



Waste Management Community
Reference Group

MINUTES

8 September 2008

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WASTE MANAGEMENT COMMUNITY REFERENCE GROUP

MINUTES

8 September 2008

(REF: COMMITTEES-8522)

A meeting of the Waste Management Community Reference Group was held at the EMRC Administration Office, 1st Floor, 226 Great Eastern Highway, BELMONT WA 6104 on **Monday, 8 September 2008**. The meeting commenced at **6.05pm**.

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1 DECLARATION OF OPENING AND ANNOUNCEMENT OF VISITORS

The Chairman opened the meeting at 6.05pm and introduced Ms Pina Martino, Administration Support Officer.

2 ATTENDANCE, APOLOGIES AND LEAVE OF ABSENCE PREVIOUSLY APPROVED

WMCRG Members

Mr Peter Pearson	Chairman
Mrs Sally Paulin	Deputy Chairman
Ms Ruth Balding	Member
Mr David Strain	Member
Mr Ray Lewis	Member
Mr Edwin Dell	Member
Ms Dianne Katscherian	Member
Mr Anthony Fowler	Member

WMCRG Apologies

Mr Malcolm Barker	Member
Mr Mark Simpson	Member
Ms Janet Gee	Member
Ms Dot Kingston	Member
Mr Berry Ambrose	Member

EMRC Officers

Mr Stephen Fitzpatrick	Manager, Project Development
Ms Gabrielle Grime	Waste Education Coordinator
Ms Mary-Ann Winnett	Personal Assistant to the Executive Manager Corporate Services (Minutes)
Ms Pina Martino	Administration Support Officer (observer)

3 DISCLOSURE OF INTERESTS

Nil

4 ANNOUNCEMENT BY THE CHAIRMAN OR PERSON PRESIDING WITHOUT DISCUSSION

Nil



5 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

5.1 MINUTES OF WMCRG MEETING HELD ON 14 JULY 2008

That the Minutes of the Waste Management Community Reference Group meeting held on 14 July 2008, which have been distributed, be confirmed.

WMCRG RESOLUTION(S)

MOVED MS KATSCHERIAN SECONDED MR STRAIN

THAT THE MINUTES OF THE WASTE MANAGEMENT COMMUNITY REFERENCE GROUP MEETING HELD ON 14 JULY 2008, WHICH HAVE BEEN DISTRIBUTED, BE CONFIRMED.

CARRIED UNANIMOUSLY

In response to members' queries on whether minutes were available from the combined Community Engagement Advisory Group (CEAG)/Waste Management Community Reference Group(WMCRG) meeting held at the Joondalup Resort in Connolly on 6 August 2008, the Manager Project Development advised that none were available as the CEAG didn't take any minutes.

6 PRESENTATIONS

6.1 EMRC WASTE EDUCATION STRATEGY WORKSHOP

The Waste Education Coordinator presented information on the proposed update of the EMRC Waste Education Strategy for discussion and comment. The presentation was based on the discussion document circulated prior to the meeting, a copy of which is attached to the minutes (Ref: Committees-8530).

Members made the following suggestions in relation to the attachment:

2000-2010 Proposed Aim for Waste Education

- There should be some mention of measurements in the aim, what's been achieved and how it was measured.

2009-2011 Proposed Objectives

- If the objective is to build and set up partnerships between Councils and the community, there may be a need to emphasise that the community is a partner too and that it was also about leadership to the community;
- Point 5, relating to partnerships and community pride should be moved to point 2;
- The language in the 2009-2011 Proposed Objectives has changed from the 2005-2008 Objectives and 'waste minimisation' has not been mentioned but it should be;
- The EMRC's Waste Education Strategy should state what it's going to do, who's going to do it and how it's to be achieved;
- Write down who, what, when, why and how and the points would flow from that;
- Point eight (8) is a 'what' and should be point 2;
- Point seven (7) should be moved up the list for more impact as it was essential and the core of waste management;
- Point seven (7) – may need to clarify what a positive impact on climate change is;
- Need to consider enhancing our environment so that we have an attractive looking environment and managing our waste impacts on litter behaviour and this is a 'why';



Item 6.1 continued

- Need to aim to reduce climate change. Waste education involves the EMRC, member Councils and the community and climate change can be reduced by including in the carbon credits;
- Need to include raw data on the negative impacts on waste disposal as far as carbon credits are concerned;
- Organisations in the community may be producing the waste but they can also drive waste reduction;
- One of the best ways of obtaining state government support for waste reduction is to lead by example;
- Another objective to be considered is the environment generally and the positives for that; and
- Publicise and congratulate members of the public in their efforts to minimise waste. Should be a general objective to ensure it's done.

