



WORKING TOGETHER FOR A LITTER FREE CANADA BAY

2025-
2030

Litter Management and
Prevention Plan



City of
Canada Bay

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GLOSSARY

Term	Definition
ALM	Australian Litter Measure
BaU	Business as Usual
CALD	Culturally and Linguistically Diverse
CCB	City of Canada Bay Council
Cost of Litter	Study to determine how much litter management and prevention activities cost Council
CSP	Community Strategic Plan
FOGO	Food Organics Garden Organics
Foreshore	The zone where the land meets the water
GPT	Gross Pollutant Trap
Infrastructure	Includes signage, public place bins, event bins, commercial bins, bin cages and bin poles/restrictors, SQIDs, GPTs, street sweepers and butt bins
KAB NSW	Keep Australia Beautiful New South Wales
KLIS	Key Littered Item Study
Leaf Litter	Fallen leaves and other debris but not legally considered 'litter'
LGA	Local Government Area
Litter	Litter is any material smaller than a shopping bag (NSW EPA, 2019) that has been improperly discarded, blown away, or left in the wrong place
Litter Management	Activities taken to respond to incorrectly disposed litter
Litter Prevention	Activities undertaken to drive correct litter disposal behaviours
LLC	Local Litter Check
LYP	Love Your Place
NSW EPA	New South Wales Environmental Protection Authority
OIAA	Own It and Act, the NSW EPA Strategy Framework for Litter Prevention
PRCG	Parramatta River Catchment Group
PRUAIP	Parramatta Road Urban Amenity Improvement Program
SCCG	Sydney Coastal Councils Group
SQID	Stormwater Quality Improvement Device
SSROC	South Sydney Regional Organisation of Councils
TOD	Transport Oriented Development
WaRR	Waste and Resource Recovery Strategy
WaSM	NSW EPA Waste and Sustainable Material Strategy 2014-2021

ACKNOWLEDGEMENT OF COUNTRY



The City of Canada Bay acknowledges the Wangal clan, one of 29 tribes of the Eora nation and the traditional custodians of this land.

The City's Council pays respect to Elders past and present and extends this respect to all Aboriginal and Torres Strait Islander people living in or visiting the City of Canada Bay.

Our First Nations History

The Wangal people hold a deep connection to the land and landscape of the City of Canada Bay. The bushlands and foreshore areas were their lands, their home, and part of the territory they were responsible for.

Traditionally, the lives of the Wangal people were strongly focussed on the harbour and its foreshore. The local area of Hen and Chicken Bay was traditionally a major meeting place for Aboriginal people from Port Jackson and the wider Sydney region.

The Parramatta River provided a place for traditional food gathering and the Wangal people also hunted animals, harvested plants and gathered raw materials in the local area.

Today, some Aboriginal people living in the area may still have ties to the Wangal people and the Eora nation, while others in the City are likely to have ties with other parts of NSW and Australia.

1 EXECUTIVE SUMMARY



The City of Canada Bay has long been a leader in litter management and prevention. The successful execution of the “Putting Litter in its Place” strategy, which accomplished all 89 action items, sets a strong foundation for the *Litter Management and Prevention Plan 2025-2030* (the Plan). This Plan aims to enhance the cleanliness and beauty of the City of Canada Bay over the next five years by leveraging past successes, setting targets, providing strategic guidance for Council-wide litter prevention efforts, and aligning with regional and State initiatives to ensure effective, coordinated action.

Prepared through extensive consultation with both internal and external stakeholders and informed by comprehensive data and research, the Plan identifies eight priority litter items: cigarette butts, litter fragments, takeaway food packaging, snacks and confectionery, construction-related items, coffee cups and lids, dog waste, and beverage containers. It also highlights eight key locations for focused intervention, including high density precincts, parks, industrial areas, retail precincts, foreshore car parks and footpaths, roadsides, construction sites, and sportsfields. Addressing the behaviours leading to littering in these areas is central to the Plan’s approach.

Our vision is to work collaboratively towards a litter-free City of Canada Bay. The Plan outlines ten objectives aimed at elevating community understanding of proper litter disposal, expanding knowledge of responsible litter management, raising awareness of litter’s impact on the environment, fostering a culture of environmental stewardship, engaging diverse community sectors, promoting economic benefits of proactive litter prevention, ensuring Council services contribute to litter prevention, building strong relationships with service providers, fostering regional partnerships, and supporting efforts to restore the Parramatta River to a swimmable condition.

Key targets include:

- Reducing priority litter by 30% within five years from a 2024 baseline.
- Cutting cigarette butt litter by 30% in priority locations.
- Increasing investment in litter prevention.
- Boosting volunteer participation in clean-up events by 25%.
- Continuing regional efforts to reduce unintentional litter entering the Parramatta River.

Strategic directions focus on operational excellence through continuous improvement, activation and stewardship to further engage stakeholders, and a strong emphasis on the foreshore to address litter’s impact on the Parramatta River

2 INTRODUCTION



Council's *Litter Management & Prevention Plan 2025-2030* outlines the City of Canada Bay's plan to reduce litter and preserve the cleanliness and beauty of our City over the next five years. Drawing inspiration from Council's ambitious *Community Strategic Plan - Our Future 2036* and building on our *Litter Strategy 2017-2021* successes, this Plan outlines a strong cross-departmental path forward. Further, this plan aims to future-proof the City against the impacts of litter from burgeoning developments and increasing local populations. It embodies our commitment to a pristine environment, setting the vision and strategic direction for a litter-free City.

Litter is any material smaller than a shopping bag (NSW EPA, 2019) that has been improperly discarded, blown away, or left in the wrong place. This includes intentional littering and incidental litter, where items have escaped a bin. Items larger than a shopping bag are classified as illegal dumping, which is not addressed in this Plan.

Recent litter counts and consultation processes indicates an ongoing litter issue in City of Canada Bay post pandemic. Whilst past litter prevention programs and initiatives proved to be successful, Council understands that litter prevention is a long-term commitment that requires ongoing process improvement, cross departmental collaboration and review, along with community engagement and education.

The council is reaffirming its commitment to environmental sustainability through revitalising and expanding the *Putting Litter in its Place* strategy into a detailed and forward-thinking *Litter Management and Prevention Plan* spanning 2025 to 2030.

This Plan has been prepared following extensive consultation and collaboration with internal and external stakeholders and reflects both qualitative and quantitative data captured during wide-ranging activities as well as through extensive desktop research.

2.1 How We Consulted

	8 workshops with Council staff representing 11 departments with a total of 34 staff engaged
	Community survey and Councillor survey with a total of 26 combined responses
	2 community focus groups with a total of 15 individuals in attendance
	2 interviews with neighbouring Councils and key external stakeholders
	3 steering group meetings
	Total of 100 individuals engaged
	17 litter counts across five land use types

This Plan outlines a strategic and achievable pathway for reducing litter in the City of Canada Bay by:

- Building on our successes in litter prevention and setting a clear path to meeting local and State targets (*NSW EPA Litter Prevention Strategy, 2022-2030*).
- Offering strategic guidance for litter prevention efforts across the entire Council.
- Aligning with regional and State initiatives to ensure coordinated and effective preventative action.

2.2 Structure of This Plan

This Plan has four sections:

1 WHERE WE HAVE BEEN

reviews Council's historical approach to litter, both through action and strategic guidance, and the outcomes achieved.

2 WHERE WE ARE NOW

outlines the current state of play of litter management and litter prevention in the City of Canada Bay and the New South Wales litter prevention policy context.

3 WHERE WE ARE HEADING

establishes the strategic direction for litter management and prevention in the future, underpinned by a clear vision and mission, and objectives and targets.

4 HOW WE WILL GET THERE

maps our priority initiatives, and the actions required to deliver them.

This Plan will benefit from leveraging regional and state strategic influences. It includes insights from the Own It and Act strategic review and emphasises targeting litter priorities by adopting the Australian Litter Measure (ALM) monitoring framework.

WHERE WE HAVE BEEN



SECTION 01

3 OUR LITTER MANAGEMENT AND PREVENTION JOURNEY

The City of Canada Bay has a proven track record in litter prevention project development and delivery. In 2016, the City of Canada Bay developed a comprehensive strategy, *Putting Litter in its Place*, targeting a 50% litter reduction in hotspot locations by 2021. This strategy was a cross-departmental approach to reduce litter, with **89 actions focusing on education, evaluation, infrastructure, partnerships, and management**. It materialised into successful, innovative projects with broad support across various teams.

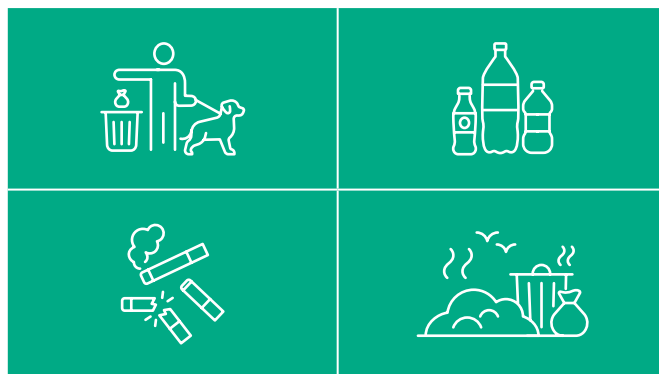
The Strategy aimed to:

- Raise the profile of litter.
- Shift the focus to “prevention” rather than “cleanup”.
- Ensure litter initiatives were locally relevant but support regional and state initiatives.
- Increase community pride.
- Increase litter enforcement.
- Ensure effective evaluation and measurement was implemented.

The top littered items (2017) across all audited sites at the commencement of the Strategy were¹:

- Cigarette butts (34%).
- Gum (24%).
- Plastic (hard) (7%).

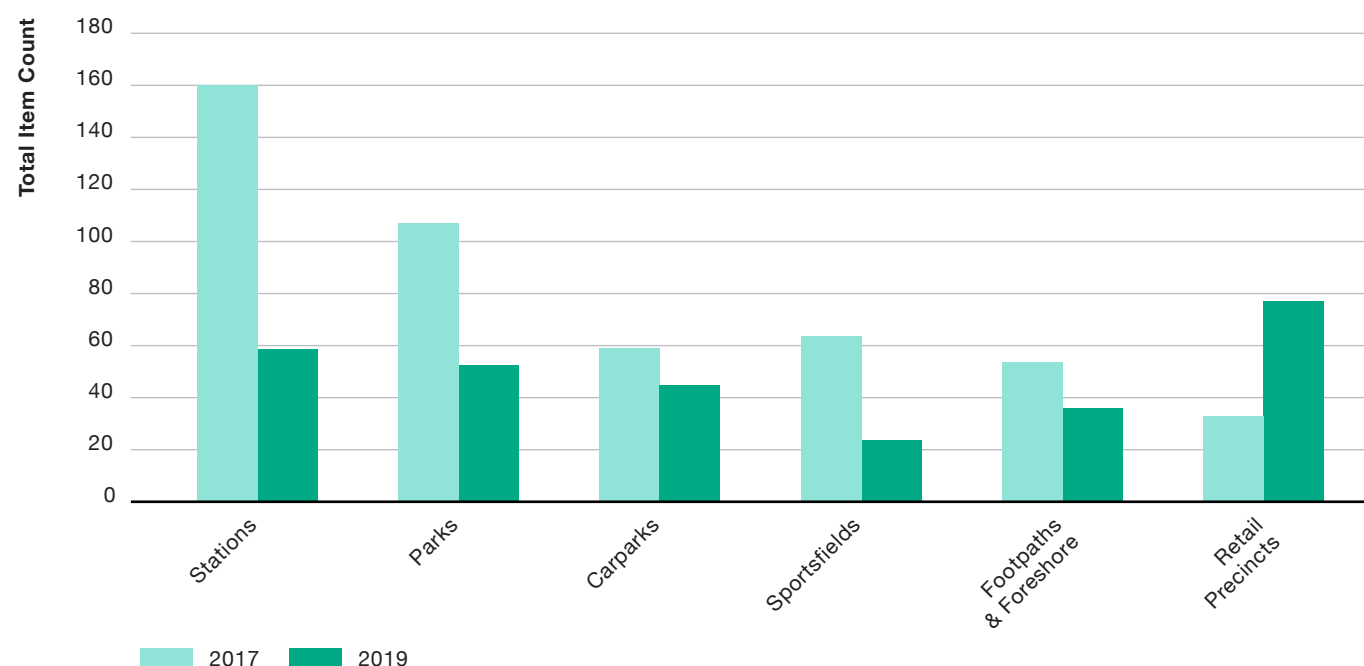
Of particular emphasis were activities and initiatives aimed towards the reduction of beverage containers, cigarette butts, dog litter and the impacts of ibis on spreading waste from overflowing or open-top bins. Actions also highlighted the importance of addressing litter along the foreshore.



At that time, Parks, Stations and Carparks were the top three litter hotspots in the City.

Comparison of data from litter audits conducted in 2017¹ (baseline) and 2019² shows a total litter item reduction at Stations, Parks and Sportsfields by over 50%, due to the litter intervention projects completed. By contrast, litter in Carparks and Footpaths & Foreshores reduced slightly, and litter in Retail Precincts increased significantly.

Graph 1:
Total Litter Count Change Over Time by Location (2017 Vs 2019)



¹ Canada Bay Litter Audit 2017

² Canada Bay Litter Audit 2019

4 TRACK RECORD IN LITTER PREVENTION

Since 2016, Council has designed and delivered more than 80 litter prevention projects. A sample of these projects are provided below in Table 1.

Table 1. Track Record

Project Title	Description
BagLess in the Bay	In response to community concerns about plastic bags washing into the Parramatta River, Council implemented a plastic bag reduction initiative.
Litter Education in Schools	Education programs have been delivered in schools with KAB NSW and Take 3.
Hot Coal Projects	City of Canada Bay was among the first Councils to successfully implement hot coal disposal projects in Cabarita Park.
Stop Litter in the Bay	A community engagement project was conducted at the Bay Run and Cabarita Park to reduce litter entering the Bay.
Clean Up Australia Day	The City of Canada Bay community is passionate about keeping their City clean and enthusiastically participates in Clean Up Australia Day each year.
Bin Your Butts	Award winning butt recycling project involving improved infrastructure, education, community engagement, and enforcement.
Cigarette Butt Litter Check Tool pilot	In conjunction with the NSW EPA, Council trialled an innovative approach based on behavioural change methodologies to reduce butt litter.
Love your Place	The Love Your Place (LYP) program has been a long-standing City of Canada Bay initiative aimed at increasing participation of community volunteers in litter prevention and management across the City.
Back of Business	Council officers engaged with small to medium businesses in shopping strips to encourage appropriate rubbish management to prevent local littering. A total of 45 businesses in Five Dock and Drummoyne were engaged and provided with information packs, gloves, bin stickers and posters. Business owners reported that they were happy to assist with the “war on waste”.
Review of butt bin locations	Council undertook an audit of butt bin locations, repositioning some to identified hotspot areas and creating cigarette butt reduction trails at Rhodes Station and Pocket Park, Strathfield.

