

Litter Hotspots Program Final Report

Organisation Name	Wyndham City Council	
Project Title	Hook, Line & Litter	
Project ID Number	LH309	
Report prepared by	Tess Obrien, Waste & Litter Education Officer	
Amount of Hotspots Partnership funding received	\$9,930.00	
Organisation own contributions	\$0 Cash.	\$6,720
Other contributions received	Cash	\$1,290
TOTAL Project Value	\$9,929.60	\$8,010

1. Project Activities

<p>Hotspot project location/s targeted (Include address, description &/or attach map if possible)</p>	<p>Key Fishing Hotspot locations (determined by council local laws & conservation staff, known fisherman & Beach Patrol).</p> <ul style="list-style-type: none"> - Werribee South Foreshore, Werribee South - Bungeys Hole, Werribee - K Road Cliffs (Werribee River) - Grahams Reserve - Historical Park (Werribee River) - Campbell's Cove - Wattle Grove, Point Cook (Skeleton Creek) - Wyndham Harbour Rockwall. <p>Document attached highlighting bin and signage location.</p>
<p>Describe in point form the key project activities undertaken.</p>	<ul style="list-style-type: none"> • Installed 10 Seal the loop bins along key fishing hotspots in Wyndham - Bungeys Hole (1), Skeleton Creek (1), Grahams Reserve (2), Campbells Cove (1), Werribee South Foreshore (3), Historical Park (1), Wyndham Harbour Rock Wall (1) • Installed educational signage at 3 locations – Werribee South Foreshore, Bungeys Hole and K Road Cliffs • Launched the fishing litter campaign on Clean Up Australia Day. Partnered with Beach Patrol, Zoos Victoria and Fisheries Victoria. The Zoo promoted the Seal the Loop Campaign, and Fisheries Victoria on local fishing species, catch limits and issues of litter. The event was widely promoted through council, community group and school networks. Over 80 people attended picking up 220 kilos of rubbish. Everyone celebrated with a BBQ put on by rotary afterwards. Our most successful CUAD event for a number of years! • Ran a 'Suburbs to Sea' Event as part of Wyndham's Green Living Series in partnership with local leader Bruce Boddington (Point Cook Open Spaces) – Wyndham presented on the campaign aims + achievements to date as well as general litter messaging, and screened the campaign

	<p>video. The Event saw Sheree Maris introduce her ‘Melbourne Down Under Film’ and housed stalls representing 9 local environmental groups including local litter action groups and river associations. Almost 100 turned out on a Friday night – a great success and very positive feedback was received following the event.</p> <ul style="list-style-type: none"> • Beach Patrol was heavily promoted as part of this campaign, the group has picked up a total of 2,580 kilograms during the campaign period, totalling 330 volunteer hours. They also recruited over a dozen new members as part of the CUAD event. • Completed before and after litter monitoring and grant reporting.
<p>Describe any additional activities undertaken not included in your project plan.</p>	<ul style="list-style-type: none"> • Developed local litter film – to tell the story of the impacts of litter, local clean up initiatives and the campaign. Carranballac College, Melbourne Zoo – Marine Response Unit, Beach Patrol, a local fisherman, and Wyndham Staff all participated in the film. This has been screened at events, Carranballac College and promoted through Facebook. It provided an engaging way for council to promote the campaign messages (this initiative replaced the artwork piece in the project plan)
<p>What have been the highlights?</p>	<ul style="list-style-type: none"> • Working with community members and groups to put together the events and the film. • Seeing fishing becoming increasingly popular in the region – often families. • Great that this project has helped to further connect council with a number of organisations and local community groups – paving the way for future projects and cross-support, already in discussion. • Raising awareness of the importance and unique conservation value of our waterways, particularly Port Phillip Bay through the ‘Suburbs to Sea’ information night.
<p>Are there any key lessons learnt both positive and negative?</p>	<ul style="list-style-type: none"> • Developing design of the educational signage was very difficult – everyone had a different opinion and hard to create a way forward • Determining the format of the art project, and ensuring it wouldn’t take up a large amount of time. Also an area that our team has limited experience in. • Hard to get buy in from fishing groups. Don’t see themselves as the issue, and thought it was minority or fringe anglers were the problem only, so weren’t overly interested. • Infrastructure has be easy to use for the community to use and easy for maintenance staff to

- service (bin design was altered to accommodate this)
- Giving feedback and asking for support by the Werribee Zoo – furthering our good relationship with them - we were lucky that the 10 Seal the Loop bins were given to us for free. We also trialled their new fishing litter bin design and gave feedback on this. They developed new stickers for us and future bins following our comments, as the original stickers were unsuitable.

