

REPORT



# **Reducing our waste, changing our service**

*Stage 3 Engagement Report for Moreland City Council  
Final, 1 November 2021*

**capire**



## **COMMUNITY**

The term community refers to a group of people that has something in common such as identity, behaviours, interests or values. A community often share a sense of place in a given geographical area (e.g. a country, city, town, or neighbourhood) or in virtual space through communication platforms.

## **STAKEHOLDER**

The word stakeholder refers to individuals, groups or organisations with a stake or interest in the outcome of a decision. Stakeholders may also have the ability to influence the decision given their role or position.

## **ENGAGEMENT**

Engagement is defined as a planned process with the purpose of working with communities and stakeholders to inform decisions, share knowledge and strengthen relationships.

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# 1 Introduction

## 1.1 Purpose of this document

This document provides an overview of the promotion, communication and engagement activities undertaken in the third stage of stakeholder and community engagement for Moreland City Council's Kerbside Waste Reform project and summarises feedback. The third stage of engagement was carried out over August and September 2021.

This document presents a record of feedback from participants collected through a range of engagement activities. It is not intended as a social research report. Rather, this report presents the breadth and depth of feedback we received through community contributions.

Findings of this report do not represent a council decision. This document has been prepared for Council to inform the project team and Councillors. Service options considered and preferences discussed may not represent Council's final position.

Community feedback will be considered alongside operational and technical considerations to help Council make decisions about which options to progress further as the final *Kerbside Waste Services and Charges Policy* ("waste policy") is prepared.

A public summary document of this Stage 3 Engagement Report will also be prepared which will summarise findings of this third stage of engagement and outline how feedback will be used to inform the next stage of the project.

## 1.2 About Capire

Capire Consulting Group (Capire) is a specialist community engagement firm. Capire was engaged by Council to assist in the design, delivery and reporting of community engagement to support the Kerbside Waste Reform project.

Capire worked collaboratively with Council to design Stage 3 of engagement based on feedback gathered in previous stages about what worked well and what could be improved. The engagement approach was developed to align with guidance prepared by International Association of Public Participation (IAP2) and Council's *Community Engagement Policy 2020*. The Stage 3 engagement plan was reviewed and approved by Council's project team prior to commencement.

## 1.3 Project background

Across Australia, governments and communities are facing challenges in how to reduce and manage different streams of waste to minimise the harmful impacts of waste on the environment whilst meeting the needs of the community.

Moreland City Council (Council) has a longstanding commitment to reducing waste and enhancing the environmental outcomes of waste services. Council recognises that lasting behavioural change and participation in environmental initiatives are best supported through awareness campaigns and educational support.

In response to this need, Council introduced kerbside collection of food and garden organic (FOGO) waste through the addition of food waste into the fortnightly green waste service in 2019.

In 2020, the Victorian Government announced the *Recycling Victoria: A New Economy* policy which mandates a 4-stream kerbside service, along with other changes to be rolled out across all Victorian municipalities. To reduce the amount of waste going into landfill, the new system will introduce separate bins for:

- Garbage (landfill)
- Comingled recycling
- Food and garden organics (FOGO)
- Glass recycling.

Council is committed to making these changes which will also introduce different collection frequencies and bin sizes, and a revised charging model. Council must now prepare and adopt a new waste policy which must be informed by engagement with the Moreland community.

### 1.3.1 Drivers

Council is committed to engaging the Moreland community on how best to implement these changes.

While some decisions are already made, consultation on negotiable aspects of this project help Council to make decisions in the interest of its community. Engagement helps to build awareness of the problem of waste, and encourage greater individual, household and business contributions to its response.

Public engagement at this stage of the project is intended to inform a tailored approach to implementation and policy development to ensure that the needs and wants of the Moreland community are understood and reflected. This will help to promote mutual benefit and aid compliance at later stages.

### 1.3.2 Project negotiables

While this project responds to state government directives, consultation seeks to address negotiables and non-negotiables specific to Moreland.

The negotiables for this stage of consultation focussed on the proposed standard service and options available to tailor the service to meet the needs of households. The proposed service options and waste charge model addressed:

- Different bin sizes and capacities for garbage, food and garden organics (FOGO), recycling and glass bins
- Shared bins and glass drop-off points for apartments, flats, units, townhouses and retirement villages without storage or kerbside space for a fourth glass bin
- Extra fee-for-service options including weekly garbage collections and additional booked hard waste collections
- How people with concessions or who have extra needs can be supported
- Price signals to incentivise households to reduce waste by using smaller bins
- Preferences for how the community would like to be informed/educated about the changes to the service.

### 1.3.3 Engagement risks, challenges and mitigations

Engagement of any type carries risks that must be anticipated and managed. The following project risks were identified and addressed through the project planning phase:

- Low levels of understanding and varying levels of waste literacy
- Community builds unattainable expectations of service reform
- Perceived inequity of waste charge between Councils
- Poor community perceptions of Council
- Capacity of local residents and businesses to join the conversation
- Failure to capture the diversity of views
- Barriers for community members to join the conversation
- Misperception of proposed service and options
- Misperception of drivers behind why service reform is required
- Perception that decision has been made in advance of consultation.

Details of the mitigation measures employed to address these risks is provided in an Engagement Plan that guides this program of activities.

## MANAGING THE IMPACT OF COVID-19

In addition to the standard engagement risks outlined above, the specific impacts of the Covid-19 pandemic required careful management.

To ensure the safety of the project team and the Moreland community, the decision was made at the outset of this stage of engagement to focus activities and communications to online, phone and written communication. Opportunities for face-to-face engagement were considered throughout the engagement period, however ongoing restrictions prevented these activities.

It is acknowledged that this approach may create barriers for some individuals and community cohorts. To address this, the engagement program incorporated a range of platforms and methods for people to make contact. These included online platforms, email, telephone and printed advertising and communications.

While efforts were made to identify and address engagement barriers, it is likely that the constrained approach and the Covid-19 environment had an adverse impact on engagement with some sectors of the Moreland community. You can read more about measures employed to manage the impacts of Covid-19 in Section 2.4.1 on page 9 of this report.

### 1.3.4 Overview of previous stages of engagement

#### STAGE 1 – JULY AND AUGUST 2020

The first stage of consultation helped us to understand what the community thought about the current waste service and the introduction of a fourth bin or service for glass recycling. Over 436 survey responses and 149 ideas were received on how the changes might affect households and community.

Council also engaged a company to undertake social research to further understand how a four-bin service would impact on specific groups in the community.

The Stage 1 Engagement Full Report<sup>1</sup> and Waste Services Social Research Full Report<sup>2</sup> are both available from the Document Library of the project website:

[conversations.moreland.vic.gov.au/waste](https://conversations.moreland.vic.gov.au/waste). Summaries of both reports<sup>3</sup> are also available from the Document Library.

#### STAGE 2 – FEBRUARY AND MARCH 2021

In the second stage of consultation, some options for changes to FOGO and Garbage, Recycling and Glass, and Hard Waste services were presented, and the Moreland community was asked about alternatives for a new glass recycling bin for some housing types.

Over 1,000 people completed surveys. Six online workshops and two community phone-in sessions were conducted. The Stage 2 Engagement Full Report<sup>4</sup> and Stage 2 - Summary of Consultation report<sup>5</sup> are available from the Document Library of the project website:

[conversations.moreland.vic.gov.au/waste](https://conversations.moreland.vic.gov.au/waste).

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<sup>1</sup> Stage 1 Engagement Full Report available from: [https://conversations.moreland.vic.gov.au/download\\_file/2294/478](https://conversations.moreland.vic.gov.au/download_file/2294/478)

<sup>2</sup> Waste Services Social Research Report available: [https://conversations.moreland.vic.gov.au/download\\_file/2165/478](https://conversations.moreland.vic.gov.au/download_file/2165/478)

<sup>3</sup> Stage 1 Summary Consultation available from: [https://conversations.moreland.vic.gov.au/download\\_file/626/478](https://conversations.moreland.vic.gov.au/download_file/626/478);

Summary of Waste Services Social Research Findings available:

[https://conversations.moreland.vic.gov.au/download\\_file/1092/478](https://conversations.moreland.vic.gov.au/download_file/1092/478)

<sup>4</sup> Stage 2 Engagement Full Report available from: [https://conversations.moreland.vic.gov.au/download\\_file/2163/478](https://conversations.moreland.vic.gov.au/download_file/2163/478)

<sup>5</sup> Stage 2 – Summary of Consultation available from: [https://conversations.moreland.vic.gov.au/download\\_file/1670/478](https://conversations.moreland.vic.gov.au/download_file/1670/478)



## 2 Engagement approach

### 2.1 Engagement stages

The public and stakeholder engagement to support *Reducing our waste, changing our service* was delivered over three main stages as shown in Figure 1.

This report relates specifically to activities included in Stage 3. Engagement with key stakeholders and government is ongoing throughout the life of the project.

The third stage of engagement ran over four weeks from 9 August to 5 September 2021. Council's *Community Engagement and Public Participation Policy* requires a minimum of 10 days of public exhibition for Council projects. However, Stage 3 engagement was extended over a four-week period to provide more time for the community to view the proposed service and draft waste policy and provide feedback.

| Stage 1 (July-Aug 2020)   | Stage 2 (Feb-Mar 2021)  | Stage 3 (Aug-Sept 2021)   |
|---|---|---|
| <b>Sharing the problem</b> <ul style="list-style-type: none"> <li>To socialise the project within the community</li> <li>To establish a baseline understanding that 'waste affects everyone'</li> <li>To undertake a 'pulse-check' of concerns and issues within the community regarding the project</li> </ul> | <b>Teasing out the issues and introducing options</b> <ul style="list-style-type: none"> <li>To seek feedback to inform the draft kerbside services and charges policy</li> <li>To seek feedback on shortlisted options for the future waste service model</li> </ul>   | <b>Draft Policy consultation</b> <ul style="list-style-type: none"> <li>To seek feedback on the draft policy and proposed service and options</li> </ul>  |
| <b>Key engagement activities</b> <ul style="list-style-type: none"> <li>Communications and promotion</li> <li>Launching the project webpage and 'Conversations Moreland' engagement platform</li> <li>Identification of possible project champions</li> <li>Phone in sessions</li> </ul>                        | <b>Key engagement activities</b> <ul style="list-style-type: none"> <li>Conversation Starter Kit and website materials</li> <li>Mobilisation of project champions</li> <li>Online survey and 'Conversations Moreland' questions tools</li> <li>Community workshops</li> <li>Phone in sessions</li> <li>Survey for non-residential properties</li> </ul> | <b>Key engagement activities</b> <ul style="list-style-type: none"> <li>Explainer document outlining draft policy and options'</li> <li>Online and hard copy survey and 'Conversations Moreland' questions tools</li> <li>Community workshops</li> <li>Phone in sessions</li> <li>Online question portal and emails</li> <li>Project Champions meetings and online collaboration space</li> </ul> |

Figure 1 Three main stages of delivery

### 2.2 Purpose of this third stage of engagement

The purpose of Stage 3 of the community engagement schedule was to present the draft waste policy, which outlines the proposed service changes, and to seek community and stakeholder feedback prior to seeking Council endorsement.

Moreland has a diverse community; any single waste service will not meet the needs and wants of all residents. Engagement sought feedback to understand the breadth of needs across the

Moreland community to inform the development of a flexible service that meets most needs, whilst ensuring it is equitable and reasonable.

This stage sought to further educate the Moreland community about waste management, as well as to position Council and prepare the Moreland community for the subsequent change management processes.

Stage 3 consultation aimed to increase community understanding of the benefits of the proposed waste service model outlined in the draft waste policy and to demonstrate how community feedback from Stage 1 and 2 engagement has been used to inform the draft waste policy.

To address limitations in earlier stages of engagement and the ongoing impacts of Covid-19 restrictions, the Stage 3 engagement method included additional measures to increase overall awareness of the project and further enhance opportunities for community participation, given the constraints. Some of these are described in Section 2.4.1 on page 9 of this report.

## 2.3 Continuation of the Waste Champions network

The Waste Champions network has been implemented during the Moreland Kerbside Waste Reform engagement project from Stage 1, where individuals and groups interested in promoting or championing the future waste service, especially FOGO, were identified.

To date, 97 Moreland residents have registered to be a Waste Champion.

In Stage 3 of the engagement program, two online workshops with Champions were held:

- *Tuesday 20 July:* Briefing workshop to reconnect with existing Champions and welcome newly registered Champions. This session included a re-cap of previous engagement and findings and sought feedback on how Council can continue to support Champions.
- *Tuesday 17 August:* Workshop to introduce the proposed service and options, provide overview of engagement opportunities and provide resources to promote opportunities for people to be involved.

During Stage 3 engagement, Waste Champions helped to promote the project to their networks and neighbourhoods to raise awareness and encourage participation. This included providing hard copy surveys and further information to other residents.

Council will continue to work with the Waste Champions network as the final endorsed changes are rolled out.

## 2.4 Assumptions and limitations

This report details the participants' perceptions, concerns and ideas as expressed during the engagement activities. Capire is confident this report provides a true account of the feedback provided.

A full list of limitations identified in relation to conducting and reporting on the engagement is included as **Appendix A** of this report. The following outlines some particular areas of focus.

### 2.4.1 Engagement and COVID-19

Stay-at-home orders suddenly came into effect on Friday 5<sup>th</sup> August, one business day prior to Stage 3 engagement commencing on Monday 9<sup>th</sup> August. Flyers launching the engagement had already been distributed to ratepayers and external advertising was already scheduled.

The engagement approach was designed to ensure that activities could continue while maintaining the safety of the public, staff and team members due to the pandemic. These were further strengthened in response to the ongoing Covid-19 stay-at-home orders throughout the engagement period.

These included:

- Retaining a focus on online and remote engagement platforms, including an expansion of the Conversations Moreland project website promoting 24-hour access, a single source of project information, and interactive engagement tools where people could participate from home
- Providing access to project background documents integrated with engagement surveys, connecting background information to the online engagement techniques
- Holding all workshops online via Zoom and providing phone call drop-in sessions and enhanced opportunities for web and email enquiries or submissions to substitute for face-to-face community events
- Increase focus on targeted promotion through social media and community networks in the local area
- Language surveys offered in languages other than English including: Arabic, Italian, Greek, Vietnamese, Turkish and Simplified Chinese
- Enhanced focus on static advertising across Moreland including QR codes on posters and advertisements to direct people to the Conversations Moreland project page, with a focus on proliferating the Explainer Document, and promoting the online surveys, phone-in sessions and workshop registration webpages
- Convening project Champions as a way to promote the project through community networks and providing Champions with a QR code to support community conversations and direct people to the project website
- A grace period following the conclusion of the formal engagement period to record phone and email feedback and collect hard copy surveys that had been mailed back.

## 2.4.2 Accessibility and inclusion

To enhance inclusion, the engagement program included a number of measures including format, language and content to deliver greater accessibility. Due to Covid-19 stay-at-home orders, face-to-face engagement opportunities designed to enhance inclusion of underrepresented groups, were substituted with increased engagement and accessibility measures.

### ACCESSIBLE MATERIALS AND CHANNELS

- Web accessible versions of the Explainer Document and all project fact sheets were made available on the Conversations Moreland website
- Phone-in sessions were planned and advertised to allow people an alternative to online or written engagement, and included access to interpreter services
- Moreland Customer Service Officers were briefed to accept calls and respond to project enquiries and take feedback throughout the engagement period, with follow-up phone calls from the project team as required
- The survey, Explainer Document, and relevant project collateral were made available in hard copy via post or email by request. Due to Australia Post delays, hard copy survey responses were received by post and email up until 10 October 2021.

### LANGUAGE ACCESSIBILITY

- All written collateral included details for Moreland's Language Link translation service
- In-language web pages were developed on Conversations Moreland, with key information (including from the Explainer Document) translated into seven languages: Italian, Greek, Arabic, Simplified Chinese, Turkish, Vietnamese and Urdu. These languages represent the seven languages most frequently spoken in the Moreland community where there is an English barrier
- In-language surveys were provided in Arabic, Italian, Greek, Vietnamese and Turkish
- Promotional flyers and posters incorporated information in English as well as Italian, Greek, Arabic, Simplified Chinese, Turkish, Vietnamese and Urdu
- Weekly project promotions in Greek, Arabic and Italian community newspapers, as well as radio advertising in these languages on 3ZZZ North West community radio
- Promotion via Moreland Community Connectors network
- Project options and opportunities to provide feedback were provided in languages other than English via targeted Facebook advertising, directing people to the in-language Conversations Moreland webpages and surveys.

## COMMUNITY ACCESS

- Waste Champions and Council officers were encouraged to promote the project and engagement opportunities amongst their community networks and working groups and to seek feedback about any assistance required by groups or individuals to engage with the project
- The project and engagement opportunities were promoted through community networks, including Service Provider networks, Aged Care Services, Community Connectors network, Community Development networks, VICSEG and Merri Health.

For more detail on communications and engagement channels used through this third stage of engagement, refer to **Appendix D**.

# 3 Summary of participants

## 3.1 Overview of total participation

Table 1 Total participants by engagement channel

| Engagement method  | Total participants in Stage 3  |
|--|--------------------------------|
| Surveys  |                                |
| - Total online and hard copy household surveys                       | 1,592                          |
| - Language   | 13                             |
| - Business survey  | 5                              |
| Written feedback, queries and submissions received via email or mail | 140                            |
| Website Q&A  | 93                             |
| Total feedback and queries received via telephone or in person       | 37                             |
| - Advertised phone in sessions                                       | 5                              |
| 5 x 1.5-hour community workshops                                     | 37                             |
| Waste Champion registrations during Stage 3 consultation period      | 28 (97 registrations in total) |

While the engagement approach encountered challenges due to the pandemic and other limitations, a strong response was captured to this third stage of engagement, and similarly for previous stages. The response rates for all stages were comparable to local government projects of a similar scale and impact.