4. Track Record In Litter Prevention

Table 1. Track Record (Contd.)

Project Title	Description
The Picnic Pledge	Via a grant from the NSW EPA, Council established the Picnic Project to reduce litter in Cabarita and McIlwaine Parks. As part of the project, 44 new bins were installed. Council officers were also deployed over the summer to educate parkgoers, encouraging them via the picnic pledge to commit to binning their rubbish at the end of their park visit.
Choose to Reuse: HomeCycle	In 2023, Council introduced an at home collection service for single-use plastic products including soft plastics and blister packs, used coffee pods and printer cartridges.
Bag It, Bin It	The Bag It Bin It campaign was launched in early 2018 to encourage dog owners to responsibly dispose of dog litter. This program successfully reduced dog litter in three parks in Rhodes. Additionally, dog waste infrastructure was improved through the installation of 12 standalone dispensers and 22 bins with built-in dispensers.
Spring Clean	This annual community clean up event is run in spring in conjunction with Riverfest.
Bayside Bushcare-Bushcare Volunteer Program	Volunteer program that enables community members to “participate in the restoration, enhancement and maintenance of natural areas within the CCB.” There are four main bushcare groups who collect litter.



5 KEY LEARNINGS

Completion of *Putting Litter in its Place* Strategy allowed for reflection on lessons learned.

5.1 Love Your Place

The Love Your Place Program is designed to encourage community groups, businesses and citizens to voluntarily engage in activities to manage and prevent litter. Since its inception the Program has been responsible for the collection of litter from parks and waterways. **Its membership has continued to grow** and currently is 19 resident groups strong.

Key success factor: empowering and supporting our community has enabled them to act. This Program has stood the test of time.

5.2 Clean Up Australia Day

Clean Up Australia Day occurs in March each year and is well attended by City of Canada Bay volunteers. By way of example, the event in 2023 featured 740 participants, 31 sites and collected a total of 4,004kg of litter.

Key success factor: communicating and coordinating volunteer opportunities increases participation. This event continues to have community support.

5.3 Back of Business

Council has made concerted efforts to address problematic bin management for businesses through broad actions however in continued issues were identified. This was represented by:

- Use of public place bins for business rubbish disposal.
- Overfilling of allocated bins, and use of other business' bins as a result.
- Insufficient bin capacity per business.
- Lack of storage space for businesses to keep bins off the street.
- Inability to lock bins due to servicing requirements.
- Bins without lids or overfilled bins resulting in unintended littering, usually via birds or wind.

Key success factor: engagement with businesses to highlight issues and identify solutions, coupled with enforcement and strong messaging (via vehicle and bin stickers) went some way to alleviating the problem.

5.4 Council Funds

Between 2017-2021 many project-based interventions were trialled and yielded exceptional results however without sustained funding, it has proven challenging to maintain momentum.

Key success factor: While approaches to litter prevention have thus far been grant-funding oriented, the importance of integrating litter prevention into Business as Usual (BAU) approaches at Council is recognised.

5.5 Use of Technology

In 2016 Council trialled eight Big Belly Solar Compactors with limited success. They were expensive to purchase and service and had significantly higher break-down rates than anticipated. The initial investment combined with servicing and breakdown costs did not realise sufficient efficiency gains, consequently they were removed from all locations.

Council installed 96 bin sensors across the suburbs of Rhodes, Concord West and Cabarita Park with varying success.

The key lessons from the sensor trial include:

- A designated staff member needs to be responsible for ensuring the system is working and to review the data to determine operational efficiencies.
- Sensors required cleaning every 3 months to ensure accuracy.
- There are real efficiency opportunities to be explored and these need to be considered in line with other operational requirements such as back up trucks and staffing resources.
- The system has the potential to reduce littering and provide a cleaner local area.
- Ongoing training and engagement with the on-ground cleansing team is needed to ensure route instructions are followed, problem-solving is undertaken where required and that only the bins at 80% capacity are collected on the day. Although this did happen initially, in the latter half of the trial it was not as rigorous which reduced collection efficiencies.
- The LoRaWAN network coverage is not sufficient to support a Citywide rollout, and any further rollout should use NB-IOT sensors.
- Ongoing training and engagement with all staff on-ground and in the office prior to any large-scale rollout will be essential.

5.6 Broader Lessons

- A tidy, well-managed area engenders pride, establishes the level of acceptable cleanliness, and reduces the potential for litter. Simply, clean equals clean.
- Over-full bins create unintentional litter which is spread to surrounding areas by wind, water or animals.
- When bins are full, people tend to put litter on the edges or next to bins rather than taking the litter with them or finding another bin.
- While education has a place in behaviour change, a combined approach including direct intervention and enforcement achieves the best results.
- Hotspot focused projects or trials that have demonstrated success have created the opportunity for implementation across the City.
- Education and behaviour change campaigns will always be needed. This reflects the ebb and flow of new people visiting the City as well as new residents moving here for varying lengths of time.
- There is a greater chance of sustained litter prevention with cross-departmental action.

WHERE WE ARE NOW

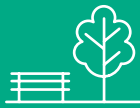
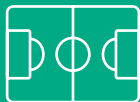


SECTION 02

6 ABOUT OUR CITY

Situated 6 km west of the Sydney central business district, the City of Canada Bay Local Government Area (LGA) covers 20 km².

Our foreshores and parks offer residents and visitors a wide range of recreational opportunities. Our community values the clean and green environment. We have:

	17 suburbs		150 parks
	36km of Parramatta River foreshore		45 playgrounds
	348 Ha of open space		20 off leash dog areas
	18.1% tree canopy cover		104 sportsfields and courts
	More than 300 open green recreation spaces		2 golf courses
	142 recreation spaces		2 swimming centres

7 ABOUT OUR COMMUNITY



The City of Canada Bay has an estimated population of 94,847 and is projected to grow to 126,691 by 2041.

- Significant construction of high-density apartments is occurring in the Rhodes area, resulting in a projected population increase of 22,694 (2036) in this locality alone.
- 52.2% of the population lives in apartments. This can create a much greater potential for unintended littering (e.g. junk mail and overflowing bins).
- 44% of our population was born overseas.
- Languages other than English are spoken in 43.8% of households.
- 37.8% of our residents rent.
- 70.8% are family households.
- 71.1% of people working in the area live outside of the City of Canada Bay.

8 OUR CHANGING LANDSCAPE

City of Canada Bay is a highly urbanised landscape with residential, commercial, and industrial areas dissected by road and rail infrastructure.

Our local government area lies within the Parramatta River Catchment. Waterways within these catchments drain to the Parramatta River to the north and north-east.

There are small but important areas of native vegetation remaining in the City. The main habitats in the LGA stretch along the Parramatta River foreshore, and throughout the LGA's parks, golf courses, schools and street and garden trees³.

Many of our parks, open spaces and reserves are zoned Public Recreation or Environmental Conservation and include areas of key habitat. The majority of critical habitat occurs within these zones. Figure 1 below provides an aerial view of the City, emphasising the presence of critical habitats and green corridors across the locality, and demonstrating the connection with the Parramatta River. Council has a role to play in preventing litter that threatens biodiversity including "plastic debris clogging waterways and deposited in Sydney Harbour entangling or poisoning wildlife as it breaks down", and "fishing line and stainless steel or alloy hooks discarded from boats, beaches, jetties or anywhere else that kill or injure marine life."⁴

Other current and planned changes for consideration include:

- The Rhodes Place Strategy is a plan for developing the Rhodes precinct over the next 20 years, with most of the development slated for Rhodes East. High-density development will result in an additional 4,200 homes. Higher density living will generate an increased use of recreational spaces with flow-on litter pressure.
- The Greater Sydney Harbour Strategy supports upstream actions to keep City of Canada Bay's 36km of foreshore clean.

- Our City is connected to the Greater Sydney region by train, bus, road, and ferry. The Sydney Metro West project is a 24-kilometre underground railway that will connect Greater Parramatta and the Sydney CBD and includes three stations in the City of Canada Bay at North Strathfield, Concord Oval, and Five Dock.⁵ In the past, transport stations and roadsides have proven to be litter hotspots.
- Parramatta Road Urban Amenity Improvement Program (PRUAIP) will improve open space and active transport links along the Parramatta Road corridor. Works fall into three categories: streetscape upgrades, the creation of new and improved open spaces, and new walking and cycleways. With strategic consideration, litter prevention can be included at the design phase.
- The Transport Oriented Development (TOD) program will deliver state-led rezonings and a new SEPP will increase the capacity for more mid-rise housing and mixed-use development within 400 metres of identified transport hubs and town centres. Higher density living will create flow-on litter pressure.
- With over 15,000 registered pet dogs in the City of Canada Bay, appropriate management of dog litter in public areas is important. With an increasing population living in apartments, more dog owners will require increased access to off-leash areas and recreational parks. Council takes an active approach encouraging pet owners to carry compostable bags for the responsible collection and disposal of dog litter⁶.
- Our City supports vast natural open space. The Community Strategic Plan includes a target to increase the tree canopy to 25% by 2040. Leaf 'litter' is not strictly litter but has a flow-on impact to the look and feel of a location (clean=clean).

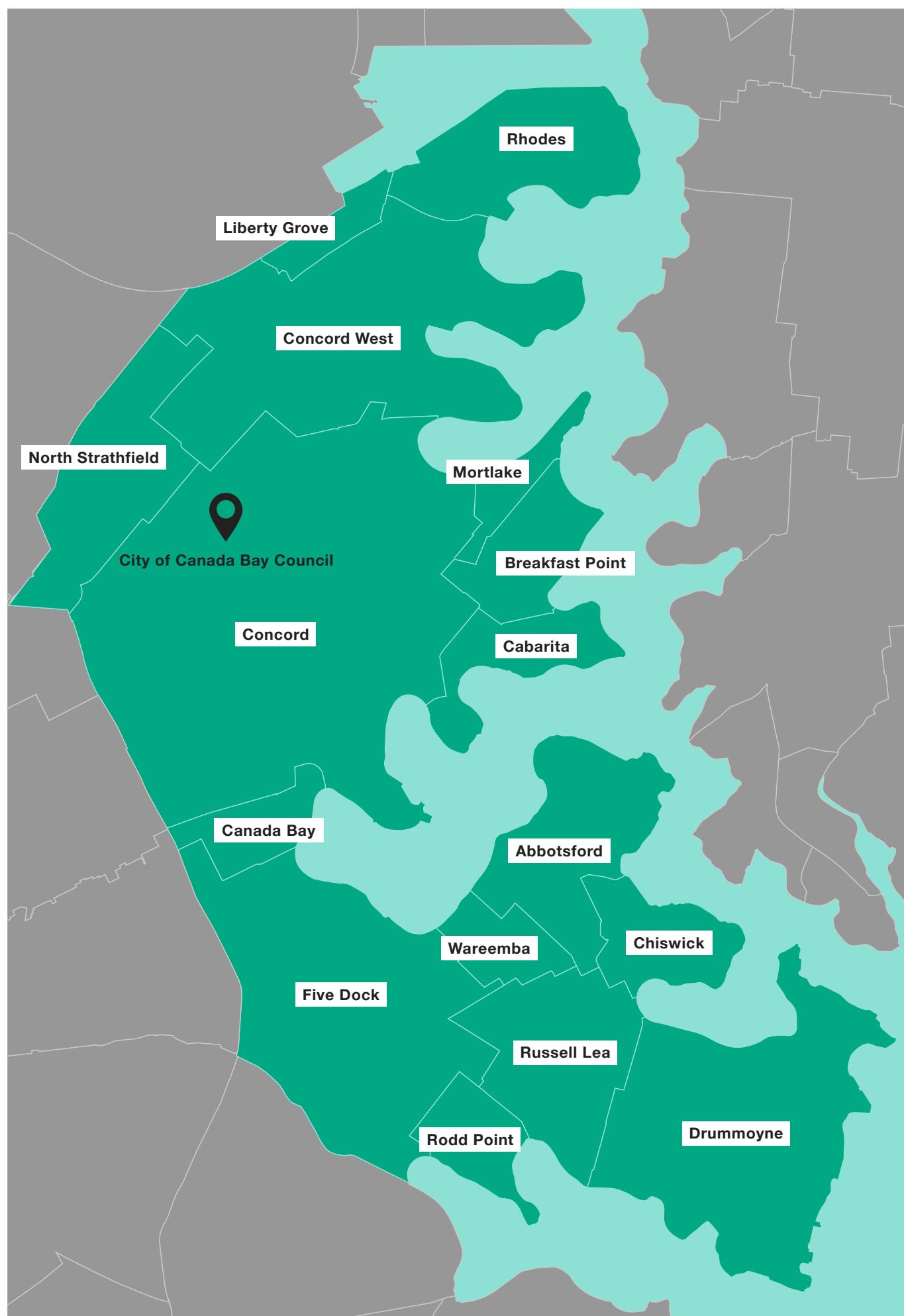
³ Canada Bay Biodiversity Framework and Action Plan

⁴ Canada Bay Biodiversity Framework and Action Plan

⁵ Our Future, Community Strategic plan, 2022

⁶ City of Canada Bay Website – Dogs - 7 July 2024

Figure 1. Aerial view of Canada Bay



9 OUR POLICY AND STRATEGIC CONTEXT

The objectives and strategic directions in this Plan will inform Council's four-year Delivery Program and annual Operational Plan.

This Plan aligns with State and Council policies, strategies and legislation as outlined below (table 2, 3 and 4) and will make significant contributions towards the objectives and targets within the NSW Litter Prevention Strategy 2022 – 2030.