2. Achievement of Objectives

Refer to Schedule 1: Project Plan Deliverables

Objective	Outcome Deliverable	Due	STATUS			Issues/Comments
			Not Started	In Progress	Complete	
A: INFRASTRUCTURE				✓		
MILESTONE 1 Funding agreement and Project Plan Established	<ul style="list-style-type: none"> • Attended Round Three induction • Prepare Funding Agreement (FA) • Once FA approved invoice MWRRG for Milestone 1 	12/2/16			✓	<ul style="list-style-type: none"> - Attended induction and both presentation and partnerships training - Completed Milestone 1 and invoiced MWRRG
Project Initiation	<ul style="list-style-type: none"> • Identify working group • Develop timelines + check in meetings 	29/2/16			✓	<ul style="list-style-type: none"> - Working Group identified including members of Beach Patrol 3030 group, Wyndham City litter crew, Wyndham City Conservation team and Waste Education Officers - Project Plan developed with key actions and timeframes run by working group
Hotspots and baseline established	<ul style="list-style-type: none"> • Identify litter hotspots along the Werribee River & Werribee South Foreshore • Establish baseline data • Trail use of VLAA tool 	31/3/16			✓	<ul style="list-style-type: none"> - Hotspots identified using project group, totalling 7 priority locations – Bungeys Hole, Campbells Cove, Grahams Reserve, Werribee South Foreshore, Skeleton Ck, Historical Park, K Road Cliffs. - Initial hotspot data collected.
Bins ordered and installed	<ul style="list-style-type: none"> • Order Seal the Loop Bins/ Recycling/ Litter bins (based on 3 bins) • Install bins 	1/4/16			✓	<ul style="list-style-type: none"> - Bins ordered and delivered. However significant issues with this bin. Stickers were updated by the Zoo as well as emptying mechanism fixed by our Building Maintenance

						<p>team internally.</p> <ul style="list-style-type: none"> - Bins installed at Skeleton Creek, Werribee South Foreshore, Historical Park, Campbells Cove, Grahems Reserve and Wyndham Harbour Rock Wall.
Education Signage purchased & installed at nominated hotspots	<ul style="list-style-type: none"> • Install Signage 	29/4/16			✓	<ul style="list-style-type: none"> - Signage was installed at Werribee South Foreshore, Bungeys Hole, and K Road Cliffs
B: EDUCATION						
Design of education signage	<ul style="list-style-type: none"> • Sign artwork designed and completed • Copy of artwork sent to MWRRG as a courtesy 	31/3/16			✓	<ul style="list-style-type: none"> - Engaged Asia Upward who completed previous litter photography for Wyndham, to create a photograph with a positive/negative fishing litter scenario to be used as the campaign image. - This image was also used for the educational signage at three locations, with images of the bin, key items and additional wording.
Purchase of Hook Line Litter Reusable bags for anglers Beach Patrol	<ul style="list-style-type: none"> • Design and ordering of bags to promote the campaign 	30/4/16			✓	<ul style="list-style-type: none"> - Project group has decided against the use of bin bags at this stage. Worried about creating additional litter. We also have litter busters bags which we promote and giveaway already. - Investigated other options such as the 'fishing companion' but deemed too expensive.
Recruit an ambassador for campaign	<ul style="list-style-type: none"> • Make contact with Take 3 to source ambassador (Tim Silverwood) 	11/3/16			✓	<ul style="list-style-type: none"> - Spoke to both Melbourne ambassadors from Take 3 about our project, and they provided input into signage, bins and event planning.
Project Monitoring	<ul style="list-style-type: none"> • Meeting with Project Partners to discuss progress + issues, and plan upcoming engagement • Prepare for Milestone 2 	6/5/16			✓	<ul style="list-style-type: none"> - Have maintained project updates to project group. - Met with additional partners including Karen community group leaders, environmental group leaders and the Arthur Rylah Institute.