## 3.2 Who did we hear from?

The household survey included a series of demographics questions at the outset to help Council to understand who is participating and whether there are particular issues that need to be considered for certain groups within the Moreland community.

Collecting some demographic information about participants also helps to understand the breadth and representativeness of people participating in engagement.

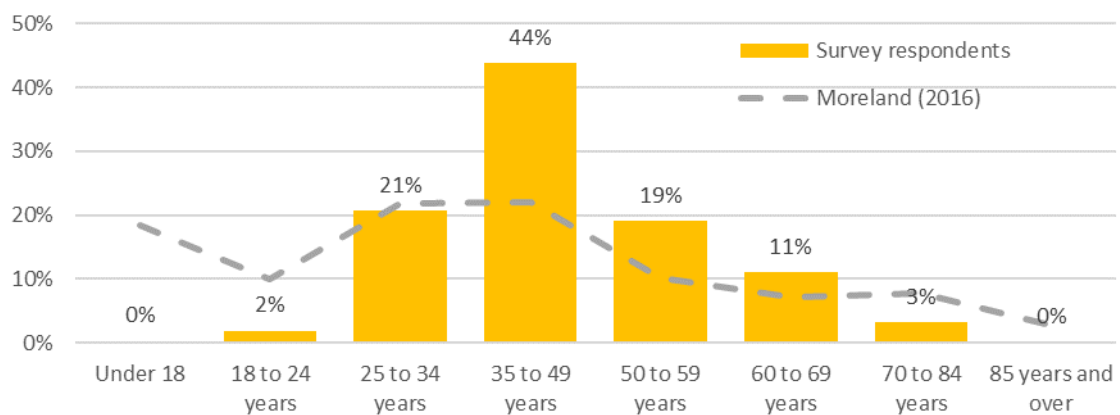
The following section provides an overview of participants that completed the survey. Overall, it demonstrates that engagement activities in this Stage 3 consultation captures feedback from a broad cross section of the Moreland community both in terms of household and dwelling types, and age and location.

### 3.2.1 Age of survey participants

Figure 2 displays a breakdown of the survey respondents' age compared to the Moreland Local Government Area residential population during the 2016 Census.

Moreland residents across all age ranges from 18 to 85 years participated in the survey. Survey participants were mostly aged between 35 and 59 years and participants in these age groups were overrepresented compared to the overall population in Moreland, whereas people aged over 70 years and under 24 years were underrepresented.

People aged under 18 years were not represented in survey responses, however this age cohort was captured by participants completing the survey on behalf of households with children. This would further account for the comparative overrepresentation of participants aged 35-49 years.



Source: Survey responses and Australian Bureau of Statistics, *Census of Population and Housing 2011 and 2016*.

Figure 2 Age of survey respondents

### 3.2.2 Gender of participants

Figure 3 displays a breakdown of the survey respondents' gender compared to the Moreland Local Government Area residential population during the 2016 Census. Most survey participants were female.

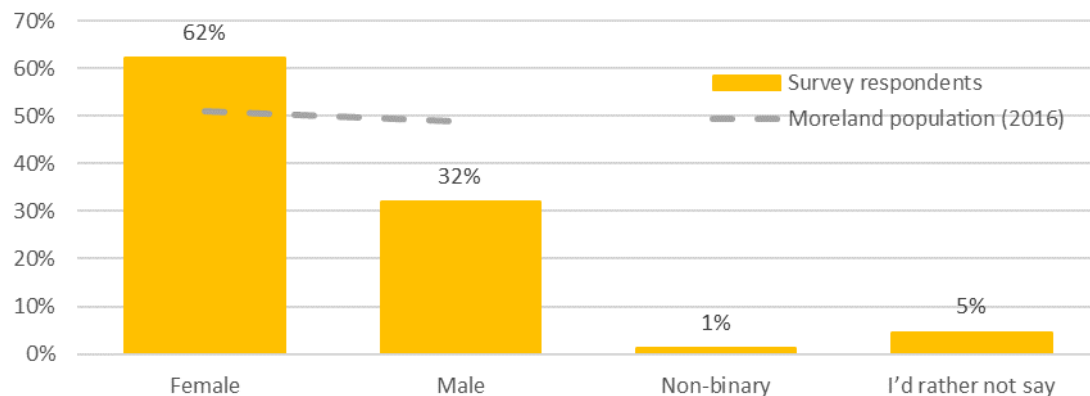


Figure 3 Gender of survey respondents

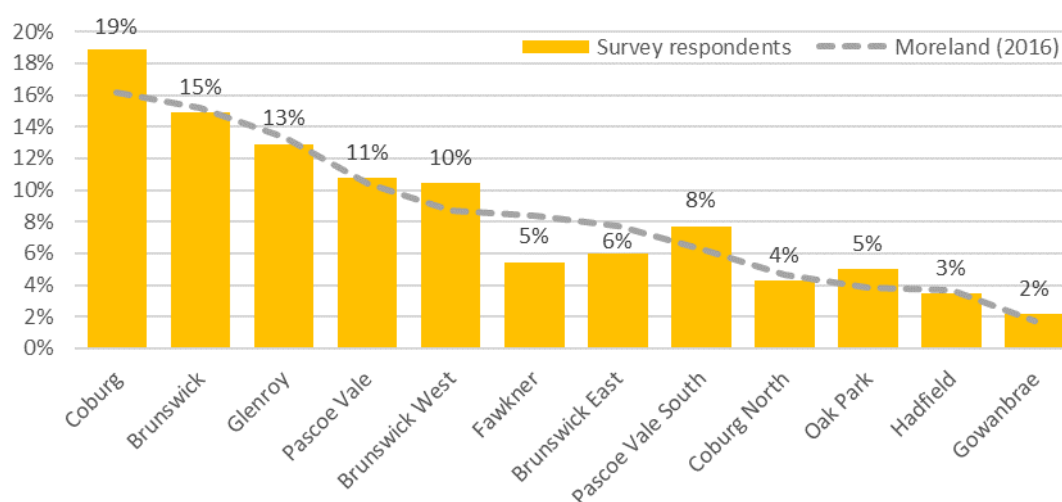
### 3.2.3 Where do participants live?

Survey participants were asked to indicate which suburbs they live or own a property in. Respondents were able to select multiple suburbs.

As shown in Figure 4, residents and property owners in Coburg, Brunswick and Glenroy represented the highest number of survey responses. This reflected the 2016 residential Census data for the Moreland Local Government Area.

Compared with participation in Stage 2 of engagement, respondents from Stage 3 were more evenly distributed across all suburbs. In particular, Stage 3 saw comparatively more participation from residents of suburbs in the north of Moreland.

The suburbs of Fawkner (5% of survey responses) and Brunswick East (6%) were the most underrepresented suburbs compared to the overall population distribution of Moreland.



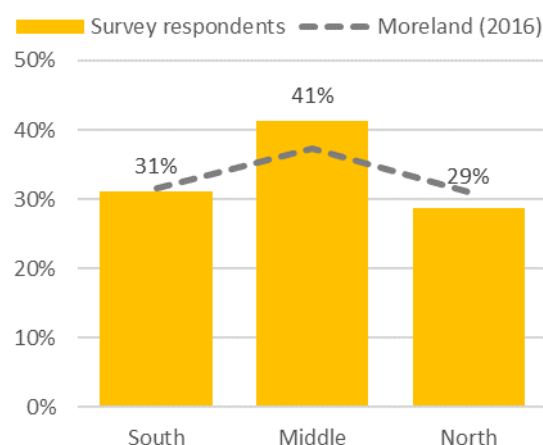
Source: Survey responses and Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016.

**Figure 4** Suburb breakdown of survey participants

The suburbs in the Moreland Local Government Area were split up into the three regions: south, middle, and north. The suburbs within each region are outlined below.

- South: Brunswick, Brunswick East and Brunswick West
- Middle: Coburg, Coburg North, Pascoe Vale, Pascoe Vale South
- North: Fawkner, Glenroy, Gowanbrae, Hadfield, Oak Park

These regions have been used to help summarise findings where clear geographical trends emerge. Figure 5 shows the proportion of survey respondents residing in each region against the total population of Moreland residents recorded in the 2016 Census.



**Figure 5** Breakdown of survey participants by region

Source: Survey responses and Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016.



### 3.2.4 Household and dwelling characteristics

Participants were asked to indicate certain household characteristics which may impact their waste requirements as shown in Figure 6. Respondents were able to select all that applied to them.

Options presented in the question were based on household characteristics likely to influence waste service needs.

Overall, small households (35%) were the most frequent household type for survey respondents followed by low-waste households (22%). Households with children in nappies were represented by 17% of respondents.

Rental households comprised 16% of all survey responds with landlords contributing 5%.

Multi-unit developments including apartments, flats, units, retirement villages and townhouses made up a total of 27% of respondents, reflecting higher density dwellings.

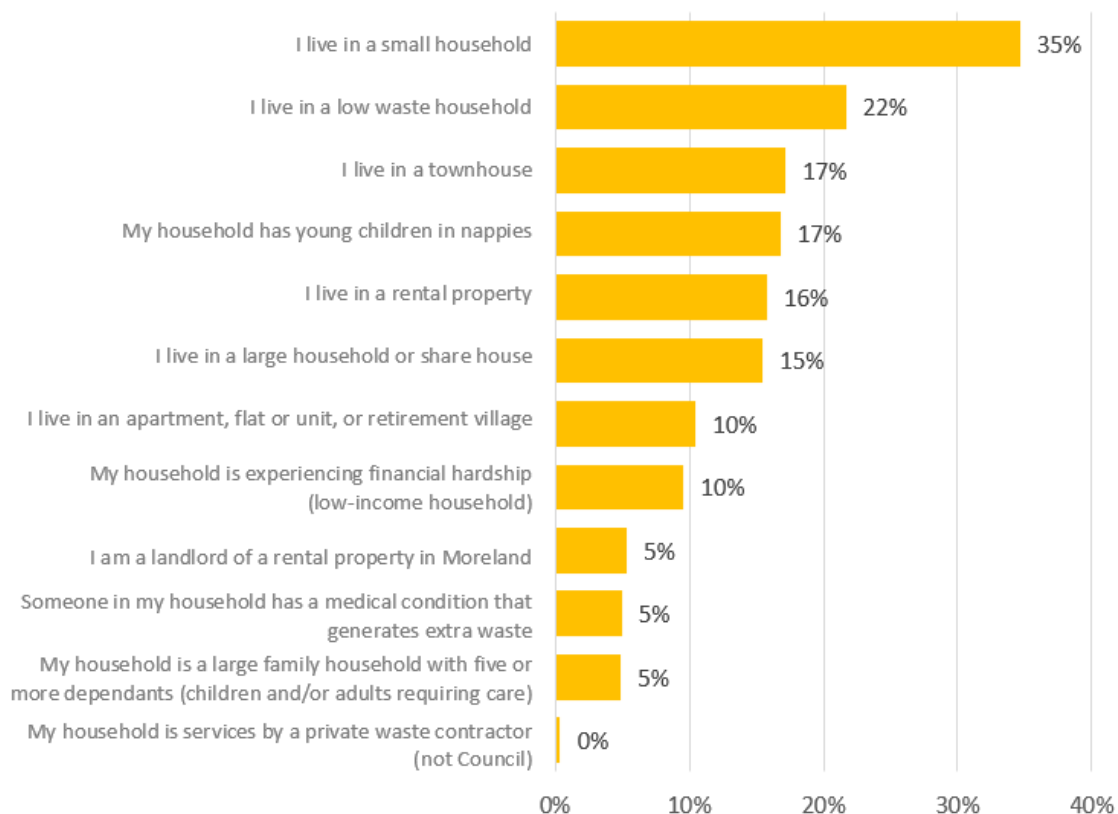


Figure 6 Breakdown of household dwelling characterises of survey participants

'Other' household types included high waste household, high garden waste household, high recycling waste household, regular waste household, average sized family, own a pet which generates waste, own chickens, use a compost bin, live in a house, use shared bins, have limited space for bin storage, and none of the above options.

An assessment of household types by region found that, overall:

- Respondents from the **south of Moreland** tended to have higher portions of smaller households, low waste households, rental properties and people who live in apartments, flats units or retirement villages
- The proportion of respondents who live in townhouses is highest in the **middle and north of Moreland**
- Respondents who live in the **middle of Moreland** are more likely to live in large households or share houses and a high proportion of households with children in nappies
- Respondents from the **north of Moreland** are more likely to live in households with children in nappies, large family households with five or more dependants, households with someone with a medical condition that generates extra waste, and households experiencing financial hardship.

### 3.2.5 Diversity

From the 1,592 survey respondents, 9% of participants stated they speak a language other than English at home. Table 2 lists the languages spoken at home by participants in Stage 3.

Despite this representing a three-fold increase to the responses of community members who speak languages other than English at home compared to Stage 2 of the engagement process, this sample is significantly lower than the 38% of Moreland residents who reported speaking a language other than English at home in the 2016 Census. This disparity may be due to the absence of face-to-face and in-community engagement opportunities.

Overall, 90 survey respondents identified as a migrant, asylum seeker or refugee, compared with 44 participants in Stage 2.

Another 15 survey respondents shared that they identified as an Aboriginal or Torres Strait Islander person and 162 survey respondents identified as LGBTQIA+.

*Table 2 Languages spoken at home by survey respondents (in alphabetical order)*

|             |          |            |            |            |            |
|-------------|----------|------------|------------|------------|------------|
| Afrikaans   | Dutch    | Greek      | Khmer      | Nepali     | Tagalog    |
| Arabic      | Farsi    | Hindi      | Macedonian | Oriya      | Telugu     |
| Azerbaijani | Filipino | Hmong      | Malayalam  | Persian    | Turkish    |
| Bengali     | Flemish  | Indonesian | Maltese    | Portuguese | Ukrainian  |
| Cantonese   | French   | Italian    | Mandarin   | Serbian    | Urdu       |
| Cebuano     | German   | Japanese   | Marathi    | Spanish    | Vietnamese |
| Croatian    |          |            |            |            |            |

### 3.2.6 Underrepresented cohorts

Every effort was made to promote and build awareness of the project. Multiple opportunities were provided for community and stakeholders to give feedback on the draft waste policy in an attempt to achieve as representative a sample as possible of community voices, within the project constraints. However, consultation differs from social research and cannot ensure a statistically significant sample. As such, there were some underrepresented community cohorts.

Despite a lower response rate from some groups, contributions were collected from a broad cross section of the Moreland community including those that were comparatively underrepresented. It is also noted that individual demographic data was collected from survey participants only and did not capture details of any other people living in their household, or people providing feedback by phone, email or workshops.

While improvements in participation of some underrepresented cohorts from earlier stages of engagement can be seen, a comparison of survey participants against a demographic profile of the Moreland municipal community suggests that the following groups were underrepresented in this latest stage of engagement:

- Males
- People aged 18-24 years and people aged 70 years and over
- Culturally and linguistically diverse (CALD) communities
- Residents of townhouses
- Residents living in Fawkner and Brunswick East
- Rental households.

Throughout the active engagement period, the project team monitored participation to identify potentially underrepresented groups and responded through targeted promotion through Facebook advertising, Council communication channels and community networks.

Acknowledging that participants of these groups represented comparatively fewer contributors allows Council to develop strategies and build relationships to target these groups for communications and education as the final endorsed 4-bin service is rolled out.

It is acknowledged that this round of engagement did not capture substantial feedback from businesses using Council waste services.

## 4 Summary of findings

This section of the report summarises the findings across all engagement streams including survey responses, workshop discussions, phone-in sessions, website Q&A, the Waste Champions network and feedback received via phone, post or email.

The analysis reflects the structure of discussions, focussing on the following themes:

- |                                    |  |
|------------------------------------|--|
| 1. Garbage                         | 5. Hard waste                                |
| 2. Food and Garden Organics (FOGO) | 6. Demographic cohorts and community sectors |
| 3. Recycling                       | 7. Waste charge                              |
| 4. Glass                           | 8. Overall sentiment                         |

The graphs and diagrams in the following analysis reflects the quantitative feedback from the 1,592 survey responses. Demographic profiles also draw predominantly on survey responses as this is where respondents were asked to provide some information about their household and dwelling characteristics.

Below is a summary of survey responses followed by a discussion of key themes that emerged through feedback overall. This format is repeated in this report for all waste streams.

### A NOTE ON SURVEY FEEDBACK

For each waste stream, survey respondents were asked to consider the proposed standard service alongside a series of service options presented in the draft waste policy and to indicate which approach would suit their household. Where respondents felt that none of the proposed options in the draft waste policy would suit their household, they were invited to select “None of these options” and explain why this was, and what alternative may better suit their household.

As a result of this approach, key discussion themes for each waste stream presented in this report commonly reflect the comments and explanations of those who selected “None of these options would suit my household”.

Workshop discussions and feedback collected through email, phone and other means is further considered in the discussion to help provide a more nuanced breakdown of issues and needs.

The hard copy survey and further information on survey design can be found in **Appendix C** of this report.