9.1 Local Context

Table 2. Local Policy Context

Key Policy/Plan	Summary of Relevant Detail	Key target/actions/notes for council
Community Strategic Plan – Our Future 2036	Heavily emphasises protecting and preserving the City's natural environment and unique foreshore access. Implementation of strong litter prevention actions is imperative to meet this expectation	Direction 2: Sustainable and Thriving Environment While the only explicit mention of litter prevention in the CSP relates to the community action of reducing litter by placing litter in the bin or taking it home when full, preventing litter contributes to all indicators
Council's Delivery Plan 2022-2026	Emphasises litter prevention through Council's environmental sustainability initiatives	Goal 2.3 Action 2.3.2.1 Deliver a new litter prevention plan
City of Canada Bay Resource Recovery and Waste Strategy	Council's Resource Recovery and Waste Strategy steps out Council's approach to waste management across the City specifically addressing litter prevention	Goal 4 – Reduce Litter and Illegal Dumping (see Appendix 1)
Community Event Strategy and Policy	Outlines the sustainability imperative for Council events	Covers waste avoidance and litter management/ prevention actions, eradicating single-use plastic and polystyrene materials
Place Management Strategies	Highlights specific actions to be taken to manage litter in identified areas	Joint actions implemented by Council and community to reduce litter

9.2 Regional Context

Table 3. Regional Policy Context

Key Policy/Plan	Summary of Relevant Detail	Key target/actions/notes for council
Greater Sydney Harbour Regional Litter Prevention Strategy 2021 - 2030	Prepared by Parramatta River Catchment Group, this strategy sets out Objectives, Strategies and Actions for achieving catchment-based litter prevention outcomes	Strategies 1, 2, 3 and 4 (See appendix 2)

9.3 State Context

Table 4. State Policy Context

Key Policy/Plan	Summary of Relevant Detail	Key target/actions/notes for council
NSW Waste & Sustainable Materials Strategy 2041	Foundational strategy for litter prevention across New South Wales	• Phasing out single-use plastics by 2025 • Providing incentives for manufacturers to redesign products • State-based litter reduction targets
NSW Litter Prevention Strategy 2022-2030	Provides a clear and proactive framework for integrating litter prevention into local initiatives	• Achieve a 30% reduction in plastic litter items by 2025 • Achieve a 60% reduction in all litter items by 2030 • Achieve a 50% reduction in cigarette butt littering behaviour by 2030
NSW EPA Own It and Act Strategic Framework	Assists Councils to identify organisational barriers, motivators and goals	Council has identified baseline positions across 4 key areas of Leadership, Commitment, Permission and Process, against which Council will monitor its progress over time

10 UNDERSTANDING LITTER

Through comprehensive stakeholder engagement backed by extensive data collection and collation, the litter problem in the City of Canada Bay is outlined in the following sections.

10.1 Cost of Litter

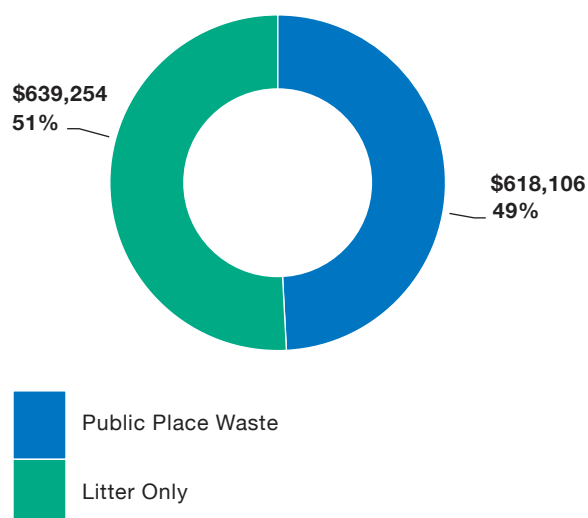
The NSW EPA established that litter management has a net annual cost to the NSW economy of more than \$162.6m⁷. It is considered that these results are conservative. Of the data extrapolated, local government agencies bear the largest cost of litter management, at approximately \$135.3m or 83% of the total litter management costs estimated for the State. Community organisations are the second largest contributor, with an estimated cost of \$17.8m or 11% of total litter management costs.

City of Canada Bay Council completed a Cost of Litter analysis for the financial year 2022/2023 to establish a litter cost benchmark.

Litter is incorrectly disposed litter that does not make its way into a bin. **Public place waste** is waste that is correctly disposed in public place bins.

Graph 2:

Total Annual Costs by Litter Stream
(Litter Only vs Public Place Waste \$/pa and %)

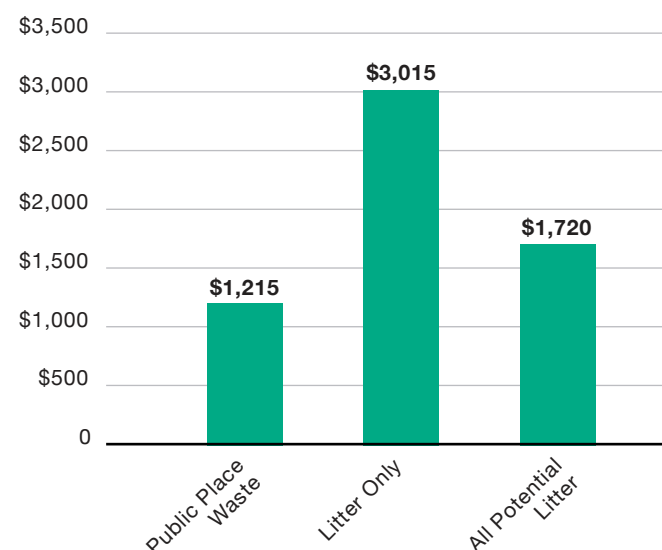


Key findings⁸ include:

- The total cost of litter management for the City of Canada Bay during 2022/2023 was \$1,257,360. Of this annual cost, 49% (\$618,106) can be attributed to incorrectly disposed litter. See graph 2 below.
- A total of 741 tonnes of waste (correctly and incorrectly disposed) was collected in the City.
- 526 tonnes of this waste was collected from public place bins and the balance, 205 tonnes was incorrectly disposed waste (litter). That is, 28% of the waste collected in that year was NOT placed into a public place bin.
- The cost of management per tonne of waste collected for correctly disposed litter was \$1,215. However, the cost of incorrectly disposed waste (litter) was \$3,015/tonne. That is, it costs Council 150% more to manage incorrectly disposed litter. For incorrectly disposed litter the highest cost is for clean up and collection (61%). See graphs 3 and 4 below.
- Council's greatest litter cost (35%) was cleaning and collection of correctly disposed litter followed by cleaning and collection of incorrectly disposed litter (30%). See graph 4 below.
- Education and engagement costs were 4% of the total spend.
- Litter cost breakdown by team showed the cleansing team has the highest costs (66%), followed by Parks and Recreation team (19%), and Strategic Assets (6%).

Graph 3:

Litter Stream Unit Costs
(Cost of management per tonne collected, \$/tonne)

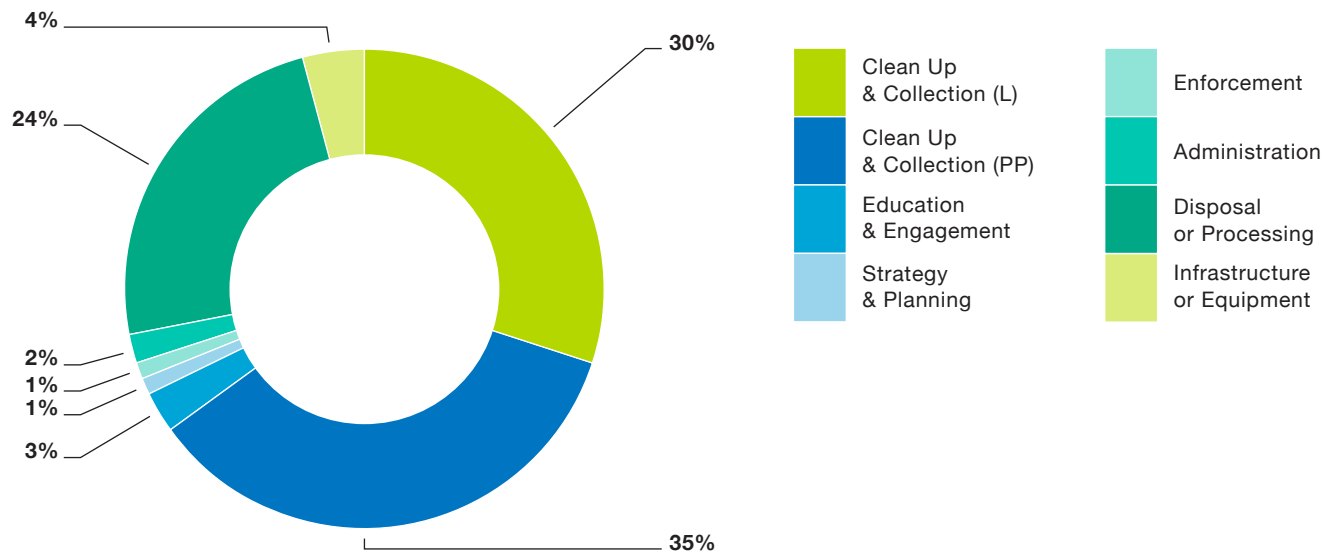


⁷ Litter Costs to the NSW Economy – A Preliminary report

⁸ Active Costs of Litter Assessment, 2022-23

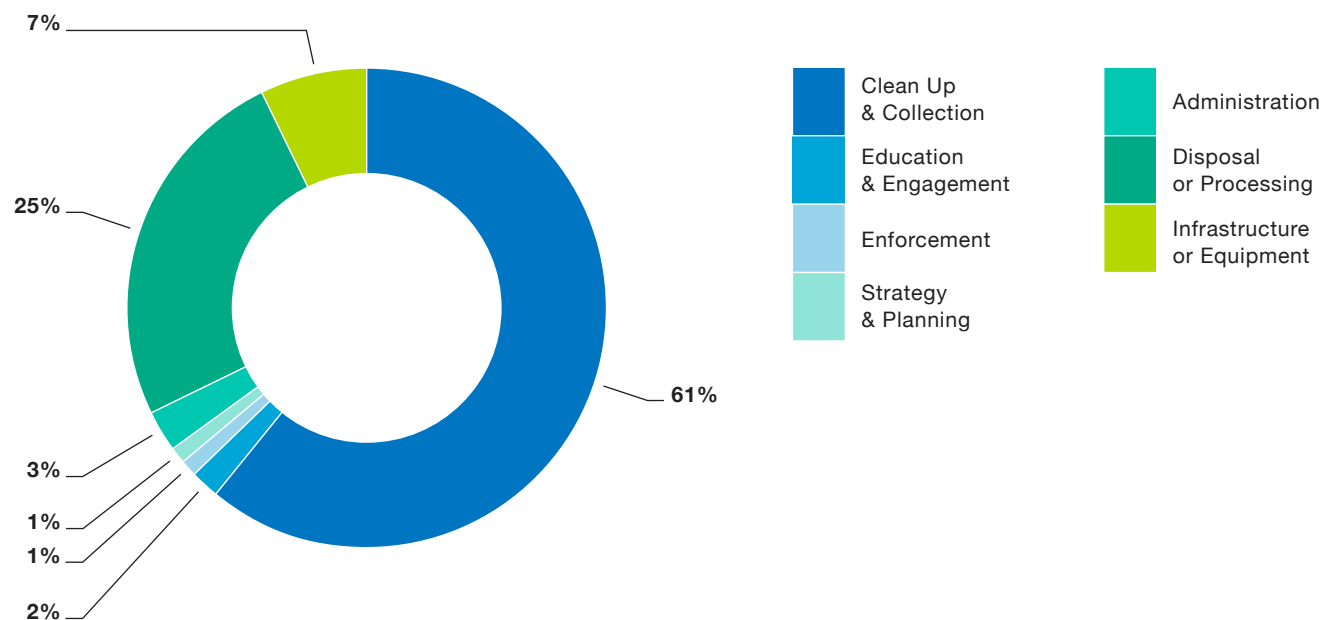
Graph 4:

Litter Costs Breakdown by Activity (All Potential Litter, % of \$/pa)



Graph 5:

Litter Costs Breakdown by Activity (Litter only, % of \$/pa)



10.2 Community Perspectives

The community of the City of Canada Bay feels strongly about preventing litter in their area.

Council's litter survey⁹ revealed:

- Over 85% indicated that litter in the City is a problem.
- 73% report that they never litter.
- Over 95% pick up a piece of litter when they see it and put it in the bin.
- 72% of respondents believe Council is either doing too little to prevent litter or they aren't aware of Council's litter prevention actions.
- Over 79% of respondents are unaware of communications from Council around litter prevention.
- Of all Council litter prevention programs, respondents were most familiar with the *Bag It, Bin It* dog waste campaign (56.5%) and *Choose to Reuse* Single-Use Plastic Reduction (37.85%).
- 61% were either unaware or not sure of fines for littering.
- Nearly 70% were either somewhat or very likely to report someone littering from a vehicle.

A more recent community survey¹⁰ revealed:

- 78% want Council to increase community engagement at littered locations.
- 61% would like Council to increase the number of bins.
- 52% want Council to increase cleaning.

There is also a self-determined approach. The community is committing to the philosophy that litter is everyone's responsibility¹¹.

- 52% believe that litterers hold key responsibility for their behaviour.
- 30% said business hold the key responsibility.
- 9% said it was community responsibility.
- 4% said it was Council responsibility.

There is a self-reported rate of collecting litter and a high rate of volunteerism in initiatives, including Love Your Place, where community members regularly clean-up sites.

- 48% of survey respondents are members of an organisation that regularly picks up litter in the City¹².
- 52% had participated in clean-up Australia events¹³.

10.2.1 Key themes from Community engagement

The key themes outlined below reflect the perspectives of most individuals engaged in the development of this Plan¹⁴, and are based on qualitative data.

Theme 1: The foreshore is important

- Concern about the impact of overfilled bins in depositing litter to waterways via stormwater.
- Dog walkers using the foreshore pathways is resulting in dog poo being left behind (fresh or collected in a bag).
- Due to the natural beauty of the foreshore, many people are 'destination eating' in parked cars, while watching the water. When they depart, they drop litter from their car in the gutter.
- Warm weather and social events result in peak visitation to the foreshore and can generate overflowing bins, particularly towards the end of the day and on weekends.
- Litter is being washed down the river and is caught in the mangroves and/or washes onto the foreshore to the high tide mark.

