

## Theme 6: Waste Education

### Background

- Reducing the amount of waste that people generate is a significant challenge requiring behavior change from individuals, as well as changes by industry in the way we design packaging.
- Council can deliver communication and education programs that help people understand how they can support resource recovery and the actions they can take to reduce and avoid waste.
- Littering and illegal dumping is also an issue for Council, and we will continue to target initiatives aimed at raising awareness of the impact these activities have on our natural environment.
- By 2024, Council will have established a baseline amount of domestic waste disposed of per household (kg per household per year) and set reduction targets to be reviewed in 2024.

### Strategy Actions

#### 6.1 Develop and implement a waste education plan that aligns with the waste strategy and engages the community, schools and business in waste avoidance, reuse and recovery

Develop an annual waste education plan that aligns with Fraser Coast waste strategy and operational priorities and targets the following segments:

- School programs.
- Commercial businesses (Eco-Biz) program.
- Council staff and departments (Infrastructure services, Wide Bay Water, Parks and Gardens, etc.).
- Fraser Island residents and users (in conjunction with National Parks and Wildlife Service).

#### 6.2 Investment in “waste education” infrastructure

- Investigate investment in “waste education” infrastructure (mobile or fixed) that can enhance the delivery of the waste education message and provide a space for school/business/community groups to attend for waste education messaging.
- Examples include education building at MRF, Nikenbah green waste process, Maryborough Landfill.
- Review electronic programs/apps available to support waste education delivery.



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### 6.3 Reduce littering and illegal dumping through education and awareness

- Develop a coordinated communication plan targeting illegal dumping and littering.
- Participate in national approaches to litter management.
- Incentivise the introduction of the Container Refund Scheme at sporting clubs and community groups.
- Targeted surveillance and enforcement at identified illegal dumping hotspots.

*For a full list of proposed actions included in Theme 4: Operational Efficiency of the Fraser Coast Waste Strategy 2019 - 2029 please refer to page 26.*



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