## 4.1 Garbage

### 4.1.1 Survey responses

#### OVERALL SERVICE OPTION PREFERENCES

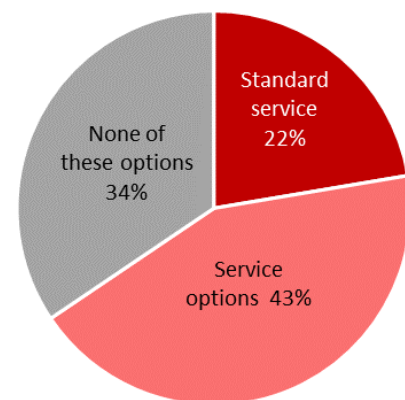
Survey respondents were asked to consider which of the proposed garbage options in the draft waste policy would suit their household.

Table 3 displays the list of proposed options and Figure 7 shows an overview of respondents' preference for the proposed standard service and options presented in the draft waste policy.

Overall, 65% of respondents selected a proposed option from the draft waste policy. Of these, 22% of respondents prefer the standard service and a further 43% would prefer one of the service options presented in the draft waste policy.

*Table 3 Proposed options for garbage collection*

|                         |  |
|-------------------------|--|
| <b>Standard service</b> | <b>Use the standard (120 litre) garbage bin collected fortnightly (and pay the standard waste charge)</b>    |
| <b>Service option 1</b> | Only need the smaller (80 litre) garbage bin collected fortnightly (and pay a reduced waste charge)          |
| <b>Service option 2</b> | Need a larger (240 litre) garbage bin collected fortnightly (and pay an increased waste charge)              |
| <b>Service option 3</b> | Apply for a concession for a larger garbage bin at no extra cost   |
| <b>Service option 4</b> | Need the maximum garbage bin capacity (360 litres) collected fortnightly (and pay an increased waste charge) |
| <b>Service option 5</b> | Want a weekly garbage collection (for an extra fee)  |
| <b>None</b>             | None of these options would suit my household  |



*Figure 7 Overview of service preferences for garbage<sup>1</sup>*

Figure 8 further breaks down preferences by option and shows how these preferences varied across respondents from suburbs in the south, middle and north of Moreland. Overall, preferences for the garbage service display the diversity of households and household needs across Moreland.

Of the service options presented, respondents most frequently preferred 'Option 1 – a smaller bin collected fortnightly for a reduced charge' (20%) and 'Option 2 – standard bin collected fortnightly at the standard charge' (19%). Option 1 was particularly favoured by participants from the south of Moreland where household sizes are smaller, and dwellings tend to be higher density.

Residents from the middle and north of Moreland, where households and families tend to be bigger were more likely to opt for options that include additional capacity or more frequent collection.

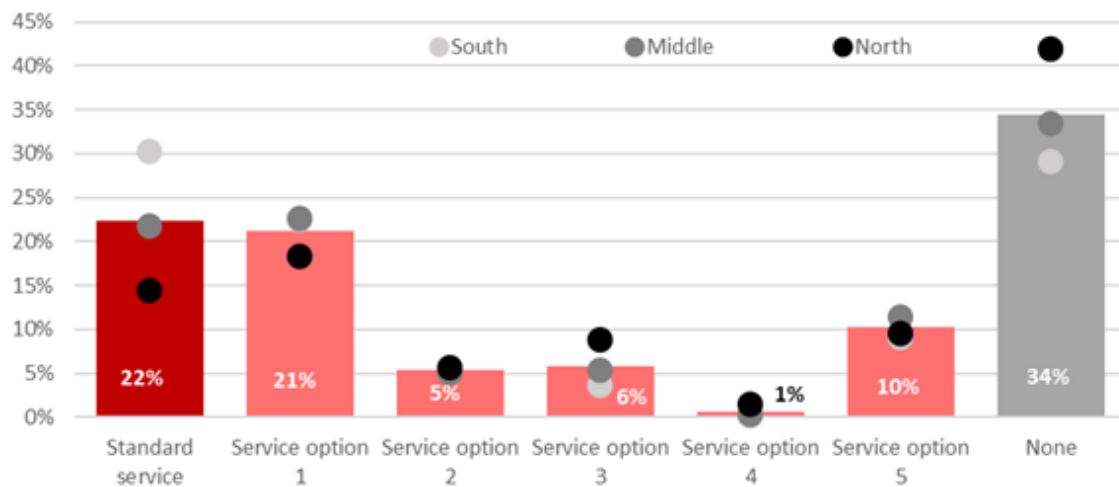


Figure 8 Survey respondents' service option preferences for garbage collection

#### REASONS FOR 'NONE OF THESE OPTIONS'

Of the 34% of respondents who felt that none of the options would suit their households, most were from larger households and households in the north of Moreland. Of these respondents over half would prefer weekly garbage collection with some preferring no change at all to their overall waste service and would prefer the current service to remain. Overall, 20% of survey respondents indicated that they wanted to retain weekly garbage collections as part of the standard service.

Many of these respondents also felt that they would be forced to pay extra for what they perceived as a reduction in service. Odour, hygiene and pests were frequent concerns as well as (perceived) risk of additional rubbish dumping in public parks and neighbours' bins.

#### PREFERENCE BY HOUSEHOLD TYPE

Figure 9 illustrates the differing preferences by household type. Most distinctly, this is seen in the preference for smaller bins for a reduced charge which is most preferred in small and low waste households.

Large households and households with children in nappies demonstrate a stronger preference for the standard bin size or a larger bin either with concession or for an additional fee.

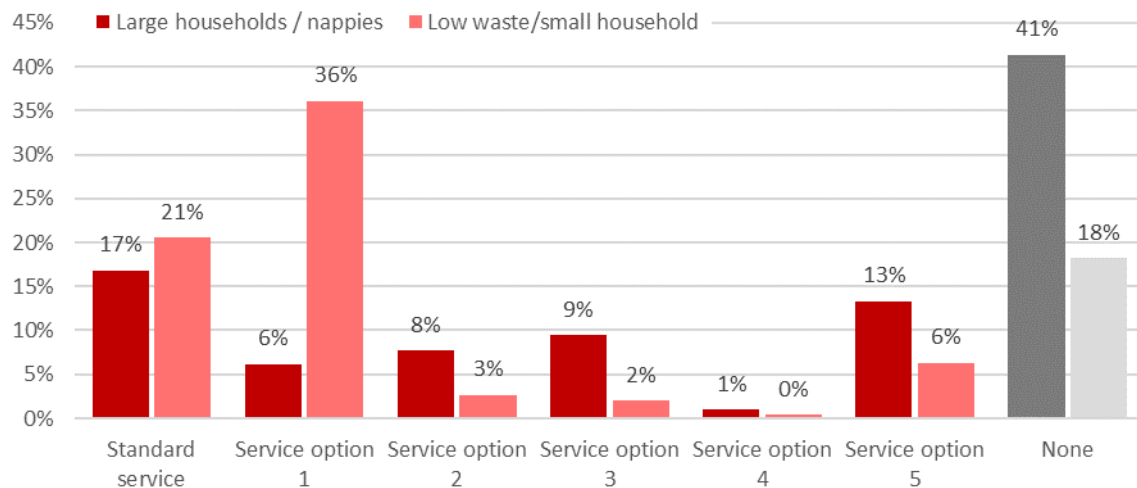


Figure 9 Garbage collection preferences by household type

#### 4.1.2 Discussion of key themes

The following summarises key themes emerging through open survey questions, workshop discussions, phone sessions and email and phone feedback.

**Participants opposed to changes to the garbage service frequently voiced expectations that weekly garbage collection should be a standard service and that garbage is the primary stream for the overall waste service.**

Consistent with previous rounds of engagement, a reduction in frequency of garbage collection emerged as a divisive proposal.

Participants opposed to changes to the garbage stream frequently voiced an expectation that weekly garbage collection is a standard level of service that Council should provide. These participants also suggested that the proposed changes would represent a reduction in service levels for a higher cost.

Some participants noted that missing a fortnightly collection would mean that households would have to store a bin and waste for a month and that this was untenable.

**Smaller households and low waste households were most likely to support options to reduce their bin size further for a reduction in the waste charge and were supportive of Council policy to advocate for this at a community level.**

Smaller households and those identifying as low waste households were the most likely to select the service option that offered a reduced bin size for a reduced fee. This was also true for households that have compost bins and worm farms. These households tended to be more supportive of reduced garbage collection frequency as the existing service is surplus to requirement.

*I don't generate enough garbage to warrant a fortnightly pick up. I would like to be rewarded for not putting waste into landfill*

*Need a smaller bin. Is there a 40 litre option? We could not fit 4 bins at our property. We also don't have very much waste*

These households were the most supportive of Council's proposed service and options overall and directions towards waste reduction.

**Overall, participants were generally supportive of Council's commitment to waste reduction.**

While many respondents were concerned about the impacts of reduced garbage collection frequency and fortnightly capacity, Council's direction for reduced waste to landfill was generally supported.

In particular, workshop discussions revealed an appreciation of the drivers behind proposed changes to the garbage stream with many participants understanding how the introduction of municipal FOGO would reduce garbage overall. However, participants also acknowledged that garbage waste reduction was more difficult for some household types, such as large households and households with children in nappies.

**Some participants were concerned that reduced collection frequency will increase bin odour, particularly in warmer weather, is unhygienic and will attract pests and vermin.**

Odour and hygiene were significant and consistent concerns raised with regard to reduced garbage collection frequency.

Participants occasionally suggested that storage of garbage over longer periods would also increase the risk of attracting pests and vermin and health hazards associated with this.

Overall, awareness of the relationship between garbage and FOGO streams was low for households that did not already have a FOGO bin. This meant that not all participants were aware that diverting food scraps to the FOGO stream could reduce substantial sources of odour in garbage bins.

*We need the existing weekly garbage service to continue at the existing cost. We cannot divert much food waste to the green bin, as our bins can only be stored on the hot western side of the building. When we put food in there, we get fruit flies and vermin*

In particular, households with children in nappies or those disposing of pet waste raised concerns about bin odour with a reduced collection frequency. The summer months were of particular concern.

**Some participants were concerned that reduced garbage collection frequency will result in more rubbish dumping and contamination of other waste streams.**

Participants in both workshops and surveys often raised concerns about a potential increased likelihood of garbage overflow or dumping. This was attributed to an overall reduction in fortnightly garbage capacity. Consideration of the increased standard garbage bin size from 80 litres to 120 litres and the expanded FOGO stream did not appear to address this concern.



Rubbish dumping in neighbouring bins, public bins or public parks and spaces was noted as an existing issue where bin capacity is strained, such as in multi-unit developments with shared bins.

Other participants spoke about existing problems with rubbish dumping in parks around Moreland. This issue also extended to concerns about contamination and inappropriate disposal where users of public spaces placed waste in resident bins.

**Many participants found that that Covid lockdowns and an increase in working from home mean that households are generating more waste than in previous years.**

Participants frequently referenced the impacts of ongoing Covid lockdowns and transition to working from home has resulted in more waste disposed in residential bins. It was suggested that this impact will be ongoing for some time and that modelling undertaken prior to Covid is not reflective of the current situation.

## 4.2 Food and Garden Organics (FOGO)

### 4.2.1 Survey responses

#### OVERALL SERVICE OPTION PREFERENCES

Survey respondents were asked to consider which of the proposed food and garden organics (FOGO) options in the draft waste policy would suit their household.

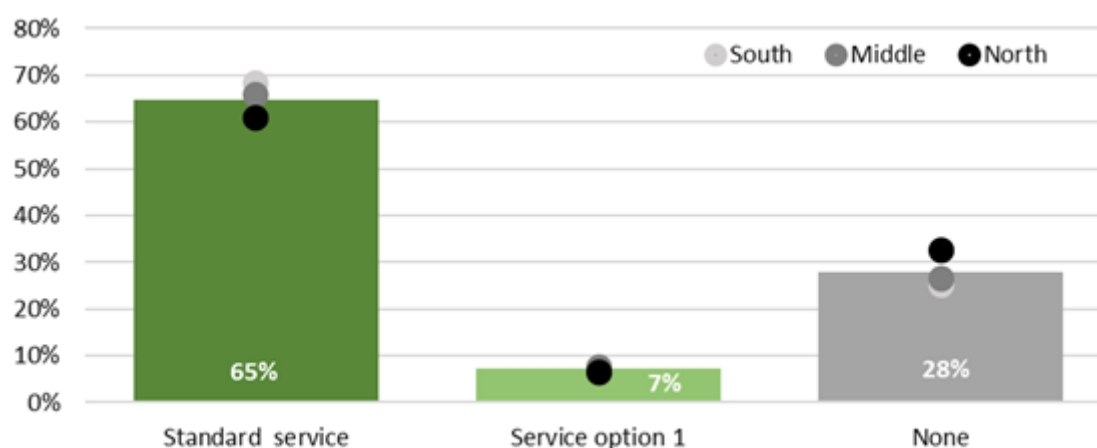
Table 4 displays the list of proposed options and Figure 10 shows an overview of respondents' preference for the proposed standard service and options presented in the draft waste policy.

Overall, 72% of respondents selected a proposed option from the draft waste policy. Almost two thirds of respondents (65%) preferred the proposed standard option offering the standard 120 litre FOGO bin collected weekly (and pay the standard waste charge). The proposed standard service was more frequently preferred by residents in the south and middle of Moreland.

An additional 7% of respondents preferred the service option offering a larger bin for an increased waste charge.

*Table 4 Proposed options for food and garden organics (FOGO) collection*

|                         |  |
|-------------------------|--|
| <b>Standard service</b> | Use the standard (120 litre) FOGO bin collected weekly (and pay the standard waste charge) |
| <b>Service option 1</b> | Need a larger (240 litre) FOGO bin collected weekly (and pay an increased waste charge)    |
| <b>None</b>             | None of these options would suit my household  |



*Figure 10 Survey respondents' preference for food and garden organics (FOGO) collection*

## REASONS FOR 'NONE OF THESE OPTIONS'

While the proposed standard service with weekly collection was overwhelmingly preferred, 28% of respondents felt that none of the options would suit their households.

Of the respondents who did not prefer either option presented, the most frequent concern raised by more than a third of respondents, related to collection frequency. Respondents concern about collection frequency included people who felt that they did not produce enough household organic waste to warrant weekly collection as well as those who would prefer no change to their current fortnightly collection. Some of these people suggested that they would be comfortable with less frequent FOGO collection in exchange for more frequent collection of garbage, while others suggested that collection frequency should be increased in warmer weather to reduce smell and pests.

Concern that the standard bin size was not right accounted for about a quarter of respondents who did not prefer either option. Concerns about bin size included suggestions that smaller bins should be available for a reduced charge or that larger bins should be available at no extra cost. Households with existing 240 litre bins were particularly likely to prefer to retain a larger bin size for no additional cost.

Additional cost was also a frequent concern raised by just under a quarter of respondents who preferred neither option, along with overall resistance to any change to the existing FOGO service or desire to opt-out of the FOGO were frequent concerns. Respondents who voiced a preference to opt-out of the service often included those with existing compost bins or those with constrained storage space.

## PREFERENCE BY HOUSEHOLD TYPE

Figure 11 shows preferences for the FOGO service by household type and demonstrates that all households generally reflect the overall sentiment.

Multi-unit developments have been excluded from this assessment as options available to these dwellings are determined by whether the property is supplied with shared bins. The provision of shared bins will likely be determined by council on a case-by-case basis in liaison with key stakeholders.

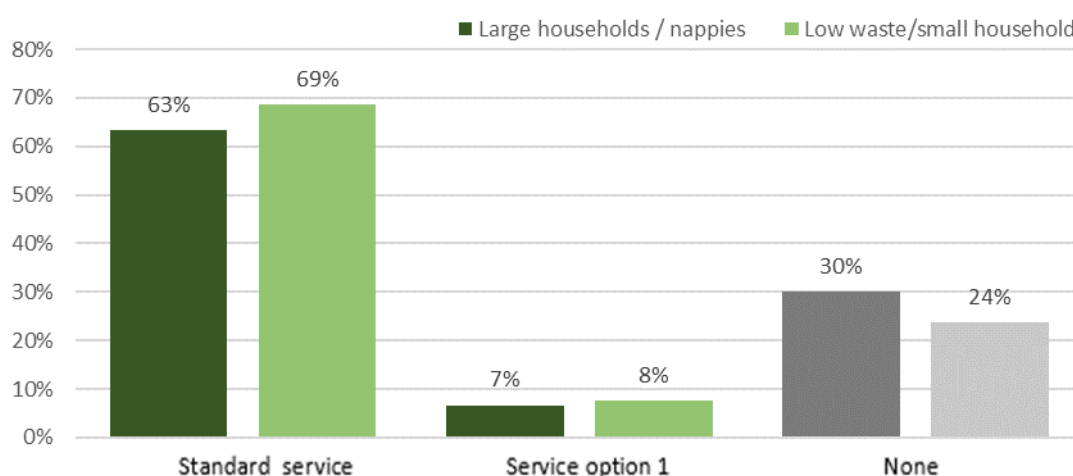


Figure 11 FOGO collection preferences by household type

## 4.2.2 Discussion of key themes

The following summarises key themes emerging through open survey questions, workshop discussions, phone sessions and email and phone feedback.

### **Participants in small households and households with compost bins reported less demand for FOGO bins.**

While participants supported reduction of waste to landfill, some participants reported that their existing waste reduction practices meant that they did not have significant demand for a new or increased FOGO service. In particular, some participants noted that their existing compost bins, worm farms and chooks reduced their requirement for a FOGO service. This was also true for small and single person households or small properties without gardens which did not generate enough food waste to fill a bin.

*Don't need a green bin, we mulch garden waste, have chickens and compost. Bin would just take up space.*

These participants also occasionally suggested that households that compost and thereby reduce FOGO waste should be eligible to opt-out of the FOGO stream and receive a reduced fee.