Theme 2: Construction generates litter

- The rate of population growth is tied to an increase in construction of housing. There is community concern about the volume of litter at these sites (both thrown and blown).

Theme 3: Events generate litter

- Events bring people together. However, event related litter is a concern to the community. The need for better management of bins before and during events was a central theme.
- Non-profit organisation who run events with costs associated with litter removal need support to be effective.
- Notwithstanding that council has banned single-use plastic from events, organisers need support to learn how ensure vendors comply.
- Businesses need find ways to reduce packaging.

9 City of Canada Bay – Litter Survey Results Summary, 2024 (n=184)

10 CCB Litter Prevention Community Engagement Survey, 2024

11 CCB Litter Prevention Community Engagement Survey, 2024

12 CCB Litter Prevention Community Engagement Survey, 2024

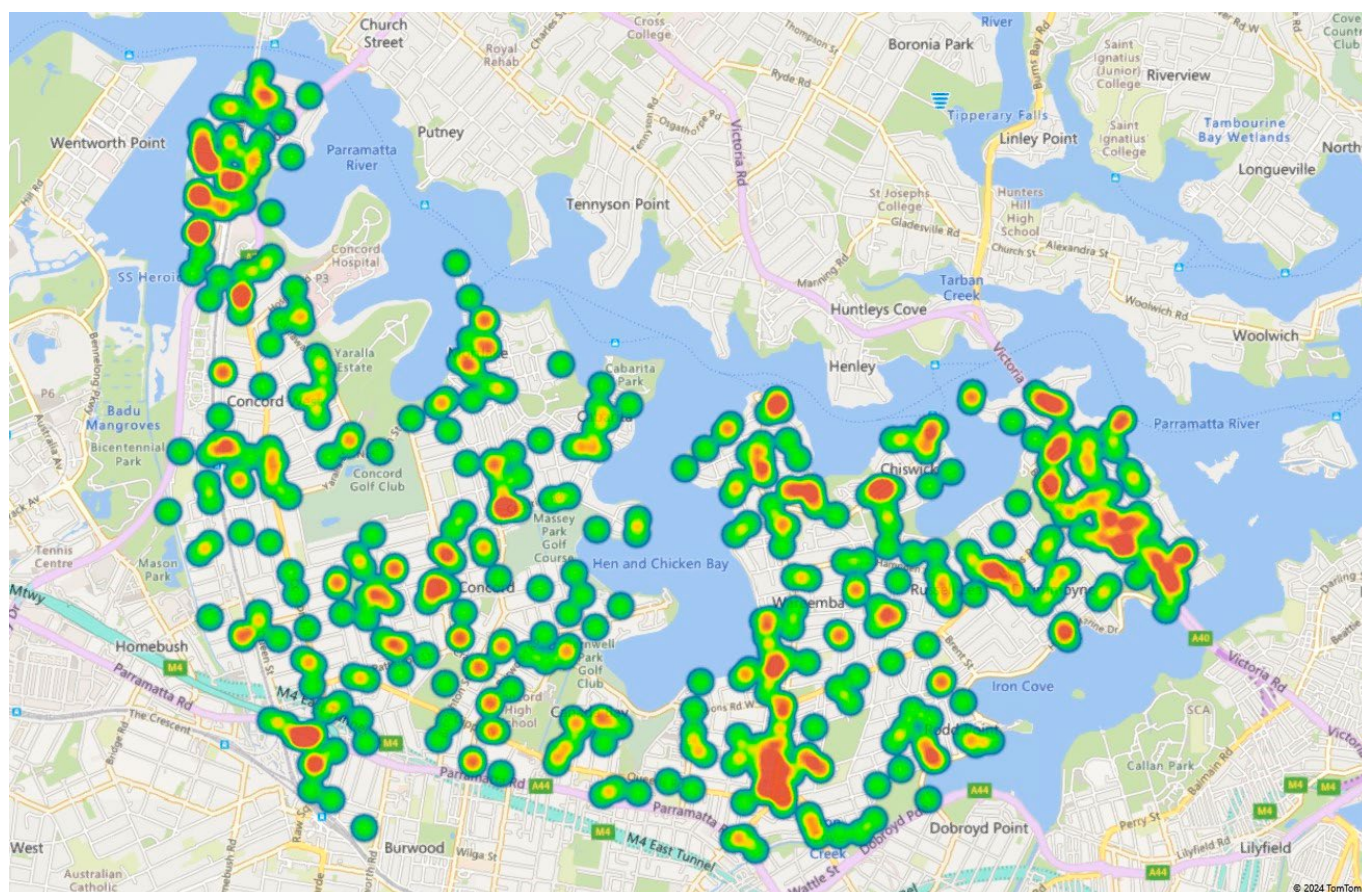
13 CCB Litter Prevention Community Engagement Survey, 2024

14 Groups engaged include LYP volunteers, Bushcare volunteers and members of the Multicultural Community Association, Environmental Sustainability Committee, Rhodes Community Committee.

Theme 4: Enforcement has a place

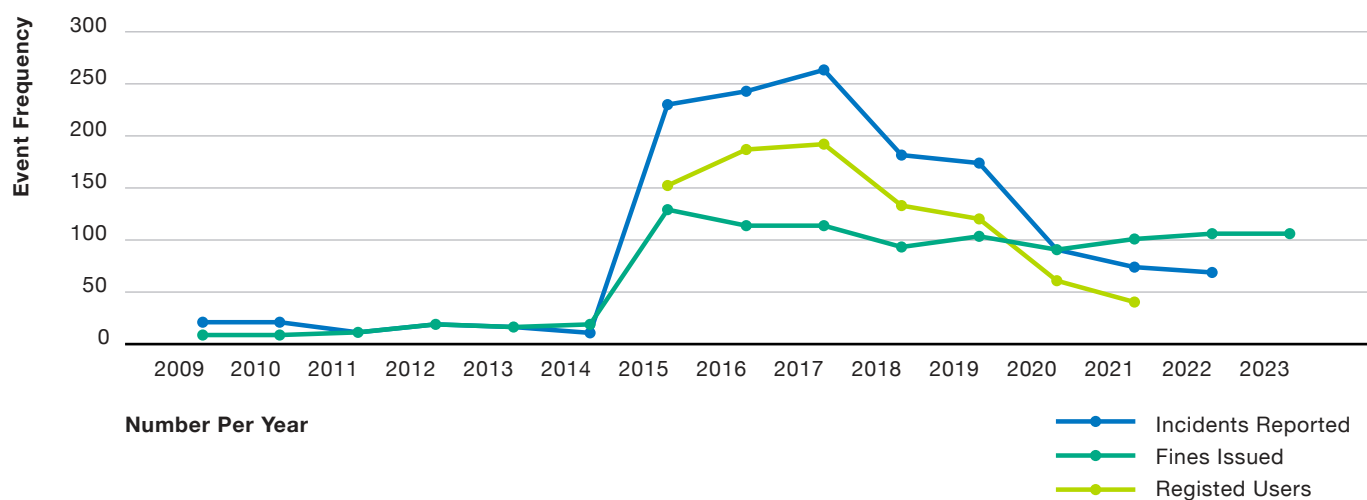
- Community sentiment appears to support reporting littering and litterers. 65% of respondents said they were either very likely or likely to report someone for littering from a vehicle.¹⁵
 - 65% of community who completed the Litter Prevention Community Engagement Survey, 2024, believe people litter because they don't think they will get caught.
 - In 2023, two littering infringement notices were issued by CCB staff.
 - During 2022/23, a total of 224 community litter complaints were lodged with Council⁷. Of these, 113 (50%) related to litter in a public area, 86 (38%) to litter from park bins not being emptied, and 25 (12%) to park-related litter issues. Figure 2 provides an indication of littering hotspots by location across the City of Canada Bay derived from community complaints.
- Council's previous participation in *Report Littering from Vehicle* campaigns resulted in residents registering and reporting litterers. At its peak in 2015, 130 residents registered to report using the app. Littering reported peaked two years later in 2017, with almost 264 reports made to the EPA and 194 fines issued. Currently there are 1033 City of Canada Bay residents who are registered. See graphs 6 and 7 below.
 - Council's website continues to encourage community members to report littering from vehicles through utilisation of the NSW EPA Report to EPA website.
 - Some members of the CALD community stated they were unaware that littering was illegal and that they could be fined.

Figure 2: Heat map identifying litter complaints across the City of Canada Bay (2018 – 2023)



¹⁵ City of Canada Bay – Litter Survey Results Q 11, 2024 (n=184)

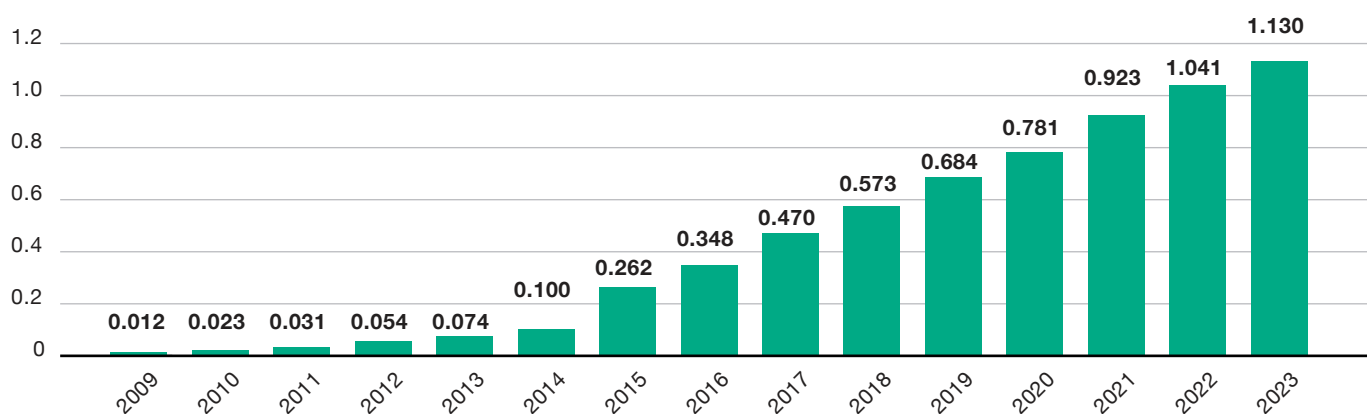
Graph 6:
City of Canada Bay litter reporting rates using the NSW EPA Report Litter App



Graph 6 and 7 notes

1. Graph 6 demonstrates the CCB resident interaction with Report Littering APP and the resultant fines issued in any one year.
2. The event frequency in graph 6 shows new registrations, new reports and new fines issued for each year. It is not an accumulative tally. Note that one registered user might report multiple incidents or none.
3. Graph 7 shows the percentage of CCB residents who are registered to use the APP.

Graph 7:
% of Total CCB Population Registered to Report Littering on the App



Theme 5: Bin infrastructure

- There was agreement that bin placement, messaging, signage, and servicing is important to ensuring the community do not litter.
- Overfull public place bins are a source of litter.

Theme 6: Community and volunteer pride

- Volunteer interest and effort should be coordinated (noting Love Your Place program does this).
- The provision of collateral including themed t-shirts and resources such as litter pickers was noted as a key volunteer recruitment driver.
- Community pride should be rewarded.
- Cultural considerations that may impact littering behaviours need culturally appropriate education¹⁶.

10.3 Council Perspectives

Council has historically taken a blended management and prevention approach to litter.

Operationally, responsibility for litter management and prevention is shared across eleven Council departments.

Table 5. Departments within Council Responsible for Litter

Department	Function
Sustainability & Waste	Strategic oversight of litter prevention and management of Clean Up events and collection and disposal contracts
Cleansing Servicesw	Manage street sweeping, public place cleaning, litter picking, and bin servicing
Law Enforcement	Issue litter fines
Parks & Recreation	Manage cleansing and maintenance of parks
Open Space	Manages bookings of public spaces in the City
Place Management	Administration and coordination of the Community Events
Communications	Assist in providing messaging support around litter prevention
Customer Service	Receives and lodges complaints and enquiries relating to litter
Strategic Asset Services and Innovation	Management of stormwater flows via the installation of GPTs
Strategic Planning	Consider litter prevention in planning processes
Environmental Health	Assists particularly with responsible waste management practices with businesses

¹⁶ City of Canada Bay Report – Littering Statistics 2009 – 2023, supplied NSW EPA LPU

Council currently attends to litter management and prevention through a variety of approaches:

- Cleaning crews attend to hotspots.
- Two street sweepers currently run 5 days/week.
- Two electric street sweepers will come online in 2024.
- Two waste compactors operate 7 days per week.
- A total of 25 gross pollutant traps capture litter before it reaches the Parramatta River.

The number of public bins in place in parks and streets:

- 529 permanent public place bins.
- 519 special event bins (waste and recycling/organics).
- 30 permanent butt bins.

10.3.1 Key Themes From Council Engagement

The key themes outlined below reflect the perspectives of most teams engaged, based on qualitative data.

Theme 1: More or less infrastructure

- In the main, it was unclear whether there is a need to increase the number of bins or improve utilisation of existing bins.
- As a result of the above, there was agreement that technology in bin monitoring is an important next step (supporting evidence-driven bin collection data).
- Differing opinions exist regarding the strategic benefit of butt bins and dog poo bag infrastructure – cost versus reward.
- A review of residential waste services would assist in determining solutions for overfull bins, monitoring of contractors, and upsizing where required. This would reduce unintentional littering.
- Whilst Council has GPTs, there is a pause on further roll-out. How to reduce litter entering the stormwater system needs ongoing investigation and Council's participation in the PRCG Stormwater Sub-committee will be essential in determining its position.

Theme 2: Community participation and responsibility

- Community is willing to participate in litter clean up through initiatives such as Clean Up Australia Day and Love Your Place.
- Our community, in the main, are committed to the correct disposal of litter.
- Particular attention must be paid to litter prevention messaging for transient and destination visitors and CALD community.
- Enforcement is currently underutilised and could be combined with harder line messaging.

Theme 3: Event leadership

- Litter prevention at events such as Ferragosto (attracting hundreds of thousands of visitors) is governed by the Community Events Policy. Improvements can be made including better use of bins (i.e. bin placement, messaging and servicing) and encouragement of the trial and ultimate adoption of reusable cutlery and crockery.

