JMSCG) Scab Duty, 3016 Beach patrol (Litter volunteers) KPI: Number of volunteers and number of additional community groups participating in clean up activities KPI: Data collection and management in line with PPEC systems KPI: Number of volunteers attending regular meetings during the project</p>	<p>Dec 2014</p>				<p>KPIs met FOWW working with FOGB, JMSCG, Scab Duty, Hobsons Bay CC, Parks Vic. Approximately 30 people participated in litter pick up during the six month survey period. FOWW met with PPEC and provided data in line with PPEC systems. 5 meetings held, 4-8 people at each meeting. Updates emailed to all participants on a monthly basis.</p>
	<p>Improved understanding of the litter problems in the area.</p>	<p>July 2015</p>				<p>Findings of PPEC analysis provided information on sources and types of litter.</p>
	<p>Workshop on litter survey held with all volunteers</p>	<p>August 2015</p>				<p>Workshop held with community partners on 24th August to develop action plan.</p>
	<p>Health and Safety booklet on litter clean up provided to all volunteers</p>	<p>Dec 2014</p>				<p>Brochure and safety talks provided to volunteers.</p>
<p>Formulate an action plan to reduce the build up of litter at Wader Beach and prevent remobilisation of litter to the bay. (Refer to Attachment 1 Wader Beach for</p>	<p>Report from PPEC with recommended actions to minimise litter build up in the future. KPI: Litter survey report completed by early July 2015</p>	<p>July 2015</p>				<p>KPI Met PPEC report provided to FOWW. Report provided as Attachment 2 Analysis of litter data</p>

<i>Birds not Litter Final Report section 5.)</i>						<i>collected from Wader Beach and Greenwich Bay.</i>
	Workshop with PPEC, HBCC and FOWW on findings of report	August 2015				Workshop held with HBCC staff to present action plan on 5 th October 2015.
	Action plan to minimise litter build up in the future based on report recommendations KPI: Plan for future actions in place	August 2015				KPI met Action plan completed and provided in Attachment 4 Wader Beach for Birds not Litter Action Plan.
	Program for future clean ups in wider areas around Jawbone. KPI: Plan for future actions in place	August 2015				KPI met Application for next round of Litter Hotspots funding submitted on 31 August 2015.
Improve the condition of the environment at Wader beach to protect the remnant saltmarsh and bird populations as well as contribute to improved water quality for marine life in Port Phillip Bay. (Refer to Attachment 1 Wader Beach for Birds not Litter Final Report section 6.)	Reduction in amount of litter at monitoring sites KPI: Reduced amount of on-ground litter at Wader Beach. KPI: Improved local environmental quality	Nov 2014 -Aug 2015				KPIs met Some litter has been removed during the survey and Scab duty work. Major clean up on 1 st and 2 nd August 2015: 70+ volunteers collected ~12 cubic metres of rubbish.
	Future plans for litter minimisation	Ongoing				Action plan agreed with HBCC. Further funding applied for.
	Improvement in environmental quality of area around Wader Beach	Ongoing				Some improvements observed, and further improvements expected over time as clean-ups continue.

Please report on any parts of your project not completed.	N/A
Describe any current risks for the project.	<p>As expected, the amount of litter at Wader Beach is such that it was not completely cleaned at the August clean up (even though 12 cubic metres of rubbish was collected.) Additional clean ups will be required.</p> <p>Changes to volunteers/HBCC staff may impact on the future plans. This is true of any future planning.</p> <p>Further funding is being sought. Future work will depend on level of funding available.</p>
Provide background information on issues or circumstances that could potentially delay future project activities.	<p>HBCC is committed to addressing litter problems but budget constraints and staffing changes may impact on future plans.</p> <p>Major clean ups on Wader Beach are not undertaken during the Spring/Summer as the beach is an important site of migratory birds.</p> <p>The workforce is almost entirely made up of volunteers. Ongoing commitments by volunteers may vary.</p>
Include evidence (as attachments) to demonstrate that you have completed the activities. (Examples could include publications, media, photos, flyers, agendas or minutes of meetings.)	<p>List of attachments (provided as separate documents):</p> <ol style="list-style-type: none"> 1. Wader Beach for Birds not Litter final report. (FOWW) 2. Analysis of litter data collected from Wader Beach and Greenwich Bay. (PPEC) 3. Details of Grant expenditure. (FOWW) 4. Wader Beach for Birds not Litter Action Plan. (FOWW) 5. Promotional Material 6. Receipts and invoices

Pre-program statistics or percentages if taken. (eg litter rating/volume of litter/recyclables...)	Post program statistics or percentages ie litter rating/volume of litter/recyclables if a measure taken at beginning of program
N/A	N/A