*I think that not using or requiring a FOGO bin would entitle me to a further reduction in waste charges. A user pay system would seem fairer and encourage reduced waste*

Participants from low waste households and households with compost bins frequently indicated a preference for smaller FOGO bins.

### **The most common concern about FOGO was the potential for bins to develop odour and attract pests and vermin if not collected frequently**

Odour and pests were frequent concerns with regard to FOGO, particularly with current fortnightly collections and in hot weather, or at times such as Christmas where households may generate more food waste.

*We do not support composting and left-over food being mixed with traditional green waste. We prefer to bag leftover and scraps in plastic bags. Avoid food waste in sitting in bins outside, offensive smell and have had issues with pests (mice, cockroaches).*

*We tried using the Green bins for food waste but the smell is disgusting. We went back to using our compost bin*

To address issues of smell and mess from liquid scraps and decomposing food waste, participants often voiced a preference for biodegradable bin liners and more education.

**Generally, participants with FOGO bins are happy to be able to separate their food waste and have access to this waste stream.**

Participants with existing FOGO bins were pleased to have a separate bin for organic waste and reported positive outcomes for overall household waste management.

However, some participants were concerned that the municipal wide roll-out would mean that they would now be required to pay extra for their existing bin, particularly where they currently have a larger 240 litre bin.

**Participants were sometimes concerned that seasonal fluctuation of demand for green waste would not be accommodated.**

Some participants, particularly in workshops, noted that demand for FOGO generated by garden waste fluctuates seasonally. At pruning times, households may generate more garden waste than fits in their FOGO bin and will need to store this for later collections.

It was suggested that additional collections or nature strip garden waste collections could be offered seasonally.

**Participants identified space to store shared FOGO bins and low levels of understanding on how to use them were the main barriers to their use in multi-unit developments.**

Participants who live in townhouses noted that space for additional bins was constrained and that shared bins can create problems with contamination due to lack of accountability or as a result of low understanding of how to use the bins.

Low levels of understanding about what can go in FOGO bins was apparent across all participant cohorts and was identified as an opportunity to increase waste education.

*Each townhouse has their own individual bins instead of having to share. It may encourage others to use the bins correctly*

*We are in a block of 3 town houses (8 residents in total) and already share 1 x 240L waste and 1 x 240L recycling collected weekly. We already struggle with space in these bins. We would require the larger bins collected weekly.*

Some participants raised the possibility of using communal FOGO collection points for households that did not have room for additional bins on their property.

## 4.3 Recycling

### 4.3.1 Survey responses

#### OVERALL SERVICE OPTION PREFERENCES

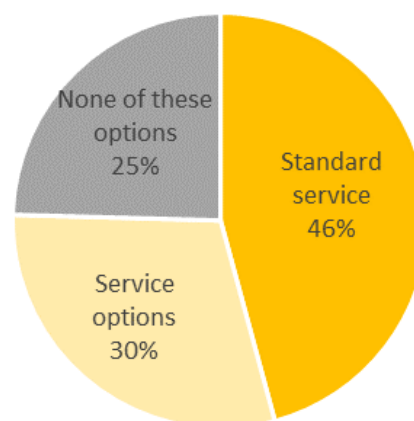
Survey respondents were asked to consider which of the recycling options presented in the draft waste policy would suit their household.

Table 5 displays the list of proposed options and Figure 12 shows an overview of respondents' preference for the proposed service and options presented in the draft waste policy.

Overall, three quarters of respondents preferred an option presented in the draft waste policy. Of these 46% of respondents preferred the standard service and a further 30% would prefer one of the two service options.

*Table 5 Proposed options for recycling collection*

|                         |  |
|-------------------------|--|
| <b>Standard service</b> | <b>Use the standard (240 litre) recycling bin collected fortnightly (and pay the standard waste charge)</b>    |
| <b>Service option 1</b> | Only need the smaller (120 litre) recycling bin collected fortnightly (and pay a reduced waste charge)         |
| <b>Service option 2</b> | Need the maximum recycling bin capacity (360 litres) collected fortnightly (and pay an increased waste charge) |
| <b>Standard service</b> | None of these options would suit my household.   |



*Figure 12 Overview of service preferences for recycling*

Figure 13 shows the preference for service options in more detail. It shows that the standard service was most preferred overall (46%) followed by Service Option 1, which offers a smaller recycling bin for a reduced waste charge (24%).

Figure 13 also shows that preferences for the recycling service vary across regions. Those in the south of Moreland, where households tend to be smaller and higher density, more frequently preferred the option for a smaller bin (Option 1), while those in the middle and north of Moreland with higher proportions of large households and larger dwellings were more likely to prefer the proposed standard service with a 240 litre bin.

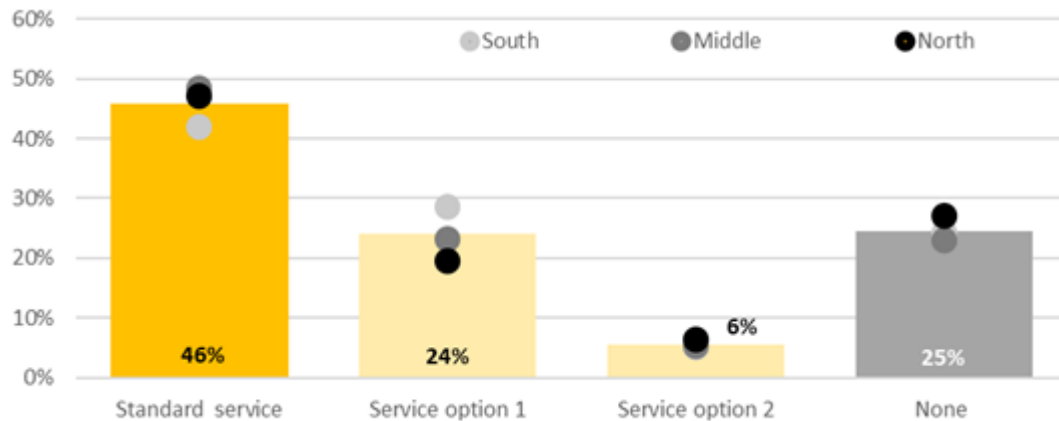


Figure 13 Survey respondents' service option preferences for recycling collection

### REASONS FOR 'NONE OF THESE OPTIONS'

While the proposed standard service was most preferred overall, 25% of survey respondents felt that none of the proposed options would suit their households. Of these, over half would prefer to retain weekly collection, even with the larger bin, or felt that the overall existing service is appropriate and did not want to see any changes to collection frequency or bin size.

Around a quarter of these respondents were concerned about increasing costs for a perceived reduction in service. Storing larger 240 litre recycling bins was occasionally raised as a concern with some respondents preferring a larger bin and others preferring a smaller bin.

### PREFERENCE BY HOUSEHOLD TYPE

Figure 14 shows that while household needs and preferences vary, the standard proposed recycling bin size and collection frequency is preferred by most participants.

Smaller and low waste households show a strong preference for a small bin for a reduced waste charge, while larger households and households with nappies are more likely to indicate that 'None of these options would suit my household'.

Multi-unit developments have been excluded from this assessment as options available to these dwellings are determined by whether the property is supplied with shared bins. The provision of shared bins will likely be determined by council on a case-by-case basis in liaison with key stakeholders.

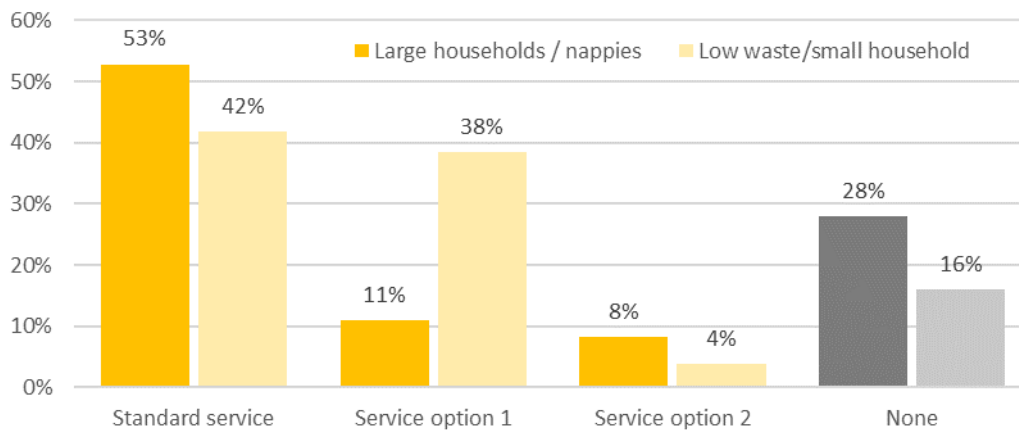


Figure 14 Recycling collection preferences by household type

### 4.3.2 Discussion of key themes

The following summarises key themes emerging through open survey questions, workshop discussions, phone sessions and email and phone feedback.

#### **Covid lockdowns have meant that people are spending more time at home, working from home and receiving more deliveries which means that cardboard waste has increased.**

Participants frequently noted that their household cardboard and plastics recycling has increased significantly during Covid lockdowns and as a result of the transition to working from home. The increase in home deliveries also resulted in an increase in cardboard waste in households across Moreland which will not be impacted by the introduction of the new glass bins.

*Working from home in Covid means I need to dispose of office delivery packaging weekly*

*Most of our recycling is cardboard and plastic, so the glass bin won't reduce the requirement for a weekly pick up*

These factors were frequently raised as an argument for retaining weekly recycling collection. While participants recognised that the fortnightly capacity would remain unchanged, increased demand will mean that this is no longer sufficient.

However, small households and low-waste households were more likely to opt for smaller bins for a reduced charge noting that their existing waste reduction practices meant that their demand for recycling is not likely to increase significantly.

#### **Participants were eager for more recycling opportunities.**

Overall, participants were eager to reduce waste and increase recycling. For some this meant a preference for larger bins, while others suggested that Council's recycling service could be supported by container deposit schemes and more access to soft plastic recycling.

*Why doesn't Council invest in its own recycling plant and manufacture its own products for sale to recoup costs and become more sustainable*



**Participants recognised that the introduction of a new glass bin will reduce need for recycling in some households.**

Participants were generally supportive of separating glass to improve the efficiency of other recycling streams.

The removal of glass was seen as an opportunity to make cardboard and plastic recycling more efficient, and some participants felt that this would mean that they would be able to opt for a smaller recycling bin.

*I only need the 80 litre [recycling] bin seeing that there would now be a glass bin in the system*

**Participants from multi-unit developments felt that shared recycling bins are at greater risk of contamination.**

Residents of multi-unit developments such as apartments, flats, units and townhouses frequently raised concerns about the effectiveness of shared bins. They described experiences of recycling bins that were frequently contaminated as a result of overflow and dumping where garbage bins were full or due to poor waste literacy or surveillance.

Participants in workshops and surveys frequently highlighted the importance of education and accountability where shared bins exist.

**Some participants raised concerns that larger recycling bins will be challenging to store on some properties and on the kerbside and may be heavy or difficult to manoeuvre.**

While participants welcomed the increase in recycling bin capacity, many raised concerns that they would have no room to accommodate a larger bin on their property. Similarly, some were concerned that the reduction in collection frequency would mean that they would have to store recyclables in their homes between collections.

*There is no room on our street for additional bins. It is already too congested for 2 bins plus parked vehicles.*

Some participants also mentioned that a larger bin is likely to weigh more when full, making it more cumbersome or difficult to move for older people or people with disability or mobility constraints. Awareness was low about potential assistance available through Council or state government home support programs.

## 4.4 Glass

### 4.4.1 Survey responses

#### OVERALL SERVICE OPTION PREFERENCES

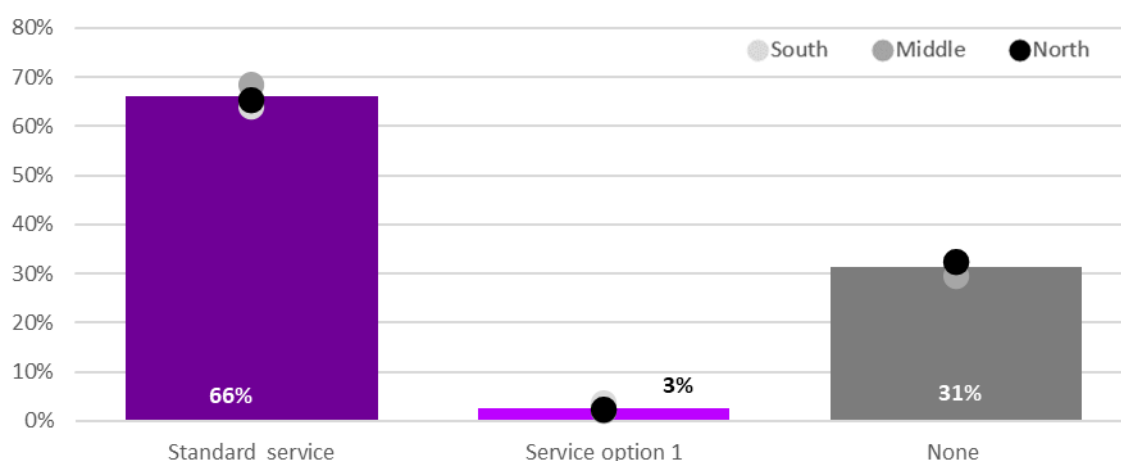
Survey respondents were asked to consider which of the glass options presented in the draft waste policy would suit their household.

Table 6 displays the list of proposed options and Figure 15 shows an overview of respondents' preference for the proposed service and options presented in the draft waste policy.

Overall, 69% of survey respondents chose a service option from the proposed draft waste policy that would meet their household needs, with participants mostly supporting the proposed option for a standard 120 litre glass bin collected monthly (66%). Only 3% felt that they would need an additional bin.

*Table 6 Proposed options for glass collection*

|                         |  |
|-------------------------|--|
| <b>Standard service</b> | Use the standard (120 litre) glass bin collected monthly (and pay the standard waste charge) |
| <b>Service option 1</b> | Need an extra (120 litre) glass bin collected monthly (and pay an increased waste charge)    |
| <b>None</b>             | None of these options would suit my household.   |



*Figure 15 Survey respondents' preference for glass collection*

#### REASONS FOR 'NONE OF THESE OPTIONS'

While the proposed standard service was overwhelmingly preferred, 31% of respondents felt that none of the options would suit their households.

Of the respondents who felt that 'None of these options would suit my household', almost half felt that they did not need the new glass bin and that it was not a necessary addition to the existing service.

A lack of storage room was a frequent concern raised by almost half of these respondents and around a third of respondents felt that the monthly collection was either too frequent or not often enough.

Paying for an additional waste stream was a concern for a smaller proportion of people, along with concern that glass bins and broken glass posed a public safety risk.

### PREFERENCE BY HOUSEHOLD TYPE

Figure 16 shows preferences for the glass service by household type and demonstrates that all households generally reflect the overall sentiment.

Multi-unit developments have been excluded from this assessment as options available to these dwellings are determined by whether the property is supplied with shared bins. The provision of shared bins will likely be determined by council on a case-by-case basis in liaison with key stakeholders.

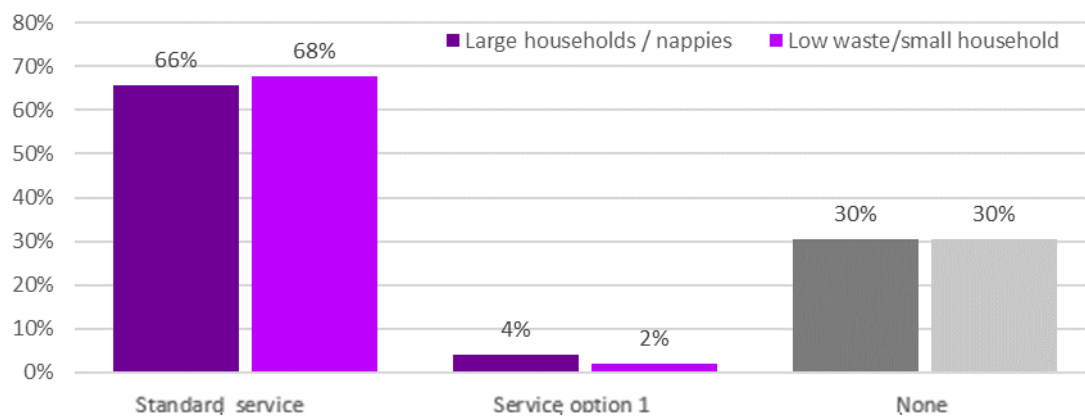


Figure 16 Glass collection preferences by household type

## 4.4.2 Discussion of key themes

The following summarises key themes emerging through open survey questions, workshop discussions, phone sessions and email and phone feedback.

As discussed in Section 4.3.2, the introduction of glass recycling was welcomed in its capacity to reduce strain on and increase the efficiency of the existing recycling stream. However, participants expressed some concern about accommodating this change.

### Participants reported significant variation in the amount of glass recycling households generate.

The standard glass service (monthly collection of 120 litre bin) was considered by participants to be equally over-servicing or insufficient, depending on household usage of glass containers.

Some participants suggested smaller bins or tubs could be made available to households with low demand for glass recycling.

Participants in surveys and workshops frequently identified beer and wine as the most common form of glass contributing to demand. Some participants also pointed out that if alcohol was the most common form of glass, that demand would vary with season and depending on Covid-19 lockdowns. It was also noted that glass cannot be compacted, so a higher frequency of collection may be required.

