



# Moreland City Council.

*Waste services research.*

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Report

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# Executive summary.





# Executive summary.

To contribute to Moreland's Waste Policy, Colmar Brunton was commissioned to conduct social research with residents of Moreland City Council about their experience, motivations and attitudes towards various waste services.

Colmar Brunton conducted a Computer Assisted Telephone Interview (CATI) survey of n=400 Moreland residents with an approximate interview length of 15 minutes. We also conducted online focus groups with six key audiences:

1. General population;
2. Multi-unit developments ('MUDs' - both private waste management and council-serviced);
3. Culturally and Linguistically Diverse ('CALD') including both established migrants and recent arrivals (determined by a ten-year timespan);
4. Owner-occupiers; and
5. Renters.

## Usage and satisfaction with Moreland's waste collection services

Overall, Moreland residents are very satisfied with collection services in their area and think highly of Council and its waste management service. Minor issues were identified relating to the size of bins, and the ease with which waste could be disposed of for MUD residents.

Nearly one third of residents 'always fill their bins' by bin night. One quarter have so much waste that their recycling and waste bins are overflowing. This issue is typically dealt with by storing the waste until the next collection and/or using a neighbour's bin. Again, MUD residents in particular reported issues about full and overfull bins. A small number of participants indicated that having children generated extra garbage, sometimes leading to over-filled bins.

Most residents are satisfied with the hard waste collections in Moreland, though some had issue with the unsightliness of streets at the time of collection. One third would prefer to move to a booked service. A well-known issue was re-iterated in the focus groups - MUD residents are particularly affected by illegal dumping as a result of bi-annual collection, coupled with the high mobility of MUD residents.

Relatively few residents are using drop-off points for waste such as soft plastics. For example, only four in ten had used drop-off points at supermarkets, two in ten had used Council-run e-waste stations. Some do not trust supermarkets and other drop-off managers to correctly recycle items. Many perceive these services to be unnecessarily burdensome, and off-putting if dirty waste has to be transported in a vehicle.

## Attitudes and motivations for good recycling practice

The fact that recycling correctly at home is important to both Victoria's recycling system and the environment as a whole is very well understood in Moreland. The link between poor recycling and environmental harm such as carbon emissions is strong in most people's minds.



Few perceive that recycling is hard to do properly. Further, the fact that other people do the wrong thing is not seen as an excuse for poor practice. However, many still confess to being confused about what should go in the recycle bin and what should not.

Some residents are, however, somewhat jaded by doubts about where their recycling is going, particularly in light of negative media coverage at the time of China Sword. This negativity still lingered at the time of the research; and residents need reassurance that recycling is no longer 'in limbo' or going to landfill because of overseas trade/export issues.

## Bin contamination

As is the case across Victoria, bin contamination is a sizable issue in Moreland. One third of residents believe that at least one item that cannot be recycled should be placed in the recycle bin.

The lowest levels of knowledge were seen for soft plastics and glass products. Overall, it would appear that the greatest confusion exists for items of the same material, though of different compositions. For example, soft plastics vs. hard plastics; glass from a food jar vs. glass from a broken window. CALD participants showed relatively lower understanding of recycle bin contamination, particularly for requirements around soft plastics.

Key areas of uncertainty for FOGO bins appears to centre on meat products, and whether some, all or no animal by-products can be placed in the FOGO bin. Many are reluctant to put meat products in the bin regardless for fear of odour or pests.

## Food and Garden Organics bins

Appreciation of, and support for, FOGO bins in Moreland is very high. Almost all residents who have a FOGO bin either 'like' or 'love' having the bin. Those without a FOGO bin typically want one.

The primary appeal factor of using FOGO is a feeling of 'doing good for the environment' and 'preventing unnecessary landfill'. The practicality of composting garden material, and to a lesser extent, food waste, was also recognised. Specifically, the provision of the kitchen caddy was particularly appreciated.

About half of residents only use their FOGO bin for garden material only (i.e., no food waste). At least some residents with a FOGO bin are unaware that they can use it for food waste. Many of these residents would use their green-lidded bin for kitchen scraps if they were aware of this function of FOGO.

## Four-bin service

Appreciation and desire for the new four-bin service was more varied compared with that of FOGO bins.

Overall, half of residents were aware of the upcoming introduction of the four-bin system. Seven in ten think it is a good idea. However, half of residents still have some concerns about the system, most notably the space required for an additional bin and confusion over when to take a fourth bin out to the kerb.



Many residents are happy to pay for the new bin, and to make the effort to sort glass from other recycling. However, some are averse to this idea, particularly if the household produces very little waste glass. These residents believe that the fourth bin should be optional and based on a 'user-pays' system.

## Information sources

Overall, access to information about recycling tends to be passive rather than active. Four in ten residents had ever sought information about recycling in the past, typically from Council's website (i.e., actively seeking information).

It was far more common for residents to recall receiving information in hard copy format from council (i.e., passive receipt of information). This includes the waste calendar/fridge magnet, pamphlets and bin stickers.

## Ideas for a communication and engagement strategy

A draft communications and engagement strategy is shown on the following page. This includes consideration of the following.

- Media – what channels and formats should be used to best reach residents?
- Voice – who should deliver messaging to the community?
- Message – what tone and content should be used to best resonate with the community?



## Draft communication and engagement strategy



### Media

In general, most participants preferred a relatively old-fashioned, hard-copy resource that would be delivered to them. This included:

- Pamphlets (acknowledging that Council already does this);
- An 'advertisement' placed in rates notices, preferably near the total rates payable figure as this is the only number that many ratepayers pay attention to;
- Newspaper advertising in the local publication;
- Stickers on bins; and/or
- Fridge magnets and 'the calendar' which has been noted to be something valued by households.

A smaller number of participants suggested websites due to scepticism that people would actively look for information. Social media was thought to show promise among some younger participants, many of whom already followed City of Moreland on Facebook and similar platforms.



### Voice

The main characteristic of the 'voice' of the communication was the need to have someone local. For example:

- A family in the community – the idea of a child living in Moreland was particularly popular;
- A local celebrity – someone who grew up in Moreland and 'made it big';
- A waste truck driver or manager of a recycling facility; and/or
- A 'genuine' council employee who has real-world responsibility for waste management.

Fewer participants were keen on the idea of an expert such as an ecologist delivering the message, which may run the risk of sounding 'preachy'. A small number of participants suggested celebrities outside of Moreland such as Craig Reucassel from 'War on Waste'.



### Message

The main thrust of messaging content suggested by participants relates to the 'why' and 'how of the new initiatives.

- Why is council investing money in this new system?
- Why should I make extra effort or pay extra?
- Overall – why is having more bins better for Moreland?
- How will this benefit the Victorian recycling system?
- How will this help the bad situation with China I have read about?
- How can I be confident that my recycling will not go to landfill?
- How will this benefit the environment?



# Background & Methodology.







# 1. Background and methodology.

## 1.1. Background

To contribute to Moreland's Waste Policy, Colmar Brunton was commissioned to conduct social research with residents of Moreland City Council about their experience, motivations and attitudes towards various waste services.

The primary objectives of this research are to:

- Gain a resident perspective to complement the broader waste consultations/engagement piece and,
- Gain a quantitative understanding of:
  - Waste reduction (general);
  - Bin usage (general);
  - Perceptions of waste charges;
  - Information seeking and sources; and
  - A specific focus on FOGO behaviours and reactions to services as part of the general piece on kerbside collections.

## 1.2. Methodology

Colmar Brunton conducted a Computer Assisted Telephone Interview (CATI) survey of n=400 Moreland residents with an approximate interview length of 15 minutes.

The sampling was targeted to both landline and mobile phones in the Moreland local government area and survey completes were monitored in order to achieve a representative sample of the population. The number of surveys completed by age and gender are presented in the table below.

**Table 1: Survey completes by age and gender**

	Males	Females	Total
18 – 34 years	56	67	123
35 – 54 years	75	78	153
55 + years	60	64	124
<b>Total</b>	191	209	400

In the analysis stage weighting using ABS 2016 Census data was applied to ensure the final sample most closely matches residents in the population.



## Focus groups

Colmar Brunton conducted online focus groups with six key audiences:

1. General population (Referred to as a 'Moreland Resident' in this report);
2. Multi-unit developments ('MUD/s' - both private waste management and council-serviced);
3. Culturally and Linguistically Diverse ('CALD' in this report) including both established migrants and recent arrivals (determined by a ten-year timespan);
4. Owner-occupiers; and
5. Renters.

## Conducting the focus groups

The focus groups were conducted online due to the COVID-19 lockdown. Each group was conducted by an experienced qualitative researcher. Participants logged in to the discussion from their home and responded to questions from the moderator.

A detailed discussion guide was prepared by Colmar Brunton in consultation with Council. The discussion guide included the following sections.

- Introduction;
- Participant background;
- Experience of current waste collection arrangements;
- Attitudes and behaviours relating to FOGO;
- Attitudes and behaviours relating to four-bin;
- Rates and waste management charge (only for home owners groups);
- Information channels, voice and content;
- Final comments; and
- Summing up.

Groups were conducted between 18-20 August 2020. Each group lasted 90 minutes and was attended by 5-7 people. Participants were given a \$100 incentive.

## 1.3. Reading this report

### Interpreting population findings and differences by demography

Throughout this report, each question is reported at a total level (the population, or all respondents who answered a question). Differences by different demographic groups are reported in the prose (gender, age). Only differences that are significant at the 95% confidence level are reported.

Specific call-outs are then made for the subpopulations of interest: Culturally and Linguistically Diverse residents ('CALD') and 'Multi-Unit Dwellers' (MUDs). A call-out is only included if one or both of the populations of interest show statistically significant differences to their counterparts (i.e., comment is not made where no differences for either group was apparent).



## Focus on CALD and MUD



CALD

Comparisons were made by those who speak languages other than English at home (n=92) with those who spoke English at home (n=308).



MUD

Comparisons were made for those who lived in a unit or apartment or town house (n=119) vs. a fully detached house (n=280). (One case was classified as 'other'.)

## Qualitative findings



The qualitative findings from the focus groups are interspersed with the quantitative findings. Quotes taken directly from participants are used to illustrate each point. Qualitative findings are denoted using the icon to the left.



Findings from  
the residents.





## 2. Experience with services.

### 2.1. Satisfaction with Moreland's waste collection services

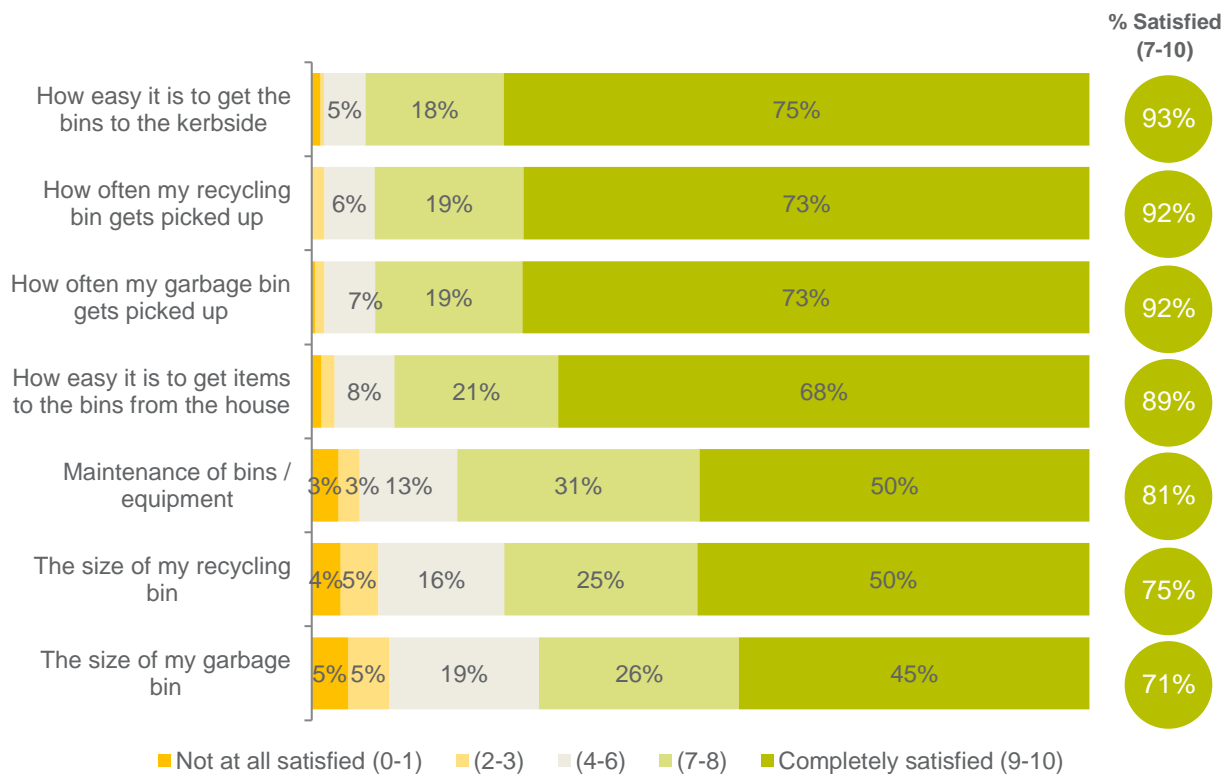
Overall, Moreland residents are very satisfied with all aspects of their waste collection. Approximately nine in ten are satisfied with the ease of getting their bins to the kerbside (93%) and the frequency of pickup for both waste and recycling services (92% each).

A similar proportion are satisfied with the ease of getting their items to their bins from their house (89%) and four in five also report they are satisfied with the maintenance of their bins (81%).

The lowest levels of satisfaction with the services was seen for the size of bins. Three in four are satisfied with the size of their recycling bin (75%) and a smaller proportion are satisfied with the size of their waste bin (71%). Around one in ten are dissatisfied with the size of these bins (9% recycling, 10% waste).

Satisfaction with waste collection is typically consistent across demographics, with residents 55+ years significantly more likely to report they are satisfied with the size of their waste bin (85%).

Figure 1: Satisfaction with aspects of waste collection



QX4. On a scale from 0 – 10, where 0 is not at all satisfied and 10 is completely satisfied, how satisfied are you with the following aspects of your current waste collection service? (SR) Note: Labels for data points <2% not shown. Base: All residents (n=400). Note: Not applicable responses excluded.



## Focus on CALD and MUD



CALD

No differences were observed for CALD residents for these measures.



MUD

Those living in MUD homes were less satisfied with how easy it is to get items from their homes to the required bins. Specifically, 64% were very satisfied compared with 81% of freestanding home owners.