						<ul style="list-style-type: none"> - Arthur Rylah and AMES put together a Karen Fishing Guide – including info on litter, which we have helped promote and distribute. - Milestone 2 report completed and invoiced MWMG
Engagement with community groups and angling clubs	<ul style="list-style-type: none"> • Arrange time and conduct educational session • Go to local angler clubs and fishing tackle shops • Develop education flyer/ presentation • Copy of publications sent to MWRRG as a courtesy 	20/5/16			✓	<ul style="list-style-type: none"> - Met with the tackle shops and fishing club to promote the campaign and upcoming events. - No presentation or flyer was developed as didn't seem needed.
Engagement/ Organise a clean-up event/s	<ul style="list-style-type: none"> • Promotion of clean ups/awareness events • Media Release completed + Social Media posts • Send draft Media Release to MWRRG for approval • Organise artist to complete a piece out of fishing litter collected 	27/5/16			✓	<ul style="list-style-type: none"> - Media Release complete and sent to MWMG. - Hook Line & Litter campaign announced by Councillor at Beach 3030 February Clean Up - Initial social media posts released + regular promotion of all local litter action group events - Engaged 2 artists to outline proposals and costs for the works. Artists were too costly and instead a videographer engaged to promote the key messages of the campaign. - The photograph and video, served as a way to creatively tell the campaign story. - The Clean Up Australia Day Event was used to launch the campaign, with the Werribee Zoo, Beach Patrol 3030 and Fisheries Victoria as partners. - The Suburbs to Sea Event screened the campaign video, showcased local environmental and litter action groups, as well as screening the film 'Melbourne Down Under'. Sheree Maris introduced the event.
Monitoring	<ul style="list-style-type: none"> • Use of VLAA tool to monitor changes 	1/12/16			✓	<ul style="list-style-type: none"> - The VLAA tool was used at 4 key fishing sites with a rating and accumulation rate taken before and twice after bin installation.
C: ENFORCEMENT						
Local Law Enforcement	<ul style="list-style-type: none"> • Local Law Officer to patrol area of peak season • LLO to report to team on status 	24/2/17			✓	<ul style="list-style-type: none"> - No litter reports came in for these hotspots over the

						<p>campaign period.</p> <ul style="list-style-type: none"> - Our Local Law Officer patrolled key hot spot sites in April and found no issues with local fisherman on this round.
D: REPORTING						
Milestone 2 report Submitted	<ul style="list-style-type: none"> • Engage with project team to develop Progress Report • Submit report • Once progress report approved invoice MWRRG for Milestone 2 	31/07/16			✓	<ul style="list-style-type: none"> - Final supplied 25 July 2016.
Milestone 3 Submitted	<ul style="list-style-type: none"> • Engage with project team to develop Final Report • Submit report • Once final report approved invoice MWRRG for Milestone 3 	30/04/17			✓	<ul style="list-style-type: none"> - Report submitted.

Please report on any parts of your project not completed.	<ul style="list-style-type: none"> - Bags – this was decided not to be an effective collection tool, and rather costly. We also already have litter buster bags. - Artist to complete a piece with fishing litter – this was much more costly than anticipated. And we wouldn't have had enough budget for the signage. The video and artistic photography image helped to communicate the campaign message in a more engaging way instead.
Describe any current risks for the project.	<ul style="list-style-type: none"> - Signage or bins damaged – to mitigate risk we are regularly emptying and monitoring signage for damage/graffiti
Provide background information on issues or circumstances that could potentially delay future project activities.	NA
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:</p> <ul style="list-style-type: none"> • Suburbs to Sea Event – Photo • Clean Up Australia Day - Photo • Signage + Seal the Loop bin at the Werribee Foreshore – Photo • Clean Up Australia Day Launch – as shown through the video.