*I'm not a drinker, I don't use a lot of glass at all, this bin is useless to me and using up extra space on my property for nothing*

*We entertain frequently and as a result couldn't do monthly collections...*

Many participants also noted that glass jars are often re-used within the home and do not contribute significantly to recycling.

### **Participants had some trepidation about the introduction of a separate glass stream.**

Survey participants frequently questioned the addition of a new bin for glass recycling and felt that it was an unnecessary inconvenience and extra cost. Some participants felt that this new stream meant that they were paying more for a service that they already received, i.e. glass collection via co-mingled recycling.

*We already recycle glass using existing recycling bin. Why do we need a separate bin? If we are to have an additional bin, it should be soft plastics.*

Survey participants occasionally suggested that glass bins should not attract an additional charge as this service was previously incorporated into an existing waste stream.

During workshops, additional discussion and explanation of State Government drivers for introducing the new service addressed some of these concerns.

### **Participants told us that storage space for new bins is constrained both inside and outside the home.**

Participants frequently expressed concern regarding their capacity to store a new glass bin on their property as well as having to find additional kitchen space to accommodate sorting for another waste stream.

*Don't have room in my townhouse complex for a bin to be collected monthly.*

Space for additional bins was a concern raised by some residents of both standalone houses with on-site bin storage and multi-unit developments with communal bin storage or shared bins. Some participants indicated a willingness to share bins amongst neighbours for households where demand for glass recycling was low.

Kerbside congestion on collection night was also a concern raised by some participants.

**Participants who were supportive of drop-off points and the container deposit scheme frequently reflected on previous experience of similar services across Australia and internationally.**

Particularly in workshops, participants shared their experiences of successful examples of alternative glass recycling, including drop off points in Sweden and the 'cash for cans' scheme that previously operated in Victoria.

Understanding how these systems operate, these participants were supportive of similar approaches as an alternative to household glass recycling bins.

**Levels of support for alternative methods including drop-off points and the container deposit scheme varied significantly across households and regions.**

Participants were divided on alternate options for glass recycling such as shared bins, drop-off points and the container deposit scheme.

*I don't want a glass bin at my home. I would prefer to take my glass to a community recycling bin/skip or a container depot*

*We like the current arrangement and don't have room to store more bins and wouldn't bother with a drop off point*

While some participants in workshops and online surveys support these approaches as an alternative to an additional bin, others felt that they would not work as they are less convenient, still require space for storage between deposits and may not work for people without a car.

*Conveniently located drop off point for the group of town houses in my development to share. A key could be provided to householders so no one else could access it*

*It all depends on the location of the drop-off points. If they are at walking distance, you do not need an extra bin.*

While suggested locations of drop-off points varied, participants generally agreed that locations should fit into regular movement patterns and be located near residential areas.

## 4.5 Hard Waste

### 4.5.1 Survey responses

#### OVERALL SERVICE OPTION PREFERENCES

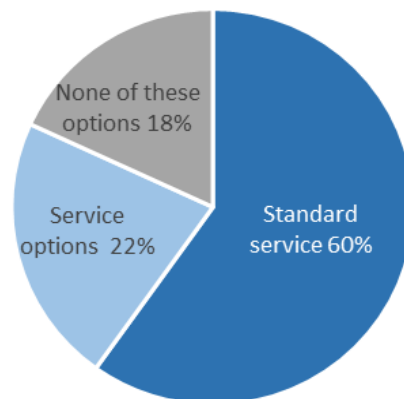
Survey respondents were asked to consider which of the hard waste options presented in the draft waste policy would suit their household.

Table 7 displays the list of proposed options and Figure 17 shows an overview of respondents' preference for the proposed service and options presented in the draft waste policy.

Overall, most respondents preferred an option presented in the draft waste policy with 60% of respondents preferring the standard service and a further 22% having a preference for one of the two service options.

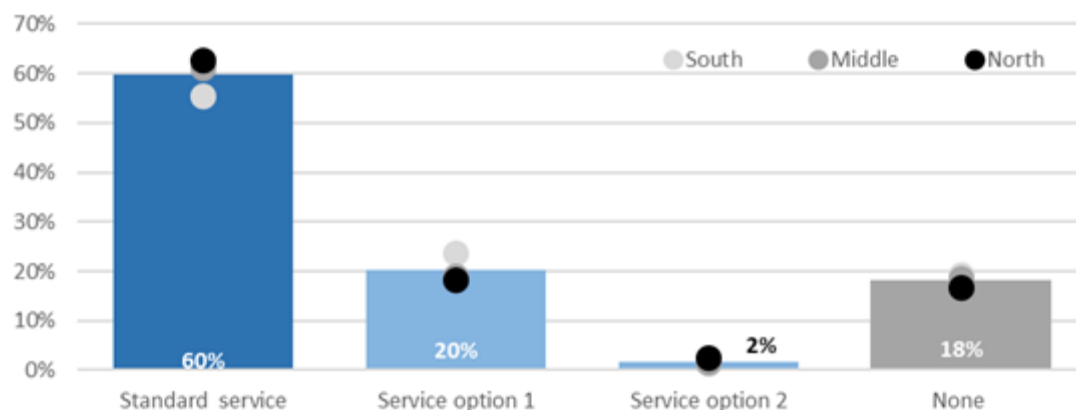
*Table 7 Proposed options for hard waste collection*

|                         |  |
|-------------------------|--|
| <b>Standard service</b> | <b>Use both of our booked hard waste collections each year</b>           |
| <b>Service option 1</b> | Use only one of our booked hard waste collections each year              |
| <b>Service option 2</b> | Pay for extra booked hard waste collections each year (for an extra fee) |
| <b>None</b>             | None of these options would suit my household.                           |



*Figure 17 Overview of service preferences for hard waste*

Figure 18 shows the preference for service options in more detail. It shows that while the proposed service of two booked collections per year is the most popular (60%), 20% of respondents felt that they would only use one collection a year, while only 2% indicated that they would be likely to pay for an additional collection.



*Figure 18 Survey respondents' preference for hard waste booked collections*

## REASONS FOR 'NONE OF THESE OPTIONS'

While the proposed standard service was overwhelmingly preferred, 18% of respondents felt that none of the options would suit their households.

Of these, almost all believed that municipal hard waste collections provided better outcomes for recycling and reusing household items through scavenging.

Participants selecting this option overwhelmingly felt that booked hard waste collections would increase the rate of useable items going to landfill by reducing scavenging.

## PREFERENCE BY HOUSEHOLD TYPE

Figure 19 shows the same responses by household type. This chart shows a similar pattern of preferences to overall responses. However, smaller and low waste households, and multi-unit developments are more likely than large households to indicate that they would use only one collection each year.

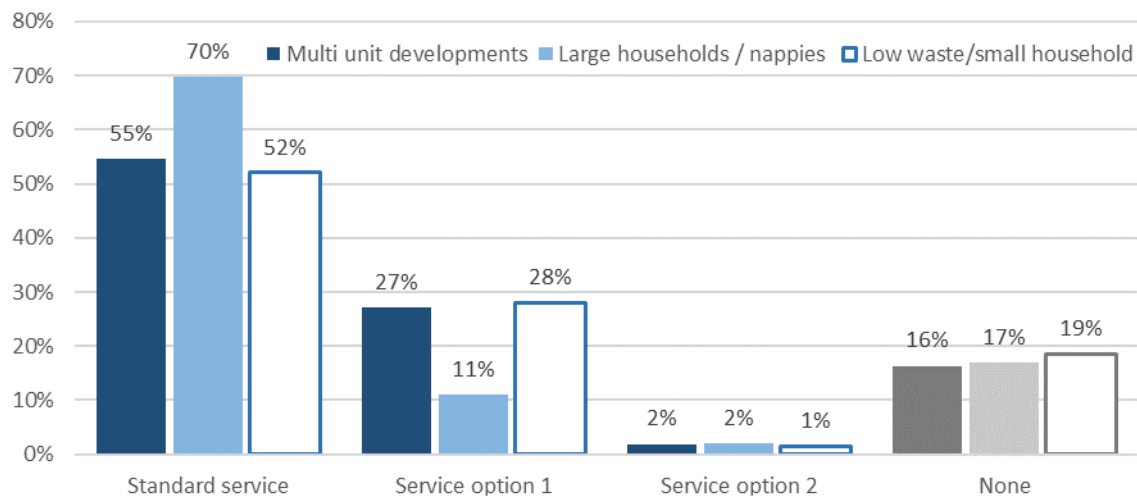


Figure 19 Hard waste collection preferences by household type

## 4.5.2 Discussion of key themes

The following summarises key themes emerging through open survey questions, workshop discussions, phone sessions and email and phone feedback.

### Participants saw the proposed booked hard waste service as a way to improve street cleanliness and safety.

Participants frequently acknowledged that the Moreland community is attached to hard rubbish scavenging and salvaging, but recognised that municipal-wide collections can result in untidy streets, safety hazards and rubbish dumping.

Participants supported booked services as a way to minimise some of these issues.

**Many participants felt that the Moreland community is attached to the existing twice yearly municipal-wide hard waste service.**

Participants who were opposed to the proposed booked hard waste service reiterated their attachment to the existing hard waste service. These participants often felt that a municipal-wide service is convenient, easy to remember and encouraged people to take part and questioned why the service would need to change as they believe that it operates well in its current format.

*I think one scheduled hard waste collection per year is good because it gives a deadline to plan towards.*

Some participants opposed to the proposed change were concerned that a booked service would be less convenient and would have reduced take-up across the community.

*I would prefer the current hard waste collection. I have lived with the booked system and it takes forever for your appointment.*

Some participants suggested that a combination of the old and new proposed service would be the best fit for Moreland.

*We should have one booked and one community-wide collection each year. The community one is better for recycling and it prompts our family to check our house for hard waste and the booked would suit those moving house or the occasional need for hard waste*

**There is a belief by some that municipal-wide collections support greater reuse of materials through scavenging.**

Across all responses, some participants felt that the existing service offers the best opportunity for recycling and reuse of items and materials through scavenging and salvaging. Some were sceptical about research showing that a booked hard waste service could result in more items diverted from landfill or suggested that this be more clearly communicated.

There is a general belief that scavenging was effective for diverting waste from landfill and re-purposing items that were in good condition. Some suggested that neighbourhood networks such as hard rubbish rescue, good karma and rough trade networks could be leveraged to increase re-use and upcycling of hard waste items.

Participants often reflected on items that they have collected through hard waste and noted that they thought low-income groups in the community rely on this service.

*I would prefer to keep hard waste as a regularly scheduled twice yearly service as this allows for more items to be rehomed and keeps things out of landfill.*

*Hard rubbish rescue is how I find many essential household items to help make ends meet and is a key way I serve the wider community. Booked collections decrease reuse in the community. One booked, one Moreland-wide would be better.*

Through workshop discussions, where concerns could be investigated in further detail, participants were able to gain a better understanding of how booked hard waste could be supported by additional services to address the loss of resources to landfill.



## 4.6 Demographic cohorts and community sectors

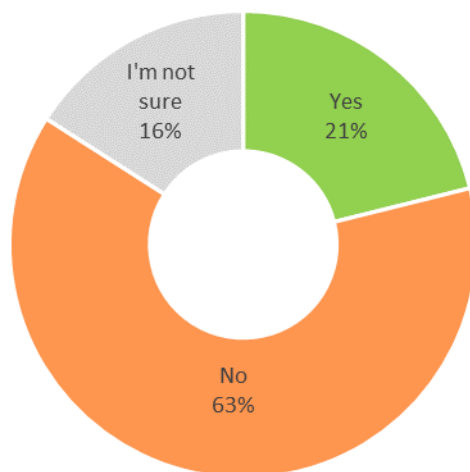
Participants provided some demographic information about their household and where they live to help Council to understand who is participating and how their needs vary.

The following provides an analysis of feedback and issues emerging across various demographic cohorts and sectors of the Moreland community.

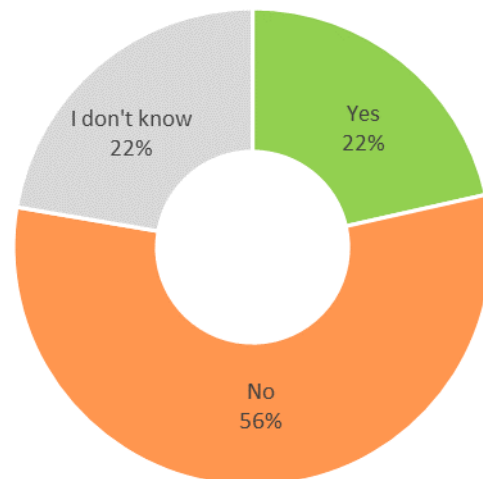
### 4.6.1 Apartments, flats, units, townhouses and retirement villages

For residents of apartments, flats, units, townhouses and retirement villages (also known as multi-unit dwellings or MUDs), managing shared bins and ensuring appropriate education for all tenants were a priority.

Residents of MUDs were asked in both the survey and workshop discussions to share their thoughts on shared bins and recycling drop-off points for glass.



*Figure 20 Do you think shared bins will work at your property?*



*Figure 21 Would a glass recycling drop-off point work for you?*

Of survey participants, most did not believe that shared bins or glass drop-off points would work for their property. This sentiment was broadly reflected in workshop conversations.

**Participants already using shared bins were more likely to find the arrangement suitable.**

Of those who supported shared bins at their property, many were already using shared bins and found the arrangement suitable as it required less storage space in communal areas and resulted in fewer bin movements and less kerbside congestion on collection nights.

*We already have share bins but limited room for more. Current system works fine - no change needed*

However, some participants who supported shared bins further reiterated the importance of waste education to ensure that all residents used the bins correctly and to minimise dumping.

**Participants were concerned that convoluted 'ownership', reduced surveillance and varying levels of understanding would mean that shared bins would increase contamination and waste dumping.**

In particular participants were concerned that shared bins result in dumping of inappropriate waste. This was particularly raised with respect to FOGO bins which are unpleasant when filled with multiple people's waste.

*I already have my neighbours putting all sorts of crap in my bins*

*Bins are not used appropriately and always overflowing. No room for extra bin storage.*

For some participants, the Owners Corporation was responsible for managing bins but for others, they were managed by households. The latter circumstance in particular was a higher risk for contamination and dumping when bins reached capacity or where residents had different levels of waste awareness.

Other residents expressed that they felt bad using shared bins to dispose of nappy waste because they were taking up bin space.

**Participants identified different needs for different types of multi-unit developments.**

Storage space and 'ownership' of the bins was often raised as a concern. Townhouses emerged as a particular issue as they require additional consideration and have different needs from apartments and flats.

*We're in a townhouse unit of 8 houses and only have 3 garbage bins and 3 recycle and 1 green waste which is already too little for the amount of houses and families*

These participants highlighted the need for further information relating to how shared bins and other alternatives would apply to individual properties.

**Participants supported alternatives to additional glass bins, but were concerned about access to drop-off points.**

While participants agreed that alternatives were helpful to address issues of storage and contamination, some were concerned that relying on glass drop-off points would be inconvenient and would require a significant investment in time.

*Drop-off point is the only option as you leave me no choices due to the limited space, I have to store more bins but am still keen to recycle if I can*

*I don't drive so I am unsure how I am expected to transport glass to drop off*

Others expressed concern that glass recycling would be heavy and difficult to transport for people with mobility issues or who did not have access to a car.

Some participants suggested that glass drop-off points should operate as a container deposit scheme to provide an incentive.

#### 4.6.2 Large households and household with nappies

##### **Larger households feel they are being 'punished' for generating more waste.**

Participants across all platforms consistently noted that large households, by their nature, generate more waste.

In these instances, some participants felt as though larger households were being 'punished' for generating more waste as they would be most likely to pay more for a larger bin if they were not eligible for a concession.

Some participants told us that they thought council rates in Moreland were already high, making options for larger bins unaffordable, particularly during the ongoing Covid-19 pandemic.

##### **Concerns about nappy odour were a strong driver behind the desire for weekly garbage.**

Concern about odour and hygiene were the most frequently raised issues with regard to nappy waste. Many participants felt that the reduction in fortnightly garbage capacity paired with a reduced collection frequency would result in more nappy waste being stored in bins at houses and more odour, particularly in summer months.

Participants frequently shared that odour from nappy waste can be overwhelming in only a few days and they were concerned that reduced collection frequency would further exacerbate this issue.

##### **Some participants felt that concession eligibility does not reflect realistic Moreland households.**

While many participants indicated that they would apply for a concession for a larger bin if they were eligible, others from ineligible households felt that the concessions criteria were too restrictive and did not realistically reflect Moreland households. For example, participants suggested that households with five dependants or two children in day-time nappies were not commonly found in Moreland where residential density was typically higher and household sizes smaller than the metropolitan average.

Households with higher demand for garbage such as large households and those with children in nappies felt that the concessions did not go far enough, or that they were tokenistic, or concession eligibility was not realistically achievable for most households with increased demand.

**Participants from households with children were concerned that the FOGO stream does not assist in reducing nappy waste and would therefore not reduce their demand for garbage.**

Households with children using disposable nappies were also identified as households that were not in a position to reduce waste or divert waste to FOGO.

As such, these households were particularly concerned about the fortnightly reduction in garbage capacity, both given the risk of overflow and due to concerns around smell.

While many participants acknowledged the environmental and waste reduction benefits of reusable cloth nappies, these options were widely regarded as inconvenient and time consuming.

### **4.6.3 Low waste/small households**

**Low waste households are most supportive of the proposed changes overall.**

Low waste households and smaller households are generally supportive of the proposed service and direction for waste reduction. These households are most likely to pursue options for smaller bins at a reduced waste charge and support this as an incentive towards household waste reduction.

