

# Reducing our waste

## Stage 3 Engagement: Promotional Campaign



### Out of Home Advertising campaign

- Phonebooths: Duration 2 weeks | Glenroy, Hadfield, Fawkner, Pascoe Vale and Brunswick
- Bus/Tram stops: Duration 2 weeks | Coburg, Pascoe Vale South, Oak Park and Tullamarine
- Bus backs: Duration 2 weeks | Driving routes in Brunswick and Pascoe Vale
- IGA digital screens and posters: Duration 4 weeks | Coburg and Pascoe Vale



### Print

- Flyer: Municipal-wide letterbox drop to households (information was also translated)
- Article within Inside Moreland newsletter: Municipal-wide letterbox drop to households
- Flyer in the rates notice: Sent to all ratepayers by post or email
- Newspaper ads within community language newspapers
  - El Telegraph (Arabic)
  - Il Globo (Italian)
  - Neos Kosmos (Greek)

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### News

06 Sep 2021  
**September Council Meeting - held online**  
Join us online from 7pm on Wednesday 8 September for our next Council Meeting.  
Read more →

16 Aug 2021  
**Making Space grants program returns for another year**  
We are excited to announce that the Brunswick Design District's Making Space program will return for...  
Read more →

12 Aug 2021  
**Draft Kerbside Waste Services and Charges Policy - Community Consultation**  
Our bins will be changing. The proposed service would see us collect Food and Garden Organic bins...  
Read more →



**92.3 FM 3ZZZ**

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Select a ▼

**LISTEN LIVE**

### Our bins will be changing

The Victorian Government announced that all councils must move to a 4-bin service by 2030. Earlier this year we asked our community which 4-bin service would work best for their household. The proposed standard service is based on feedback from the Moreland community as well as cost and environmental benefits.

The proposed service would see us collect:

- Food and Garden Organic bins weekly (FOGO)
- Garbage and Recycling bins on alternate fortnights
- A new Glass bin monthly
- Hard Waste collection would change to a pre-booked service.

**Our bins will be changing**

Learn more about the proposed service, extra options to tailor it to meet your needs, and how to get involved.

Community feedback on the proposed changes is welcome until Sunday 5 September 2021.

**Get involved**

### Other promotional channels

- NOVA radio North West digital radio ads: Duration 4 weeks (20,000 listener reach)
- 3ZZZ community language radio station ads: Duration 2 weeks in Arabic, Greek and Italian
- Article included in Moreland Council eNewsletters: MyMoreland, Eco eNews, Business News and Community Support printed newsletter
- Inclusion in Moreland Councils digital channels:
  - News item on the front page of Moreland Council's website
  - Notice on our Bins pages on Moreland Council's website
  - Link in Bin related customer service request emails
  - Inclusion in our On-hold message for Customer Service phone line

Moreland City Council  
Hi Moreland, our bins will be changing. The Victorian Government announced that all councils must move to a 4-bin service by 2030. Earlier this year we asked our community which 4-bin service would work best for their household.

Il Governo del Victoria ha annunciato che tutti i consigli comunali devono mettere in atto un servizio con 4 bidoni.

Đã qua hết năm 2022, tất cả các địa phương sẽ phải thay đổi tần suất thu gom rác thải, các loại thùng rác, kích thước của thùng rác và chi phí.

Victoria Hükümeti, tüm belediyelerin 4 çöp kutusu servisini geçirene kadar olan 2022 yılı sonuna kadar, çöp kutularını toplama sıklığını, kutuların ve hizmetlerin maliyetlerini değiştirecektir.

Chúng ta cần phải thay đổi tần suất thu gom rác thải, các loại thùng rác, kích thước của thùng rác và chi phí.

### Social Media

- Posts on Moreland City Councils social media: Facebook, Instagram, LinkedIn, Twitter
- Advertising on Facebook and Instagram
  - In-language ads targeting residents who speak: Arabic, Turkish, Greek, Italian and Vietnamese
  - Ads targeting residents in suburbs and community cohorts with lower engagement