- Campaign Receipts
- Bin & Signs Map Locations

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

Litter Accumulation Rate at four litter hotspot sites

Site	Before	After (3 weeks)	After (6 weeks)
Date	1/03/2017	22/03/2017	12/4/2017
Bungeys Hole	VLAA Rating - 2	VLAA Rating - 2	VLAA Rating - 1
	<u>Litter</u> 2 X Straws 5 X flex plastics 1 X al foil 3 X polystyrene	<u>Litter</u> 3 X Bottle caps (metal) 3 X Hard Plastics 2 X Soft Plastics	<u>Litter</u> 1 X Polystyrene 1 X cigarette butt 3 x Hard Plastics 2 X Soft Plastics
	TOTAL = 11 litter items	TOTAL = 8 litter items Change = -22%	TOTAL = 7 litter items Change = -36%
Werribee South Foreshore	VLAA Rating - 2	VLAA Rating - 2	VLAA Rating - 1
	<u>Litter</u> <u>3 X Hard Plastic</u> <u>3 X paper</u> <u>1 X dog poo</u>	<u>Litter</u> 3 X Plastic cups, hard plastic 1 X Face wipe 1 X Cigarette butt 1 X fishing waste 3 X Flex plastics	<u>Litter</u> 1 X Foil 4 X Soft Plastics 1 X Paper 1 X Cigarette butt
	TOTAL =7 litter items	TOTAL = 9 litter items Change = +28%	TOTAL = 7 litter items Change = 0

Campbells Cove	VLAA Rating - 2	VLAA Rating - 2	VLAA Rating - 1
	<u>Litter</u> 4 X paper 1 X al foil 1 X glass 1 X organic 1 X bottle cap 3 X soft plastics 52 X cigarette butts 1 X textiles	<u>Litter</u> 1 X Metal Can 1 x soft plastic 3 X Hard plastic 3 X polystyrene 10 X cigarette butts 5 X paper	<u>Litter</u> 2 X Hard Plastics 1 X Soft Plastics 2 x Paper 11 x Cigarette Butt 1 x textile
	TOTAL = 64 litter items	TOTAL = 23 litter items Change = -64%	TOTAL = 17 litter items Change = -74%
Skeleton Creek	VLAA Rating - 2	VLAA Rating - 1	VLAA Rating - 1
	<u>Litter</u> 2 x cardboard 2 x flex plastics 2 x al foil 1 x textile	<u>Litter</u> 2 x Dog Poo 1 x al foil	<u>Litter</u> 2 X Organic 1 X textile
	TOTAL = 8 litter items	TOTAL = 3 litter items Change = -64%	TOTAL = 3 litter items Change = -64%
ALL Site Totals	Before	After (3 weeks)	After (6 weeks)
	90 litter items	43 litter items Change = -53%	34 litter items Change = -63%

3. Project Community Activities and Impacts

Number and/or type of information/resources produced or activities completed (eg. booklets, guides, PowerPoint presentations, CD's, webpages)	Item	Number produced / completed
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		Educational Signage	3
		Clean Up Australia Day Partner Launch Event	1
		Seal the Loop Bins	10
		Suburbs to Sea Event	1
		Campaign Video	1
Number of training events held		Total number of participants (Estimate)	
Number of community events held (eg. clean-ups)	12	Total number of participants (Estimate)	497
Number of events, festivals where project had a presence (eg. stall, display, street theatre)	2	Total number of participants (Estimate)	170
List key Project Partners that have contributed /participated in this project		Werribee Zoo, Melbourne Zoo - Marine Response Unit, Fisheries Victoria, Carranballac College, Beach Patrol 3030.	

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

4. Hotspot Data

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, customer feedback reports etc. It might also be useful to include a site map or photos to give this information more context.

Total amount of litter removed from all project hotspot site/s:	2,580 kilos – Beach Patrol Data Litter Monitoring – 167 Number of items
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Hotspot Site / Identifier	Hotshot Rating	Date	Hotshot Rating	Date	Hotshot Rating	Date	Hotshot Rating	Date	Hotshot Rating	Date
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Note: A chart of the above showing the hotshot rating of sites over time would also be useful.