2005-2008 Strategies and 2009-2010 Proposed Strategies

- The word 'maintain' in the proposed Strategy 1 implies that no changes would be made, needs to show that changes would be made, possibly include the word 'dynamic';
- Proposed Strategy 2 – regionalised and localised should be included – use the words 'Develop community engagement, participation and pride in programmes; and delete the rest of the sentence;
- Proposed Strategy 3 – discussion on whether to use the word 'evaluate' rather than 'review' but the word 'evaluate' could also be taken to mean that changes won't be made;
- Proposed Strategy 6 is far too long and could be split into two (2) or three (3) strategies as it would be easier to deal with:-
 - Develop monitoring and research systems (don't need to include 'maintain an understanding of stakeholder knowledge, etc.);
 - Ensure continual improvement in regional waste communication; and
 - Enable development of education programs.

2005-2008 Activities and 2009-2011 Proposed Activities

- Proposed Activity 3 – change 'explore' to 'establish';
- Proposed Activity 3 – EMRC's role is to get a better understanding of the needs associated with volunteer groups and the ways they can contribute. Need to define a purpose for any new volunteer groups established;
- Proposed Activity 2 – since these activities are ongoing it should be reviewing, maintaining and exploring rather than just maintaining;
- Proposed Activity 1 – the wording of this activity implies that the brand is the most important. The Waste Education Coordinator advised that the activities had not been placed in any particular order;
- Proposed Activity 4 – suggested that the words after 'promotional plan' be replaced by the words 'that uses a variety of media';
- Proposed Activity 5 – suggestion that an interactive question and answer section would be more useful for some people or provide a way for people to navigate to the faq section and add more faq's;
- Proposed Activity 6 – should state 'Maintain, review and update consistent member Council websites';



Item 6.1 continued

- Proposed Activity 7 – a member queried whether it was a good idea to increase the profile of the Red Hill Environmental Education Centre considering that the site was so busy. The Waste Education Coordinator advised that it could still be achieved but in different ways;
- Proposed Activity 12 – a member stated that at the entrance to Mundaring there was a recycling bin with an indicator going up and this was a good way of providing information on recycling;
- Proposed Activity 12 – suggestion to include more scope for research rather than just recycling and this could then be included in reports, also change the name from Regional Recycling Reports to Regional Waste Management Reports;
- Proposed Activity 18 – suggestion that member Councils have something obvious that demonstrates what they are doing in regards to waste management e.g. advertising on email signatures, sticker on bumpers of council vehicles, etc;
- Proposed Activity 20 – should state ‘support and initiate’ rather than just ‘support’; and
- Proposed Activity 11 – suggestion to offer scholarships in high schools. Discussion on whether it was the best value for money. The Waste Education Coordinator advised that it may be looked at when exploring the feasibility of developing a regional school program for high schools.

A member suggested that the EMRC offer a prize (eg. \$10,000) for suggestions, from individual or companies, for reusing the waste from recycling bins.

A member suggested that education campaigns could become more effective if EMRC could develop demonstrably effective campaigns that could be passed on to state government and they could work in collaboration with state government, sporting groups, etc.

The Waste Education Coordinator advised that she would summarise the comments from this meeting and distribute to RWESG (Regional Waste Education Steering Group) and WMCRG members for further comment.

The Chairman thanked the Waste Education Coordinator for the presentation and opportunity to provide feedback.

Waste Education Strategy

Regional Waste Education Steering Group

Workshop 1

2005-2008 Aim

Through the design and implementation of an effective, and, regionally supported and implemented waste management education and communication strategy, to position the EMRC and each of its Member Councils as leaders in building and promoting partnerships for socially, environmentally and economically responsible waste management. (Achievement of this aim will contribute towards the EMRC's waste related core processes and objectives.)

