



# Loddon Mallee Regional Litter and Illegal Dumping Plan

Snapshot

## Our vision

A clean  
region for  
everyone  
to enjoy

Our goal is to invest in  
prevention now to reap  
the rewards for the future.

## Our community rejects littering and dumping



Research shows two-thirds of  
people do the right thing and  
put their waste in a bin or take  
it to the transfer station or  
landfill.

We need to work together to help the small  
minority of litterers and dumpers understand  
that these behaviours are unacceptable and  
carry harsh penalties.



## Littering

Small items of waste disposed of  
inappropriately usually when people are  
'on the go'.

## Dumping

Larger items such as whitegoods, household waste,  
and building and demolition waste, usually disposed  
on kerbsides and roadsides, or in bushland.

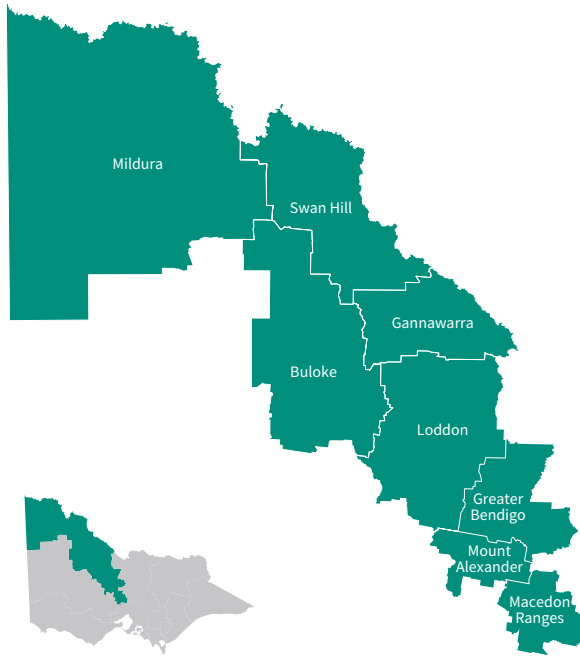
# Loddon Mallee Waste and Resource Recovery Region

**53,000 km<sup>2</sup>** (about 23% of Victoria)

**273,000 people** (about 4% of the state's population)

## Litter and dumping pressures:

- regional centres
- rapidly growing metropolitan fringe
- festivals
- nature-based tourism and camping
- the Murray River.

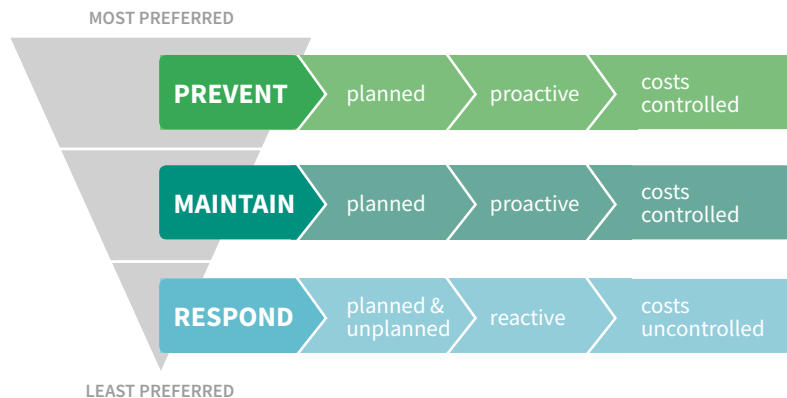


In developing the plan, we have built on all of the previous efforts and programs across the region, used all the available data, consulted with the community and stakeholders about their views and expectations. We also researched what we know works to develop the actions.

OVER **\$1.4m**

The annual cost to provide public bins and litter traps, and to clean up dumping and litter. However, this is only an estimate as data gaps make it difficult to know the full-scale of the problem – we do know it's big.