## Qualitative findings



The overall high level of satisfaction with waste management services was also apparent in the focus groups. Most participants did not raise any specific complaints without probing for problems. The few issues pointed out related to size of bins and to a lesser extent, frequency of collection.

Specifically, some participants said their waste bins are too small. Revealingly, although these participants believe the bin size wasn't big enough for a family, it may be because they aren't using their green bins for food waste or recycling soft plastics to the local supermarkets. A couple of participants with families also mentioned that sometimes they had a lot of cardboard that didn't fit in the recycle bin and put it down to 'it's just having young kids.'

Participants in MUDs are more likely to find that their recycling bins fill up quickly and think this is because there is not enough capacity for the number of units (e.g. 4 bins for 16 units).



The recycling bins get filled up quickly, but not the rubbish bins, and so people put their recycling in the rubbish bin. There are 4 recycling bins for 16 units which is not the right ratio, especially at the moment because people are getting more packages. (MUDs resident)

Another issue for residents in MUDs is when their bins are accessible to the street, they regularly find that people not living in their MUD put rubbish in their bins. Some thought that this was particularly an issue for their recycling bins. They believe this is because the capacity of the bins for other apartment block is insufficient and so neighbours dump rubbish into their bins. This is particularly a problem for streets with many apartment blocks.

Another issue mentioned by residents of MUDs was that when they put their bins to the kerbside that people sometimes put unacceptable items into their recycle bins and this caused them to receive a non-compliance notice by the Council.

There was a suggestion that bigger bins (particularly recycling bins) in apartment blocks would alleviate the issue of dumping rubbish in their bins. However not all participants agreed that this would solve the issue because they felt that 'people just don't care'. They suggested that other measures are required such as better monitoring of their bins (e.g. through video camera surveillance) or having a code to open and access the bins.



We have people dump rubbish in our bins, in the wrong bin, then we get a notice from council. The street is full of units, and all the bins are small, so where do people dump



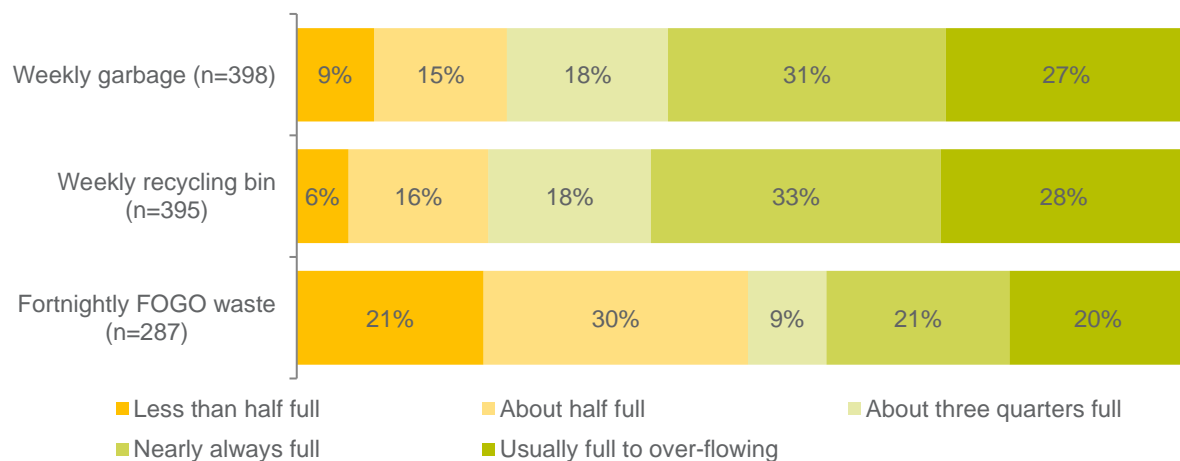
rubbish? They pick any bin in the street to dump...the Council needs to look at a different strategy of bigger bins. (MUDs resident)

## 2.2. Bin capacity

Approximately one third of Moreland residents nearly always fill their bins (31% and 33% respectively). While a further one in four find they usually overflow these bins (27% waste and 28% recycling respectively). Equal proportions of those with fortnightly FOGO bins either completely fill, or nearly fill, these bins (20% and 21% respectively).


While few demographic differences are seen for bin usage, older residents (55+ years) are significantly less likely to report their weekly waste and recycling bins to be overflowing at collection time (11% and 15% respectively).

**Figure 2: Bin fullness at collection time**




QX3. In general, on bin night which of these statements best describes the extent to which you fill your {TYPE} bin? (SR)  
Base: All residents, filtered by bins used.

Focus on CALD and MUD



**CALD**

CALD residents were less likely to indicate that their waste bin was 'less than half full' compared with English speaking residents (2% vs. 11%). This suggests that waste bins at CALD residences are more likely to be 'more full' compared with English speaking residences.



**MUD**

Residents of free-standing homes were similarly less likely to indicate that their FOGO bin was 'less than half full' compared with MUD residents (16% vs. 37%). Again, this suggests that FOGO bins at free-standing homes are 'more full' overall than MUDs.



## Qualitative findings



As mentioned previously, participants living in MUDs mentioned that their recycling bins are often filled very quickly and particularly during the current COVID time where people are doing more online shopping and receiving more packages in the mail. They believe the problem is insufficient recycling bin capacity for the number of units. Others in free-standing houses also mentioned an issue with the size of their recycling bin and fitting in their cardboard boxes.

A small number of participants indicated that having children generated extra garbage, sometimes leading to over-filled bins. For example, one participant mentioned that his children ate a lot of fruit which led to a very full FOGO caddy and bin. Another identified issues with recycling at times such as Christmas and birthdays.

Further, several participants mentioned that during spring and autumn they have larger amounts of gardening waste (pruning and clippings) and suggest that during this time it would be helpful to have their bins collected weekly however that this was not needed during winter and summer where they had less gardening waste. Other suggestions included having different sized FOGO bins for different times of year



With my garden, in summer its almost empty. Come late winter and spring it overflows with all the clippings and prunings. Can I have one bin for one season and another for the other seasons? (CALD resident)

Participants living in MUDs, who knew they had a green bin for FOGO, said they only had one or two FOGO bins for the building, and felt that they were not used to capacity yet but noted that this may be because not everyone knew that FOGO bins could be used for food waste.



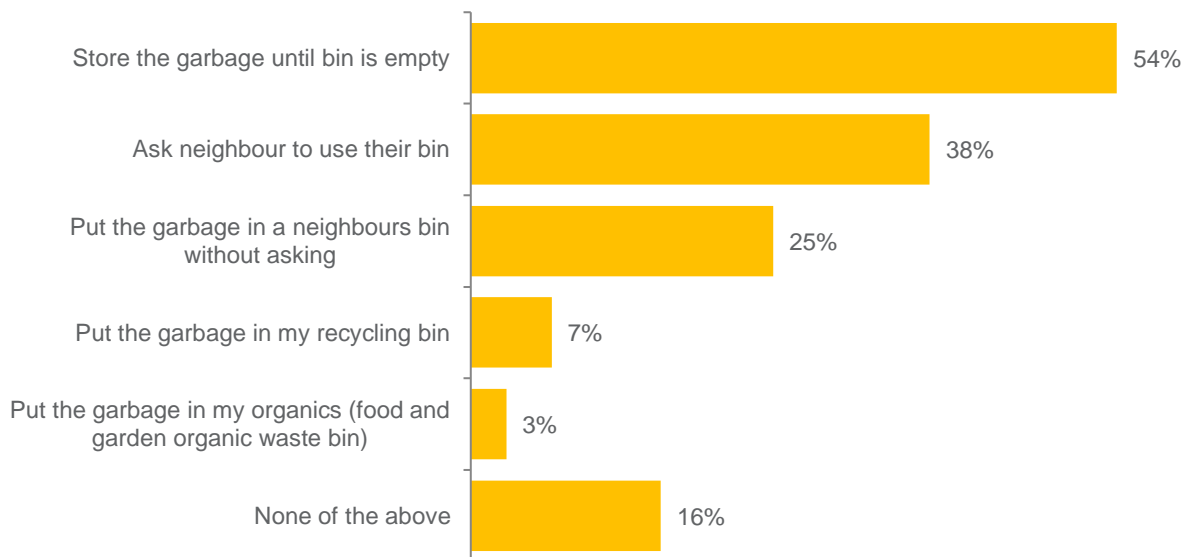


## Dealing with excess waste

Of the 27% of Moreland residents whose weekly waste bin typically is full or overflowing, one half store their excess waste until the bin is empty (54%). Two in five would ask their neighbour if they could use their bin (38%), while one in four would use their neighbour's bin without asking (25%).

Only small proportions put the excess waste in either their recycling (7%) or FOGO bins (3%).

**Figure 3: Action taken when bin is full**



QX3A. If your waste bin (the one that is picked up weekly) is full what would you do on bin night? Have you ever ... (MR)  
Base: All residents whose weekly waste bin is usually full to over-flowing (n=104)

These findings were confirmed in the focus groups where the most common approach to dealing with excess waste was to store it until the next collection period. Some participants also placed items in other people's bins either by asking them or waiting for dark and covertly putting extra garbage in neighbours' bins.



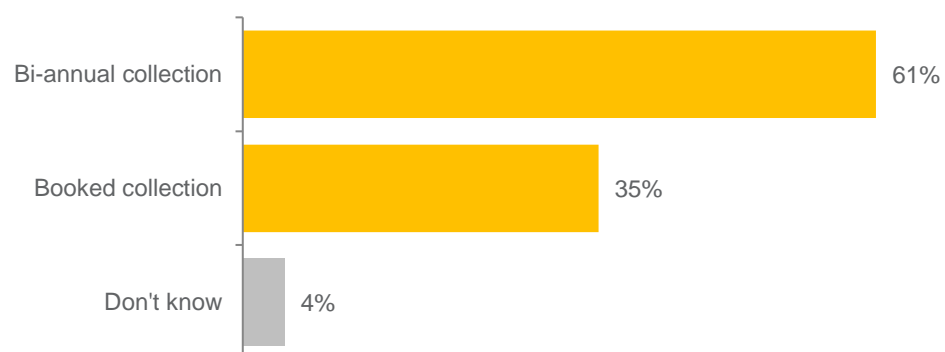
## 2.3. Hard waste collection

Moreland residents were asked about their preference for hard waste collections in their council. Three in five state they prefer the current arrangement of a bi-annual collection (61%), while one in three would prefer that council change to a booked collection (35%).

Only one in twenty do not know what their preference would be (4%).

Preference for hard waste collection is typically consistent across demographics, with 55+ year old residents significantly less likely to prefer a booked collection service than other age groups (22%).

**Figure 4: Hard waste collection preference**



QX6. Currently Moreland City Council has 2 municipal-wide hard waste collections each year. Do you prefer the current arrangement, or would you prefer a booked service? (SR)  
Base: All residents (n=400).

### Qualitative findings



Participants in the focus groups had varied levels of understanding and appreciation of the current hard rubbish collection and the alternative of a booked collection. While some participants don't know how many hard rubbish collections took place each year, others felt that two was not enough and it needed to be increased to four collections a year.

The strong preference for bi-annual collection from the survey did not appear to be backed up by the qualitative research. Many participants felt that hard waste should move to being booked by council because of the mess it created in Moreland before and after the collection. For longer-term residents, the issue was primarily driven by unsightly piles of refuse during pick-up periods.



It gets pretty weird around hard waste collection – there is smashed glass and that's dangerous, and it looks bad. It can sit on the street for a month before getting cleaned up.  
(House owner)

Further, participants living in MUDs felt that it would be more convenient to have booked hard rubbish collection because they had limited space to store hard rubbish items until the next collection and it would be easier to book it when they need it.

Participants in MUDs were also most likely to be impacted by the dumping of hard rubbish items around their complexes and streets. Some said they rang the local council to remove dumped items, while others felt they would incur a cost by Moreland Council, and this prevented them from ringing the Council. Some felt that people dumped hard rubbish near apartment complexes because of



perception that body corporates would remove dumped rubbish, but others understood that removal of dumped rubbish was not the responsibility of body corporates.



In my block, it is the students. They move out and can't sell their things, so they just dump their bed and belongings. I am not sure whose responsibility that is. (CALD resident)

Regardless of dwelling type, some participants expressed confusion about how to dispose of certain items and the examples given included car batteries, turpentine. There was also a lack of knowledge and concern about the current cost of organising the disposal of items such as mattresses through the council.

## 2.4. Use of waste drop off points

The majority of Moreland resident do not use drop off points for specific types of waste.

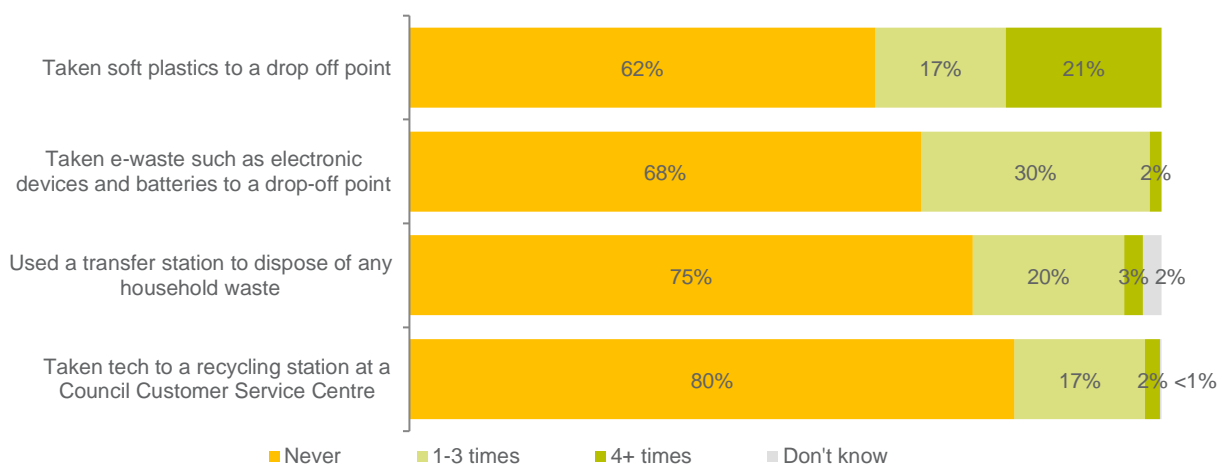
One in five residents have taken soft plastics to drop off points such as Red Cycle 4-plus times in the last six months (21%), a smaller proportion have used these collections 1-3 times (17%). Three in five have never used these types of collections (62%).

Three in ten residents have also used e-waste drop off points approximately 1-3 times in the past six months (30%), a very small proportion have used them more often (2%).

Smaller proportions have used transfer stations or Council Customer Service Centres to dispose of other types of waste (23% and 19%).

Use of various waste drop off points is not seen to vary by demographic factors.