2000-2010 Proposed Aim for Waste Education

To position the EMRC and each of its Member Councils as leaders in building and promoting partnerships for socially, environmentally and economically sustainable waste management through an effective waste management education and communication strategy.

2005-2008 Objectives

1. To position, and increase awareness of, the EMRC's regional waste management projects, whilst positioning the six member Councils, and their communities, as key players in these regional projects,
2. To develop and maintain sustainable regional partnerships for effective waste education and communications,
3. To maximise community awareness of, participation in, and compliance with, the region's waste management initiatives and in particular, the Regional Resource Recovery Project,
4. To maintain high levels of customer satisfaction with the EMRC ("customers" being the Member Councils and the regional community),
5. To foster member Council and community pride and ownership in participating in, and developing, regional waste management solutions,
6. To consolidate and integrate member Council waste education and communication initiatives into an integrated, cohesive regional campaign (initiatives relate to the campaign) to achieve cost benefits and more effective education, communication and partnership outcomes for all participants.

2009-2011 Proposed Objectives

1. To increase awareness of the EMRC's regional waste management projects, while positioning the six member Councils and their communities as key players in these regional projects.
2. To develop and maintain sustainable regional partnerships for effective waste education and communications.
3. To maximise community awareness of, participation in, and responsiveness to, the region's waste management initiatives and in particular, the Regional Resource Recovery Project
4. To maintain high levels of partner satisfaction with the EMRC.
5. To foster a culture of community pride and ownership in regional waste management in order for waste management to be seen as a partnership between Councils and the community.
6. To maintain member Council waste education and communication initiatives as a localised and regional campaign.
7. To develop awareness of how improved waste management has positive impacts on climate change and other sustainability considerations.
8. To support and promote local, state, federal and international initiatives focused on waste reduction.

2005-2008 Strategies

- Strategy 1:** Implement a regional waste education and communication campaign.
- Strategy 2:** Formally achieve ongoing community input through regular meetings of the Waste Management Community Reference Group (WMCRG).
- Strategy 3:** Develop a strong, contemporary, easily recognisable regional waste management “brand” to promote a sense of regional pride and identity.
- Strategy 4:** Coordinate existing waste education and communication initiatives so that they are coherently integrated and consolidated into the regional campaign and brand.
- Strategy 5:** Improve cost effectiveness through the consolidated regional communication budget.
- Strategy 6:** Integrate Resource Recovery Project Communications into the Regional Waste Communication Campaign.
- Strategy 7:** Develop community pride and participation.
- Strategy 8:** Increase regional community participation in, and compliance with, regional waste management initiatives.
- Strategy 9:** Through collaboration in the regional waste education and communication campaign, ensure increased Member Council influence and profile in waste management.
- Strategy 10:** Maintain an understanding of stakeholder knowledge, perceptions, attitudes and behaviour regarding waste management in the region and ensure continual improvement and focus in regional waste communication through ongoing monitoring, evaluation and review including an annual market research survey.

2009-2010 Proposed Strategies

- Strategy 1:** Maintain a cohesive regional and local waste education and communication campaign which incorporates Resource Recovery Project communications and climate change/sustainability links.
- Strategy 2:** Develop community engagement, participation and pride in regional waste management initiatives and services through a variety of means.
- Strategy 3:** Review the waste management branding in light of future waste management directions and broader sustainability implications.
- Strategy 4:** Maintain strong regional cooperation for new and ongoing education and communication initiatives.
- Strategy 5:** Maintain cost effectiveness through the consolidated regional communication budget. (mention waste education levy?)
- Strategy 6:** Develop monitoring & research systems (techniques) to maintain an understanding of stakeholder knowledge, perceptions, attitudes and behaviour regarding waste management in the region, ensure continual improvement in regional waste communication and enable development of education programs focused on transition/change management.