**Low waste households are not always comfortable subsidising costs for large households or households with children.**

Low waste households occasionally expressed frustration that they are making a conscious effort to reduce waste but are also subsidising concessions for larger households or those with young children in nappies.

Many low waste households participating in engagement were also households of older people who preferred smaller bins to reduce their waste charge.

#### 4.6.4 Renters

Participants identifying as renters made up only a small component of survey and workshop participants but provided valuable feedback.

##### **Renters would like more autonomy and access to options to tailor their waste service.**

In particular, renters sought certainty on how they could better manage their waste and have access to the options presented in the proposed service. Renters were frustrated that concessions and assessments were based on the landlord's situation and did not consider the profile of the rental household, in particular those that might otherwise be in need of and eligible for a concession.

*I am renting and I have no control over choosing your given options*

Larger rental households, such as share houses, can generate significant waste but may not be able to access extra garbage or recycling capacity without approval from their landlord. This can mean that bins are overflowing or that households may not have access to resources to assist in waste.

##### **Renters would like more access to additional hard waste collections.**

Rental participants noted that hard waste was a valuable service for their households, particularly at lease changeover times.

However, some participants noted that where previous tenants had exhausted the allocation of collections under a booked service, they would support the option to book an additional service if it could be paid for directly and did not require landlord approval.

#### 4.6.5 Businesses

Council's kerbside waste service is primarily designed for residential properties. However, business needs were considered in preparing the proposed changes, and available options would apply to businesses.

A targeted survey was created for businesses to understand sentiment towards these changes. In total, five businesses responded to the survey. These businesses were located in Glenroy, Coburg, Coburg North, and Brunswick West and represented a range of business types including retail shop fronts, commercial offices, home businesses and community services.

The small survey sample size does not allow clear conclusions to be drawn from the responses received. However, this information will be recorded and will be utilised to inform ongoing engagement with businesses.

## 4.7 Waste charge

The waste charge was not specifically addressed through the survey but was discussed in workshops and some phone conversations. The following summarises feedback about the waste charge.

### 4.7.1 Price signal

Overall, participants found the waste charge challenging to engage with as it is complex and does not yet provide indication of actual cost. Participants advocated for greater education and communications to enhance understanding of the charge.

Overall, participants understood the concept of the waste charge with respect to incentivising waste reduction and reducing waste to landfill. However, opinions were divided as to whether the price signal was appropriate for a higher capacity garbage service, as large households and those generating nappy waste feel they are less able to reduce waste and minimise cost.

There was significant support for the option to reduce the charge through selecting smaller bins and reducing waste. This was also supported as an affordability measure for small households as well as an incentive for waste reduction.

### 4.7.2 Concessions

There was a sentiment from large households and households with nappies that concessions should be more readily accessible to provide greater access for Moreland households. However, others felt that the charging structure was appropriate to ensure balance for other ratepayers so that they were not over-subsidising decisions and attitudes of other households and community cohorts.

Overall, there was broad acceptance for concessions for financial hardship and medical conditions that generate additional waste.

While households with children in nappies and large households frequently felt that concession eligibility should be relaxed to make concessions more accessible, some participants, such as those from low waste households, suggested that education and other options such as subsidised compost bins could be provided as an alternative to concessions subsidised by rate payers.

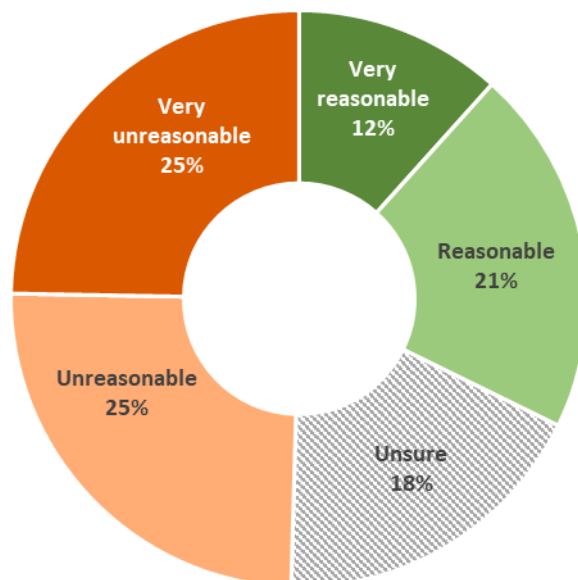
## 4.8 Overall sentiment

The survey was designed to help us understand resident waste management needs and to assist Council to explore alternative solutions consistent with the policy principles.

At the end of the survey, participants were asked to indicate whether they felt the service was reasonable for the future of Moreland. The question also invited participants to think beyond their own households and consider the needs of the wider Moreland community into the future.

This question also allowed council to delve further into the specific elements that participants supported or found particularly unreasonable, for consideration in the final waste policy.

Figure 22 shows overall sentiment and Figure 23 and Figure 24 show the breakdown of sentiment by geographic area and household type.



*Figure 22 Overall sentiment towards the proposed service and options*

Overall, half of survey participants felt that the changes were very unreasonable or unreasonable and 33% felt that the proposed service was very reasonable or reasonable. A further 18% of survey participants were unsure.

Residents in the south of Moreland and small or low waste households were more likely to find the proposed service very reasonable or reasonable overall.

Residents of the north of Moreland, large households and households with nappies were the most likely to find the proposed service very unreasonable or unreasonable.

While residents of multi-unit developments such as apartments, flats, units, townhouses and retirement villages found the proposed service unreasonable overall, this cohort has the largest proportion of participants who were unsure.

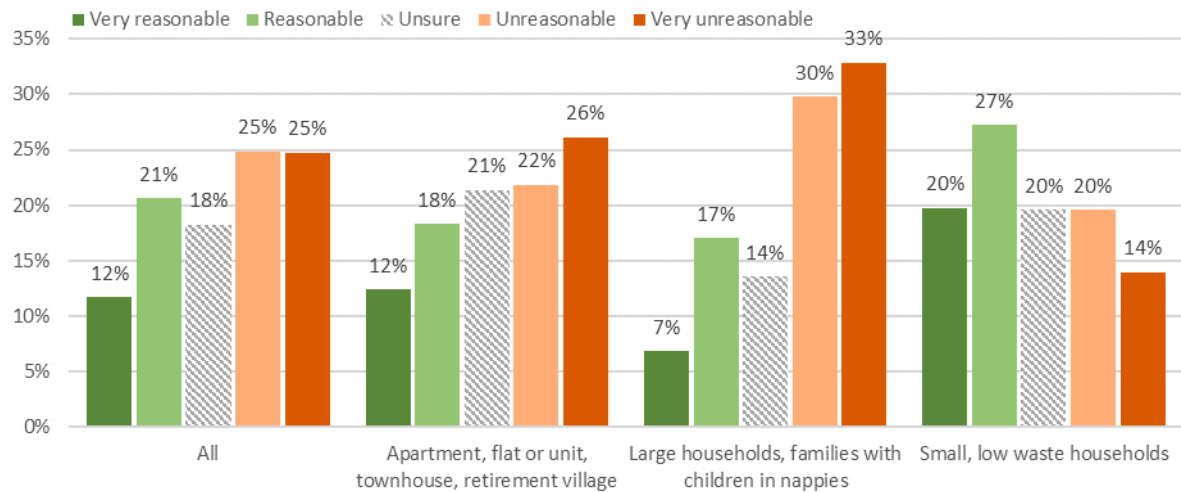


Figure 23 Sentiment towards the proposed service and options by household type

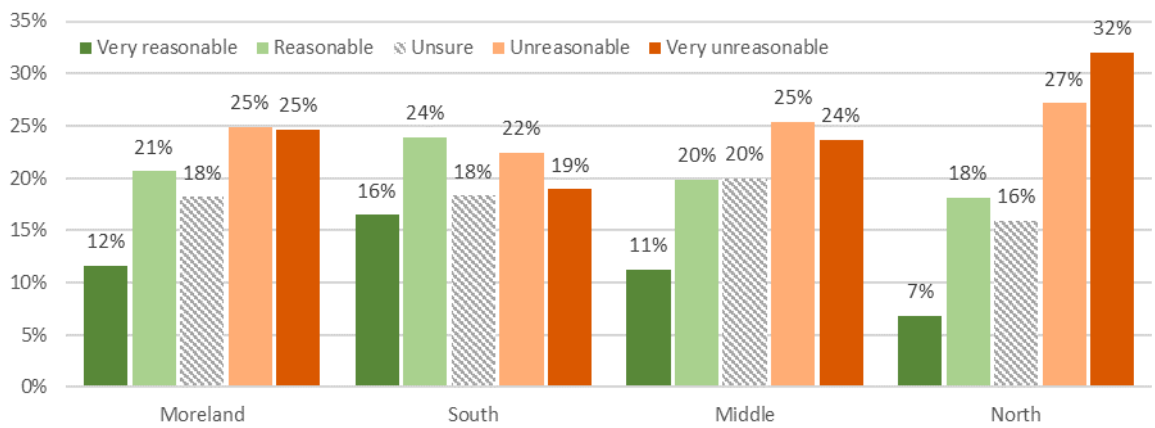


Figure 24 Sentiment towards the proposed service and options by location



### 4.8.1 Emerging themes across all 'Reasonable' responses

Overall, very reasonable and reasonable ('reasonable') answers indicated strong support for waste reduction, improved environmental performance and greater waste literacy. There was support for a separate glass recycling stream and reduced charge to incentivise use of smaller bins.

While there were distinct themes emerging through 'unreasonable' responses, themes were significantly broader across 'reasonable' responses. This included suggestions of European waste models and about how to build greater accountability amongst producers and retailers to reduce the introduction of new plastics and waste.

'Reasonable' responses tended to include a higher proportion of forward-looking feedback with a strong focus on managing change through implementation and ongoing community education to build awareness of issues surrounding waste and capacity building to support better waste literacy.

As with 'unreasonable' responses, 'reasonable' responses included people who supported some aspects of proposed services and options, but not all. In particular, booked hard waste collections reducing opportunity to scavenge and upcycle, and garbage frequency remained concerns for some people who were otherwise supportive of the proposed changes.

Other issues of concern remained consistent with 'unreasonable' responses including nappies, on-property and kerbside storage space, collection frequency and contamination.

Anecdotally, 'reasonable' answers tended to have a higher proportion of respondents considering impacts at a broader community level rather than on immediate household needs. This demonstrated that while respondents acknowledged that the process of change will impact them and their households, they support the shift in the longer term and as a beneficial outcome for the wider community.

Examples of supportive responses:

*Love this initiative. We are a one or less garbage bag a week household and the increased ability for recycling and food waste is INCREDIBLE! Thank you... My suggestion would be that it will take some education of the community. Our household goes to a lot of trouble to ensure we are separating everything correctly, but I see a lot of people who don't which is why I say there needs to be education. I would also love to see soft plastics to be a part of the recycling process but understand it is step by step and we can take to the supermarkets in the meantime.*

*I support you 100% on this initiative... change is hard, let alone change during these difficult times. Don't forget the bigger picture, the massive difference this will make to the environment. I grew up in Canada where this was the norm growing up - it will become the norm here too.*

*Strongly support these changes - already the ability to recycle/compost food waste through the green waste bins have more than halved our general waste. Think this is fabulous!!*

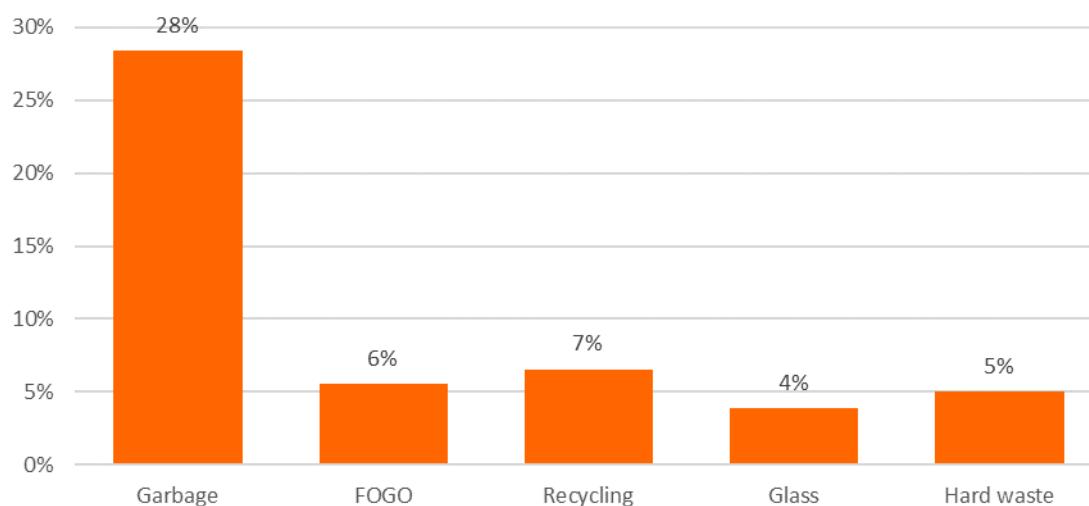
## 4.8.2 Emerging themes across all ‘Unreasonable’ responses

Overall, respondents selecting very unreasonable or unreasonable (‘unreasonable’) had some specific concerns that were broadly consistent with the feedback collected and reported in previous sections of this report.

Although some respondents supported aspects of the proposed service and the general vision toward waste reduction, they found particular components to be overwhelmingly unreasonable.

Figure 25 and Figure 26 provide a high-level breakdown of these themes and concerns of ‘unreasonable’ responses.

Figure 25 clearly shows that most concerns about the reasonableness of the proposed changes is in regard to the garbage stream (28%). This aligns with broad opposition to the proposed reduction of garbage collection frequency to a fortnightly service and preference for weekly collection which was raised by 20% of all survey respondents.



*Figure 25 Total ‘Unreasonable’ and ‘Very unreasonable’ responses by waste stream*

Figure 26 further reiterates broad concern about the change in collection frequency by some. This applies both to garbage and recycling. Overwhelmingly, the most preferred option for those who found the proposal unreasonable was to retain the existing service.

However, the most frequent concern for participants who felt that the proposal is unreasonable is the overall proposal to change the existing service. Participants often struggled to see the need for any change and felt that the existing system worked well. For many, the proposed changes feel like an imposition and they are concerned that they will have to pay more to maintain a similar level of service and convenience.

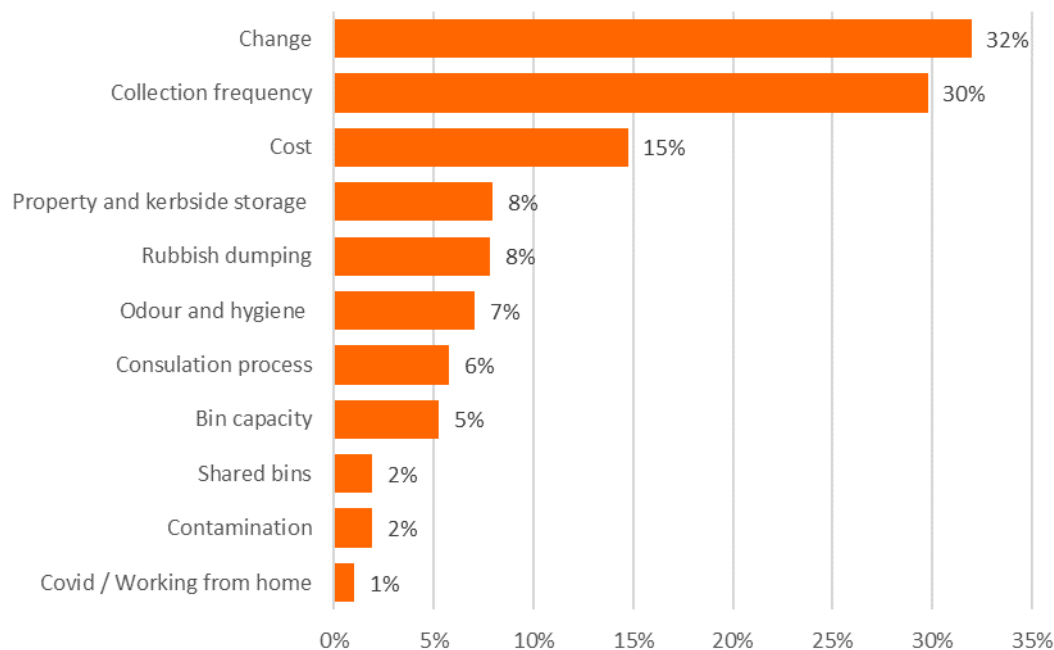


Figure 26 All 'unreasonable' responses by issue

Emerging themes from 'unreasonable' and 'very unreasonable' responses are described in more detail below.

**Opposition to fortnightly garbage collection was one of the most frequently cited reason for finding the proposed changes unreasonable.**

Dissatisfaction with the proposed reduction of garbage collection frequency was a key theme emerging amongst respondents who found the proposal unreasonable. One fifth of all survey respondents indicated that they would prefer to retain weekly garbage collections as part of the standard service. They cited a range of concerns emerging from this proposed change:

- Overflow of garbage bins and dumping due to less frequent collection will result in smell, pests and vermin and is unhygienic.
- This was often seen as "Paying higher rates for a reduced service". As a result, many respondents felt that the option for weekly garbage should be offered at no cost.
- Large families and families with children in nappies felt unfairly impacted by the proposed service and concerned that they will have to pay more due to household type.
- Concerns that neighbours will dump excess rubbish in other bins on the street – including rental tenants whose landlords have not paid for bigger bins.