**Figure 5: Waste drop off point usage**



QM2. Approximately often have you done the following things in the past six months? (SR)  
Base: All residents (n=400).



## Qualitative findings



Some participants mentioned that they took their soft plastics to the supermarket to be recycled. Participants who did this mentioned that it significantly reduced the amount of rubbish they put in their waste bin.

However, there was a lot of barriers to this recycling program. Primarily, participants indicated a degree of cynicism that the supermarkets actually recycled the soft plastics with some people concerned that it was simply thrown into landfill. Others were simply not aware of the program at all, though were unlikely to participate in this form of recycling after it was discussed in the focus group.

Other participants perceived that taking (sometimes smelly) waste in the car to a supermarket or other drop-off point was too much inconvenience.



Are supermarkets doing anything with the soft plastics? (Renter)



Would be good if council introduced something for soft plastics. I don't know if it's true about the supermarkets, I would like to think they are being responsible with the soft plastics. They are talking about a fourth bin. (Moreland resident)



I don't trust supermarkets collecting waste, they just care about money. I don't trust them to dispose of my waste so maybe having a point of collection for soft plastics but not necessarily another bin (CALD resident)



I'm not loading up my car with smelly fish packaging and driving to Coles. No thank you. (Moreland resident)

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### Key takeouts

Overall, Moreland residents are very satisfied with collection services in their area and think highly of Council and its waste management service. Minor issues were identified relating to the size of bins, and the ease with which waste could be disposed of for MUD residents.

Nearly one third of residents 'always fill their bins' by bin night. One quarter have so much waste that their recycling and waste bins are overflowing. This issue is typically dealt with by storing the waste until the next collection and/or using a neighbour's bin. Again, MUD residents in particular reported issues about full and overfull bins.

Most residents are satisfied with the hard waste collections in Moreland, though some had issue with the unsightliness of streets at the time of collection. One third would prefer to move to a booked service. A well-known issue was re-iterated in the focus groups - MUD residents are particularly affected by illegal dumping as a result of bi-annual collection, coupled with the high mobility of MUD residents.

Relatively few residents are using drop-off points for waste such as soft plastics. For example, only four in ten had used drop-off points at supermarkets, two in ten had used Council-run e-waste stations. Many perceive these services to be unnecessarily burdensome, and off-putting if dirty waste has to be transported in a vehicle.

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# 3. Attitudes and motivations.

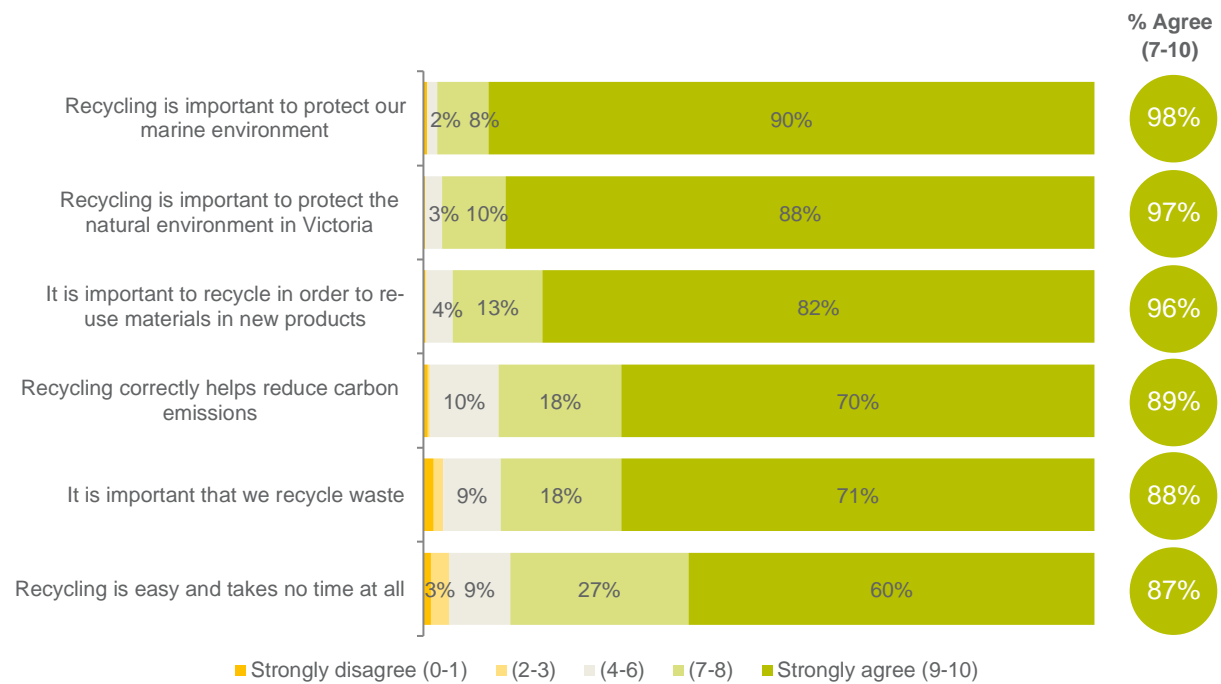
## Common recycling attitudes and beliefs

Nearly all Moreland residents agree that recycling is important to protect both the marine and the natural environment in Victoria (98% and 97% respectively). Similarly, high proportions also agree it is important to recycle in order to re-use materials in new products (96%).

Nine in ten also agree that correct recycling reduces carbon emissions and that recycling itself is important (89% and 87%). High proportions also agree that recycling is easy and takes no time at all (87%).

No demographic differences are seen for the most common recycling attitudes and motivations.

Figure 6: Common recycling attitudes and motivations



QM1. How much do you agree or disagree with the following statements? (SR) Note: Labels for data points <2% not shown. Base: All residents (n=400).



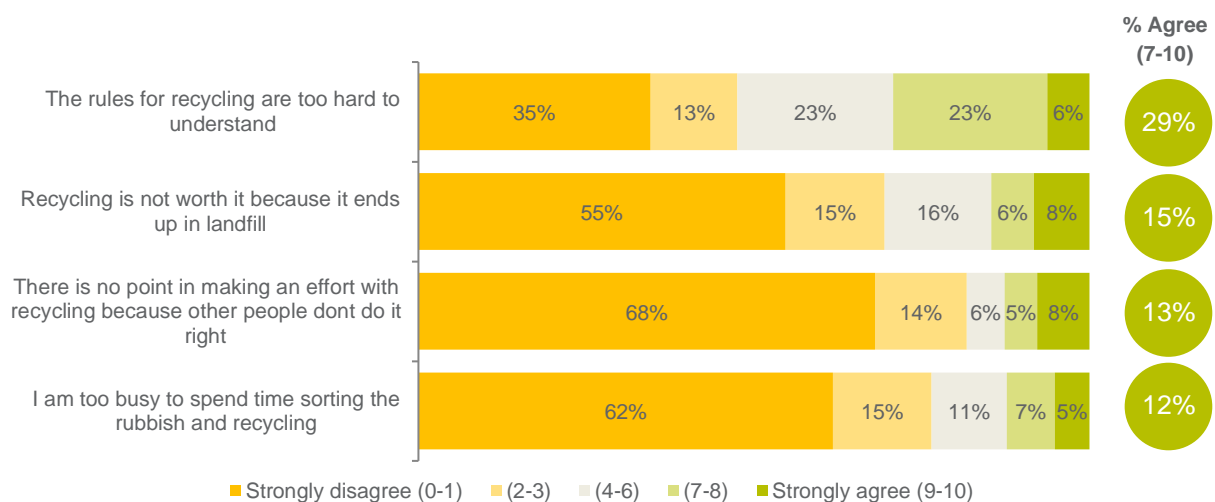
## Less common recycling attitudes and beliefs

Looking at the less common attitudes to recycling, three in ten Moreland residents agree that recycling rules are too hard to understand (29%). However, up to one half disagree that the rules are too hard to understand (48%).

Approximately one in six residents agree that recycling is not worth it as it ends up in landfill (15%), the majority however, disagree with this statement (69%). One in eight residents agree that there is no point making an effort with recycling if others do not do it right (13%) and that they are too busy to spend time sorting their recycling (12%).


Again, very few demographic differences are seen for the less common recycling attitudes and motivations, however we do find that residents 55+ years are significantly more likely to agree that recycling is not worth it as it ends up in landfill (26%).

**Figure 7: Uncommon recycling attitudes and motivations**




QM1. How much do you agree or disagree with the following statements? (SR)  
Base: All residents (n=400).

### Focus on CALD and MUD



**CALD**



**MUD**

CALD residents were more likely to strongly agree that 'there is no point in making an effort with recycling because other people don't do it right' compared with English-speaking residents (22% vs. 10%).

CALD residents were also more likely to strongly agree that the rules for recycling are too hard to understand (13% vs. 4% for English speaking residents)

No differences were seen for this measure by dwelling type.



## Qualitative findings

Across all groups, participants strongly believed that recycling was important and the right thing to do. The primary motivator to handle waste properly is a general sense of 'looking after the environment/planet', 'minimising landfill' etc.



Whatever it takes to save something on this planet, give me the solution and I will do it' (CALD resident)

However, these ideals are still being counteracted by recent negative media coverage about the efficacy of Australia's recycling system. Cynicism around where recycling goes and the credibility of the industry was the biggest threat to people's support and engagement with pro-recycling behaviours. The recent media coverage of China and other countries ceasing to accept Australia's recycling (China Sword) was frequently raised and is still clearly fresh in many people's minds.

This sentiment was observed across all types of participants including young people and CALD. Participants felt that if they are changing their behaviour, they needed to know it is worth the effort. There was a need for Council to provide information about the benefits of their recycling behaviours and specifically where the recycling ends up and how much it saves from landfill.



I don't trust what is recycled or not...don't trust that things in the bins are going to be recycled...there was that problem with China, I don't trust the system, I put things in the bin and feel it's going to end up in the ocean. (CALD resident)



More info will influence how I trust local council, I don't put as much effort if it does not have positive impact, why should I put in so much effort. (Moreland resident)

These more cynical focus group participants indicated the need for reassurance that the China Sword issue has been addressed, and that Victoria's recycling system is currently functional and meeting residents' emotional desire to be 'environmentally friendly'.



More exposure for Moreland residents to see what happens to recycling when it gets picked up...is it sorted through? Is it a sophisticated factory? We have seen the mass storage of plastics and dangerous chemicals in the press, they need to clean up the bad reputation. (Moreland resident)

Participants strongly believe that not all people recycled correctly, however this did not lead participants to believe they should not continue to recycle. Instead many participants suggested there needed to be more information about how to dispose of waste correctly, and some tweaks made so people had the right bin sizes to dispose of waste correctly (e.g. bigger recycle bins for MUDs).



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### Key takeouts

The fact that recycling correctly at home is important to both Victoria's recycling system and the environment as a whole is very well understood in Moreland. The link between poor recycling and environmental harm such as carbon emissions is strong in most people's minds.

Few perceive that recycling is hard to do properly. Further, the fact that other people do the wrong thing is not seen as an excuse for poor practice. However, many still confess to being confused about what should go in the recycle bin and what should not.

Some residents are, however, somewhat jaded by doubts about where there recycling is going, particularly in light of negative media coverage at the time of China Sword. This negativity still lingered at the time of the research; and residents need reassurance that recycling is no longer 'in limbo' or going to landfill because of overseas trade/export issues.

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## 4. Bin contamination

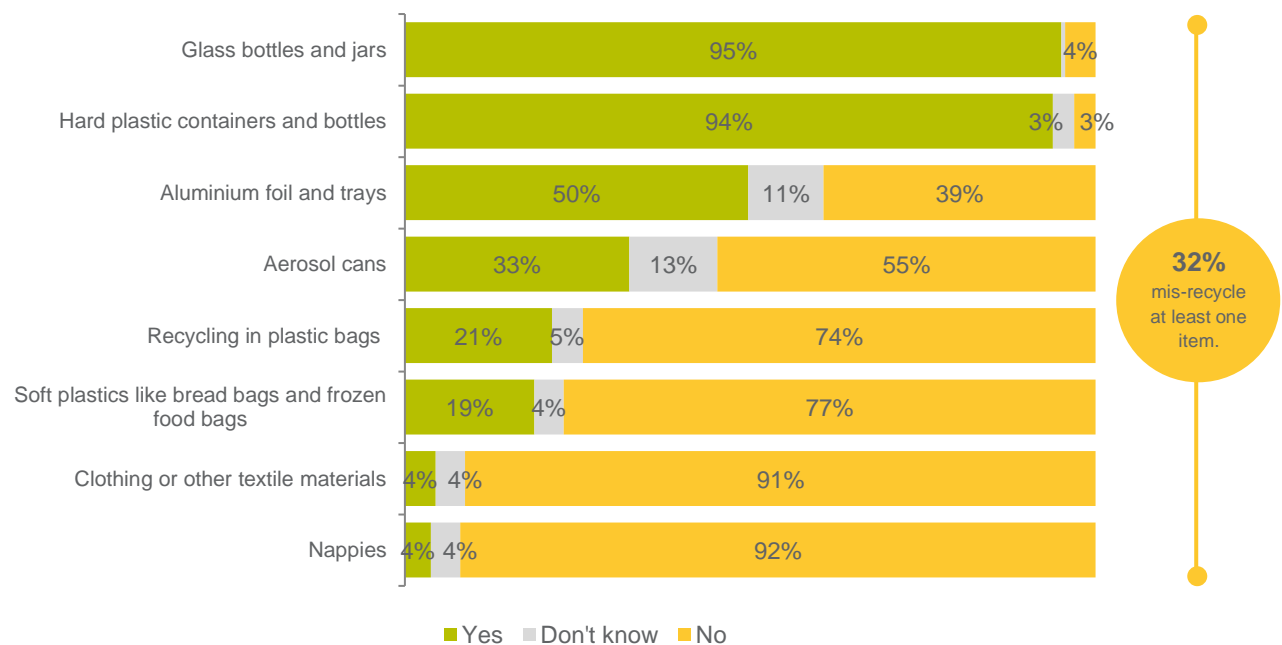
### Recycling contamination

Moreland residents with a recycling bin were asked if they thought it was acceptable to put specific items in their recycling bin. A mix of acceptable and unacceptable items were tested.

Of these items, one in three residents picked at least one non-recyclable item as being ok to put in their recycling bin. The most common contaminants related to plastic bags for either storing recycling (21%) or soft plastics such as bread bags or frozen food bags (19%). One in twenty also consider it to be acceptable to put clothing or nappies in their recycling bin (4% each).

Moreland residents who speak more than one language at home are significantly more likely to believe it is okay to put recycling in plastic bags in their recycling bin (33%). These residents are also more likely to have mis-recycled at least one item overall (51%).