## Hierarchy of most to least preferred litter and dumping actions



## What is littered or dumped?



fast food packaging



cigarette butts



drink containers, straws and lids



dog poo



tissues



plastic bags



household garbage



household furniture



mattresses



clothing



whitegoods



asbestos



building and demolition waste

## What are the costs?

- harms land and aquatic creatures
- damages the environment
- makes our neighbourhood look bad
- makes public places less enjoyable
- items can no longer be recycled
- can block drains and cause flooding
- money spent cleaning up could be better spent in our community
- litter attracts more litter
- dumping attracts more dumping
- costs money to clean up
- it distresses and frustrates the people doing the right thing
- volunteers spending time cleaning up could be volunteering in other ways
- impacts on community cohesion
- takes a lot of time and resources to collect data about the costs of cleaning up

## Why do people do it?

- most people don't!
- there's no single answer!
- it depends on the item
- it depends on the location
- it depends who the person is with
- don't care
- are lazy

Some people think:

- it provides work for others
- the bin isn't close enough
- I'm entitled to dump because it costs too much to dispose of
- councils should take it away for free
- a cigarette butt isn't really litter
- apple cores and food will break down, they're not litter
- some dumpers say they have no choice

## When does it happen?

- when I want to get rid of something I no longer want
- at night in the bush
- when no one can see
- when I'm with my friends
- when I'm alone
- when I don't know what else to do
- when I think there should be a bin and there's not
- when I've paid for a ticket to the game / show
- a tissue falls out of my sleeve
- anytime
- when I don't care what people think
- when I can't be bothered
- when I'm out and there's no bin
- when I'm in the car and the take away food rubbish smells
- when I finish my cigarette

## How do we stop it?

- keep areas clean because clean areas stay clean
- build a culture of shared responsibility for our public places
- strengthen our community's culture that rejects littering and dumping
- tell people why it is wrong, what it does
- tell people how to do the right thing
- tell people how much the fines and penalties are
- create a sense of surveillance where people feel they will be:
  - seen
  - fined
  - rejected by the community
- fine and prosecute offenders – and publicise the actions
- increase the number of community reporters to EPA's vehicle litter reporting program
- help people safely take action against littering and dumping

## What can I do?

- always use a bin
- find out where I can take things I no longer want
- ask a friend to help me take stuff to the transfer station
- report dumping to council
- report anyone I see littering or dumping from a vehicle to EPA's reporting program so they will be fined
- pick up litter when I see it
- report overflowing bins to council
- when safe, encourage litterers to use the bin
- tell others and encourage them to report to EPA
- be a champion for our clean community and region

# Regional priorities and actions

## 1. Littering of fast food packaging and scraps and cigarette butts and packets on roadsides.



### PREVENT

- Reduce littering on roadsides
- Increase the likelihood of being caught and fined
- Engage fast food businesses to participate
- Deliver a communications campaign to educate and inform

### MAINTAIN

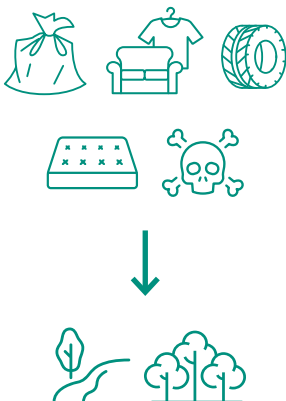
- Increase effectiveness of land manager collaboration
- Provide visible enforcement on roadsides
- Ensure infrastructure is fit for purpose
- Build on community rejection of littering

### RESPOND

- Respond to incidents and reports
- Highly visible enforcement
- Seek community support
- Respond to infrastructure issues

monitor, evaluate, refine, report

## 2. Dumping of small-scale asbestos, household rubbish, furniture, clothes and mattresses, and tyres and cars, in rivers and creeks, bushland / plantations, national and state parks.



### PREVENT

- Reduce illegal dumping in bushland
- Increase the likelihood of being caught and fined
- Engage land managers to participate
- Deliver a communications campaign explaining dumpers are in the minority

### MAINTAIN

- Increase effectiveness of land manager collaboration
- Provide visible enforcement
- Ensure infrastructure is fit for purpose
- Build on community rejection of dumping

### RESPOND

- Respond to incidents and reports
- Highly visible enforcement
- Seek community support
- Respond to infrastructure issues

monitor, evaluate, refine, report

## Working together

Land managers, other stakeholders and the community, are all affected by litter and dumping and we need to work collaboratively to deliver the plan.

## Loddon Mallee Waste and Resource Recovery Group

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