Theme 4: Preparing for litter spikes

- Population increases will increase use of green spaces and in turn, result in more litter without early intervention.
- The spike in construction is generating both intentional and unintentional litter from construction sites.
- An increase in more dense living through new developments (apartments) will come with changed community behaviours and expectations. Council is aware this will likely include an increase in littering behaviours.
- Based on past experiences, train stations are places on higher rates of littering. Additional train stations in the City of Canada Bay will likely increase litter without early intervention.

Theme 5: Foreshore parks are priority

- Foreshore and high-use parks are top priority locations.
- Reducing litter travelling via the stormwater system to Parramatta River is considered a priority.
- Reducing litter from overfull bins at foreshore parks is a priority.



10.4 State Data On Littering

NSW EPA have collated extensive data through stakeholder consultation, providing insight on the littering patterns and behaviours in NSW.

10.4.1 Understanding Cigarette Butt Littering¹⁷

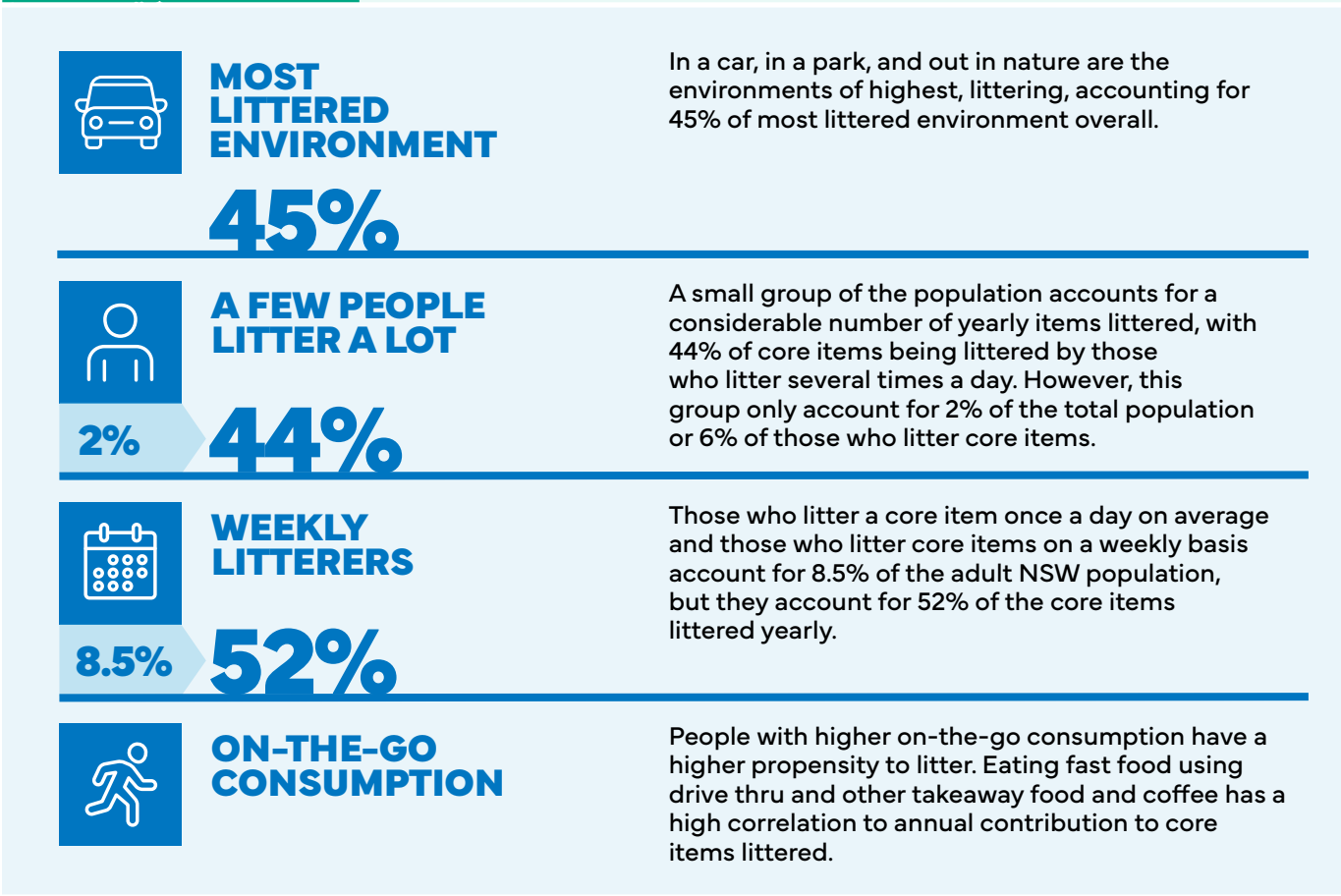
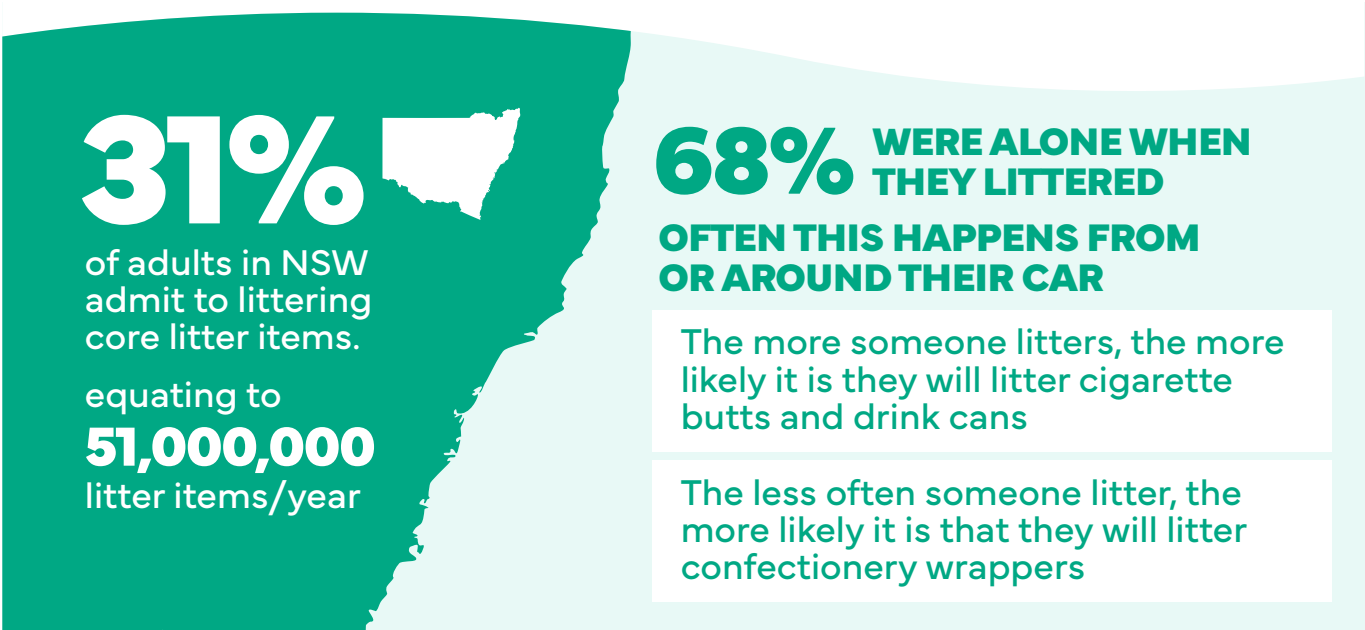
- Approximately 1.32 billion butts are littered in NSW each year¹⁸.
- Butts are made of plastic cellulose acetate, a pollutant releasing over 400 toxic chemicals into the environment and waterways.

- Accumulated butt litter attracts more littering, and the cleanup of butt litter is difficult and expensive.
- Nudging smokers to shift from littering butts to being engaged in litter prevention has environmental, social, and economic benefits.
- A clean area free of butt litter signals the social norm of pride in a place and an expectation of active involvement in keeping the area clean.

¹⁷ NSW EPA Audience Prioritisation Overview, July 2024

¹⁸ Guide to Prevent Cigarette Butt Littering, NSW EPA, 2021

10.4.2 Littering Patterns and Behaviours in NSW



- CORE LITTER ITEMS
- Cigarette butts
 - Drinks:
cans plastic &/or glass bottles
 - Drink cups
 - Coffee cups
 - Plastic bags

- Takeaway food containers/packaging
 - Lolly, chocolate and ice-cream wrappers
 - Lollipop stick and chip packets
 - Utensils
 - Straws

10.4.3 Why People Litter in the City of Canada Bay

Intentional Litter

Intentional littering is the **deliberate act** of discarding a piece of waste inappropriately.

In the City of Canada Bay, anecdotal evidence suggests that intentional litter is not prevalent, but it does happen.

Intentional littering behaviour can be influenced by the 'ick' factor. This results in:

- Pet owners not wanting to carry dog litter.
- Food waste discarded in gardens at parks.
- Half-full drinks left in the gutter so there are no spills in the car.

Destination eating involves purchasing food and driving to picturesque locations to consume the food. This can lead to one of two scenarios – litter is left in the carpark or left at the picnic table. Both demonstrate intentional littering.

Unintentional Litter

Unintentional litter by contrast occurs when waste is inadvertently discarded or escapes from containment, rather than as a deliberate act. This is represented in our local area through:

- Overfilling of public bins, particularly in parks and recreational areas.
- Lack of awareness about what litter is (e.g. smokers and cigarette butts).
- Litter blowing from uncovered vehicles or utes.
- Litter being blown from construction sites.
- Public events may contribute to unintentional littering. This may result from bad planning, a lack of space for appropriate bins or large items of rubbish (i.e. pizza boxes) blocking the bin opening.

10.5 Understanding Litter in the City of Canada Bay

Comprehensive litter counts have been conducted in the City since 2017, providing solid data to determine priority litter items. Qualitative data from consultation has also been critical to identifying the most problematic litter in our City. Eight priority litter items have been identified.

10.5.1 Councillor Views

Survey responses indicated the following within the top five most littered items:

- Plastic beverage containers (100%).
- Metal beverage containers (100%).
- Paper/cardboard (100%).
- Confectionery wrappers (67%).
- Plastic (33%).

10.5.2 Council Staff Views

Consultation with internal teams revealed the following litter items were identified across multiple workshops:

- Cigarette related litter (5/8 sessions).
- Takeaway food packaging (5/8 sessions).
- Construction related items (3/8 sessions).
- Coffee cups (3/8 sessions).
- Dog poo (3/8 sessions).
- Fishing related items (3/8 sessions).
- Hot coals (2/8 sessions).
- Sports related items (2/8 sessions).



10.5.3 Community Views

Survey responses¹⁹ indicated the following within the top five most littered items:

- Takeaway food containers (96%).
- Plastic beverage containers (83%).
- Plastic (74%).
- Confectionery wrappers (70%).
- Smoking related items (52%).

Participants at community workshops also identified:

- Dog poo
- Coffee cups, lids
- Construction waste
- Fishing debris
- Polystyrene

as key littered items in the City.

10.5.4 What the Data Says

Over multiple years, litter has been counted and categorised in the City of Canada Bay using varying methodologies. Table 6 below provides a summary of the key litter items in the City at intervals – 2017, 2022, and 2024.

Despite past litter prevention efforts, cigarette butts are consistently the highest littered item.

By composition, it shows most of the litter is made of plastic (hard and soft) and card/paper. The percentage of plastic litter has increased significantly over time.

Consistent with statewide data, litter fragments (across varying sizes) are now the second highest division of litter by density in our City.

The most recent count (2024) shows food/takeaway and confectionery wrappers are emerging as a key littered item.

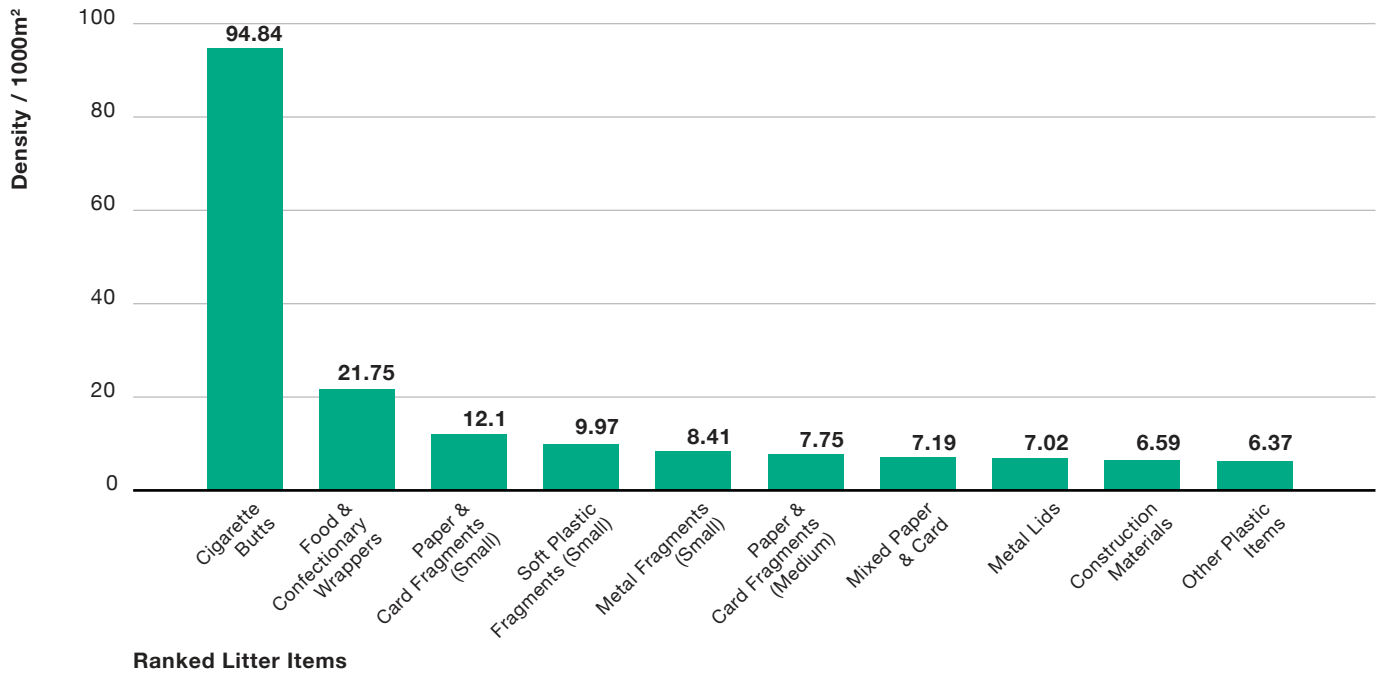
Graphs 8 through to 12 below provide a summary of the ALM data counted in July 2024.