Figure 8: Recycling bin knowledge



QF2. Is it OK to put the following items in your recycling bin (with the yellow lid) at your home for recycling? (SR)  
Base: All residents who have a recycling bin (n=395).



## Focus on CALD and MUD



CALD

Overall, CALD residents showed greater uncertainty about the types of item that should and should not be placed in the recycling bin.

For example, 29% of CALD residents stated that soft plastics should go in the recycling bin compared with 15% of English-speaking residents. The same was true for plastic bags (33% CALD, 17% non-CALD).



MUD

No differences were observed for MUD vs. detached home residents for this measure.

## Qualitative findings



Across all the focus groups, participants voiced concern that they were often unsure about what could go in each bin – particularly the recycling bin. While some younger participants felt confident, they knew how to recycle because they had been brought up recycling, there was still acknowledgement that the guidelines are changing, and this could cause confusion about recycling.

Participants spoke of the need to have easy access to information that would clearly inform them about what could be recycled and put into each bin. The most common suggestion was having this information on or near their bins so they could check this while they put items in the bin.

Participants also suggested that this got updated regularly, as older bins may have the wrong information on their stickers.



As I get more information, I'm so confused. For example, coffee cups, it has a plastic layer that is not recyclable. (CALD participant)



More information would help.... understanding of what I can do to make it better. (CALD participant)



I've had my bin for a long time, so the sticker on the bin will need to be updated. You can't recycle polystyrene anymore and I think you used to be able to. (House owner)



Have instructions/signage/pictures on the bins / in the area of the bins so people know how to 'do good' with their rubbish. (Multi-unit dwelling)

Those from CALD backgrounds mentioned there was added complexity because the guidelines differed between councils and many had moved a couple of times which added to their uncertainty. Others from a CALD background acknowledged that the main reason they had put the wrong rubbish in the recycling bin as lack of knowledge.



It's education, when I first moved to Australian I assumed that all waste went in the bin in a bag... but someone pointed out to me that you don't recycle plastic bags, my neighbours did the same thing...and then the new neighbours do the same thing... (CALD participant)

Overall, participants were most unsure how to dispose of the following items:

- Soft plastics – plastic bags were generally well-known to be items that should not be placed in the recycling bin, though confusion was evident about other soft plastics such as food packaging;
- Broken glass – many could not differentiate between broken glass from a drinking container or window, and a glass jar that once contained food;
- Hard plastics - many using the recycling symbols on the package, though were still unsure about what could be correctly placed in the recycling bin;
- Coffee cups and lids;
- UHT juice and milk cartons; and
- Plastic caps from milk bottles.



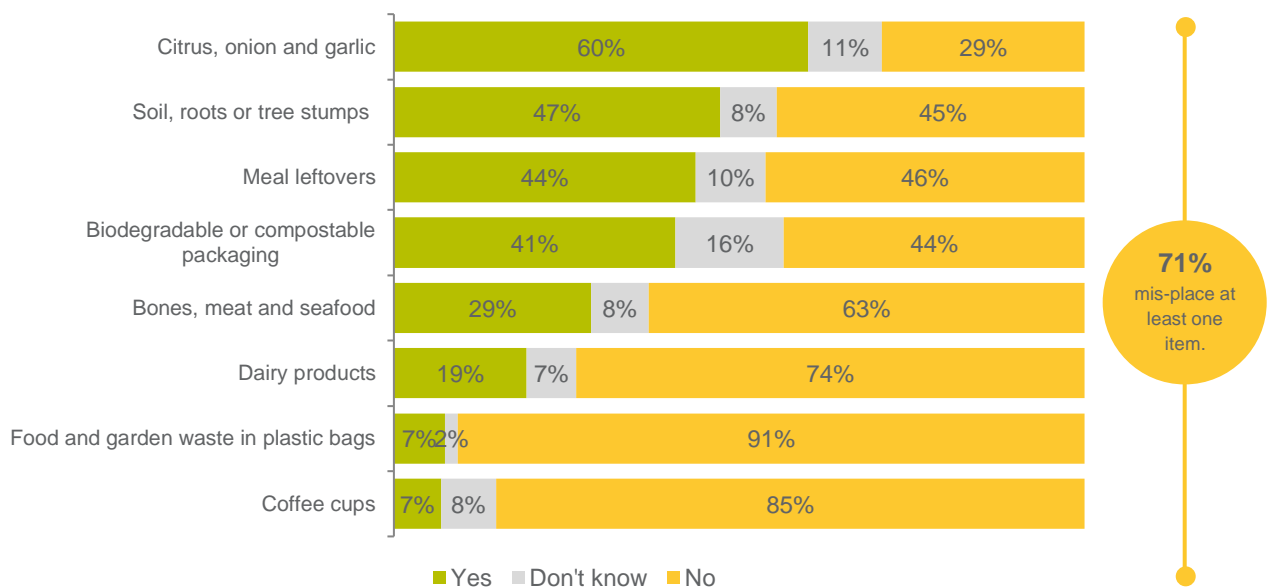
## FOGO contamination

A similar exercise was also undertaken with residents who have a FOGO bin and it was found most residents were putting an unaccepted item in their FOGO bin (71%).

Soil, roots or tree stumps are considered ok to put in a FOGO bin by one half (47%) and a smaller proportion also believe it is acceptable to put biodegradable or compostable packaging in their FOGO bin (41%). Just over one in twenty also believe food and garden waste in plastic bags and coffee cups to be okay to go into their FOGO bins (7% each).


Residents aged 18-34 are significantly more likely to believe soil, roots or tree stumps can go into their FOGO bin (61%). While those who are renting are significantly more likely to believe biodegradable/compostable packaging is acceptable to put in a FOGO bin (61%).

**Figure 9: FOGO bin knowledge**




QF2. Is it OK to put the following items in your organics bin/s at your home for collection? (SR)  
Base: All residents who have a FOGO bin (n=287).

Focus on CALD and MUD



**CALD**



**MUD**

Unlike confusion about recycling, no differences by CALD/English were seen for this measure.

Residents of MUDs were more likely to perceive that it is acceptable to put biodegradable or compostable packaging in their FOGO compared with residents of detached homes (60% vs. 35%). No other differences were observed by dwelling type.



## Qualitative findings



While the majority of participants were positive about putting their food waste into the FOGO bin there was a lot of uncertainty about what could actually be put in FOGO bin.

Meat, bones and seafood were the most common point of contention, with many believing that meat waste could not go in FOGO due to issues relating to smell and unwanted pests in bins. There was considerable discussion about putting meat in the FOGO bins and some of the uncertainty was because some participants were already composting and didn't put meat in their own compost.

Other common areas of uncertainty related to:

- 'Bio-degradable bags' or newspaper to wrap the food waste;
- Bread and rice;
- Teabags; and
- Avocado and stone fruit pits.

One participant was very confident that she could put her dog's droppings in the FOGO bin, though the other members of the group were less certain as to whether it was acceptable to dispose of faeces using FOGO.



Our main problem in our share house is teabags. They're everywhere. Why not teabags in that bin? They are organic, aren't they? (Renter)

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### Key takeouts

As is the case across Victoria, bin contamination is a sizable issue in Moreland. One third of residents believe that at least one item that cannot be recycled should be placed in the recycle bin.

The lowest levels of knowledge were seen for soft plastics and glass products. Overall, it would appear that the greatest confusion exists for items of the same material, though of different compositions. For example, soft plastics versus hard plastics; glass from a food jar versus glass from a broken window. CALD participants showed relatively lower understanding of recycle bin contamination, particularly for requirements around soft plastics.

Key areas of uncertainty for FOGO bins appears to centre on meat products, and whether some, all or no animal by-products can be placed in the FOGO bin. Many are reluctant to put meat products in the bin regardless for fear of odour or pests.

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## 5. Food and Garden Organics

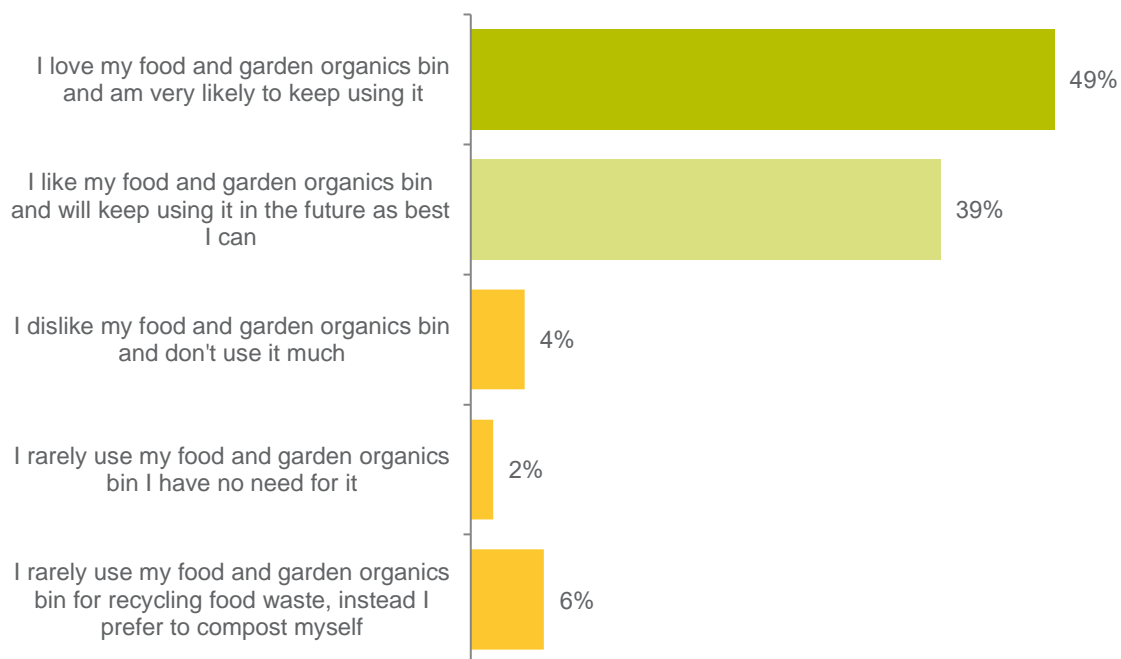
### Residents with a FOGO bin

Overall, seven in ten Moreland residents surveyed have a fortnightly FOGO organics bin (71%).

Of this group, one half love their FOGO bin and will continue to use it (49%) and two in five like their bin and will keep using it as best they can (39%).

Approximately equal proportions, one in twenty, either dislike their FOGO bin (4%), or state they prefer to do their own composting at home (6%).

**Figure 10: Attitude towards FOGO bin – Of those who have a FOGO bin**



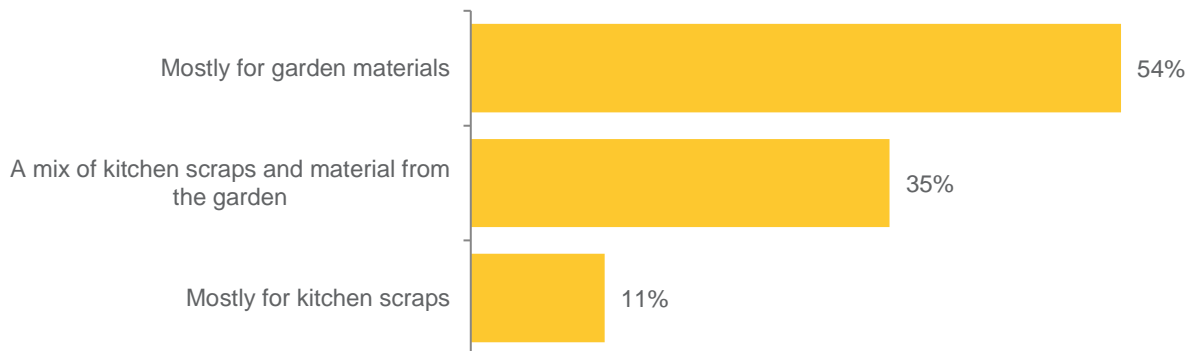
QF1. Which of the following statements best describes your attitudes in relation to the collection of these bins? (SR)  
Base: All residents who have a FOGO bin (n=287).



Of those 71% who have a FOGO bin, over half use their FOGO bin for garden materials mostly (54%). While one in three use their bin for a mix of kitchen scraps and garden material (35%).



One in ten mostly use their bin for kitchen scraps (11%). This proportion increases significantly among those who live in MUDs (42%) and those who are renting as opposed to paying off a mortgage (27%).

**Figure 11: Usage of FOGO bin**



QF2. Which of the following best describes how you use your food and garden organics bin? (SR)  
Base: All residents who have a FOGO bin (n=287).

**Focus on CALD and MUD**

 CALD	 MUD
Those who spoke English only at home were more likely to use their FOGO bins for garden material, compared with usage for residents from CALD backgrounds (59% vs. 37%).	Those living in detached homes were also more likely to indicate that their FOGO bin was used mostly for garden materials compared with MUD residents (59% vs. 39%). This is most likely due to detached homes being more likely to have a garden.



## Qualitative findings



Participants were positive about having a FOGO bin because composting reduces the amount being put into landfill. Some said it had reduced the amount in their waste bin by as much as 50%. The provision of the kitchen caddy that accompanied some bins was very well received by residents.



Everyone should get the FOGO bin to help the environment. ( MUD resident)

FOGO particularly appealed to MUD residents who attended the focus groups. These participants often did not have a garden or dedicated space to compost organic material. The FOGO bin provided a solution to composting their food waste.



I like to compost using that bin. I've got nowhere else to put things like stalks and trimmings. (MUD resident)

The majority of participants have a green bin, and around half of participants with a green bin understand that their green bin can be used for food waste as well as garden waste. While a couple had found out through the council (when the bin was first dropped off or through a newsletter) most had found out from neighbours, friends or housemates. One resident of a MUD said they received the information from their body corporate. For those not using their FOGO for their food waste, it was because they were not aware this could be done, and they would be happy to use the bin in this way, including organising a container in their kitchen to store their food waste.



I've been using it for years for my garden trimmings. Never knew that I could put kitchen scraps in there. My wife looks after that part of the house anyway. (CALD resident)

The main concern about a FOGO bin was around hygiene and the smell. Those who were currently using the FOGO bin were particularly concerned about this during summer and some suggested the FOGO bins should be collected weekly to alleviate these concerns.

Others were concerned that FOGO bins would attract vermin, especially if meat was being placed in the bin. While many felt that the solution would include a bio-degradable bag so FOGO bin would not smell, however, when informed that these could not be used, they looked for other solutions (rather than rejecting the FOGO bin altogether) and these included the green waste bins being sprayed with water by the waste collectors, sprinkling bi-carb in the bin and more regular pick-ups.