3. Project Community Activities and Impacts

Number and/or type of information/resources produced or activities completed (e.g. booklets, guides, PowerPoint presentations, CD's)		Item	Number produced/completed
		Health Safety and Environment brochure.	100
		Use of Baykeeper DVD (4x shown to adult groups, copies given to 8 local schools)	8 purchased
		Flyer for Clean up weekend at Wader Beach	100
		Flyer for Clean up day at Greenwich Bay.	100
		Flyer for Community event on October 25 th 2015	140
Number of training / community days held.	4-5 (on site training, not full days)	Total number of participants (Estimate)	30
Number of events	5 (workshop, clean ups , community)	Total number of participants (Estimate)	100+
Number of new people/partners engaged in this project		12 groups (refer to Attachment 1 Wader Beach for Birds not Litter Final Report section 4.)	
List key Project Partners participating in this project		Friends of Williamstown Wetlands, Hobsons Bay City Council, Parks Victoria, Friends of Greenwich Bay, Jawbone Marine Sanctuary Care Group, Scab duty, 3016 Beach Patrol, Port Phillip Eco-Centre.	

Photographs etc. are included in **Attachment 1 Wader Beach for Birds not Litter Final Report.**

4. Hotspot Data

Please insert/attach a summary of the main litter hotspot key performance indicators such as hotspot ratings, litter types/counts, attitudes, disposal behaviours, collection or diversion rates.

Where possible compare baseline data with measurements taken after project interventions.

Top two litter types were small pieces of plastic (Wader Beach) and polystyrene (Greenwich Bay).
Major types of litter included plastic/cello wrap, broken glass, fishing line.

Scab Duty litter counts top litter items were: Plastic film and plastic pieces; plastic bottle tops; drinking straws; pieces of plastic rope <1 metre.

Please refer to **Attachment 1 Wader Beach for Birds not Litter Final Report** and **Attachment 2 Analysis of litter data collected from Wader Beach and Greenwich Bay** for full details.

NOTE: *Data sources and processes are project specific, but typically could include tables and charts generated by the Local Litter Measurement Toolkit, community surveys, Yarra & Bay litter surveys etc. It might also be useful to include a site map or photos to give this information more context.*

Highlight any key findings or issues worth exploring further. For example, were any of the interventions particularly effective at influencing disposal behaviour?

Showing the Baykeeper documentary at community events and schools was very effective at alerting the wider community to the problem.

'I had no idea litter was such a problem to the environment' Judith from Conversations group.

'What can I do to help?' Linelle from Conversations group.












'After watching the documentary the whole family wants to join your group and help out' Gary at the FOWW Open Day

'I am so angry at the amount of litter in my street that leads down to the beach. I'm going to join your group and do something positive about it'

Elizabeth at the FOWW Open Day.

Attachment 4 Wader Beach for Birds not Litter Action Plan sets out the issues that we would like to explore further. Implementing the Action Plan is dependent on the level of funding available for future years.

5. Project Impact on Litter activities. (Please tick the appropriate box)

This project helped to:	Not relevant to this project	No difference	Too early to tell	A little e.g. limited, short term change	Significant development e.g. sustained improvement
Identify and monitor key Litter Hotspot/s to evaluate issues and develop strategic responses					
Undertake litter analysis, ie audits or assessment of litter/bins and traps					
Establish/support Local Litter Prevention Task Force Groups for effective project liaison and implementation					
Engage the community / business / schools in litter prevention / clean- up activities					
Development of project partnerships with business or industry					
Improved community awareness and participation regarding litter and litter hotspots					
Improve the capacity of key stakeholders through either key messages, project resources or education and training					
Provide litter prevention and education officers with training, mentoring and peer support					
Improve bin infrastructure or changes in litter collection responses					
Improve amenity of hotspot site					
Reduce litter					

5. Project PR & Marketing

Media coverage and/or other promotional material: How did you promote your project and the sponsorship that you received within local and other media? **Attach** scanned copies of any print media or promotional material and include screen dumps of social media or web pages below. Refer to **Attachment 5**. Promotional Material.

Date	Publication title	Social Media/Article/Event title	Content description/list of VIP's/No. of attendees/screen dump
Ongoing	Scab Duty	Scab duty weekly update on Facebook	scab duty
Nov-July	Monthly update	Newsletter to participants	Available on request from FOWW
Nov 2014	Wader Beach for Birds not Litter	FOWW Website	http://www.friendsofwilliamstownwetlands.org.au
29 July 2015	Leader newspaper	'Time to clean up'	Inviting locals to attend the winter clean up.
July 30 2015	Ranger Ramblings	Hobsons Bay Newsletter	Flyer for winter clean up. Individual flyers were also distributed.
August 2015	Star newspaper	'Winter Clean up '	Photograph and brief report on the successful winter clean up.
October 2015	FOWW Open Day	FOWW Open Day	Flyers and posters locally distributed.
October 2015	FOGB Clean up	FOGB Clean up	Flyers and posters locally distributed.
October 2015	Around Williamstown	Jawbone Reserve	Local newsletter introducing FOWW and the activities, including litter cleans ups.

6. Additional information

Please include any other information that can help tell your story. Photos or quotes from people involved in the project or community are especially helpful. Refer to **Attachment 1** *Wader Beach for Birds not Litter Final Report*