Table 6. Summary of most litter items over time

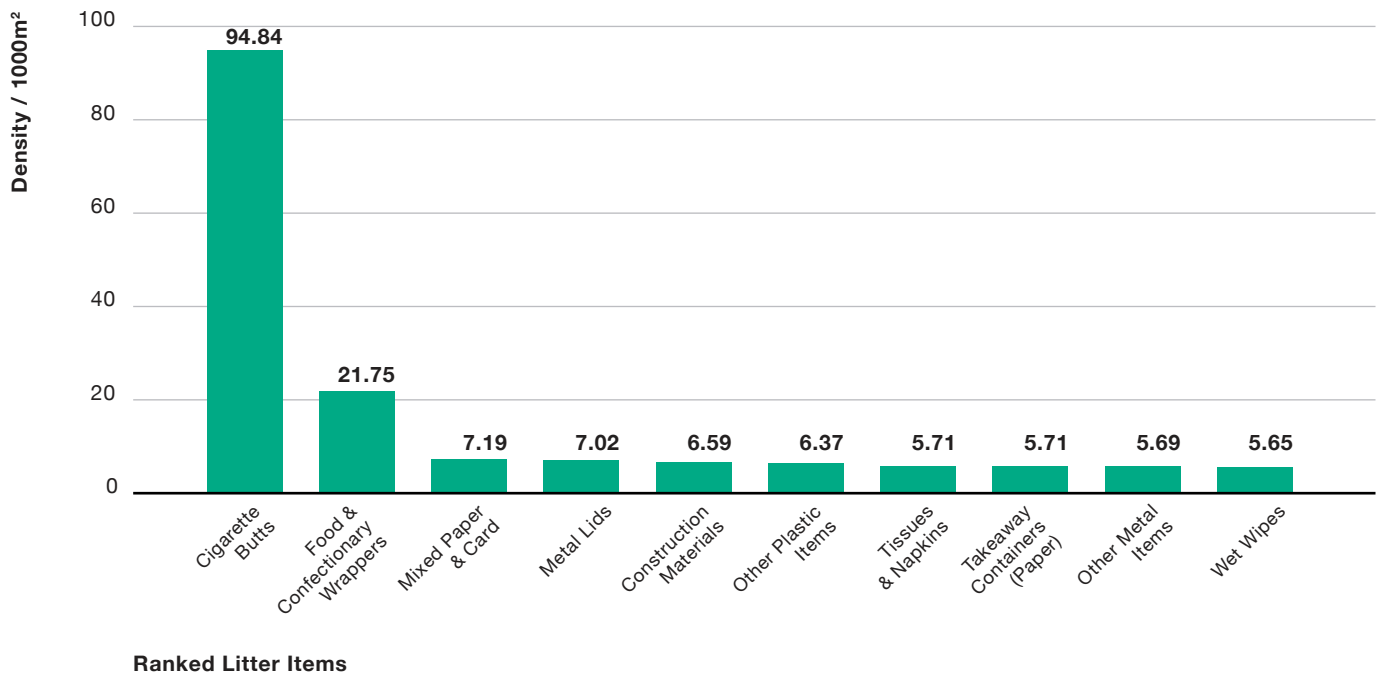
2017 (LLC)	2024 (ALM)
• Cigarette butts (34%) • Gum (24%) • Hard plastic (7%) • Soft plastic (6%)	By individual item: • Cigarette butts (31.8%) • Food and confectionery wrappers (7.3 %) • Paper and card fragments (4%) • Soft plastic fragments (3.3%) By composition: • 60% of all litter counted was made of plastic • 19% was made of paper By division or category: • Smoking, vaping and packaging (33%) • Fragments (21%) • Takeaway (11%) • Misc paper (8%) • Snacks and confectionery (8%)
2022 (NLI)	
• Cigarette butts (49%) • Paper/cardboard (25%) • Plastic (21%) • Metal (4%)	

¹⁹ CCB Litter Prevention Community Engagement Survey, 2024

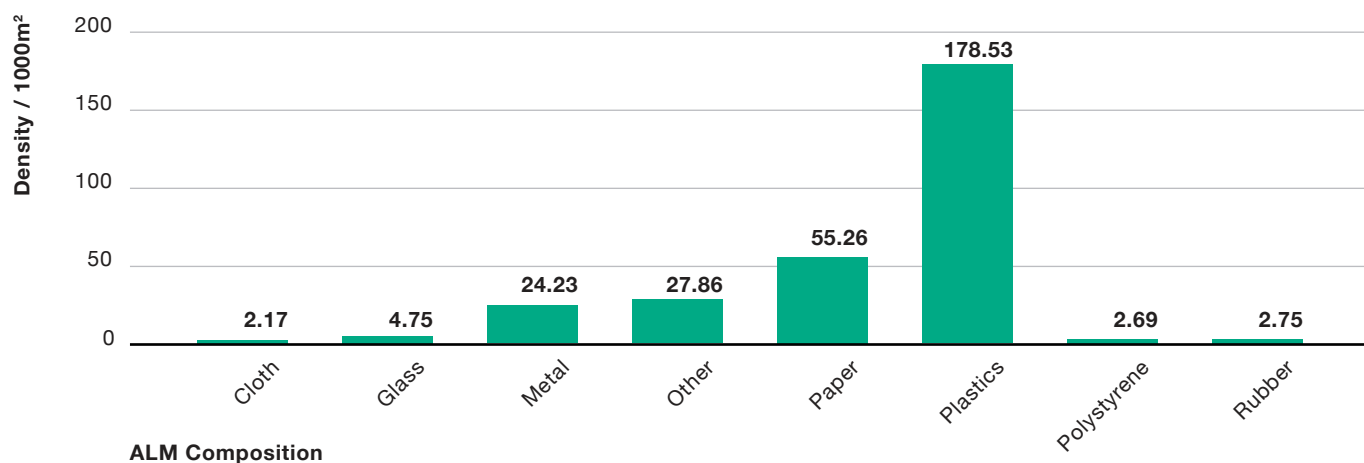
Graph 8:
CCB Top 10 Items (Ranked by density / 1000m²)



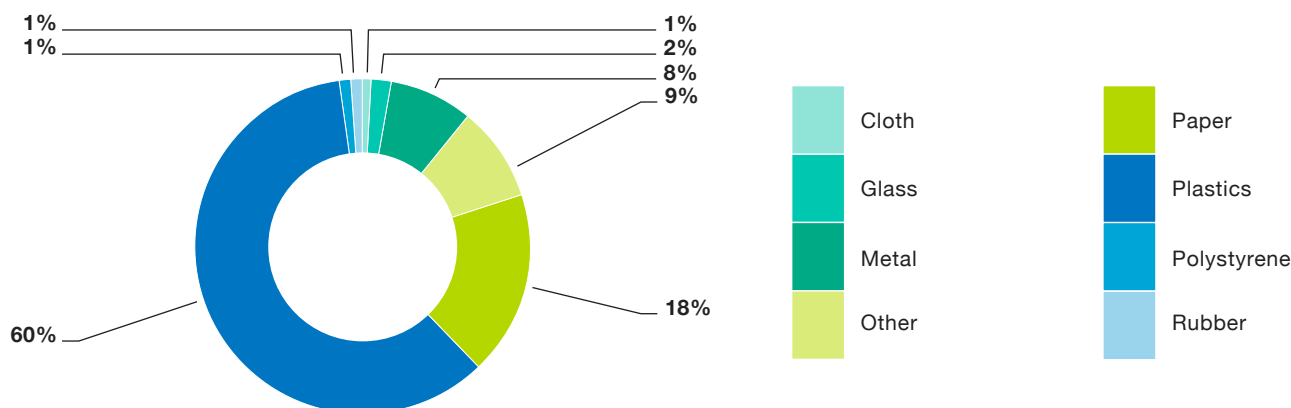
Graph 9:
CCB Top 10 Items Excluding Fragments (Ranked by density / 1000m²)



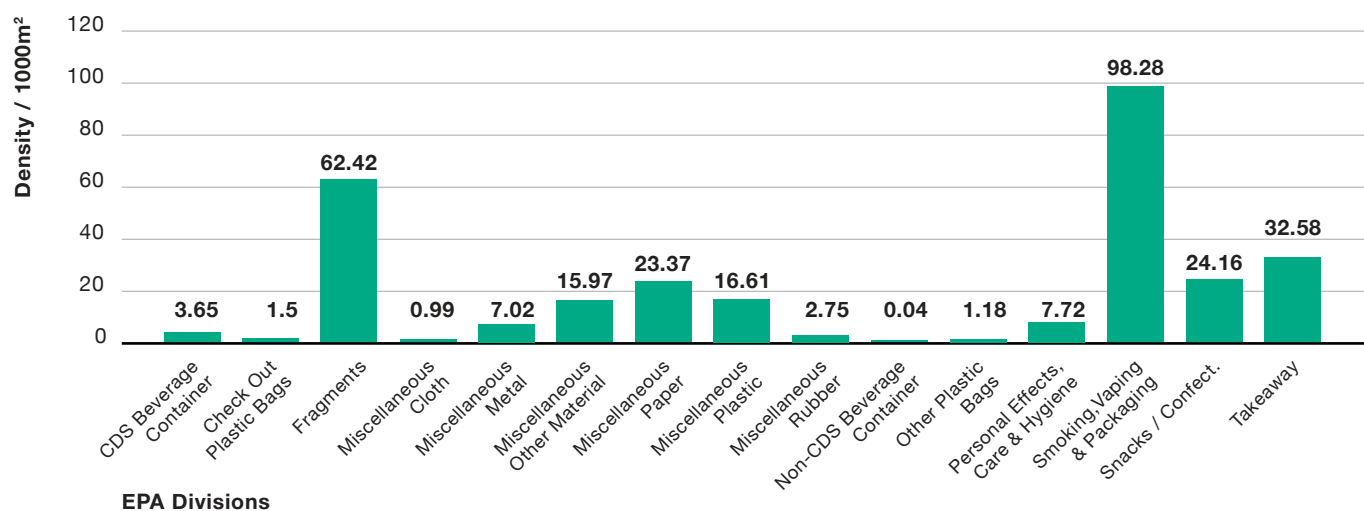
Graph 10:
CCB Litter Composition Density / 1000m²



Graph 11:
CCB Litter Composition Density / 1000m²



Graph 12:
Density of Litter in CCB by EPA Division



PRIORITY LITTER

Highest density litter items			
Cigarette Butts	Litter Fragments	Takeaway food packaging	Snacks & confectionary items
			

Strategically important litter items			
Construction related items	Coffee cups, lids	Dog poo	Beverage containers
			



10.6. Understanding Where Litter is Located

Combination of quantitative and qualitative data has been used to identify primary and secondary litter locations in the City of Canada Bay.

10.6.1 Councillor Views

Survey responses²⁰ indicated the following as the most littered locations:

- Retail areas (100%).

The following areas all ranked equally:

- Parks (33%).
- Roads (33%).
- Residential areas (33%).
- Foreshore footpaths (33%).
- Riparian zones (33%).

10.6.2 Council Staff Views

Consultation with internal teams revealed the following locations were identified as litter hotspots:

- High use parks (6/8 sessions).
- Construction sites (6/8 sessions).
- Foreshore parks.
- Foreshore (5/8 sessions).
- Retail and strip shopping (3/8 sessions).
- Roadside (3/8 sessions).
- Carparks (3/8 sessions).
- Train stations (3/8 sessions).
- Construction sites (2/8 sessions).
- Sportsfields (2/8 sessions).

10.6.3 Community Views

Survey responses²¹ indicated the following within the top five most littered items:

- Carparks (65%).
- Parks (48%).
- Sportsfields (43%).
- Riparian Zones (43%).
- Foreshore and footpaths (43%).

Participants at community workshops also identified:

- Shopping centres and retail strips.
- Roadsides.
- Transport hubs.

10.6.4 Summary of Litter Data – Litter Location in CCB

As outlined in table 7 below, the use of differing litter survey methodologies means that direct comparison over time is challenging however the data does provide insight into littering trends in the City of Canada Bay.

- Parks continue to be an area of focus.
- Industrial sites (a new site type to be surveyed) have emerged as a highly littered location.
- Mixed use residential i.e. high-density precincts are highly littered locations.
- Given this is the first time industrial locations have been surveyed, it will be important to monitor this location closely throughout the duration of this strategy.
- Construction sites have not been surveyed, but these have been reported as highly littered locations.

See graphs 13 and 14 for detail on the ALM count completed in June 2024.

20 CCB Litter Prevention Councillor Engagement Survey, 2024

21 CCB Litter Prevention Community Engagement Survey, 2024 (n=23)

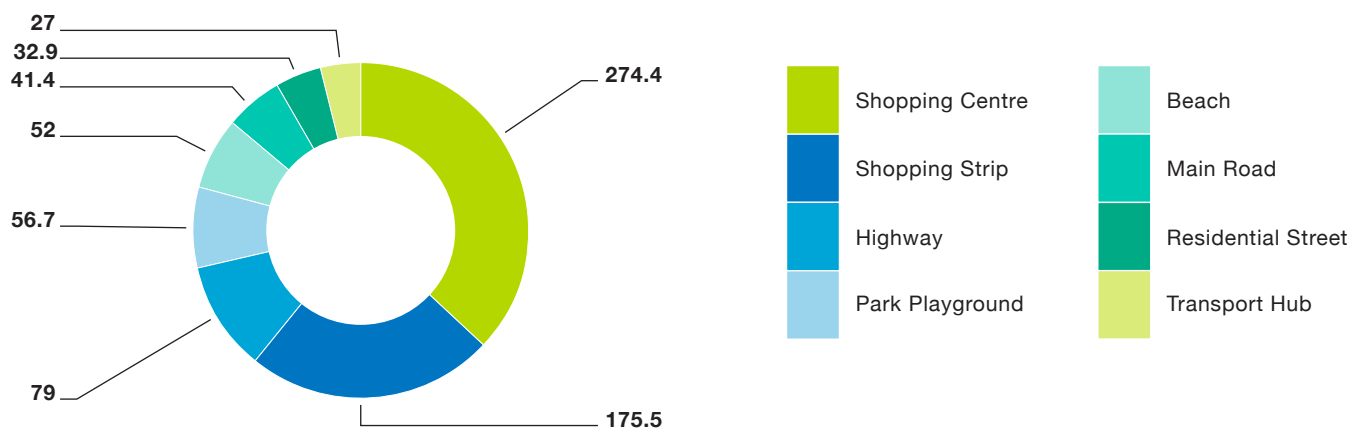
Table 7. Summary of litter location of time

2017 (LLC)	2022 (NLI)	2024 (ALM)
• Parks (63 items*) • Stations (56 items*) • Carparks (53 items*) • Retail Precincts (35 items*)	• Shopping centres (28%) • Shopping Strips (22%) • Roads (13%) • Park Playground (11%) • Transport hub (5%) • Residential street (5%)	• Mixed use residential (29%) • Industrial (29%) • Recreational parks (20%) • Retail (13%) • Residential (9%)

*Average litter count per location within an area of approx. 60m2.