Data shown in previous table.

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

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

Overall there was a significant reduction in litter, by almost two thirds (58%) across all four sites over the short monitoring period. Litter reduced by 53% 3 weeks after installing the bins, and 63% after 6 weeks. However suggest monitoring over a longer time scale to see whether this impact is sustained and not just by luck, or seasonal factors.

Types of littered items varied at the sites, but a higher level of cigarette butts was seen at campbells cove which suggests a targeted campaign here (something council is about to launch).

Site	Before	After (3 weeks)	After (6 weeks)
Date	1/03/2017	22/03/2017	12/4/2017
Bungeys Hole	VLAA Rating - 2	VLAA Rating - 2	VLAA Rating - 1
	TOTAL = 11 litter items	TOTAL = 8 litter items Change = -22%	TOTAL = 7 litter items Change = -36%
Werribee South Foreshore	VLAA Rating - 2	VLAA Rating - 2	VLAA Rating - 1
	TOTAL = 7 litter items	TOTAL = 9 litter items Change = +28%	TOTAL = 7 litter items Change = 0

Campbells Cove	VLAA Rating - 2	VLAA Rating - 2	VLAA Rating - 1
	TOTAL = 64 litter items	TOTAL = 23 litter items Change = -64%	TOTAL = 17 litter items Change = -73%
Skeleton Creek	VLAA Rating - 2	VLAA Rating - 1	VLAA Rating - 1
	TOTAL = 8 litter items	TOTAL = 3 litter items Change = -64%	TOTAL = 3 litter items Change = -64%
ALL Site Totals	Before	After (3 weeks)	After (6 weeks)
	90 litter items	43 litter items Change = -53%	34 litter items Change = -63%

Note: types of littered items can be seen in the table above.

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

- Probably tricky to demonstrate an effect in the short monitoring timeframe.
- The bins have been used for general litter (probably more so) as well as fishing litter. Campbells Cove for a lot of cigarette butts, and Skeleton Creek for dog poo bags (as close to a walking trail)
- Litter monitoring indicated common items at particular sites, and suggests some future targeted campaigns. One soon to commence around cigarette butts at Campbells Cove.
- Increasing issue of local cultural groups fishing and leaving rubbish in wetlands – none of the hotspots included these sites.
- Would be worth getting some observation data of fisherman – around these 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 eg. limited, short term change	Significant development eg. sustained improvement
Identify and monitor key Litter Hotspot/s to evaluate issues and develop strategic responses				X	

Undertake litter analysis, ie. audits or assessment of litter/bins and traps				X	
Establish/support Local Litter Prevention Task Force Groups for effective project liaison and implementation					X
Engage the community / business / schools in litter prevention / clean- up activities					X
Development of project partnerships with business or industry					X
Improved community awareness and participation regarding litter and litter hotspots					X
Improve the capacity of key stakeholders through either key messages, project resources or education and training					X
Provide litter prevention and education officers with training, mentoring and peer support				X	
Improve bin infrastructure or changes in litter collection responses					X
Improve amenity of hotspot site					X
Reduce litter				X	

6. 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	Social Media/Article/Event title	Content description/list of VIP's/No. of attendees/screen dump
Feb 2016	Media Release	Sharing grant project win and aims - previously been sent a copy
Multiple Dates	Facebook	Several posts promoting events, campaign, beach patrol clean ups, bins

		<p>and video.</p> <ul style="list-style-type: none"> • Paid Post Video Promotion – 1,458 reach, 51 likes, 3 shares • Paid Post CUAD Event Promotion – 4,349 reach, 154 likes, 24 shares • Paid Post Suburbs to Sea Promotion – 8,341 reach, 195 likes, 56 shares • <u>Total paid reach</u> = 14,148 reach, 400 likes, 83 shares. <p>Screen shots of paid posts below.</p>
17/03/2017	Suburbs to Sea Event	90 in attendance
5/03/2017	Clean Up Australia Day Campaign Launch Event	80 in attendance
23/03/2017	Campaign Video	<p>https://www.youtube.com/watch?v=B2vOB2kwgB8</p> <p>93 views so far.</p>

Green Living in Wyndham
Published by Tessa Joy [?] · March 28 at 12:02pm · 🌐

Wyndham has recently launched a new campaign to target fishing and general rubbish left along the foreshore and the Werribee River, with new bins and signage installed in key fishing hotspots.

