



Sustainable Snowies

Litter Prevention Project **Action Plan**

2021



This project is a NSW Environment Protection Authority, Waste Less Recycle More Initiative funded from the Waste Levy



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Introduction



This Action Plan has been developed to provide practical solutions to the recommendations provided in the Sustainable Snowies Litter Prevention Strategy. It has been designed to be read in conjunction with the Strategy as many key elements are expanded upon and refined in the Strategy which provides a greater level of context for the Plan.

The strategy has outlined why litter is a problem and the importance of reducing and preventing litter in the Snowy Mountains. It also determines what concepts Sustainable Snowies should pursue moving forward in order to reduce the impact of litter in the region. The Action Plan breaks down how the Sustainable Snowies can make an impact on litter prevention regionally. The list of projects provided has been determined by research conducted from the Litter Prevention Project which has been funded by the NSW EPA Own it and Act Community Litter Grants. As an integral part of the Action Plan it also outlines how to document the journey, how to efficiently collaborate, and how to engage the community to create positive change.

Where are we today?

NSW litter prevention strategy outcomes¹

The impact of litter in NSW has been shown to impact quality of public spaces, mental health, and leads to anti-social behaviours, along with a financial impact which has shown to directly cost the NSW economy over \$180 million p/a to manage. As a result, the NSW Premier made a pledge in 2015 to reduce the volume of litter in NSW by 40% by 2020. The NSW Litter Prevention Program was funded with \$50 million through the Waste Less Recycle More initiative with the aim to reach the 40% reduction in litter target by 2020. To achieve this, the first NSW Litter Prevention Strategy developed five key pillars and supporting programs:

1. Rewarding responsible behaviour – introduction of Return and Earn.
2. Education – delivering the leading 'Tosser!' campaign.
3. Enforcement – introduction of Report to EPA Littering from Vehicles program.
4. Infrastructure and clean-up – targeting litter hotspots through council and community grants.
5. Monitoring & Evaluation – assessing and evolving to ensure customer focus and ongoing success.

The outcomes of this Strategy showed a 43% reduction in litter which was achieved through the listed programs and strategies and understanding the litter journey in detail.

1. [Green Paper - Litter Congress 2021](#)

The Litter Issue

NSW Waste and Sustainable Materials Strategy² and the NSW Plastics Action Plan³

In 2021 the Waste and Sustainable Materials Strategy (WSMS) and Plastic Action Plan (PAP) were announced. One of the main targets announced with the WSMS was to reduce litter by 60% by 2030 and reduce plastic litter by 30% by 2025. These ambitious targets will be achieved through a \$38 million fund to support litter prevention programs. The programs will be further enhanced by a strengthened regulatory framework and a focus on plastic litter phase out. It will also support and enhance community organisations and stakeholders to take ownership of local litter. “A partnership approach with local councils, industry and the community will tackle place-based litter issues through prevention pilots and enforcement activities.”

The PAP will focus on the management of plastic following the lifespan from production to disposal or recycling. Along with addressing litter prevention of single use plastic there will also be legislation introduced to phase out some of the most highly littered single use plastic items in NSW. The phase out program will include:

Phase Out Period (from passage of legislation)	Plastic Item
6 Months	<ul style="list-style-type: none">• Lightweight Plastic Shopping Bags
12 Months	<ul style="list-style-type: none">• Plastic Straws• Plastic Stirrers• Plastic Cutlery• Expanded Polystyrene Food Service Items• Cotton Buds With Plastic Sticks• Micro-Beads In Rinse-Off Care And Cosmetics Products
Review in 3 Years	<ul style="list-style-type: none">• Plastic Bowls, (Including Lids) Plates• Plastic Cups (Including Lids)• Oxo-Degradable Plastics• Fruit Stickers• Heavyweight Plastic Shopping Bags• Barrier/Produce Bags

² [Waste and Sustainable Materials Strategy](#) | NSW Dept of Planning, Industry and Environment

³ [NSW Plastics Action Plan](#) | NSW Dept of Planning, Industry and Environment



Regional Strategies

As highlighted in the Litter Prevention Strategy there are two local Waste Strategies that address litter in the region. The SMRC Waste Management Strategy⁴ has identified one of the aims to “reduce litter in public spaces through education of the community in the importance of litter reduction” and to “measure and record public place litter metrics”. At a larger regional scale, the CRJO Waste Strategy⁵ has stated that one of their main themes is to reduce litter by preparing and supporting a Regional Litter Plan, additionally, reaching the state target of 40% reduction in litter. These projects and the Litter Prevention Strategy will assist the requirements and aims that these strategies have for the Snowy Mountain region.