*Please consider that not everyone lives in a tiny apartment with little waste. We have two adult children who live with us and entertain people in our home too (when Covid restrictions permit us to do so). Family and friend gatherings are frequent in this home (pre-Covid). Our rates are high enough. We certainly shouldn't have to pay additional due to the number of adults living in our home...*

*I'm not interested in reducing landfill. I'm interested in ensuring that my house does not smell of soiled nappies. People's issues are with the garbage. My waste will only reduce by a quarter if I use the FOGO bin. That does not mean my bin won't still be overflowing. The council absolutely still needs to do empty garbage bins weekly ... I'm not going to pay an extra fee to have a baby (because that's exactly what it feels like). It's unreasonable*

**There is general concern that changes to hard waste will reduce opportunities for re-use and recycling.**

Most opposition to booked hard waste service was driven by the belief that the existing service would result in higher rates of recycling and re-use through scavenging, and is particularly important for low-income and low-waste households.

**Some lack of trust as a legacy of previous Council projects or programs has impacted community perception of the proposed changes.**

Some participants expressed distrust of Council as a result of poor project outcomes or legacy issues in the past including street maintenance and recent bike lane projects.

Participants also noted that increasing density of development around Moreland was contributing to street and kerbside congestion resulting in an inefficient waste service and rubbish dumping or overflow onto streets.

Participants also raised concern over the consultation program undertaken on this project to date and the outcomes and approaches of the previous stages of consultation.

*Reach out. You're now in the 21st century. Not everyone knows to complete these surveys. Reach out. Advertise it everywhere. Or gage an understanding on Moreland community pages instead of just a survey. Cater for the community. One small survey isn't catering.*

**The impacts of Covid-19 and lock-down measures have changed how households generate waste.**

Participants voiced concern that more people are working from home or spending more time at home during Covid, thereby increasing pressure on recycling and garbage streams. Some participants felt that changes at this time were unreasonable and exposed households to additional stress and costs.

**Some participants felt that concessions do not go far enough.**

Some participants voiced concern that concessions do not go far enough and that pensioners, low-income households and those hit financially by Covid-19 will suffer.

*You have failed to consider share houses, people with disabilities, people on low income and people who don't have the time to sort their food and their food packaging into two separate bins.*

# 5 Conclusions

Overall, Stage 3 engagement presented some clear themes with regard to the proposed waste service and options, as well as highlighting some challenges that Council will need to overcome in order to assist the Moreland community through the change journey.

The diversity of the Moreland community is represented in a broad spectrum of opinions and needs.

There is general support for Council's direction towards waste reduction and improved environmental outcomes, however this process will impact different households in various ways.

Education and ongoing engagement will be essential to continue to build understanding across the Moreland community about the need for change while ensuring that individuals, groups and cohorts are empowered to provide input that can influence decisions that will impact them.

Ongoing community engagement will be essential throughout all subsequent stages of this project.

Community feedback on the 4-bin waste service will need to be balanced with operational, cost and environmental impacts in preparing the final waste policy, including evidence from other councils. Similarly, commonly held views about the benefits of municipal-wide hard waste collections will need to be balanced with Council's trend data on hard waste to landfill and dumped rubbish, and evidence from other local councils.

## 5.1 Next steps

Council will review the findings from Stage 3 engagement and consider implications of community feedback on the draft waste policy. In doing so, recommended changes in response to feedback will be explored as the final waste policy is prepared.

Responses to community feedback could include changes to the final waste policy and service design, communications and education programs, or implementation options.

A range of considerations will be used to inform and assess any changes to the draft waste policy, which may include alignment with waste policy principles and Council strategic direction; compliance with Local Government Act and State Government waste policy; operational and administrative feasibility; cost; and environmental and community impact.

The final waste policy is scheduled to go to Council in late 2021 for endorsement. Planning and preparation for implementation will occur once the final waste policy is endorsed. This will include confirmation of an implementation timeline.

### **Closing the loop**

A public summary document will be prepared which will provide an overview of the process and feedback received in this stage of engagement. This summary will be published on the project website and will be distributed through project email databases.

### 5.1.1 Implementation

It is anticipated that changes to Council's waste service will not commence until late 2022 and will be introduced in stages. It is likely this will start with changes to the hard waste service (if endorsed) in late 2022, and that the 4-bin service will change as soon as possible after that.

The timing of the 4-bin service rollout is dependent on the final endorsed service, establishment of or variations in collection and processing contracts, and State Government impacts, such as available grant funding.

Council understands that any changes to the waste service will be a big change for the community. Council will provide regular updates and work together with community to prepare for the change. Council will have a widespread community education program to support everyone and give the community time to prepare for the change.

In the meantime, Council will provide ongoing support and education to help the community to reduce waste to landfill and use bins effectively to reduce contamination.

### 5.1.2 Communication

Survey participants were asked to indicate their preferred method of communication to stay up to date with project information and announcements, and for ongoing project communications.

Figure 27 shows that email updates and direct mail outs were the most preferred methods of engagement.

Participants also provided other suggestions such as:

- Flyers and mail outs, but the less paper, the better!
- Social media – Council Facebook page
- Information with rates notice
- Community groups such as Good Karma networks or Friends Of groups
- Councillor/Mayor updates
- Public forums and meetings.

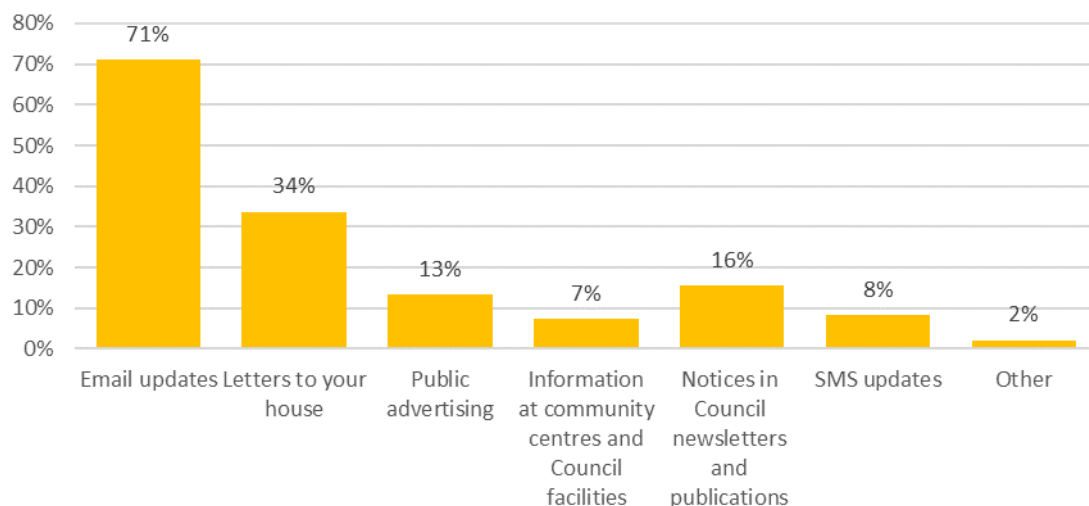


Figure 27 Preferences for future project updates and information

### 5.1.3 Addressing the gaps

#### Ongoing community presence and promotion

Capire acknowledges that engagement over all stages of this project has been unavoidably affected by the Covid-19 pandemic and subsequent restrictions. In particular, this has constrained attempts to engage with particular groups within the Moreland community, such as culturally and linguistically diverse (CALD) communities, older people, people with disability, and businesses, using methods that would typically be employed.

Covid-19 lockdowns and conducting all engagement activities online also restricted capacity to promote engagement opportunities through other community services and facilities such as libraries, neighbourhood houses and maternal and child health services.

To address these recognised limitations, the project team sought advice from within Council to determine alternate avenues to reach community networks and specific cohorts, and will continue to do so as Melbourne shifts to a 'Covid normal' environment.

Significant investigation was undertaken into the online behaviours of various cohorts, such as CALD communities, which provided guidance on how best to offer in-language engagement and targeted promotions. Capire also drew on experience and knowledge gathered through comparable projects delivered over the same period to build on what worked and avoid known risks.

Subsequent engagement will continue to expand on the lessons learnt from engagement to date and will lean on internal expertise, as well as community resources such as the Waste Champions networks, to seek advice on the best way to adapt to changing conditions and evolving social norms.

Regular review and evaluation will assist continual improvement to address these opportunities through implementation and in the adjustment to easing restrictions, to help prepare the community for any changes to the waste service. Engagement methods will continue to expand on the program already delivered with a focus on seeking out opportunities for face-to-face engagement wherever possible and a strong promotion and education campaign.

Through subsequent stages, Council will continue to leverage the community connection, insights and enthusiasm of the Moreland Waste Champions network to promote the project and provide information about potential impacts through community networks.

### **Enhancing context and opportunities for education**

This stage of engagement reiterated the technical complexities surrounding this project and this presented challenges with respect to communicating the need and scope of the proposed changes.

This was particularly evident during discussions about the waste charge which requires additional explanation to navigate the complex regulatory framework.

Some sectors of the Moreland community are highly literate and informed about issues surrounding waste, however this was not consistent across all parts of the community.

Ongoing communications should seek to address the need and desire for more contextual information over subsequent stages of planning and implementation.



# Appendices

## Appendix A: Engagement limitations

The following outlines assumptions and limitations identified as part of this stage of engagement. Section 2.4 of this report outlines some measures implemented to respond to identified limitations.

- Some participants may have participated in multiple engagement activities such as the survey, workshops, phone sessions and email, therefore it is possible that some views may have been captured more than once.
- In some instances, participants did not answer all survey questions, this meant that some questions received fewer responses than others.
- Some participants chose not to provide demographic information. Therefore, the demographic information is only representative of the information provided. Demographic data was assessed against Moreland population data to determine representativeness of participation.
- Previous stages of engagement accessed advice from Council advisory groups such as the Disability Working Group. These groups were disbanded and under review, and were not available in Stage 3 except to promote to their networks
- This stage of engagement was impacted by Covid-19 safety measures including ongoing stay-at-home orders as of 5 August 2021. These restrictions meant that engagement once again relied on online, phone and mailout methods and written communications. Restrictions resulted in the closure of businesses, schools and community facilities which reduced opportunities for promotion such as cinema advertising, and promotion through libraries and maternal child health services. As such, restrictions limited capacity to undertake targeted engagement with cohorts identified as having relatively lower rates of participation in Stage 2 of engagement (i.e. businesses, Culturally and Linguistically Diverse (CALD) communities, etc). Actions implemented to mitigate the impacts of Covid-19 on the engagement program are outlined in Section 2.4.1 of this report.  
It is also acknowledged that the capacity of some groups and individuals may have been further reduced through the lockdown and that the ongoing Covid-19 pandemic has broad implications for community health, wellbeing, resilience and attitudes towards change.
- Business closures as a result of Covid-19 lockdown measures may have adversely impacted the capacity and opportunity for businesses to be involved in engagement activities and for engagement opportunities to be promoted through business networks.
- Participation through the Conversations Moreland project website required all users to be registered and to sign in to assist in collecting data about participants and helps to prevent repeated survey responses from the same user. However, it is noted that these additional steps can present a barrier to engagement. This was noted by a small number of participants who were unable to access the online survey as they were not logged into the

platform. To address this constraint, participants were offered the opportunity to complete the survey in hard copy or via email instead.

- Some survey answers mentioned two suburbs at the same time (e.g. Coburg & Brunswick West and Coburg and Pascoe Vale), reflecting that people lived, worked and/or owned property in more than one suburb.
- Workshop attendance was lower than workshop registrations. This may be a result of shorter lead times, reduced accessibility due to online platforms or a natural drop-off rate that can be expected for engagement events. Incentives were not offered for participants through this engagement program, however participation in workshops was higher in Stage 3 engagement than Stage 2.
- Some feedback received falls outside the scope of this engagement. This feedback will be collected and provided to Council for consideration.
- This program of community engagement is delivered on an opt-in basis, with participation open to all Moreland community members, and is not intended as social research. Every effort was made to promote and build awareness of the project and provide multiple opportunities for the community and stakeholders to give feedback on the draft waste policy, in an attempt to achieve as representative sample of community voices as possible, given the project constraints. Section 2.4.2 of this report outlines additional measures undertaken to address barriers and increase access to engagement opportunities. Engagement activities collected demographic information from participants. This data is compared against available municipal averages in the front section of this report to demonstrate representation and to identify community cohorts that may be underrepresented.
- Although consulted in Stage 2 engagement, community organisations, including those using Council premises that are leased or seasonally allocated (e.g. sports clubs), were out of scope in the draft waste policy and therefore out of scope for Stage 3 engagement.

## Appendix B: Snapshot of collateral



Figure 28 Flyer included in Rates Notices





Figure 29

Extracts of the Explainer Document (PDF)

## **Appendix C: Hard copy household survey and note on survey design**

The following is a copy of the survey in hard copy format. The survey was primarily designed for online platforms with dynamic design enabling questions to be filtered to respond to the specific demographic of participants. While all participants received the same information via the Explainer Document, some participants were presented with different or additional questions, such as those living in multi-unit developments for whom questions about shared bins and glass drop-off points were relevant.

### **RELEVANT BACKGROUND INFORMATION ABOUT STAGE 3 KERBSIDE WASTE REFORM HOUSEHOLD SURVEY**

The Kerbside Waste Management Household survey developed for Stage 3 built on the two prior stages of community engagement. In Stage 1 community engagement (21 July – 21 August 2021) the Moreland community was asked for their views about Council's current waste management services and how they could be improved. Then in Stage 2 community engagement (4 February – 14 March 2021) feedback was sought on different waste management options.

After Stage 2 community engagement, Council officers developed a proposed 'standard' service model for waste collection based on community feedback and other considerations. Stage 3 community engagement builds on these past community engagement processes by seeking community views about a proposed 'standard' service model and the service variations that are included in the draft waste policy.

### **INTENTION OF THE STAGE 3 KERBSIDE WASTE REFORM HOUSEHOLD SURVEY**

The Stage 3 survey sought feedback on the proposed standard service and alternative service options for each waste stream in the draft waste policy. The survey was designed to examine the extent to which the proposed service options might meet the needs of different households. If none of the proposed options were suitable, respondents were provided with options to select 'None of these options' and provide further information about why no options may be suitable and what other alternatives they would seek.

While the options presented were limited to the proposed options in the draft waste policy, where respondents selected 'None of these options', the reasons provided help us further understand community expectations and how Council might be able to address these through the final waste policy, implementation and/or communications.

The survey was designed to help us understand resident waste management needs and to assist us to explore alternative solutions consistent with the waste policy principles and to support the participation of community members who were not part of previous engagement processes.



# Household survey on waste

In this survey we will ask you about your household, your overall thoughts on the proposed changes and what service options you might use to meet your household needs.



***Before you start, please read the **Explainer Document** provided.***

*In this document, you can find out why we are making changes to our waste service, understand the proposed changes, service options for those who need them, and what might the proposed changes mean for you.*

## How this survey works

This survey should take **15-20 minutes**. It will start by asking a little bit about your household.

The remaining questions in this survey ask you to answer what waste service options your household may use.

This process will be repeated for garbage, food and garden organics (FOGO), recycling and glass bins, as well as hard waste.

There is a separate section for residents and landlords of apartments, flats, units, or retirement villages.

|  |  |
|--|--|
|  | <b>I have read the Explainer Document which outlines the proposed changes (tick)</b> <small>(required)</small> |
|--|--|

## Return instructions

Place the completed survey in the reply-paid envelope provided and post to Moreland City Council, Locked Bag 10, Moreland 3058.

You can also return the completed form to a Council Customer Service Centre. Please call 9240 1111 to confirm the current opening hours of your nearest centre.

Alternatively, you can email a copy of the survey to [wasteprojects@moreland.vic.gov.au](mailto:wasteprojects@moreland.vic.gov.au).

Please return surveys by Thursday 9<sup>th</sup> September 2021.

## Section A. About you

Please tell us a little bit about yourself.

This helps us to understand who we are hearing from.

|  |   |
|--|---|
| <b>1. Please select all that apply to you:</b><br>(required) |   |
| <input type="checkbox"/>                                     | I live in Moreland and own my home                          |
| <input type="checkbox"/>                                     | I live in Moreland and rent my home                         |
| <input type="checkbox"/>                                     | I own a residential property in Moreland but live elsewhere |
| <input type="checkbox"/>                                     | I own a residential property in Moreland but live elsewhere |
| <input type="checkbox"/>                                     | Other: Please describe                                      |

|  |
|--|
| <b>2. Which suburb/s of Moreland do you live in, or own a property in?</b><br>(required) |
|  |

|   |                    |
|---|--------------------|
| <b>3. What is your gender?</b> (required) |                    |
| <input type="radio"/>                     | Female             |
| <input type="radio"/>                     | Male               |
| <input type="radio"/>                     | Non-binary         |
| <input type="radio"/>                     | I'd rather not say |

|                              |
|------------------------------|
| <b>4. What is your age?</b>  |
| <div></div> <div>years</div> |

|   |                                      |
|---|--------------------------------------|
| <b>5. Does anybody in your household identify as:</b> |                                      |
| <input type="checkbox"/>                              | Aboriginal or Torres Strait Islander |
| <input type="checkbox"/>                              | LGBTQIA+                             |
| <input type="checkbox"/>                              | Migrant, asylum seeker or refugee    |
| <input type="checkbox"/>                              | None of the above                    |

|  |  |
|--|--|
| <b>6. What language/s do you speak at home?</b> (required) |  |
|  | English  |
|  | Language other than English:<br>Please describe: |



## About the proposed waste service

### Our proposed waste service

The proposed 'standard' service would introduce:

- Weekly Food and Garden Organics (FOGO) collections (120 litre bin)
- Fortnightly Garbage collections (with a larger 120 litre bin)
- Fortnightly Recycling collections (with a larger 240 litre bin)
- New monthly Glass collections (120 litre bin)
- 2 booked hard waste collections each year.