This video highlights the impacts of our local litter, the story of the Zoo's Seal the Loop campaign, as well as the fantastic clean-up efforts led locally to Keep Wyndham Clean. Thanks to all involved, and lets #KeepWyndhamClean!

For more information on Beach Patrol, head to the link ... [See More](#)



Celebrating Keep Wyndham Clean & Seal the Loop

Wyndham has recently launched a new campaign to target fishing and general rubbish left along the...

YOUTUBE.COM

[Learn More](#)

1,458 people reached

[View Results](#)

👍 Like 💬 Comment ➦ Share

👍❤️ Sarah Jones, Melinda Van Der Graaff and 49 others

Chronological ▾

3 shares

Green Living in Wyndham
Published by Tessa Joy [?] · March 5 · 🌐

Come on down to Werribee South Beach and join in the clean up effort with Beach Patrol, Fisheries Victoria, & Werribee Zoo. Big turn out already, so come add further to the people power and let's have a big impact on Australia's biggest co-ordinated clean up effort. BBQ starts at 12pm!



134060.29861.129612457194844/799863166836433/?type=3


Green Living in Wyndham
Published by Tessa Joy [?] · March 1 · 🌐

Join marine ambassador Sheree Marris in a Special Event on Friday 17th March at 6:30pm.

Come and see the "Melbourne Down Under" video and find out just how precious and unique the bay at our back door is. Chat to the film maker, Sheree Marris. Watch other short films about our local Werribee River and its habitat.

Browse through a series of displays from local groups. Light supper & refreshments provided. To register visit:
<https://www.wyndham.vic.gov.au/.../suburbs-sea-our-bay-our-je...>

What are we risking by our daily actions with our rubbish, and what can we do to lessen the impact? Here's your chance to learn and become part of the solution!



4,349 people reached 🔄 View Results

👍 Like 💬 Comment ➦ Share

👤 Herly Osmayr Guzman Vega, Hema Dave and 152 others Chronological

24 shares

View 9 more comments

Green Living in Wyndham
Published by Tessa Joy [?] · February 16 · 🌐

Come along and join Werribee Open Range Zoo, Fisheries Victoria, Beach Patrol 3030, and your local community in cleaning up our beautiful Wyndham Foreshore this Clean up Australia Day Sunday 5th March!

A great morning for all involved and everyone welcome, with a big BBQ lunch and activities to follow! Gloves and bags will be provided on the day. Meet at the Werribee South Boat Ramp.

Please register your attendance at the below link:
<http://www.cleanupaustraliaday.org.au/JD+Bellin+Reserve>

This event will also officially launch council's New Hook, Line & Litter Campaign focused on tackling fishing litter along the Werribee River and foreshore. To celebrate this, Werribee Zoo will be promoting the Seal the Loop campaign and Fisheries Victoria will be bringing along their kids trailer to run some fishing focused fun for us all.



8,341 people reached 🔄 View Results

👍 Like 💬 Comment ➦ Share

👤 Sarah Moore, Duat Nai Mawi and 193 others Chronological

56 shares

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Are there any variances not in line with agreed project budgeting? If yes please outline.

Very minor changes to spending - Take 3 was still a project partner, but not a paid ambassador. No fishing litter bags were purchased – as decided by Project Control Group. Already existing litter bags at council that were used in promotion at events. The Seal the Loop Bins were provided by the Zoo, however money spend in other areas. The proposed litter art project was too costly, and instead a film put together to showcase local litter stories.

8. 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.

Beach Patrol valued working with us on this campaign, particularly the events – felt they have strengthened and grown their networks, and enjoyed providing valuable input into the project planning.