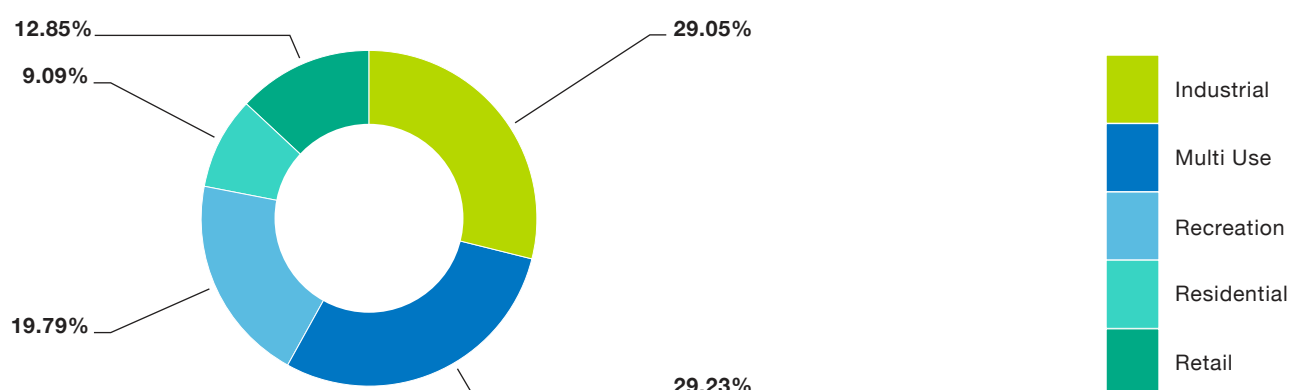
Graph 13:

Litter type by location (Items per 1,000m²) 2022

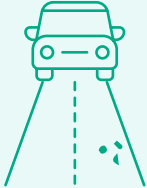
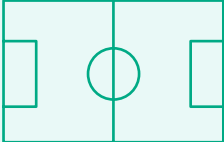


Graph 14:

CCB Litter Density by Site Type 2024 (% of total location density)



PRIORITY LOCATIONS

Litter locations			
High Density Precincts	Parks	Industrial	Retail Precincts
			
Foreshore carparks, footpaths	Roadside	Construction sites	Sportsfields
			



10.7 Target Littering Behaviours

In addition to priority littered items and locations, it is important to focus on where the intersections lie and the behaviours behind them. That is, what is most littered and where and why.

10.7.1 Multi Unit Dwellings

Category	Litter/site	Observations
Smoking, vaping, packaging	47%	Small number of offenders, repeat behaviour at the same spot, litter multiple times per day
Fragments	19%	Being mown over, breaking down, left in garden beds
Takeaway packaging	8%	Highest amounts recorded at apartment complex ingress/egress points
Confectionery wrappers	7%	Lollies, chocolates, chip packets
Dog poo	2%	Dog poo is most prevalent in high density precincts. Off leash parks in these areas are highly littered
Behaviours	- CALD community have a higher propensity to litter as normal behaviour – culturally sensitive engagement required - Littering multiple times per day – targeted engagement required	

10.7.2 Parks

Category	Litter/site	Observations
Takeaway packaging	20%	Recreational use of parks includes eating, drinking. Packaging is highest litter in these locations
Snacks and confectionery	16%	Recreational use includes eating. Don't assume these items are from children
Fragments	14%	Potentially wind, or animals. Coming from overfull bins. Party related items
Smoking, vaping, packaging	13%	Small number of offenders, litter multiple times per day
Behaviours	- Convenience is key – bin proximity is critical - Will stack litter next to full bins – servicing is critical - Unintentional littering – wind, animal and stacked litter - Smokers who habitually discard butts on the ground, in garden beds etc	

10.7.3 Industrial

Category	Litter/site	Observations
Fragments	31%	Mown, blown
Smoking, vaping, packaging	29%	Small number of offenders, repeat behaviour at the same spot, litter multiple times per day.
Takeaway	12%	Staff smoko, lunch items. Littered where staff take breaks.
Beverage containers	Plastic and fibre	Littered where staff take breaks. Likely litter multiple times a day
Behaviours	• Lower number of people littering but littering multiple times per day – targeted engagement required • Litter on the verge creates more litter being left (unclean=unclean) • Mowing verges without picking up litter, creates fragments` • Business waste being blown from sites onto verge	

10.7.4 Retail Precincts

Category	Litter/site	Observations
Smoking, vaping, packaging	59%	Small number of offenders, repeat behaviour at the same spot, litter multiple times per day
Fragments (mainly paper)	15%	Being mown over, breaking down, left in garden beds. Shopper dockets
Dog poo	3%	Small number of offenders, repeat behaviour
Coffee cups and lids	2%	Located near outdoor seating
Behaviours	• Lower number of people littering but littering multiple times per day – likely staff • Commercial use of public place bins • Windblown commercial items e.g. serviettes • Convenience is key – unlikely to carry items with the ‘ick’ factor e.g. cups with liquid	

10.7.5 Foreshore Carparks, Footpaths

Category	Source	Observations
Plastic	Bushcare volunteers, LYP volunteers, community, Council	Floats on the water, trapped in mangroves, high water mark
Dog poo		Dog walkers along foreshore. In bags thrown in bush, tied to trees
Coffee cups and lids		Walkers
Takeaway food items		Destination eating, litter dropped from vehicle in the carpark
Behaviours	• Convenience is key – unlikely to carry items with the ‘ick’ factor e.g. cups with liquid, dog poo • Plastics - upstream litter that floats • Destination eating – unlikely to keep items in the car due to the ‘ick’ factor	

10.7.6 Roadside

Category	Source	Observations
Takeaway food items	All	Roads with fast food outlets
Behaviours	• Convenience is key – unlikely to carry items with the ‘ick’ factor • Low perception of being caught	

10.7.7 Construction Sites

Category	Source	Observations
Construction related waste	All	Blown from site, blown from overfull skip bins
Takeaway food items		Staff smoko, lunch items. Likely littering multiple times a week
Coffee cups and lids		Likely littering daily
Behaviours	• Unclean = unclean • Unintentional litter = wind blown	

10.7.8 Sportsfields

Category	Source	Observations
Sports related items e.g. sports tape, hair ties	LYP volunteers, community, Council	Players, coaches
Coffee cups and lids		Spectators
Canteen items		Spectators, players
Behaviours	• Convenience is key • Spectators eat and drink on the sideline • Event behaviours where they expect someone else to clean up the venue after 'they' leave	



WHERE WE ARE GOING



SECTION 03

WORKING TOGETHER FOR A LITTER FREE CITY OF CANADA BAY

VISION

A CLEAN CITY, ACHIEVED THROUGH EDUCATION AND COLLABORATION, WHERE EVERYONE TAKES PRIDE AS CHAMPIONS FOR A LITTER-FREE ENVIRONMENT.

MISSION STATEMENT

11.3 Objectives

1. Elevate community understanding of proper litter disposal methods and their positive impacts on our environment.
2. Expand community and business knowledge about the benefits associated with responsible litter management practices and effective litter disposal techniques.
3. Raise awareness about the impact of littering and pollution on the foreshore ecosystem, water quality and wildlife.
4. Foster a culture of stewardship within the community and the business sector, ensuring they feel supported, motivated and empowered to take ownership of the local environment.
5. Continuously engage with the community and the business sector to tailor litter prevention approaches that are inclusive and considerate of the cultural diversity within our community.
6. Increase Council's understanding of the economic advantages associated with investing in proactive litter prevention measures and champion sustained investment in litter prevention.
7. Ensure infrastructure and services across all Council departments actively prevent litter and contribute to maintaining a clean local government area.
8. Build strong partnerships with service providers, suppliers, and contractors to ensure alignment of litter prevention goals, values, and best practices.
9. Foster enduring partnerships with neighbouring Councils to achieve collective success in regional litter prevention efforts.
10. Contribute to stakeholder efforts to make Parramatta River swimmable again.

TARGETS

1 REDUCE PRIORITY LITTER

Within five years, reduce priority litter across the City of Canada Bay by 30% from the baseline established in 2024.

2 REDUCE CIGARETTE BUTT LITTER

Within five years, reduce cigarette butt litter in priority locations in the City of Canada Bay by 30% from the baseline established in 2024.

3 INCREASE INVESTMENT

Within five years, increase investment in litter prevention from the 2023 baseline.

4 COMMUNITY STEWARDSHIP

Within five years, increase volunteer participation in community clean-up events by 25% compared to baseline established in 2024.

5 REGIONAL PARTICIPATION

Continued participation in regional opportunities to reduce unintentional litter entering Parramatta River.

11.5 Strategic Directions

The strategic directions are heavily influenced and aligned with the *City of Canada Bay Community Strategic Plan*, the *Resource Recovery and Waste Plan*, and the *Environmental Strategy*.

To reach our vision, targets, and stated objectives there are THREE strategic directions that will guide decision-making, actions, and priorities.

Through them, we will have:

- Clarity of purpose.
- Alignment of effort.
- Prioritised initiatives to guide resource allocation decisions.

They are:

Strategic Direction 1

OPERATIONAL EXCELLENCE

Continuous improvement in operational systems to maximise impact and ensure long-term litter reduction success.

Strategic Direction 2

ACTIVATION & STEWARDSHIP

Mobilising stakeholders, such as residents, businesses, employees, and volunteers, to participate actively in initiatives that contribute to a litter-free City of Canada Bay.

Strategic Direction 3

FOCUS ON THE FORESHORE

Implementing targeted behavioural change initiatives aimed at reducing both intentional and unintentional litter that could potentially impact the foreshore.

Strategic Direction 1

OPERATIONAL EXCELLENCE

11.5.1 Summary of Strategic Direction 1

This strategic direction emphasises **continuous improvement** in operational systems to maximise litter reduction success.

Integrating litter prevention initiatives into budget planning processes is a key step to ensure adequate resources are allocated consistently over time.

Infrastructure enhancement and service integration play a vital role in effective litter management and litter prevention. By reviewing existing infrastructure and litter management and prevention approaches across various departments, we can create a more cohesive and efficient approach to tackling litter issues. This will include:

- Developing a formal approach to assessing bin infrastructure need and accessibility.
- Leveraging knowledge from previous trials of butt bin, dog waste and cigarette butt infrastructure.
- Standardising our approach to signage, bin style, messaging and placement.

Knowledge management and sharing require the establishment of systems to formally capture and disseminate:

- best practices approaches.
- lessons learned from trials and projects.
- innovative approaches and valuable insights.

In doing so, we will ensure we retain and utilise our shared knowledge and experiences across the organisation and with our key stakeholders.

By refining existing **operational frameworks** Council can create a more robust foundation for its litter prevention efforts, enabling staff to identify and act upon opportunities. This would include reviewing and improving policies, procedures, and resources to:

- Maximise litter prevention opportunities.
- Streamline operations.
- Build efficiencies.
- Enhance responsiveness to litter challenges.

Implementing **data-driven decision-making processes** is necessary for optimising resource allocation and measuring the impact of litter prevention efforts. By collecting and analysing relevant data, Council can make informed decisions and continuously refine its approaches.

Fostering **partnerships with key stakeholders will amplify the impact** of litter prevention initiatives. We will work with our neighbouring councils and state agencies to identify collaborative opportunities.

Together, these strategies form a cohesive approach to advancing operational excellence, achieving sustainable litter prevention, and making a positive impact on litter prevention efforts within the organisation and our broader community.

Strategic Direction 2

ACTIVATION AND STEWARDSHIP

11.5.2 Summary of Strategic Direction 2

This strategic direction is centred on **expanding successful programs that foster community and business engagement** to help achieve a litter-free environment. By actively engaging community and business members, we aim to cultivate a shared responsibility and commitment towards litter prevention and environmental stewardship. Through collaborative partnerships and initiatives like the expanded Love Your Place Program, we aim to amplify impact and showcase sustainable behaviours that contribute to a cleaner environment.

Providing resources, training, and recognition for efforts will play a key role in empowering our stakeholders and sustaining their involvement. By offering practical support such as educational materials, training, and recognising exemplary efforts, we will build capacity within the community and businesses to take actions that prevent litter.

Targeting specific sources of litter, such as event-related litter and unintentional sources like wind, water, and uncovered loads, is essential for reducing litter at its origins. By empowering our community and businesses to implement proactive measures and strategies to mitigate these sources, we can effectively minimise litter and its associated environmental impacts.

Community education and engagement are vital components of this Plan. Developing comprehensive programs that target various demographics can help instil long-term behavioural changes and increase community participation in litter prevention efforts.

Increasing the reach and impact of the Love Your Place Program is a priority. By expanding this initiative, we can cultivate a stronger sense of community pride and ownership, encouraging more residents and business owners to actively participate in keeping their local areas clean and litter-free.

Fostering partnerships with local businesses, community groups, and other stakeholders will amplify the impact of our litter prevention initiatives. These collaborative efforts can lead to innovative solutions and broader community engagement.

Reducing event-related litter is a critical component of this Plan. We will deploy rangers to monitor and manage litter at events, ensuring immediate response to potential issues. Additionally, we will implement a comprehensive training program for event organisers, equipping them with the knowledge and skills to effectively plan for and manage litter at their events. Sports clubs that demonstrate proactive litter management planning will receive support and recognition, encouraging others to follow suit.