Pick up the FOGO bin more regularly especially in summer month, it can get a bit funky...there were maggots in mine! I could not open the thing and look at it, and we still had a week to go. In summer, it needs to be picked up once a week. (Moreland resident)

Generally, those living in MUDs did not express particular concerns about sharing FOGO bins, but rather shared the overall concerns about the hygiene of the FOGO bin. However, they did have an issue about whose responsibility it would be to clean the shared bin to alleviate concerns about the bin smelling and hygiene.

Those who were already composting still appreciated having the green bin as it provided an option for garden waste (during spring and autumn), and when they couldn't handle all their own food waste in their own compost solution.





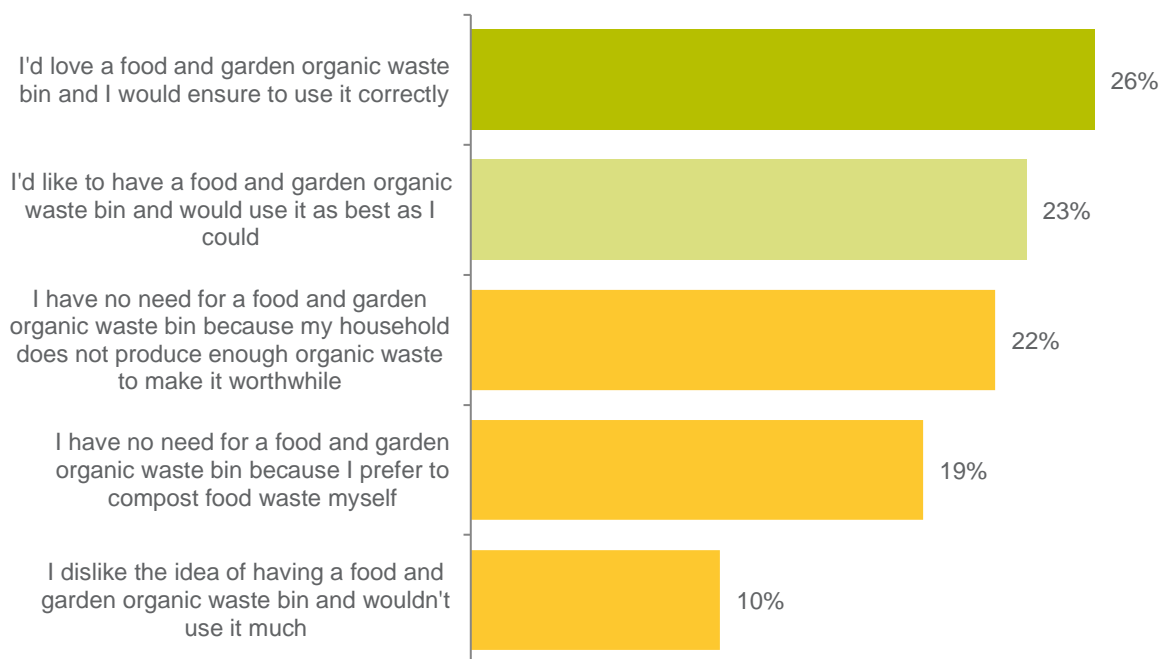
## Residents without a FOGO bin

Of those who do not have a FOGO bin, one quarter would 'love a FOGO bin' and would ensure they use it correctly (26%). While a slightly smaller proportion would like one and would use it as best as they could (23%).

Similar proportions state they have no need for FOGO bin because their either do not produce enough waste to be worthwhile (22%), or that they'd prefer to compost food waste themselves (19%).

One in ten dislike the idea of having a FOGO bin and would not use it much (10%).

**Figure 12: Attitude towards FOGO bin – Of those who do not have a FOGO**



QF3. Which of the following statements best describes your attitudes in relation to having a food and garden organic waste collection at your home in the future? (SR)

Base: All residents who do not have a FOGO bin (n=113).



## Qualitative findings



In the qualitative research, those without a FOGO bin were positive about having a FOGO bin. Several acknowledged that most of their waste was food waste and so this would reduce the amount they put into their waste bin.

Like those that already had a FOGO bin, those without a bin were primarily motivated by the idea that re-using kitchen scraps via FOGO was good for the environment.



I am going to call the Council tomorrow and order one! (FOGO bin). Do my thing for the environment – re-use and recycle for compost. (CALD resident)



It would just be nicer to know that it (FOGO waste) would go to compost and not landfill. (Moreland resident)

Some without a FOGO bin were not sure how to order it, and if they would contact the council or whether it needed to come through their body corporate. One participant whose waste collection was through a private contractor did not have a FOGO bin and was not sure if he could have this option through his current arrangements.

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### Key takeouts

Appreciation of, and support for, FOGO bins in Moreland is very high. Almost all residents who have a FOGO bin either 'like' or 'love' having the bin. Those without a FOGO bin often want one.

The primary appeal factor of using FOGO is a feeling of 'doing good for the environment' and 'preventing unnecessary landfill'. The practicality of having garden material, and to a lesser extent, food waste, was also recognised. Specifically, the provision of the kitchen caddy was particularly appreciated.

About half of residents only use their FOGO bin for garden material only (i.e., no food waste). At least some residents with a FOGO bin are unaware that they can use it for food waste. Many of these residents would use their green-lidded bin for kitchen scraps if they were aware of this function of FOGO.

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## 6. Four-bin service

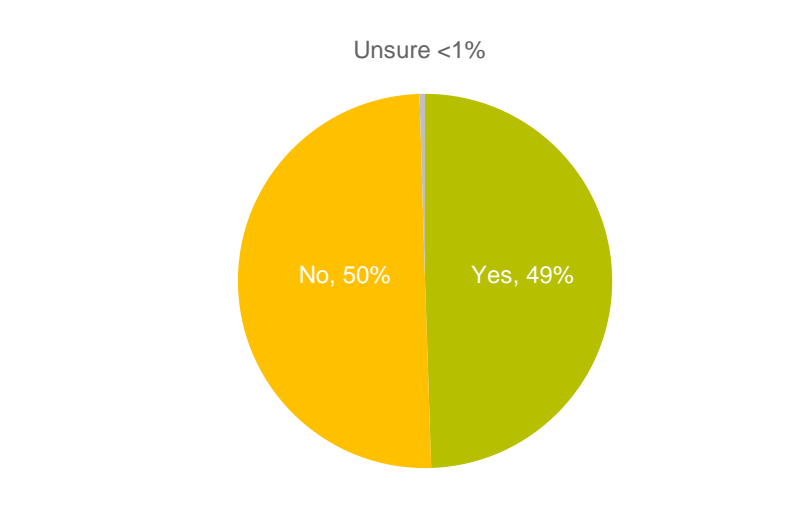
### 6.1. Awareness of four-bin

Survey participants were shown a description of the upcoming state government initiative to introduce a four-bin service. After prompting, half of Moreland residents are aware of the initiative (49%).

Awareness of the upcoming service is seen to vary by age, with residents 18-34 significantly less likely to be aware (39%) and those over 55 more likely to be aware (67%). Though likely also related to age, home-owners are also significantly more likely to be aware of the change (55%), particularly when compared to renters (37%).

We also find that those who have lived in Australia their whole life are more likely to be aware of the service change compared to those who have migrated (54% vs. 40%).

**Figure 13: Awareness of upcoming four-bin service**



QS1. As part of the state government's new Recycling Victoria policy by 2030 every Victorian household will have access to a four bin-system this includes... Before today, were you aware of this initiative? (SR)  
Base: All residents (n=400)

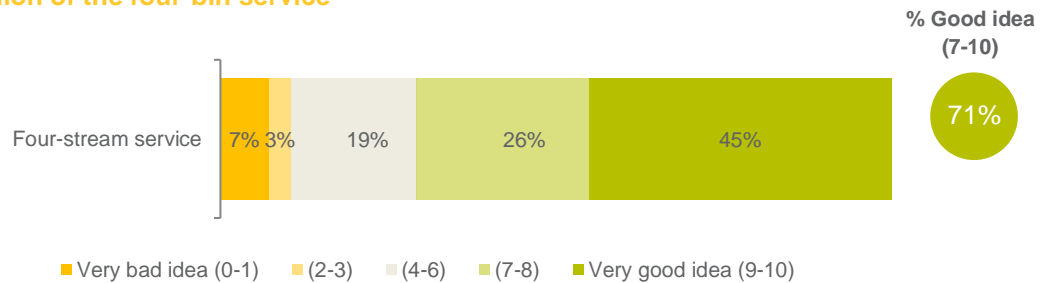
Seven in ten Moreland residents consider the change to a four-bin service to be a good idea (71%) and only one in ten consider it to be a bad idea (11%).



## 6.2. Perceptions of four-bin

Opinion towards the four-bin service is not seen to vary by demographics, however, those who were already aware of the announcement prior to being surveyed are less likely to consider it to be a good idea than those who were unaware (64% vs. 77%).

Figure 14: Opinion of the four-bin service



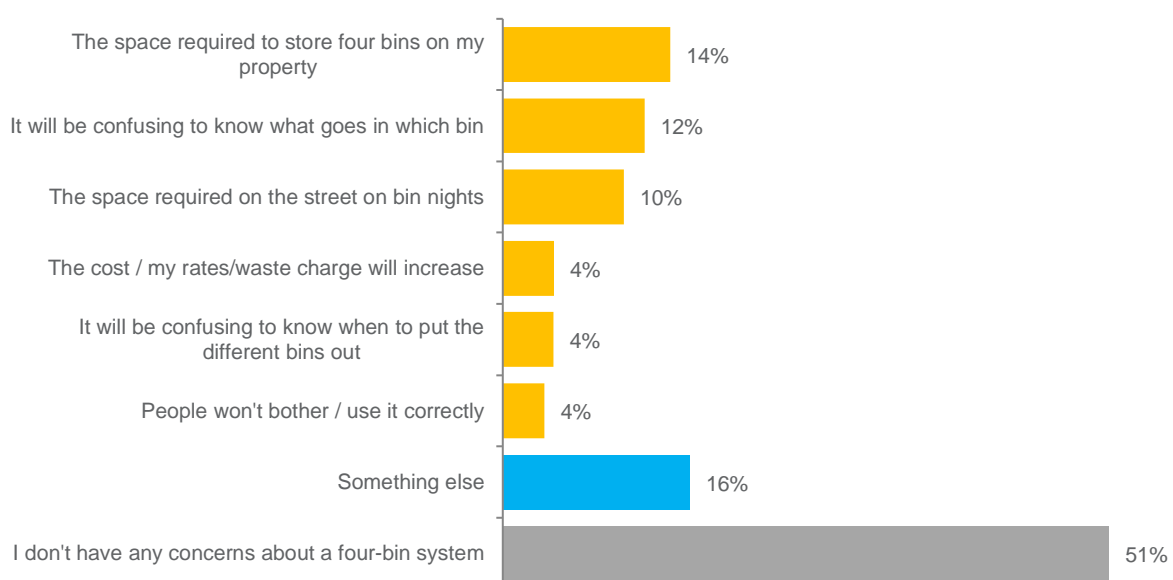
QS2. To what extent do you think that changing to a four-bin system is a good idea? (SR)  
Base: All residents (n=400).

## 6.3. Concerns about four-bin

One half of Moreland residents do not have any concerns about the change to a four-bin service (51%).

Of those who do, one in seven are concerned about having enough space to store four bins on their property (14%) and one in eight worry it will be confusing to know what goes in which bin (12%). One in ten are also concerned that there may not be enough space on the street on bin nights (10%).

Figure 15: Concerns of the four-bin service



QS3. And do you have any concerns as Victoria works towards changing to a four-bin system? (MR)  
Base: All residents (n=400).



A range of ‘something else’ responses were provided. For example, some were concerned that the roll-out of the four-bin service would be done without proper community consultation or information dissemination. Others echoed a common concern that all disposed materials end up ‘in the same place’ (presumably referring to landfill) making a fourth bin redundant. A less common concern related to the diminishing use of glass in some households, again, rendering a fourth glass-specific bin redundant.

Some verbatim quotes from the survey are provided below.



Whether they take into consideration feedback from community.

Just want more information like a flyer to detail what goes into which bin.

What’s the point/ its all going to the same place.

Glass is not popular anymore and its not necessary to have a bin for.

## Qualitative findings



There was a mixed reaction to the introduction of a fourth bin for glass in the focus groups. Some participants were positive if it makes a significant difference to the outcome and efficacy of recycling. However, no participant in the groups identified the benefit of having a fourth bin and whether it would result in a significant difference to reducing landfill. Other participants felt they needed more information about why a fourth bin for glass was needed, and whether the extra resources for the fourth bin were worth the benefit. Others felt that the glass deposit scheme should be introduced initially and then the fourth bin should be introduced only if there was a need to fill a gap in the container deposit scheme.



It does seem odd that current issue with comingled is that it all is tipped in and mushed up and glass is broken. But in a separate bin, it will get smashed, so clear glass wont’ be separate from green and brown, so how does a separate bin make recycling of glass better. Seems like a lot of work for not a better results....we need to know why this is better.  
(Moreland resident)

While most participants felt they would be happy to sort through the glass, the biggest concern with a fourth bin was where it could be stored, especially for participants in townhouses and other MUDs. There was also a concern about having a fourth bin on the Moreland streets as they were viewed as already busy with cars and three bins, and then there was the general inconvenience of collection day already (moving cars around during the bin collection times etc) and having another rubbish truck on the road.

Some participants believed that the extra work they were undertaking in further separating their glass should result in a reduction in their council waste charges because the recycling factories no longer needed to separate out the glass.

Some participants in the CALD groups were particularly against the idea of a universal glass bin and corresponding change to the waste fee. Some of these participants indicated that they used very little glass in their household, and that most of their recycling was paper and plastics. (Contrast this to English-speaking households where the recycling bin was often jokingly described as ‘full of beer and wine bottles’).



These participants advocated for a voluntary system of glass separation, implemented on a user-pays basis. I.e., those households who produce a lot of glass waste are provided with the fourth bin, are tasked with separating glass, and are charged accordingly.



We almost never have glass in our recycling bin. Its all paper and plastic. I'm not paying for another bin and I don't need another bin in my house. (CALD resident)

Residents in MUDs and others in high density living areas were open to having communal glass bins in convenient locations (street corners) but participants were not receptive to having glass bins at supermarkets as it was seen as inconvenient.



It could get crazy having a bin for each material, great idea to have local depots where you walk a block to drop off bottles. (MUD resident)

Regardless of overall perceptions of having four-bins, participants wanted Council to provide further information about why the council was investing money in a four-bin solution. Information needs included 'selling the benefits' of separating out glass for the recycling industry; and for some, a justification of the need for more effort by residents and potential increase in rates to cover this process.