2005-2008 Activities

Activity 1: Creation of a Regional Brand

Activity 2: Development, endorsement and use of a Standardised Regional Recycling Index

Activity 3: Compilation and production of an annual Regional Resource Recovery Guide (an 8-leaf, recycled, DL, Fridge Magnet)

Activity 4: Training and coordination of a core volunteer group

Activity 5: Development and implementation of a regular community newspaper column

Activity 6: Frequently Asked Questions List (FAQ)

Activity 7: Consistent Websites

Activity 8: Customer Service Training and Information Sessions

Activity 9: Development of a Regional Media Protocol

Activity 10: Increase profile of Red Hill Environmental Education Centre including increased numbers of open days, tours and visits

Activity 11: Expanding the HHW Programme

Activity 12: Schools and Public Place Battery Collection Programme

Activity 13: Regional School Programme for Primary and High Schools

2009-2011 Proposed Activities

Activity 1: Review the Regional Waste Management Brand

Activity 2: Maintain and improve the annual waste & recycling guide and disposal guide.

Activity 3: Explore opportunities offered by developing a new volunteer group and working with existing community groups focused on waste management issues

Activity 4: Develop a streamlined promotional plan which will incorporate regular community columns, waste columns in council newsletters, print and electronic media

Activity 5: Maintain and update a frequently asked questions list for print and online use

Activity 6: Maintain, review and update consistent websites

Activity 7: Increase profile of Red Hill Environmental Education Centre & Red Hill Waste Management Facility

Activity 8: Expand education activities associated with the HHW Program

Activity 9: Maintain and expand the schools and public place battery collection program

Activity 10: Maintain the Regional School Program for Primary Schools

Activity 11: Explore feasibility of developing a regional school program for high schools

Activity 12: Develop regular Regional Recycling Reports for residents

Activity 14: Regional Recycling Reports

Activity 15: Signage and resource recovery messaging and advertising on rubbish and recycling collection trucks and vehicles

Activity 16: Annual qualitative and quantitative research and evaluation

Activity 13: Investigate opportunities for signage and resource recovery messaging and advertising on rubbish and recycling collection trucks and vehicles

Activity 14: Maintain and develop qualitative and quantitative research and evaluation (biannually and ongoing).

Activity 15: Develop micro-campaigns on waste issues that are regionally applicable

Activity 16: Undertake activities which enhance regional pride in waste management performance

Activity 17: Develop initiatives which show how waste management is linked to climate change and sustainability issues.

Activity 18: Undertake activities internally to ensure Councils “practice what we preach”, which foster staff knowledge, interest & pride in waste management

Activity 19: Continue to promote the EMRC and member Councils’ waste management profile through regionally beneficial collaborations and network building

Activity 20: Support state and federal initiatives which advocate waste reduction.

Activity 21: Support emerging resource recovery trials and community consultation processes with awareness and education programs.



7 BUSINESS NOT DEALT WITH FROM A PREVIOUS MEETING

Nil

8 REPORTS OF OFFICERS

Nil

9 REPORTS OF RELEVANT RESOURCE RECOVERY COMMITTEE RESOLUTIONS

The Manager Project Development advised that, as a result of a request from Cr Godfrey at the RRC meeting held on 10 July 2008, the Waste Education Coordinator had undertaken research into the feasibility of providing Perth's Eastern Region with reusable shopping bags with Resource Recovery branding. The Waste Education Coordinator submitted a report to the RRC Meeting held on 4 September 2008, which demonstrated that the cost would be prohibitive, so the RRC recommended that Council explore the idea of purchasing a small quantity of the non-woven polyurethane bags branded with the R-Gang brand to be distributed to attendees at specific events in the region.

10 REPORTS OF MEMBERS

A member advised that there would be a 12 month delay to commencing development of a structure plan in regards to Section 32 of the Town Planning Scheme issue at the Hazelmere industrial area due to the requirement to complete a water report and sink bores on the property.

A member advised that he had attended an event at a school recently, which provided finger food afterwards, and he noted that the school had no idea of recycling as all the plastic cups, plates etc all went into the same rubbish receptacles. He also referred to an analysis of his recycling bin and felt that the increase in recycled items may be due to the amount of junk mail and packaging coming into households. He also suggested that it may be more useful to have the recycling bin collected weekly and the rubbish bin collected fortnightly instead. He also commented that he had attended a forum at Red Hill recently in relation to waste management and it was noted that advertising placed in local papers wasn't read unless it was in the first four (4) pages of the paper.

A member requested that WMCRG members be supplied with some sort of report from the CEAG/WMCRG meeting because there had been some interesting discussions held at the meeting. Discussion ensued and members advised that there were PowerPoint presentations given at the meeting and some WMCRG members had taken their own notes so it may be possible to collate all this information and provide to all WMCRG members via email.