We understand that different households have different needs. So we have included service options for those who need them including:

- A larger or additional garbage bin, with an increased waste charge (concessions may apply for some households)
- More frequent (weekly) garbage collections for an extra fee
- An additional 120 litre recycling bin, with an increased waste charge
- A larger 240 litre FOGO bin, with an increased waste charge
- A smaller garbage and/or recycling bin, with a reduced waste charge
- Additional one-off booked hard waste collections for an extra fee.

To encourage households to reduce household waste, smaller bins (where available) cost less than the standard bin sizes, and larger bins cost more. Some households will be eligible for a concession to get a larger garbage bin at no extra cost.



*You can find out more about how we came up with the proposed service and how your service will change in the **Explainer Document**.*

## Section B. About your household

### Meeting community needs

We heard about the needs of different households and have included additional service options for those who need them. This section asks about your thoughts on the options available through the proposed service.

You can find out more about the additional service options for those who need them on **page 3 of the Explainer Document**.

### 7. Please tick all that apply to you or your household (required)

|                          |   |                          |  |
|--------------------------|---|--------------------------|--|
| <input type="checkbox"/> | I live in a rental property                                 | <input type="checkbox"/> | My household is a large family with 5 or more dependants (children and/or adults requiring care) |
| <input type="checkbox"/> | I am a landlord of a rental property in Moreland            | <input type="checkbox"/> | Someone in my household has a medical condition that generates extra waste                       |
| <input type="checkbox"/> | I live in a townhouse                                       | <input type="checkbox"/> | My household is experiencing financial hardship (low income household)                           |
| <input type="checkbox"/> | I live in an apartment, flat or unit, or retirement village | <input type="checkbox"/> | Other (please specify)   |
| <input type="checkbox"/> | I live in a small household                                 |                          |  |
| <input type="checkbox"/> | I live in a low waste household                             |                          |  |
| <input type="checkbox"/> | I live in a large household or share house                  |                          |  |
| <input type="checkbox"/> | My household has young children in nappies                  |                          |  |

### 8. How many adults (aged 18 years or older) live in your home?

### 9. How many children (aged 5 to 17 years) live in your home?

### 10. How many infant children (aged 0 to 4 years) live in your home?



Please go to **Section G** if you ticked any of the following in Question 7:

- I live in an apartment, flat or unit, or retirement village

## Section C. Options for Garbage

We understand that some households might fill up their garbage bins more quickly than others

The proposed standard service includes a 120 litre garbage bin collected fortnightly (the current standard garbage bin size is 80 litres).

Households may choose to:

- keep the smaller 80 litre garbage bin and pay a reduced waste charge.
- pay an increased waste charge for a larger garbage bin (up to a maximum of 360 litres of capacity).
- pay an extra fee for regular weekly garbage collections.

Some households may be eligible for a concession to get a larger garbage bin at no extra cost, including:

- people with a medical condition generating extra waste
- large families with 5 or more dependants (including adults requiring care)
- households experiencing financial hardship (NEW)
- households with 2 or more children under 4 years of age in daytime nappies (NEW).

Concessions apply to ratepayers and terms and conditions will apply.

### 11. Which garbage option would suit your household? (please select one) [\(required\)](#)

My household would probably....

|                          |  |
|--------------------------|--|
| <input type="checkbox"/> | only need the smaller (80 litre) garbage bin collected fortnightly (and pay a reduced waste charge)  |
| <input type="checkbox"/> | use the standard (120 litre) garbage bin collected fortnightly (and pay the standard waste charge)   |
| <input type="checkbox"/> | need a larger (240 litre) garbage bin collected fortnightly (and pay an increased waste charge)  |
| <input type="checkbox"/> | apply for a concession for a larger garbage bin at no extra cost   |
| <input type="checkbox"/> | need the maximum garbage bin capacity (360 litres) collected fortnightly (and pay an increased waste charge)   |
| <input type="checkbox"/> | want a weekly garbage collection (for an extra fee)  |
| <input type="checkbox"/> | None of these options would suit my household<br><i>Please tell us why none of these options would suit your household. What alternative option would work for your household?</i> |

## Section D. Options for Food and Garden Organics (FOGO)

We understand that some households might need a larger food and garden organics (FOGO) bin.

The proposed standard service includes a 120 litre food and garden organics (FOGO) bin collected weekly. This bin has a light green lid and used to be called the green waste bin.

Along with garden waste, all types of food waste, meat and seafood scraps, leftovers, and processed foods, can be put in the FOGO bin, to be turned into compost.

Households may choose to pay an increased waste charge for a larger 240 litre FOGO bin.

### 12. Which food and garden organics (FOGO) option would suit your household? (please select one) [\(required\)](#)

My household would probably....

|                          |  |
|--------------------------|--|
| <input type="checkbox"/> | use the standard (120 litre) FOGO bin collected weekly<br>(and pay the standard waste charge)  |
| <input type="checkbox"/> | need a larger (240 litre) FOGO bin collected weekly<br>(and pay an increased waste charge)   |
| <input type="checkbox"/> | None of these options would suit my household<br><i>Please tell us why none of these options would suit your household. What alternative option would work for your household?</i> |

## Section E. Options for Recycling

We understand that some households might need a different size recycling bin.

The proposed standard service includes a 240-litre recycling bin collected fortnightly (the current standard recycling bin size is 120 litres).

Households may choose to:

- keep their smaller 120 litre recycling bin and pay a reduced waste charge.
- pay an increased waste charge for an extra 120 litre recycling bin (360 litres is the proposed maximum capacity).

Glass would go into the new 'glass only' bin or a drop-off point. Plastic, glass and aluminium drink containers would be accepted in the **State Government's Container Deposit Scheme** (like "cash for cans") commencing in 2023, which may affect the amount of recycling that goes in your bin.

### 13. Which recycling option would suit your household? (please select one) [\(required\)](#)

My household would probably....

|  |  |
|--|--|
|  | only need the smaller (120 litre) recycling bin collected fortnightly<br>(and pay a reduced waste charge)  |
|  | use the standard (240 litre) recycling bin collected fortnightly<br>(and pay the standard waste charge)  |
|  | need the maximum recycling bin capacity (360 litres) collected fortnightly<br>(and pay an increased waste charge)  |
|  | None of these options would suit my household<br><i>Please tell us why none of these options would suit your household. What alternative option would work for your household?</i> |

## Section F. Options for Glass

We understand that some households might have more glass recycling than others.

The proposed standard service includes a new 120 litre glass only recycling bin collected monthly (every 4 weeks).

Households may choose to pay an increased waste charge for an extra 120 litre glass recycling bin.

Some people living in apartments, townhouses, flats and units, with limited storage space, may need to use a glass recycling drop-off point, instead of having a bin.

### 14. Which glass option would suit your household? (please select one) [\(required\)](#)

My household would probably....

|  |  |
|--|--|
|  | use the standard (120 litre) glass bin collected monthly<br>(and pay the standard waste charge)  |
|  | need an extra (120 litre) glass bin collected monthly<br>(and pay an increased waste charge)   |
|  | None of these options would suit my household<br><i>Please tell us why none of these options would suit your household. What alternative option would work for your household?</i> |



Please go to **Section H** if you **DID NOT** tick any of the following in Question 7:

- I live in an apartment, flat or unit, or retirement village
- I live in a townhouse
- I am a landlord of a rental property in Moreland

## Section G. Options for apartments, townhouses, units, flats or retirement villages



Please complete this section if you ticked any of the following in Question 7:

- I live in an apartment, flat or unit, or retirement village
- I live in a townhouse
- I am a landlord of a rental property in Moreland

We understand people living in apartments, townhouses, flats, units and retirement villages have specific needs for waste collection and bin storage.

Due to bin storage and kerbside space constraints, we are proposing that people living in apartments, townhouses, flats, units and retirement villages, where space is limited, will use shared bins. Where bins are shared, there is a lower waste charge for all users (35% less than the standard waste charge).

Shared bins will be collected at the same frequency as individual bins:

- Food and Garden Organics (FOGO) bins collected weekly
- Garbage and Recycling bins collected on alternate fortnights
- Glass bins collected monthly

Some households may need to use a glass recycling drop-off point instead of having shared glass bins.

We will work with residents at properties using shared bins to determine the most appropriate mix of bins for their property and to reduce contamination.

### 11. Do you think shared bins will work at your property?

|                          |              |
|--------------------------|--------------|
| <input type="checkbox"/> | Yes          |
| <input type="checkbox"/> | No           |
| <input type="checkbox"/> | I'm not sure |

### 12. Please tell us why you think sharing bins would or would not work for your property. How could we help to support sharing bins?

**13. As somebody who lives in or is a landlord of an apartment, townhouse, unit or flat, would a glass recycling drop-off point work for you?**

|  |              |
|--|--------------|
|  | Yes          |
|  | No           |
|  | I don't know |

**14. Please tell us why you think glass recycling drop-off points instead of a glass recycling bin would or would not work for you.**

|  |
|--|
|  |
|--|

We are working with the State Government and other councils in Melbourne to identify other suitable options for people living in apartment buildings or unit complexes.

**Would you be interested in being contacted by Council to further explore waste options at your apartment, townhouse, unit or flat complex?**

|  |  |
|--|--|
|  | <p>Yes</p> <p><i>Please provide you name:</i></p><br><p><i>Please provide your telephone number or email address so we can make further contact:</i></p> |
|  | No   |



## Section H. Options for Booked Hard Waste

We propose introducing a more flexible hard waste service.

Households can access 2 booked hard waste collections per year at a time that suits them and may arrange additional collections for a fee.

Households serviced by private waste contractors could also arrange a booked hard waste collection for a one-off payment.

### 15. How often would you use a booked hard waste collection? (please select one) (required)

|  |   |
|--|---|
|  | use only one of our booked hard waste collections each year   |
|  | use both of our booked hard waste collections each year   |
|  | pay for extra booked hard waste collections each year (for an extra fee)  |
|  | <p>None of these options would suit my household</p> <p><i>Please tell us why none of these options would suit your household. What alternative option would work for your household?</i></p> |

***Nearly finished! We just have a few more questions.***

### 16. Is there something else that your household needs that we should consider?

|  |
|--|
|  |
|--|

## Section I. Have we got these options right?

The proposed service is based on community feedback, as well as cost, operational and environmental performance. The proposed service:

- was the most preferred by the community in earlier stages of consultation
- has the lowest long-term costs
- can halve waste sent to landfill
- keeps the most food waste out of landfill and turns it into compost
- best aligns with our goals of towards zero waste and towards zero carbon by 2030
- has the least number of bins on the street each month, and fewer trucks too
- offers more flexibility than our current service.

**17. Overall, do you think the proposed service is reasonable for the future of Moreland?** *(required)*

|                          |                   |
|--------------------------|-------------------|
| <input type="checkbox"/> | Very reasonable   |
| <input type="checkbox"/> | Reasonable        |
| <input type="checkbox"/> | Unsure            |
| <input type="checkbox"/> | Unreasonable      |
| <input type="checkbox"/> | Very unreasonable |

**18. Do you have any other feedback on the proposed changes to Council's waste service?**

**19. How would you like to be updated on the changes to the waste service?**

**Please write your email address below if you would you like to receive email updates about this project.**

Thank you for completing our survey! Your feedback is important to us.

## Appendix D: Summary of engagement and communications methods

Table 8 Engagement Methods

| Tool                           | Description   |
|--------------------------------|---|
| Conversations Moreland Webpage | <p>Engagement activities were available on Council's website throughout duration of project (<a href="https://conversations.moreland.vic.gov.au/waste">https://conversations.moreland.vic.gov.au/waste</a>).</p> <p>This platform invited community members to share their thoughts about what works well and what could be improved in the current waste service. Participants could also sign up to receive project email updates or pose public questions to the project team via the Q&amp;A tool.</p>  |
| Workshops                      | <p>Online workshops were held with the Moreland community to seek feedback on options and to understand the issues impacting preferences for various community cohorts. Workshops were 90 minutes in length and reflected the format on the online survey. Workshop were help for:</p> <ul style="list-style-type: none"> <li>- Homeowners x 2</li> <li>- Families with young children and larger households</li> <li>- Residents of apartments, flats, units and townhouses developments</li> <li>- Older people, people with disability and people who require assistance</li> </ul>  |
| Survey                         | <p>The survey was designed to reach the wider Moreland community, to seek feedback on the various options, the reasons for people's principles and thoughts on the waste charge.</p> <p>Surveys were designed for residents and property owners and businesses. The survey was available primarily on the Conversations Moreland webpage, but also via email or in hard copy via mail.</p>  |
| Community language surveys     | <p>The survey was modified and translated into 5 community languages – Arabic, Greek, Italian, Turkish and Vietnamese. The in-language surveys were available online via Microsoft Forms, and hard copy surveys were also available on request.</p>   |
| Personas                       | <p>A series of 'personas' were developed for the Conversations Moreland website to demonstrate issues relevant to the following community cohorts:</p> <ul style="list-style-type: none"> <li>- Families with young children in nappies</li> <li>- Large families</li> <li>- Small households</li> <li>- Low waste households</li> <li>- Apartment dwellers</li> <li>- Older people</li> <li>- People with disability and a medical condition that generates extra waste</li> <li>- Rental households</li> <li>- Business owners</li> <li>- Residents of multi-unit developers that use a private waste contractor</li> </ul> |
| Emails                         | <p>The Waste Projects email was available for people to directly email the project team with questions about the project and to provide their feedback.</p> <p>Emails from residents and stakeholders were also received via <a href="mailto:info@moreland.vic.gov.au">info@moreland.vic.gov.au</a>, <a href="mailto:waste@moreland.vic.gov.au">waste@moreland.vic.gov.au</a>, Councillors and the general contact enquiry web form on the Moreland City Council website.</p>   |
| Phone-in sessions              | <p>Two scheduled phone sessions were held to assist those without access to Conversations Moreland and those with low levels of English proficiency. Interpreters were available. This session was advertised on project collateral, the Conversations</p>  |

| Tool                       | Description  |
|----------------------------|--|
|                            | Moreland page and via a multi-lingual municipal flyer drop to most households in Moreland.   |
| Customer service phoneline | The customer service phoneline 9240 1111 was available for people to call with questions about the project and to provide their feedback. Customer service staff were briefed ahead of the public launch of the engagement period and provided with a briefing pack, key messages and FAQs. Project team members returned calls as required. |

Table 9 Supporting communications and promotions

| Tool  | Description  |
|---|--|
| Conversations Moreland Webpage                | <p>Project information was available on Council's website throughout duration of project (conversationsmoreland.vic.gov.au/waste). It provides a central location for project information, key documents, FAQ's, and online engagement tools.</p> <p>This platform invited community members to engage in online surveys and engagement tools, and register their interest in project updates</p> <p>This platform also acts as a 'feedback-loop' following each stage of engagement to ensure that the Moreland community understands how their feedback has been considered and incorporated into the outcome.</p> |
| Explainer Document                            | <p>An Explainer Document was available on the Conversations Moreland website in PDF and web-based accessible versions.</p> <p>This document introduced the proposed service changes and options and formed the basis of all discussion during this round of consultation.</p>  |
| Flyers  | Flyers were distributed to ratepayers via the Rates Notice and letter box dropped throughout Moreland to promote the project and opportunities to be involved. Flyers directed people to the project website or to phone Council. In addition to English, the flyers also contained project information in Italian, Greek, Arabic, Simplified Chinese, Turkish, Vietnamese and Urdu.   |
| FAQs  | Approved FAQs and responses were uploaded to the Council's webpage. These were updated throughout the engagement.  |
| Social media posts                            | <p>Facebook, Instagram and LinkedIn posts were prepared to provide information about the project, promote engagement activities and encourage people to visit the website.</p> <p>Facebook emerged as an informal consultation tool, with some comments receiving a response from Council where information was available. Comments cannot be extracted from Facebook but were considered in overall theming of issues.</p>  |
| Newsletters                                   | <p>Newsletter advertisements were prepared to provide information about the project, promote engagement activities and encourage people to visit the website including</p> <ul style="list-style-type: none"> <li>- My Moreland e-newsletter</li> <li>- Eco e-newsletter (Zero Carbon Moreland e-news)</li> <li>- Inside Moreland quarterly hardcopy newsletter</li> <li>- Grapevine Intranet for Council staff</li> </ul>   |
| Moreland website                              | The proposed changes and community consultation was promoted as a News item on the main Moreland website, as well as on each of the individual waste webpages.   |
| Community networks – emails and presentations | Online presentations and emails were sent to community networks in the lead up to and during the engagement period to provide an overview of the   |

| Tool                 | Description  |
|----------------------|--|
|                      | project and encourage participation. A range of community groups, service providers and business networks were contacted.  |
| External advertising | To enhance awareness of the project and reach a broader audience external media in a range of different formats was used including advertising via bus stops, phone booths, bus backs on select routes, shopping centre advertising (IGA), and Nova digital radio. |
| Community radio      | Advertisements in Arabic, Greek and Italian on 3ZZZ North West Community Radio.  |
| Newspaper ads        | Weekly advertisements in Greek, Arabic and Italian print community newspapers.   |
| Community posters    | Displayed at key Council venues where community may still have had access throughout lockdown including immunisation sessions, MCH centres and libraries.  |