## Waste charge

Discussions about the waste charge that form part of home owners' rates failed to generate much interest in the groups. Most home owners were generally aware that they were somehow charged for waste management in Moreland, though very few had taken any notice of the line item for the waste charge in their rates notices. Most were simply interested in the total amount (noted several times to be relatively high in Moreland), whether rates had gone up, and when they were due.



I don't really look at all the detail. I just look at the bottom line. (Home owner)

Even when asked to look at their rates notice, most struggled to find the waste charge (though it is possible that participants were looking at an instalment notice where the waste charge is not listed).

Renters were also generally aware that their landlord somehow paid for waste management, though few had made a connection between the waste charge as part of rates and their rents. Interest in the waste charge for non-home-owners was therefore virtually non-existent.

Most home-owners in the focus groups were completely unaware of the dollar value of the waste charge. Some had a guess, which turned out to be completely inaccurate (about \$1,000 per year).

In the absence of a high level of understanding or interest in the waste charge, it was difficult to assess the amount that residents are willing to pay for a fourth bin or for larger bins. Suffice to say, there was a fairly even split of:

- Those who would be happy to have a fourth bin, sort glass and pay for it (typically English speaking residents of free-standing homes); and
- Those who do not see a need nor justification of a fourth bin and are correspondingly unwilling to pay for one (often CALD residents as described above).



Overall, focus groups findings for the four-bin system and waste charge suggests that Council could probably increase the waste charge to cover a fourth bin. It is likely that many residents will not notice the change in the waste charge and/or be supportive of the change.

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#### Key takeouts

Appreciation and desire for the new four-bin service was more varied; compared with that of FOGO bins.

Overall, half of residents were aware of the upcoming introduction of the four-bin system. Seven in ten think it is a good idea. However, half of residents still have some concerns about the system, most notably the space required for an additional bin and confusion over when to take a fourth bin out to the kerb.

Many residents are happy to pay for the new bin, and to make the effort to sort glass from other recycling. However, some are averse to this idea, particularly if the household produces very little waste glass. These residents believe that the fourth bin should be optional and based on a 'user-pays' system.

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## 7. Information sources.

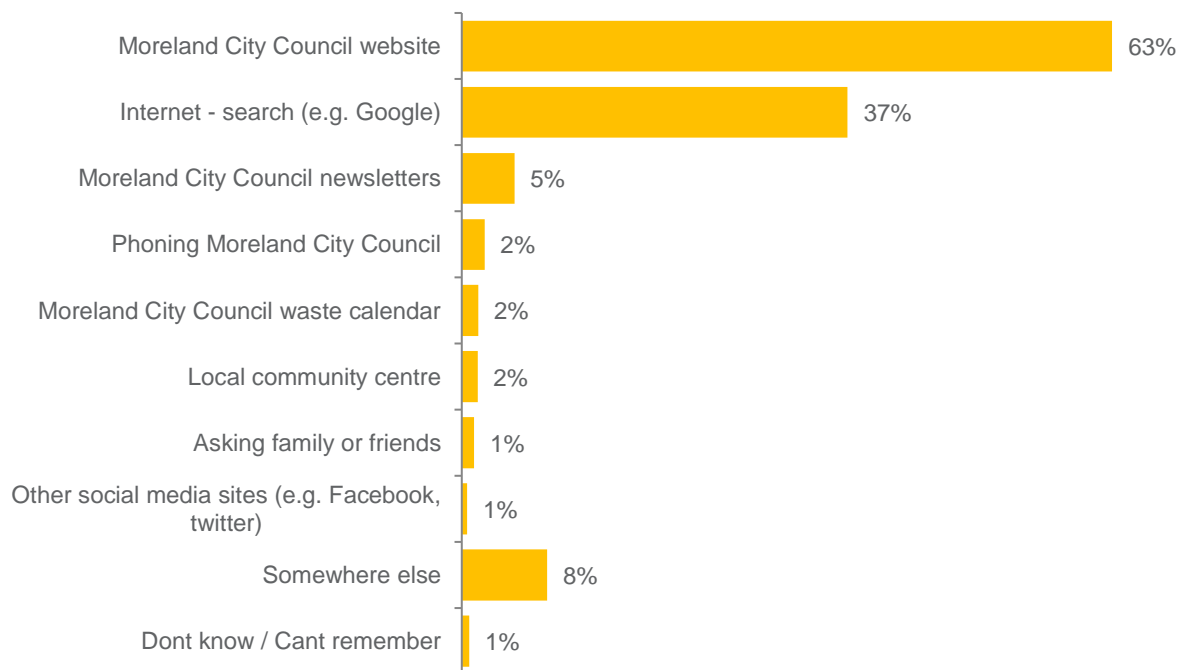
Overall, two in five Moreland residents have searched for information on their waste and recycling service (41%).

### Current information sources used

Of these residents that searched for information, the majority went to the Moreland City Council website (63%). Over one in three also made internet searches to find their information (37%).

Very small proportions, one in twenty or less, used other sources such as newsletters or phoning council to find information about their waste service.

**Figure 16: Past use of information sources**



Q12. And where did you look for information about your waste service? (MR)  
Base: All residents who have previously searched for waste information (n=164)

### Intended future information sources

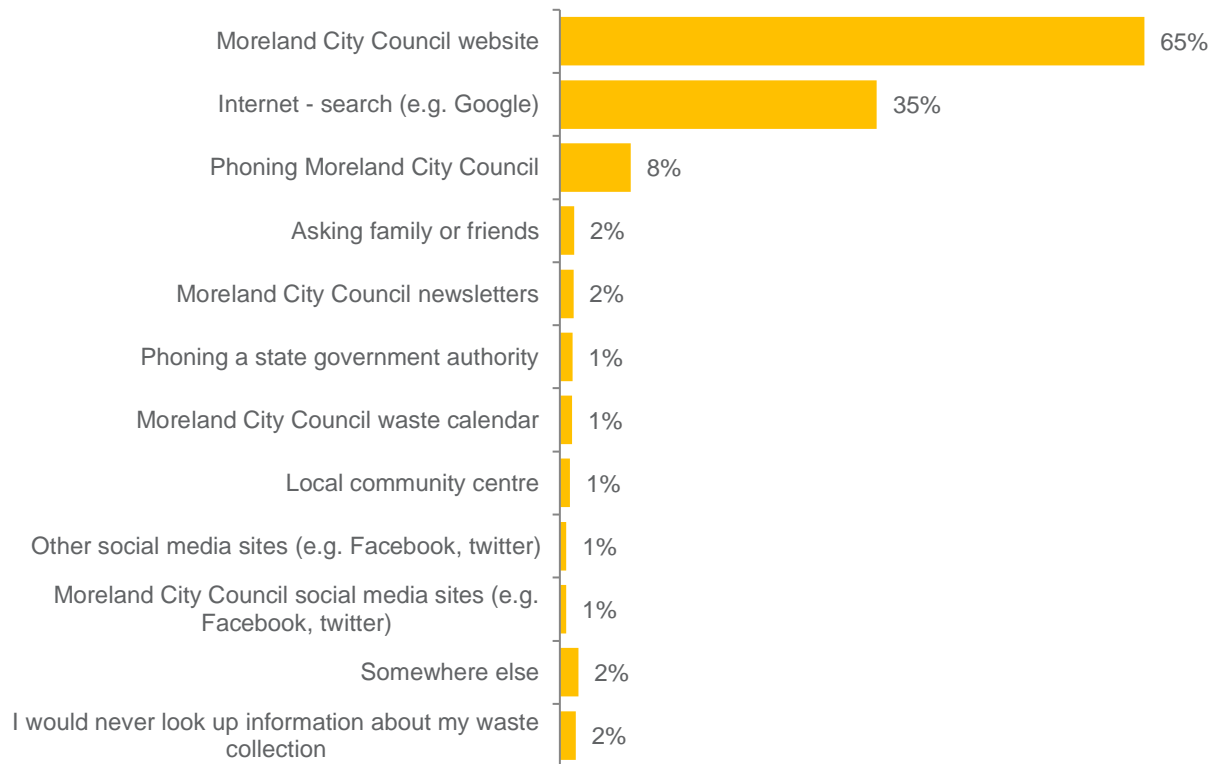
Considering all residents of Moreland - the majority intend to use the Moreland City Council website (65%) to find information about household waste. Over one in three will use internet searches (35%) and just under one in ten would choose to phone Moreland City Council directly (8%).

Preferred information sources vary by age, with those 18-34 significantly more likely to use Internet searches (48%) and those over 55 years more likely to phone council directly (22%).





**Figure 17: Future use of information sources**



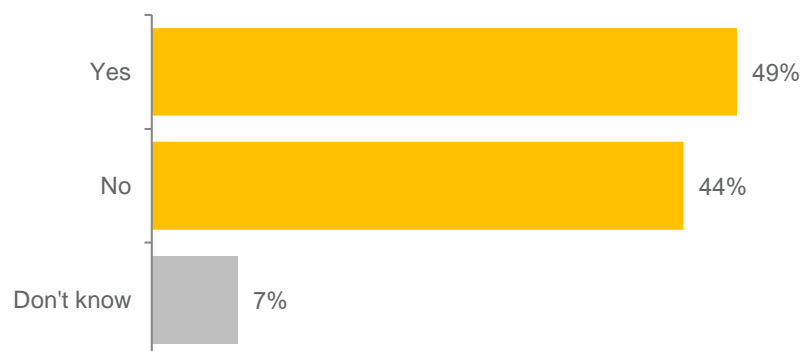
Q13. And if you needed to, where might you look for information about your waste collection service in the future? (MR)  
Base: All residents (n=400)

## Waste calendar

Considering the Moreland Waste Calendar, one half of residents recall ever receiving a calendar (49%). Recall of receiving the waste calendar is also seen to be higher among those who own their home outright or are paying off a mortgage (55%).

Conversely recall of the waste calendar is significantly lower among those aged 18-34 years (35%) as well as those who are renting (34%).

**Figure 18: Prompted receipt of Waste Calendar**



Q14. Do you ever recall having received a waste calendar from Moreland City Council? (SR)  
Base: All residents (n=400)



## Qualitative findings



In the qualitative research, residents were most likely to say the best way to receive information about recycling guidelines was through a sticker on their bin, or near their bins as it was at the point of disposal and easy to access.

Some participants recalled the calendar/fridge magnet provided by Council, though saw it as something that was available in the past, though not in 2020. These participants perceived that this form of prompting and reminding was most effective in getting recycling right in terms of both collection and what can and can't go in the bin.



We used to have a fridge magnet from the Council. Or was it a calendar? What ever happened to those. They were good! (Home owner)

A small number stated that they had actively sought information about recycling and other waste, primarily on the Moreland City Council website, as indicated in in the survey (above). Others had visited another government website (presumably Sustainability Victoria or the more recent Recycling Victoria, though the specific organisation could not be recalled). However, those that had actively sought information from these sources acknowledged that they were probably in the minority.



I went to the council website to see if I could put whatever in the recycle bin. But then I am a bit of a nerd about these things. Yes, that was me. (Renter)

Overall, this suggests that the majority of information that may be absorbed by Moreland residents is likely to be 'passive'. I.e., something that is delivered to the home rather than relying on residents to actively seek information on websites or other sources.

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### Key takeouts

Overall, access to information about recycling tends to be passive rather than active. Four in ten residents had ever sought information about recycling in the past, typically from Council's website (i.e., actively seeking information).

It was far more common for residents to recall receiving information in hard copy format from council (i.e., passive receipt of information). This includes the waste calendar/fridge magnet, pamphlets and bin stickers.

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## 8. Ideas for a communication and engagement strategy

All participants were asked to design a communications strategy for Moreland to engage with the community to promote services such as FOGO and four-bin.

Specifically, participants were asked to identify ideal:

- Media – what channels and formats should be used to best reach residents;
- Voice – who should deliver messaging to the community; and
- Message – what tone and content should be used to best resonate with the community?

The table on the following page shows findings for suggested media, voice and message in approximate order of preference.



## Draft communication and engagement strategy



### Media

In general, most participants preferred a relatively old-fashioned, hard-copy resource that would be delivered to them. This included:

- Pamphlets (acknowledging that Council already does this);
- An 'advertisement' placed in rates notices, preferably near the total rates payable figure as this is the only number that many ratepayers pay attention to;
- Newspaper advertising in the local publication;
- Stickers on bins; and/or
- Fridge magnets and 'the calendar' which has been noted to be something valued by households.

A smaller number of participants suggested websites due to scepticism that people would actively look for information. Social media was thought to show promise among some younger participants, many of whom already followed City of Moreland on Facebook and similar platforms.



### Voice

The main characteristic of the 'voice' of the communication was the need to have someone local. For example:

- A family in the community – the idea of a child living in Moreland was particularly popular;
- A local celebrity – someone who grew up in Moreland and 'made it big';
- A waste truck driver or manager of a recycling facility; and/or
- A 'genuine' council employee who has real-world responsibility for waste management.

Fewer participants were keen on the idea of an expert such as an ecologist delivering the message, which may run the risk of sounding 'preachy'. A small number of participants suggested celebrities outside of Moreland such as Craig Reucassel from 'War on Waste'.



### Message

The main thrust of messaging content suggested by participants relates to the 'why' and 'how of the new initiatives.

- Why is council investing money in this new system?
- Why should I make extra effort or pay extra?
- Overall – why is having more bins better for Moreland?
- How will this benefit the Victorian recycling system?
- How will this help the bad situation with China I have read about?
- How can I be confident that my recycling will not go to landfill?
- How will this benefit the environment



## 9. Outcomes of the co-design workshop

Colmar Brunton worked with Council and stakeholders to run a co-design workshop at the conclusion of the project. The workshop included the following elements:



After the findings were presented, workshop participants were asked three key questions:

- What does this evidence mean for the Waste Policy?
- What does this evidence mean for the Stage II Engagement?
- What does this evidence mean for ongoing engagement and communications of 4-bin etc?

A summary of participants answers to these questions is provided below.

### 9.1. Further considerations for the Waste Policy

Some findings generated interest and were thought to warrant follow-up. For example:

- Lower satisfaction was reported for bin size as an aspect of Moreland's waste services. Further one quarter of households over-fill their bins.
  - Do people know they can get larger bins?
  - Are they reluctant to pay, even if they do know?
  - Is further communication about the availability of larger bin sizes required?
- Filling/over-filling of bins can be seasonal – for example at times when gardens need to be pruned.
  - Is there scope to provide greater bin capacity or frequency to meet this demand?
- It was reported that drop-off points are not well used. What are the reasons behind this?
  - Is this an issue of low-awareness?
  - Is transporting items seen as burdensome?
  - Are further communications needed?