By combining enforcement, education, support, and incentives, we aim to significantly reduce event-related litter and promote a culture of environmental responsibility in all public gatherings.

Strategic Direction 3

FOCUS ON THE FORESHORE

1.5.3 Summary of Strategic Direction 3

Focusing on the foreshore of the City of Canada Bay

as a priority location underscores the community's commitment to preserving and enhancing this vital natural resource. This strategic direction is centred on implementing targeted behavioural change initiatives aimed at reducing both intentional and unintentional litter that could potentially impact the Parramatta River.

We will develop and deliver targeted education campaigns

to raise awareness of the impact of litter on the foreshore. Enhanced signage and education efforts will play a crucial role in highlighting the importance of keeping the foreshore clean and the impact of litter on the river ecosystem.

To further illustrate the journey of litter, we will **mark stormwater entry points** with signage showing how litter in the stormwater system travels to the river. Special emphasis will be placed on raising awareness about the impact of plastic litter (including fragments) on the marine environment.

Optimising infrastructure along the foreshore is a key component of this strategic direction. Bin locations, directional and compliance signage, together with continued monitoring of complaints will be a focus. The use of surveillance to deter littering in foreshore parks and carparks will be investigated.

Community engagement and participation will be encouraged through initiatives such as cleanup events, volunteer programs, and educational workshops. We will use various communication channels to keep residents informed about foreshore-related cleanup initiatives and opportunities for involvement. Additionally, we will continue to promote responsible dog poo disposal to maintain cleanliness along the foreshore.

Collaboration with partners on initiatives will amplify the impact of our collective efforts. We will work with neighbouring councils on collaborative initiatives such as the annual Bay Run. Partnering with the Parramatta River Catchment Group (PRCG), we will conduct research on infrastructure to stem the flow of litter from urban streets into creeks, estuaries, and ultimately into Parramatta River. We will also seek opportunities to partner with the NSW EPA on the Streets to Sea program

To address specific types of litter, we will investigate opportunities to work with organisations such as Ozfish to tackle ghost fishing-related items. This collaborative approach enhances the scalability and sustainability of initiatives, fostering a cohesive effort towards achieving a cleaner and healthier foreshore environment at the City of Canada Bay.

HOW WE WILL GET THERE



SECTION 04

12.1 Strategic Direction 1 Operational Excellence

Operational Excellence					
Objectives					
• Increase Council's understanding of the economic advantages associated with investing in proactive litter prevention measures and champion sustained investment in litter prevention. • Ensure infrastructure and services across all Council departments actively prevent litter and contribute to maintaining a clean local government area. • Build strong partnerships with service providers, suppliers, and contractors to ensure alignment of litter prevention goals, values, and best practices.					
Targets					
• Within five years, reduce priority litter across the City of Canada Bay Council by 30% from the baseline established in 2024. • Within five years, reduce cigarette butt litter in priority locations across the City of Canada Bay Council by 30% from the baseline established in 2024. • Within five years, increase investment in litter prevention from the 2023 baseline.					
Key internal drivers:					
• Sustainability & Waste • Roads & Traffic • Environment & Planning • Events • Project Management Office • Open Space • Strategic Asset Services & Innovation • Place Management • Communications • Law Enforcement					
Stakeholders:					
• CCB Councillors, ELT Team • Waste contractors • Neighbouring councils • Regional external stakeholders					
Actions	YR 1	YR 2	YR 3	YR 4	YR 5
KFA 1.1 Continue to track organisation-wide cost of litter and prepare and integrate litter prevention into operating budgets. Develop business case where necessary.	x	x	x		x
KFA 1.2 Investigate opportunities for public place infrastructure enhancements to prevent priority litter types in priority litter locations; implement findings and track outcomes.	x	x	x	x	x
KFA 1.3 Formalise process for improving cross-departmental litter prevention knowledge sharing and continue to promote the civic pride program for staff action in litter.	x	x	x	x	x
KFA 1.4 Undertake organisation wide review of relevant policies and procedures to ensure litter prevention opportunities can be maximised.	x	x	x	x	x
KFA 1.5 Continue to collect, monitor and evaluate litter data and support staff to respond to litter prevention opportunities.	x	x	x	x	x

12.2 Strategic Direction 2 Activation and Stewardship

Activation and Stewardship					
Objectives					
- Elevate community understanding of proper litter disposal methods and their positive impacts on our environment. - Expand community and business knowledge about the benefits associated with responsible litter management practices and effective litter disposal techniques. - Raise awareness about the impact of littering and pollution on the foreshore ecosystem, water quality and wildlife. - Foster a culture of stewardship within the community and the business sector, ensuring they feel supported, motivated and empowered to take ownership of the local environment. - Continuously engage with the community and the business sector to tailor litter prevention approaches that are inclusive and considerate of the cultural diversity within our community.					
Targets					
- Within five years, reduce priority litter across the City of Canada Bay Council by 30% from the baseline established in 2024. - Within five years, reduce cigarette butt litter in priority locations across the City of Canada Bay Council by 30% from the baseline established in 2024. - Within five years, increase volunteer participation in community clean-up events by 25% compared to baseline established in 2024.					
Key internal drivers:					
- Sustainability and Waste - Place Management - Open Spaces - Children's Services Team - Community Development - Law Enforcement - Communications - Events					
Stakeholders:					
- Residents - Sporting Clubs - Local business owners - Chambers of Commerce - Bushcare & Love Your Place Volunteers - Business employees - Multicultural Community Association - Schools and Childcare network - PRCG - Clean Up Australia - Environment Advisory Committee					
Actions	YR 1	YR 2	YR 3	YR 4	YR 5
KFA 2.1 Continue to support community groups willing to work with Council to prevent litter.	x	x	x		
KFA 2.2 Implement community campaigns that target priority litter in priority locations e.g. Report Littering from vehicles.	x	x	x	x	x
KFA 2.3 Engage with businesses and support them to improve litter prevention efforts. Focus on priority behaviours.		x	x	x	x
KFA 2.4 Increase the reach and impact of Love Your Place Program.	x	x	x	x	x
KFA 2.5 Develop and deliver programs to reduce event related litter and support staff, industry and community to implement.	x	x			

12.3 Strategic Direction 3 Focus on the Foreshore

Focus on the Foreshore

Objectives

- Elevate community understanding of proper litter disposal methods and their positive impacts on our environment.
- Raise awareness about the importance of preserving the foreshore ecosystem and the impact of littering and pollution on water quality and wildlife.
- Foster a culture of stewardship within the community and the business sector, ensuring they feel supported, motivated and empowered to take ownership of the local environment.
- Ensure infrastructure and services across all Council departments actively prevent litter and contribute to maintaining a clean local government area.
- Foster enduring partnerships with neighbouring Councils to achieve collective success in regional litter prevention efforts.
- Contribute to stakeholder efforts to make Parramatta River swimmable again.

Targets

- Within five years, reduce priority litter across the City of Canada Bay Council by 30% from the baseline established in 2024.
- Within five years, reduce cigarette butt litter in priority locations across the City of Canada Bay Council by 30% from the baseline established in 2024.
- Continued participation in regional opportunities to reduce unintentional litter entering Parramatta River.

Key drives:

- Sustainability and Waste
- Communications
- Place Management
- Law Enforcement
- Strategic Asset Services & Innovation

Stakeholders:

- Community
- Volunteers
- NSW EPA
- PCRG
- Neighbouring councils
- Ozfish

Actions	YR 1	YR 2	YR 3	YR 4	YR 5
• KFA 3.1 Develop and deliver education campaign(s) to raise awareness about the impact of littering on the foreshore.	x	x	x	x	x
• KFA 3.2 Review the provision of bins along the foreshore and continue to optimise servicing of bins to eliminate litter stacking next to full bins.		x	x	x	
• KFA 3.3 Deliver projects (using pillars of litter prevention) to reduce priority litter at foreshore locations.	x	x	x	x	x
• KFA 3.4 Partner with government agencies, NGOs and neighbouring councils to deliver project and programs that align with our priority litter types to reduce litter along the foreshore or that stem the flow of litter into waterways.	x	x	x	x	x

13 HOW WE WILL MEASURE OUR SUCCESS

Measuring the effectiveness of litter management and prevention approaches is critical to continued implementation of efficient solutions.

We will use the following methods to measure our progress against this Plan.

Australian Litter Measure (ALM)

The Australian Litter Measure (ALM) provides nationally consistent litter data to track comparative litter density/1000 square metres. It is the key measurement moving forward to establish a baseline of litter in the City of Canada Bay Council and to track and report council-wide changes in littering. Three ALM counts will be completed to establish a robust benchmark for Council. ALM measures will be repeated annually to assess progress towards our target compared against the benchmark.

Local Litter Count/Butt Litter Counts

For an identified hotspot, the Local Litter Count or Butt Litter count will provide an accurate basis upon which to establish specific details on littering behaviour by litter type and location. Going forward, they will be used to measure litter at hotspot sites where direct litter prevention interventions will be implemented. We will measure before and after interventions.

Key Littered Items Study

The Key Littered Items Study (KLIS) monitors debris found in marine and coastal waters. Currently, data from the Upper Parramatta River provides an indication of marine litter in Parramatta River Catchment. This information will be provided by the NSW EPA.

Cost of Litter Study Data

Use of the Cost of Litter studies will track any change of investment toward litter prevention initiatives. The baseline data established in 2023 will be used to track progress over time.

Volunteer Participation

We will track the number of active LYP groups and the number of participants within each LYP annually. We will also track the number of businesses, and the number of participants involved in litter clean-up activities.

We will track the number of events, participation levels as well as the amount of litter collected at clean up events each year.

We will use these data points to track volunteer participation in clean ups against the baseline established in 2024.

Community Surveys

For Council, community opinions are measured through the regular community satisfaction survey, with littering covered under cleanliness of public places.

Own It and Act

The EPA's Own It and Act assessment tool will be used as a semi quantitative measure of organisational capacity. It has been designed so that it can be used to assess progress over time based on repeated organisational status checks.

Report Litter App

Use of the NSW EPA Report to EPA via the litter portal data will be requested from the NSW EPA annually. The results will track progress against targets.

Regional Participation

As part of tracking regional participation, measures will include:

- Council's participation rate in regional events, meetings and forums with a focus on litter management and/or prevention.
- Number of multi-jurisdictional projects developed and/or delivered with a focus on litter management and/or prevention.
- Council cash or in-kind contributions towards regional projects with a focus on litter management and/or prevention.

14 REFERENCES

Australia Bureau of Statistics – Census Information – City of Canada Bay – Accessed 7 July 2024 (<https://www.abs.gov.au/census/find-census-data/quickstats/2021/LGA11520>)

Australian Litter Management data (2024)

City of Canada Bay Asset Management Strategy

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City of Canada Bay Community Strategic Plan – Our Future 2036

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City of Canada Bay Environmental Snapshot 2017 – 2021

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City of Canada Bay Litter Audit (2017)

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City of Canada Bay Litter Survey Results Summary

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Costs of Litter Assessment (Draft, 2024)

Greater Sydney Harbour Regional Litter Prevention Strategy

Keeping Australia Beautiful City of Canada Bay Litter Audit 2022 (July 2022)

Keeping Australia Beautiful City of Canada Bay Litter Audit 2022 (March 2024)

NSW EPA Litter Prevention Strategy 2022 – 2030

NSW EPA Own It and Act Strategy Framework

Parramatta River Masterplan Duba, Budu, Bara: 10 Steps to a Living River

Southern Sydney Regional Organisation of Councils Recreation Retail Litter Prevention Plan



Appendix 1: City of Canada Bay - Waste Management & Resource Recovery Strategy

Goal 4 – Reduce Litter and Illegal Dumping.

Priority 4.1: Promote litter reduction and maintain litter infrastructure, street sweeping and cleansing program

Actions:

4.1.1: Maintain service levels for Council's public place bin network, street sweeping and public place cleansing programs, recognising that a clean space is less likely to attract litter.

4.1.2: Promote litter prevention and raise the profile of litter as an issue through collection vehicle signage and public bin signage.

4.1.3: Encourage community participation in litter reduction and clean up, including through the Love your Place program and Clean Up Australia Day events.

4.1.6: Investigate low-emission options for Council's litter collection and street sweeping vehicles.

4.1.7: Continue to maintain existing stormwater litter traps and identify priority locations for the installation of new infrastructure.

4.1.8: Investigate opportunities to implement technological solutions to improve litter collection efficiency and reduce litter overflows.

Priority 5.7: We will engage our community in education programs and initiatives to increase awareness and support improved resource recovery, litter reduction and illegal dumping behaviour. We will improve measurement of and reporting on Council's community engagement activities and outcomes.

Action:

5.7.1: Provide community engagement programs, initiatives and workshops to support improved resource recovery, litter and illegal dumping behaviours.

Appendix 2: Greater Sydney Harbour Regional Litter Prevention Strategy, 2021-2030

Strategies and Actions

#	Strategy	Action
1	Collaborate for a litter free catchment	1.1 Establish a Litter Prevention Working Group consisting of representatives from local communities and Council to help identify hotspots and key litter items and develop and implement initiatives across the region. 1.2 Apply for funding for a Regional Litter Coordinator to coordinate regional community litter prevention activities in consultation with key community groups and councils. 1.3 Work with member councils to provide support and capacity building opportunities for local community groups to assist them in delivering litter prevention activities and sourcing funding. 1.4 Consolidate commitment for the strategy, target and approach from councils, key community groups and other major landholders.
2	Develop and implement targeted programs and initiatives	2.1 Work with member Councils and community groups to develop and implement place-based action plans for key litter hotspots. 2.2 Work as a region and with the EPA to develop and implement initiatives to address key litter items such as confectionery wrappers, cigarette butts, and takeaway containers. 2.3 Utilise annual litter data to identify new hotspots or emerging litter items for ongoing action.
3	Develop a shared knowledge base for ongoing litter prevention	3.1 Create a publicly available online portal for the sharing and reporting information around litter prevention activities for the Greater Sydney Harbour and Parramatta River Catchments. 3.2 Develop a local litter prevention monitoring plan and information sharing hub that can capture relevant data and provide regional context to the NSW Litter Data Framework, linking to the EPA's monitoring framework.
4	Support further litter prevention commitments from key organisations	4.1 Work with member councils and community groups to embed litter prevention objectives in their operational plans and policies using the Own it and Act Framework. 4.2 Work with key partners to develop and deliver education and awareness programs for local schools/industry.

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