WMCRG RESOLUTION(S)

MOVED MR LEWIS

SECONDED MR FOWLER

THAT EMRC REQUESTS COPIES OF THE PRESENTATIONS AND ANY MEETING NOTES FROM THE COMBINED CEAG/WMCRG MEETING HELD ON 6 AUGUST 2008 AND DISTRIBUTE TO WMCRG MEMBERS VIA EMAIL.

CARRIED UNANIMOUSLY



11 GENERAL BUSINESS

11.1 RECENT INITIATIVES IN WASTE EDUCATION REPORT

The Waste Education Coordinator provided an update on the progress of recent initiatives in waste education and tabled a 'Watch Your Waste' advertisement and advised that, due to the size and cost of the advertisement, there was funding for it to be placed in newspapers every two months. Members made the following suggestions in relation to the advertisement:

- Specify where to drop off single use household waste batteries;
- Selected shopping centres should be collection points;
- In relation to a query on why there was only one colour, other than black, the Waste Education Coordinator advised that it was too expensive to use any more colours;
- Wouldn't 'Waste Watch' or 'Waste Watchers' be better than 'Watch Your Waste!';
- Have a large gap between the words 'New' and 'Fluorescent light recycling!' otherwise it reads as recycling new fluorescents;
- Household Hazardous Waste disposal days – list the drop off places first and then the information on what to recycle so that the emphasis is on the places rather than the waste stream;
- Reduce some of the information on the advertisement. If the section about free tours of Red Hill was removed information could be added to state what the phone number at the bottom was for and the information that was provided on the website; and
- Under the 'Why Recycle' heading add information that states something like 'for every tonne of paper recycled you could run a particular appliance or item for so many hours.'

The Waste Education Coordinator advised that the EMRC was looking at organising public tours of Red Hill.

The Waste Education Coordinator advised that the EMRC is currently recycling about 10 to 12 kilos of batteries per week and the uptake of the battery recycling bags had been phenomenal.

11.2 WASTE & RECYCLE CONFERENCE

The Waste Education Coordinator advised that some WMCRG members would be attending sessions of the 2008 Waste & Recycle conference but there were still places available if anyone else wished to attend.

11.3 RESOURCE RECOVERY PROJECT

The Manager Project Development advised that Hassells were currently working on a concept plan for the Hazelmere Resource Recovery Park and more information would be provided at the next WMCRG meeting.

The Manager Project Development advised that Cardno BSD were still working on the preferred options report, they had compiled a list of technology providers and would be analysing that for the EoI process which was unlikely to commence until the New Year.

A couple of research projects with UWA are currently being undertaken, looking at making the Hazelmere site energy neutral using the fines from the wood chip operation and perhaps horse manure from Ascot.

A briefing by Best Energies on their bio-char facility was attended by Cardno BSD and EMRC officers on 21/22 August. Best Energies were in Perth to promote their technology and hold further discussions with SMRC for a proposed feasibility study into the conversion of greenwaste and other wastes into bio-char and energy.

The Manager Project Development advised that the RRC Committee would be attending the Second International Symposium on Energy from Biomass and Waste in Venice, Italy from 17 to 20 November 2008 and would also visit gasification, mass burn and anaerobic digestion treatment plants.



Item 11.3 continued

The Manager Project Development advised that he was currently organising a visit to the Anaeco DiCom facility in Shenton Park for the 17 October and he would email information to members. EMRC Councillors and officers would also be attending and a bus would be organised if required.

12 FUTURE MEETINGS OF THE WMCRG

The next meeting of the Waste Management Community Reference Group will be held on **Monday, 13 October 2008** at the EMRC Administration Office, 1st Floor, Ascot Place, 226 Great Eastern Highway, Belmont WA 6104 commencing at 6.00pm.

Future Meetings 2008

Monday	13 October	at	EMRC Administration Office
Monday	24 November (if required)	at	EMRC Administration Office

The Manager Project Development advised that the 24 November (if required) meeting was likely to be required to review the updated Waste Education Strategy and he would confirm nearer the date if the 13 October meeting would be held

13 DECLARATION OF CLOSURE OF MEETING

There being no further business, the Chairman declared the meeting closed 8.13pm.