- Barriers to resident's acceptance of four-bin are likely to relate to space available (especially for MUDs) and awareness of when to take the bin out.
  - How can Council support MUDs to set-up system to take waste to bins?
- Awareness (and interest) in the waste charge is low – people tend to focus on the total rate amount.
  - Is it important for residents to understand their waste charge in detail, or is it sufficient that they simply pay it?
  - Are follow-up communications required to inform resident of the nature and quantity of the waste charge?
- Some residents perceive that the fourth glass bin should *not* be mandatory and should be based on a 'user-pays' system.
  - Is it appropriate to offer a user pays system for four-bin?
- Is there scope to offer additional pick-ups as an add-on fee for service? (I.e., an additional service outside of waste charge.)

## 9.2. Further considerations for Stage II engagement

- A strategy needs to be developed to demonstrate the benefits of a booked hard waste collection if residents are to be expected to move away from a 6-monthly collection.
- A plan to promote drop-off points needs to be developed, especially for hard to recycle items such as paint etc.
- Trust needs to be built so residents can be confident that their recycling is being properly handled and re-used where possible.
  - Specifically, trust that soft plastics are being properly disposed of, trust that recycling is not ending up in landfill etc.
- One in ten people report that they actively dislike idea of FOGO. The reasons behind this could be further explored. Is it a space issue? Is it a trust issue?

## 9.3. Other considerations for future communications

The following topics also need further messaging so that they are clear in the minds of residents.

- Specific messaging about the benefits of glass separation need to be developed to justify the introduction of the fourth bin.
- Similarly, specific messaging on the option to put kitchen scraps in the FOGO bin needs to be developed – not all residents understand that this is possible/permissible.
  - Further, the availability of FOGO bins to renters needs to be explained.



- Education is needed to clarify handling of soft plastics - why Council doesn't recycle these materials, and what happens to it?

General guidance on communications strategies is listed in the previous section. It was confirmed in the co-design workshop that engagement strategies should:

- Use Moreland locals, truck drivers, local celebrities, everyday people (case studies) to share message;
- Use a range of collateral for what can go in bins sent to households - (e.g. waste calendar, magnets); and
- Use Moreland 'locals' in case studies.



# Appendices.





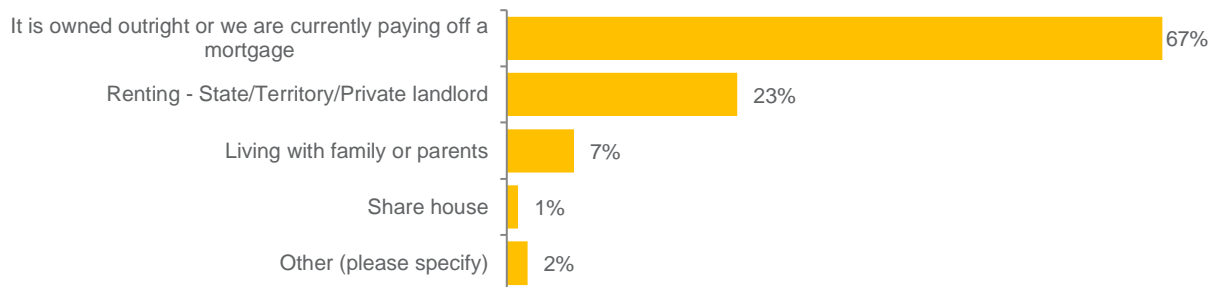


# 10. Appendices.

## 10.1. Demographics

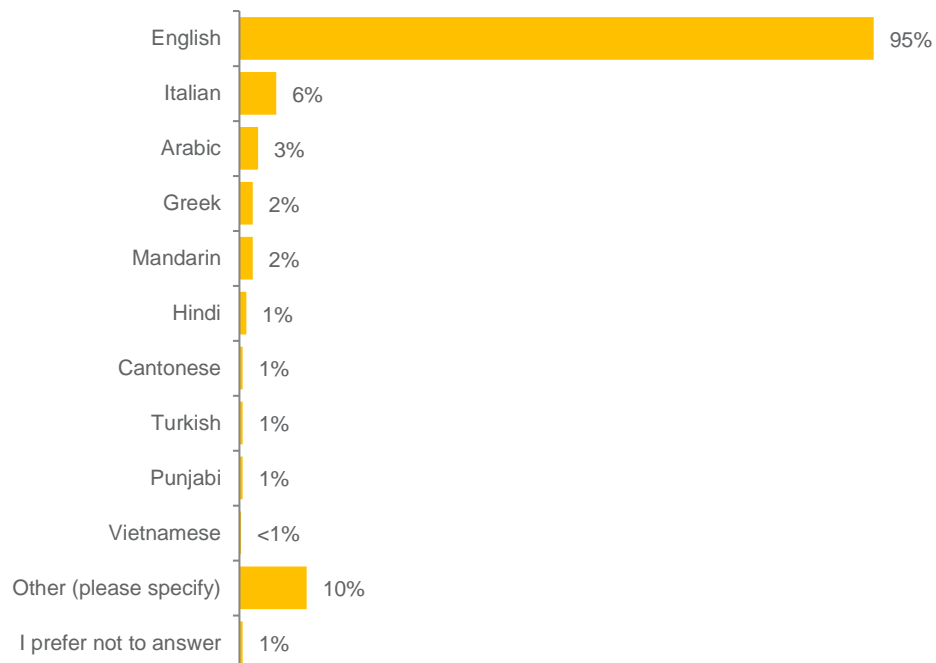
Additional sample demographics are presented below. Please note all proportions here are unweighted.

**Figure 19: Home ownership**



D3. Which of the following best describes the home where you currently live? (SR)  
Base: All residents (n=400).

**Figure 20: Languages spoken at home**



D4. What are the main languages spoken in your household? (MR)  
Base: All residents (n=400).



**Figure 21: Years lived in Australia**



D4a. How many years have you lived in Australia? (SR)  
Base: All residents (n=400).

**Figure 22: Home ownership**



D5. Do you have a disability or impairment that affects your day to day activities? (SR)  
Base: All residents (n=400).



## 10.2. Questionnaire

### Introduction

Hello there my name is \_\_\_\_\_ calling from Q&A Market Research on behalf of Colmar Brunton and Moreland City Council.

Moreland City Council has asked us to speak to residents over the age of 18 about their experiences of waste collection in the city including general waste, recycling, food and garden organic waste, hard waste and the overall provision of services. This information will be used to inform future changes and/or improvements to Council's waste services and waste policy.

Are you one of the people in the household who looks after sorting rubbish and taking the bins out?

Do you have up to fifteen minutes to speak to me now or could I arrange a better time to call?

Is there someone else in the household that looks after the rubbish and recycling who might be able to take part?

INTERVIEWER NOTE – RESPONDENT MUST HAVE AT LEAST SOME EXPOSURE TO MANAGING RUBBISH/RECYCLING IN HOUSEHOLD.

IF REQUIRED:

This research is a really important way for Council to understand what residents think of the waste services provided and how they can make these more effective.

We know that this has been a difficult time for some Victorians because of COVID-19. We understand that you may not want to take part in this survey or you may prefer to do this survey later at a better time for you.

MAKE APPOINTMENT IF NECESSARY.

[REPEAT INTRODUCTION IF NEW PERSON COMES TO THE PHONE]

SAY IF NECESSARY:

- **Your replies will, of course, be treated in complete confidence.**
- **This is solely for research purposes and we will not try to sell you anything afterwards.**
- **Depending on your answers the survey will take a maximum of 15 minutes to complete.**

**Would you be willing to help?** IF NO, ASK IF THERE IS ANYONE ELSE IN HOUSEHOLD WHO WOULD BE WILLING TO HELP.

**During the course of this interview, my supervisor may listen to check the quality of my work.**



## Screenener

### ASK ALL, ON

S1. Can I please first ask the postcode of your residential address?

\_\_\_\_\_

**CONTINUE IF: 3056, 3057, 3055, 3058, 3060, 3068, 3046, 3043, 3044**

### IF OTHER POSTCODES CLOSE INTERVIEW

#### ASK ALL, SR

S2. And to confirm you live in the Moreland City Council municipality?

1. Yes
2. No
3. Don't know

**CLOSE INTERVIEW IF S2 = 2 OR 3**

### ASK ALL, DNRO QUESTION, INTERVIEWER TO CODE

S3. Record gender.

1. Male
2. Female
3. Indeterminate

**CHECK QUOTAS**

### ASK ALL, ON

S4. Can I please ask your age?

1. Record age \_\_\_\_\_
2. Prefer not to answer

**IF S4=2, ASK AGE BANDS IN S4HIDDEN**

### AUTOCODE AGE INTO BELOW

**CLOSE IF S4HIDDEN = 1**

1. Less than 18 years
2. 18-34 years
3. 35-54 years
4. 55+ years

**CHECK QUOTAS**



**ASK ALL, SR,  
READ OUT**

S5. Which of the following best describes the type of dwelling or place where you currently live?

1. Separate house
2. Semi-detached house/Terrace house/Townhouse/Villa
3. Flat or unit in a low rise apartment block (no more than three stories high)
4. Flat or unit in a high rise apartment block (four or more stories high)
5. Boarding House/Hostel
96. Other (please specify) **(OE)**

**ASK IF S5 IS CODES 3-4. SR. DO NOT RANDOMISE.**

S6. Do you know if your apartment or unit's garbage and recycling is managed by?

1. The City Council (Moreland)
2. A private waste management company
97. Don't know/not sure.

## Experience with current service

**ASK ALL, MR,  
READ OUT**

QX1. What methods do you primarily use to dispose of waste (including garbage, recycling and food and garden waste) from your home? Do you use ...

1. Individual household bins (e.g. wheelie bins that go on the kerbside on bin night)
2. Communal bin room (within your building)
3. Communal bin area (which is outdoors)
4. Bin cupboard / chute
5. Public garbage compactor
6. Public recycling collection point – e.g. Red Cycle bins or e-Waste drop offs
7. Composting for food scraps and garden waste
96. Other (please specify) **(OE)**

**ASK ALL, MR,  
READ OUT**

QX2. Which of the following types of waste are collected from your home?

1. Weekly garbage
2. Weekly recycling
3. Fortnightly organic waste – a bin where you can put kitchen and garden waste for collection
4. Bi-annual hard waste



**ASK ALL, SR,  
READ OUT**

QX3. In general, on bin night which of these statements best describes the extent to which you fill your **{PIPE CODES 1-3 FROM QX2}** bin?

	Less than half full	About half full	About three quarters full	Nearly always full	Usually full to over-flowing
	0	1	2	3	4
1. Weekly garbage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Weekly recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Fortnightly food and organic waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ASK IF QX3 OPTION 1 IS CODE 4. MR. READ OUT**

QX3A. If your garbage bin (the one that is picked up weekly) is full what would you do on bin night?  
Have you ever ...

1. Put the garbage in my recycling bin
2. Put the garbage in my organics ('food and garden organic waste bin')
3. Put the garbage in a neighbour's bin without asking
4. Ask neighbour to use their bin
5. Store the garbage until bin is empty
6. None of the above

**ASK ALL, SR PER ROW, RO**

<b>QX4. On a scale from 0 – 10, where 0 is not at all satisfied and 10 is completely satisfied, how satisfied are you with the following aspects of your current waste collection service?</b>				
	Not at all satisfied		Completely satisfied	Not applicable
	0	1,2,3,4,5,6,7,8,9	10	97
1. How often my garbage bin gets picked up	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
2. The size of my - garbage bin	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
3. How often my recycling bin gets picked up	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
4. The size of my recycling bin	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
5. How easy it is to get items to the bins from the house	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
6. How easy it is to get the bins to the kerbside	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
7. Maintenance of bins / equipment	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>



**ASK ALL, OE**

QX5. Are there any particular aspects of your waste collection service that make you satisfied or dissatisfied?

\_\_\_\_\_

**ASK ALL, SR, READ OUT**

QX6. Currently Moreland City Council has 2 municipal-wide hard waste collections each year.

Do you prefer the current arrangement, or would you prefer a booked service?

A booked service is where you call the council and arrange for hard waste collection specifically for your property.

1. Bi-annual collection
2. Booked collection
97. Don't know

**ASK IF QX6 = 1 OR 2, OE**

QX7. Are there any particular reasons why you prefer this type of collection arrangement?

\_\_\_\_\_



## Food and Garden Organics

### **INTRO, READ TO ALL.**

These questions are about food and garden organic waste bins that are available in the Moreland area. These bins can be used for both kitchen scraps and garden waste (from weeding, mowing or pruning for example). They get picked up every fortnight.

### **ASK IF QX2=3. SR. READ OUT**

- QF1. You mentioned that you have one of these bins at the start of the survey  
Which of the following statements best describes your attitudes in relation to the collection of these bins?
1. I love my food and garden organics bin and am very likely to keep using it to dispose of my food and garden waste in the future
  2. I like my food and garden organics bin and will keep using it in the future as best I can
  3. I dislike my food and garden organics bin and don't use it much
  4. I rarely use my food and garden organics bin I have no need for it
  5. I rarely use my food and garden organics bin for recycling food waste, instead I prefer to compost myself

### **ASK IF QX2=3. SR. READ OUT**

- QF2. Which of the following best describes how you use your food and garden organics bin?
1. Mostly for kitchen scraps
  2. Mostly for garden materials
  3. A mix of kitchen scraps and material from the garden

### **ASK IF QX2 ≠ 3. SR. READ OUT.**

- QF3. Which of the following statements best describes your attitudes in relation to having a food and garden organic waste collection at your home in the future?
1. I'd love a food and garden organic waste bin and I would ensure to use it correctly
  2. I'd like to have a food and garden organic waste bin and would use it as best as I could
  3. I dislike the idea of having a food and garden organic waste bin and wouldn't use it much
  4. I have no need for a food and garden organic waste bin because my household does not produce enough organic waste to make it worthwhile
  5. I have no need for a food and garden organic waste bin because I prefer to compost food waste myself





**ASK IF QF1 IS CODES 3, 4 OR QF3 IS CODES 3,4. MR. DO NOT READ OUT.**

QF4. Is there anything in particular that you dislike about a food and garden organic waste bin?

1. The bin is not big enough
2. The bin is too heavy
3. They get dirty
4. They get smelly
5. I am worried about infestation from maggots/insects
6. It is not a good use of council/ratepayers money
7. I do not generate enough kitchen waste to warrant another bin
8. I do not generate enough garden waste to warrant another bin
9. It is too much effort to put organic waste in the bin
10. It is too much effort to take another bin out on bin night
11. The food and garden organic waste bins don't get collected enough
12. It is too confusing for me to know what does and does not go in the bin
13. Other people don't put the right things in the food and garden organic waste bins bin
14. Not enough space on the property for the bin to go
15. Not enough space on the kerbside for the bin to go
16. Just do not want another bin (NFI)
17. Others in my family don't like the ide of a food and garden organic waste bin
18. Other, SPECIFY **(OE)**
19. None of the above/Don't know/NFI



## General bin usage and contamination

### ASK ALL, SR EACH, RANDOMISE, READ OUT

**QGB1.** Is it OK to put the following items in your recycling bin (with the yellow lid) at your home for recycling? Please respond yes, no or don't know as I read these out.

