

## *Litter Hotspots Program*

### Final Report

<b>Organisation Name</b>	Friends of Westgate Park	
<b>Project Title</b>	Keeping Westgate Park Litter Free	
<b>Project ID Number</b>	CYBHP13	
<b>Report prepared by</b>	Tony Flude, Vice President	
<b>Amount of Hotspots Partnership funding received</b>	Cash \$5,500.00 incl GST  (above includes final 20% of payment now due)	
<b>Organisation own contributions</b>	Cash nil	In-kind \$3,500-00
<b>Other contributions received</b>	Cash nil	In-kind \$2,000-00

## 1. Project Activities

<p><b>Hotspot project location/s targeted</b></p> <p>(Include address, description &amp;/or attach map if possible)</p>	<p><b>Westgate Park, Port Melbourne</b></p> <p><b>Section of the Westgate Park along the Yarra River (Lorimer Street)</b></p>
<p><b>Describe in point form the key project activities undertaken.</b></p>	<ul style="list-style-type: none"> <li>• <b>Ensuring proper infrastructure is in place to control litter into the future including arranging 1100 litre bin and installation of litter bins along Yarra River</b></li> <li>• <b>Regular collection of litter</b></li> <li>• <b>Public education and awareness on litter prevention</b></li> <li>• <b>Cataloguing litter collected using Australian Marine Debris Initiative data sheets</b></li> </ul>
<p><b>Describe any additional activities undertaken not included in your project plan.</b></p>	<p><b>Engaged with additional groups (not in the original application) who became involved in our litter collections:</b></p> <ul style="list-style-type: none"> <li>• <b>passengers on the Westgate Punt (between Westgate Park and Spottswood)</b></li> <li>• <b>Sunday Assembly</b></li> <li>• <b>Beach Patrol groups</b></li> </ul>

What have been the highlights?

- **We are making a difference; people's attitude to litter is changing.**
- **Our litter collection days have been fun events with everyone enjoying themselves (and coming back a second time).**
- **Having the Connies at one event added to the enjoyment.**

Are there any key lessons learnt both positive and negative?

**We need to allow additional time to catalogue the litter collected. Using the Australian Marine Debris Initiative data sheets is very time consuming and it is important to start the process immediately the first bag of collected litter is full and not wait until later in the day.**

## 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	
Establish local project team	Team established	20/11/14			✓	
Put infrastructure in place for successful project	Bins in place with access road	30/11/14			✓	
Baseline data for project team	Assessment & survey completed	30/11/14			✓	
Clean-up fun day event #1	Entire section of Westgate Park from Yarra River (including beach) to Lorimer Street covered.	01/03/14			✓	Main culprits: polystyrene, spray cans and plastic bottles.
Complete Progress report	Submitted	28/02/15			✓	
Clean-up fun day event #2	Entire section of Westgate Park from Yarra River (including beach) to Lorimer Street covered.	21/06/15			✓	400 containers collected for recycling  1100 litre bin for land fill

Complete Final Report	Completed	31/07/15			✓	
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Please report on any parts of your project not completed.	<b>None</b>
Describe any current risks for the project.	<b>Weather events such as storms and strong winds results in addition litter floating down the Yarra from further upstream</b>
Provide background information on issues or circumstances that could potentially delay future project activities.	<b>None</b>
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><b>List of attachments:</b></p> <ul style="list-style-type: none"> <li>• <b>Photos</b></li> <li>• <b>Flyers for events</b></li> <li>• <b>Data Sheets</b></li> </ul>

### 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
		none	
Number of training / community days held.	3	Total number of participants (Estimate)	40
Number of events	2	Total number of participants (Estimate)	35
Number of new people/partners engaged in this project		5 new people and 2 new partners	
List key Project Partners participating in this project		Landcare Australia Limited, CVA, EcoCentre, Beach Patrol, Sunday Assembly	

**\*Please include/attach any sample photos from events held, publications etc**

#### 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.*

**Please refer to Data Sheets attached**

**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?**

**There is a large number of people fishing along the Yarra River section of Westgate Park (Lorimer Street) and these people tend to remain in the Park longer than other visitors. Longer duration stays means food and drinks are consumed on site so there is a likelihood of more rubbish being left behind. This is not so much an issue in other sections of the Park where visitors don't stay as long.**

**We have arranged the installation of rubbish bins along the Yarra River to address this issue and this has reduced the amount of litter dropped on the ground. In other sections of the Park, the "take in, take out" policy seems to work without the requirement for rubbish bins.**

**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 which 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.

Date	Publication title	Social Media/Article/Event title	Content description/list of VIP's/No. of attendees/screen dump
01/03/15	FofWP Website	Clean Up Westgate Park	Pictures and story on clean up event
01/03/15		FofWP Facebook	Posts on clean up event
21/06/15	FofWP Website	Cleaned-Up	Pictures and story on clean up event
21/06/15		FofWP Facebook	Posts on clean up event
21/06/15	Flyer	"Help Clean Up Westgate Park"	Attached