	Yes	No	Don't know
1. Aerosol cans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Hard plastic containers and bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Glass bottles and jars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Aluminium foil and trays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Soft plastics like bread bags and frozen food bags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Recycling in plastic bags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Nappies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Clothing or other textile materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### ASK IF QX2=3. SR EACH. RANDOMISE. READ OUT

**QGB2.** Is it OK to put the following items in your organics bin/s at your home for collection? Please respond yes, no or don't know as I read these out.

	Yes	No	Don't know
1. Citrus, onion and garlic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Meal leftovers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Dairy products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Biodegradable or compostable packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Bones, meat and seafood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Soil, roots or tree stumps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Food and garden waste in plastic bags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Coffee cups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Information sources

### ASK ALL, SR

Q11. Have you ever actively searched for information in regard to your waste and recycling service?

1. Yes
2. No

### ASK IF Q11 = 1, MR, CODE TO LIST

Q12. And where did you look for information about your waste service?

1. Internet – search (e.g. Google)
2. Moreland City Council website
3. Moreland City Council social media sites (e.g. Facebook, twitter)
4. Other social media sites (e.g. Facebook, twitter)
5. Phoning Moreland City Council
6. Phoning a state government authority
7. Moreland City Council newsletters
8. Moreland City Council waste calendar
9. Asking family or friends
10. Local community centre
11. Through (my) children who attend a local school
96. Somewhere else (please specify) **(OE)**
99. Don't know / Can't remember

### ASK ALL, MR, CODE TO LIST

Q13. And if you needed to, where might you look for information about your waste collection service in the future?

1. Internet – search (e.g. Google)
2. Moreland City Council website
3. Moreland City Council social media sites (e.g. Facebook, twitter)
4. Other social media sites (e.g. Facebook, twitter)
5. Phoning Moreland City Council
6. Phoning a state government authority
7. Moreland City Council newsletters
8. Moreland City Council waste calendar
9. Asking family or friends
10. Local community centre
11. Through (my) children who attend a local school
96. Somewhere else (please specify) **(OE)**
99. I would never look up information about my waste collection

### ASK ALL, SR

Q14. Do you ever recall having received a waste calendar from Moreland City Council?

1. Yes
2. No
3. Don't know



## Motivations to recycling

### ASK ALL, SR EACH, RANDOMISE STATEMENTS

QM1. How much do you agree or disagree with the following statements?  
Please use a scale where zero means strongly disagree and 10 means strongly agree.

	0 Strongly disagree	1, 2,3,4,5,6,7,8,9	10 Strongly agree
1. Recycling is not worth it because it ends up in landfill	<input type="checkbox"/>	...	<input type="checkbox"/>
2. Recycling is important to protect the natural environment in Victoria	<input type="checkbox"/>	...	<input type="checkbox"/>
3. Recycling correctly helps reduce carbon emissions	<input type="checkbox"/>	...	<input type="checkbox"/>
4. Recycling is important to protect our marine environment	<input type="checkbox"/>	...	<input type="checkbox"/>
5. It is important to recycle in order to re-use materials in new products	<input type="checkbox"/>	...	<input type="checkbox"/>
6. Recycling is easy and takes no time at all	<input type="checkbox"/>	...	<input type="checkbox"/>
7. There is no point in making an effort with recycling because other people don't do it right	<input type="checkbox"/>	...	<input type="checkbox"/>
8. I am too busy to spend time sorting the rubbish and recycling	<input type="checkbox"/>	...	<input type="checkbox"/>
9. The rules for recycling are too hard to understand	<input type="checkbox"/>	...	<input type="checkbox"/>
10. It is important that we recycle organic waste such as kitchen and garden waste as well as things like glass and cardboard	<input type="checkbox"/>	...	<input type="checkbox"/>

### ASK ALL, SR EACH, RANDOMISE STATEMENTS

QM2. There are other options for disposing of household waste. For example, ways of disposing of plastic, batteries and electronic devices. Approximately often have you done the following things in the past six months?

	Never	1-3 times	4-6 times	6-8 times	8+ times	Don't know
Taken e-waste such as electronic devices and batteries to a drop-off point – for example, a store like Office Works	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taken soft plastics like plastic bags to a drop off point – like Red Cycle at supermarkets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Used a transfer station to dispose of any household waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taken mobile phones, fluoro globes or tubes, batteries or CDs/DVDs to a recycling station at a Council Customer Service Centre'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## State government 4-stream service

### INTRO, READ TO ALL

INTRO: As part of the state government's new Recycling Victoria policy by 2030 every Victorian household will have access to a four bin-system this includes;

- Garbage
- Food and garden organics
- Comingled recycling – mixed paper, cardboard, plastics and metals
- Glass in a separate a bin

### ASK ALL, SR

QS1. Before today, were you aware of this initiative?

1. Yes
2. No
97. Don't know

### ASK ALL, SR

QS2. To what extent do you think that changing to a four-bin system is a good idea? Please use a scale where zero means a very bad idea and 10 means a very good idea.

0	1, 2,3,4,5,6,7,8,9	10
Very bad idea		Very good idea
<input type="checkbox"/>	...	<input type="checkbox"/>

### ASK ALL, MR, CODE TO LIST

QS3. And do you have any concerns as Victoria works towards changing to a four-bin system?

1. The cost / my rates/waste charge will increase
2. The space required to store four bins on my property
3. The space required on the street on bin nights
4. It will be confusing to know what goes in which bin
5. it will be confusing to know when to put the different bins out
96. Something else (please specify) **(OE)**
99. I don't have any concerns about a four-bin system **(SR)**



## Demographics

### ASK ALL, ON

D1. In total how many people live in your household, including yourself?

\_\_\_\_\_

### ASK ALL, ON PER RESPONSE

D2. And how many of these are...

1. Aged between 0-3? **(ON)**
2. Aged between 4-18? **(ON)**

### ASK ALL, SR, READ OUT

D3. Which of the following best describes the home where you currently live?

1. It is owned outright or we are currently paying off a mortgage
2. Renting – State/Territory/Private landlord
3. Living with family or parents
4. Share house
5. Other (please specify) **(OE)**

### ASK ALL, MR, DO NOT READ OUT

D4. What are the main languages spoken in your household?

1. English
2. Greek
3. Italian
4. Vietnamese
5. Mandarin
6. Cantonese
7. Arabic
8. Hindi
9. Turkish
10. Punjabi
96. Other (please specify) **(OE)**
99. I prefer not to answer

### ASK ALL. SR. READ OUT IF NECESSARY

D4a. How many years have you lived in Australia?

1. My whole life
2. Record years **(ON)**
99. I prefer not to answer

### ASK ALL, SR, DO NOT READ OUT

D5. Do you have a disability or impairment that affects your day to day activities?

1. Yes (RECORD DETAILS IF MENTIONED) **(OE)**
2. No
99. I prefer not to answer



## Conclusion

Thank you for participating in the survey. As mentioned previously all responses are anonymous and your answers will only be used to assist Moreland City Council in their future decision making.

### **PERMISSION FOR FOLLOW-UP. ASK ALL**

Moreland City Council will be doing some follow-up engagement with the community. Would you be interested in having your say about household garbage, recycling and organic waste in your community? A person from Council may get in touch to hear your views.

1. No.           END INTERVIEW
2. Yes.         RECORD NUMBER OR EMAIL.



## 10.3. Discussion guide

### Introduction

Introduce moderator and Colmar Brunton and thank participants for their interest and involvement.

#### PRIVACY ACT REQUIREMENTS

Introduce topic and provide a brief outline of what the group will involve:

- Today we will be talking about waste management in the City of Moreland.
- This covers all kinds of household refuse that gets picked from the property such as garbage, recycling and green (organic) waste.
- There are no right or wrong answers and we're sure we'll hear many different opinions and experiences.
- The session will last for about 1 1/2 hours

#### Confidentiality

- Information and opinions will be used for research purposes only.
- All answers are anonymous - combined with other participants in our report.
- Colmar Brunton is an independent research company and we are doing this research on behalf of Moreland City Council. The feedback will be used by Council for their future planning and decision making.

#### Observation

- Describe who if relevant
- Describe how
- Give assurance that if anyone recognises a respondent, they will cease to observe

#### Recording

- Describe how (Via audio/video recording)
- Give assurance that recordings will only be used for research purposes

Any questions before we begin?

### Participant background

Participants introduce themselves:

First name

Current occupation and/or hobbies, interests (& past occupation if retired)

Household composition – who lives in the home, what is their occupation/studying/at home

Household type:

- Structure (apartment, house, flat)
- Ownership (WHERE NOT KNOWN)





## Experience of current garbage collection arrangements

THROUGHOUT, PROMPT FOR MUD-SPECIFIC ISSUES.

What sort of bins are currently in use at your home? I mean the types that get picked up from the property by Council or a private contractor?

IF NECESSARY, PROMPT:

- Recycling
- General garbage
- Garden and kitchen waste (green waste/organics/FOGO)

How often do these different bins get picked up?

What could be done better in Moreland regarding garbage management? PROMPT AS PER THE ABOVE TOPICS

What works well with the current arrangements? Which aspects of waste management in your community are you happy about? PROMPT IF NECESSARY.

- Size of bin
- Quality of bin
- Range of goods that can be disposed of
- Clarity of understanding what goes on each bin
- Awareness of the ability to get different sizes of bin
- Frequency of collection IF NECESSARY PROMPT BY TYPES OF BIN:
  - Weekly FOGO service?
  - Fortnightly garbage?
  - Fortnightly recycling?

TO BE ASKED OF MUD GROUP ONLY:

- What are your current arrangements for hard waste?
- Would you benefit from a hard waste service from council?
- Do they have dumping issues, etc.

## FOGO

Has anyone heard of a 'Food and Garden Organics Bin'?

- PROMPT: A bin where you can put food and garden waste from your kitchen and garden? It is sometimes called 'FOGO'.

Who here has a FOGO bin? (NOTE WHO DOES/NOT)

PROMPT 2, READ: Just so everyone knows: Food and garden organic waste bins that are available in the Moreland area. These bins can be used for both kitchen scraps and garden waste (from weeding, mowing or pruning for example). They get picked up every fortnight.

For those that are aware:

- Where did you hear about this?

What are your top of mind thoughts about a FOGO bin? Good, bad, indifferent?



For those that DON'T not have FOGO:

Is this the sort of thing you would be interested in at your place?

- What do you like about it – what are the advantages?
- What do you dislike about it – what are the disadvantages?
  - Would anything be difficult for you and people in your household if you had a FOGO bin like this?
  - Do you think you and others in your household would take the time to put organic items in the bin – why/not?

Would anything make it easier for you and your household to use the new FOGO system?

For those that DO have FOGO

How did you first find out about the FOGO bin?

How did you first acquire the FOGO bin?

In your house:

- How much do you use the FOGO bin? How full does it get?
- Is the fortnightly pick-up enough for you? Too much given how much you use it?
- Is it easy or difficult to use the FOGO bin – why?

What do you like about the FOGO bin – what are the advantages?

- What are the any advantages for your household?

What do you dislike about it – what are the disadvantages?

- Is anything difficult about managing your green waste using the FOGO bin?

Would anything make it easier for you and your household to use your FOGO bin?

## 4-bin

NOTE ISSUES SPECIFIC TO MUD.

Now let's talk about another initiative which will be introduced in the future.

READ: As part of the state government's new Recycling Victoria policy by 2030 every Victorian household will have access to a four bin-service. This includes a service for:

- Garbage
- Food and garden organics
- Comingled recycling – mixed paper, cardboard, plastics and metals
- Glass in a separate a bin

REPEAT FOUR BINS AS NECESSARY

What is your first reaction to this idea for a new service with four bins?

- What do you like about it – what are the advantages?
- What do you dislike about it – what are the disadvantage?
  - Would anything be difficult for you and people in your household if you had four bins like these?



- Do you think you and others in your household would take the time to sort the glass in a separate bin – why/not?

Would anything make it easier for you and your household to use the new 4-bin system? IF NECESSARY PROMPT WITH:

- Sharing a bin with your neighbour
- Communal glass collection point in your street or on your block
- Communal glass drop-off point at your nearest supermarket/shopping centre

## Rates and waste management charge (ONLY FOR HOME OWNERS GROUP)

Can everyone grab their rates notice and anything that came with it?

First, can people find the 'waste charge' on the notice? Can you point to it? Prompt:

- Were you aware that there is a separate waste charge?

Now that you have had a quick look at it, can you explain to me:

- What the waste charge is for (what does it cover)?

IF NECESSARY, READ: Excellent! So we all understand, Moreland describes the waste charge as: 'Council's annual waste charge is included on your rates notice as a separate item. This charge relates to Council collection of kerbside garbage, recycling and food and garden organics as well as the biannual hard waste collection service including collection costs, disposal and processing fees, the landfill levy, labour and bin costs, waste education and administrative fees.'

In your opinion, is the waste charge:

- Well explained/clear?
- Justifiable given the services received?

Some specific questions about the waste charge and the 4-bin system we just discussed.

- How much are people willing to pay for 4 bin system? (current waste charge is \$198.31 for 80L garbage bin – how much more would people pay?)
- Should people be charged more for larger bins?
- Council currently charges by garbage bin size – should they also charge on recycling and organics bin size given we have to pay for these to be processed also?

## Information channels, voice and content

We have spoken about some new and upcoming waste management things from Moreland City Council – FOGO and the introduction of a four bin system.

What do you think is the best way to communicate these new systems with you

Who is the best 'voice' to use to communicate changes in garbage management?



## Final comments

Based on what we have discussed tonight, what are some of the key things that people in Moreland need to know about?

## Summing up

Thank you for all your ideas. If you had to give Moreland City Council one piece of advice about its garbage management in your community, what would that be?

GO AROUND ROOM AND ASK EACH PARTICIPANT.

- That's the end of the discussion. Thank you for your time and opinions.
- This is market research, it is carried out in compliance with the Privacy Act / information provided will only be used for research purposes.
- I am from Colmar Brunton and the research is being carried out on behalf of Moreland City Council.
- If any queries, call the Market Research Society's free Survey Line on 1300 364 830 or Colmar Brunton on (Melb:1800 555 145).
- If you have anything more to say, you can go to [www.conversations.moreland.vic.gov.au/waste](http://www.conversations.moreland.vic.gov.au/waste)

EXPLAIN INCENTIVES