Where Do We Want To Be?

In line with the recommendations listed in the Litter Prevention Strategy the Action Plan takes these broad ideas and delivers practical advice on how to deliver a successful project that can provide solutions for the next four years.

These recommendations follow the guidelines presented in the WSMS and PAP, in particular, following one of their main targets to “reduce litter by 60% by 2030 and plastics litter by 30% by 2025”.

How Will We Get There?


The following table describes the projects that have been identified through the research of the Sustainable Snowies Litter Prevention Strategy and are recommended to be implemented within a four-year time frame to reflect consistent improvements being made towards litter reduction targets. These projects work in conjunction with the listed protocols in this document, that being; Protocol of collaboration, Protocol for data recording, and Protocol for community engagement. Combining these projects with a structured approach outlined in these protocols will provide the framework for a long-term successful Strategy.

These projects have been designed through analysing evidence obtained from data collection through Litter Checks, reviewing historical data, consultation with key stakeholders for each litter hotspot, community consultation and reviewing previous literature available about successful litter strategies.

4. [SMRC Waste Strategy](#)

5. [CRJO Regional Waste Strategy](#)

The descriptions below broadly outline the projects with the intention that specific details will be developed by the involved stakeholders before conducting their assigned project.

Project 1: Bin location trial for Banjo Paterson Park	Involvement
<p>Trial a wheelie bin in different locations (over summer) to see where it is best utilised. Conduct local litter checks before and after bin placement of each location, and assess the Public Guide for Public Place Recycling for ideal locations, types of signage needed to be used, and types of bin setups.</p> <p>Potential locations for trials (see map for proposed locations):</p> <ul style="list-style-type: none"> • Bin bank with signs near lake footpath. • Temporarily block off bins near BBQ areas for two better placed bins closer to the tap area around the BBQ area. • Bin near skate park (2 potential locations).  <p>Sites will have a litter check conducted before and after the specific trials to quantify which area is best suited for a bin bank to be installed in the future. Consider the addition of a recycling bin with the landfill bin near the skate park where there are frequently bottles littered in that area.</p> <p>Seek feedback from the public places cleaner on the success of the bin location. Once the trial is completed review the methodology and processes to develop a procedure that can be followed by any staff member within Council to be replicated with other similar projects.</p> <p>The main outcome of this project is to learn from this trial and ensure that the public place bin procedure is a useful tool that can be practically applied.</p>	<p>SMRC</p>

Project 2: Roving Litter Educator

Involvement

Throughout peak periods during summer engage a litter educator employed by SMRC to visit key foreshore locations and remind people not to litter, to provide rubbish bags if they need them, advise visitors where the nearest bins are located, and to lead by example collecting rubbish. The employee would conduct this in an approachable, even engaging manner where appropriate to make the experience fun and educational for visitors. The role is not intended as an enforcement figure.

Suggested locations are depicted below, they are; Rainbow Beach Tyrolean Village, Pooh Bay, Banjo Paterson Park, NRMA Jindabyne Holiday Park, Lake Jindabyne Foreshore, Claypits boat ramp, Lake Jindabyne Sailing Club boat ramp, Discovery Parks Jindabyne foreshore and boat ramp.



This program could be replicated in the ski resorts potentially involving ski school groups, and snow players within Kosciuszko National Park.

Ideal personnel for this role could be Eton Gorge Theatre Company, SMRC waste education officer, or a customer service staff member from one of the key stakeholder organisations.

SMRC
Perisher
Thredbo
NPWS

Project 3: Infrastructure upgrades to the Claypits

Involvement

Improvement of existing infrastructure such as tosser signage on bins, cigarette butt bin signage, dog poop bag dispenser signage. The current infrastructure at this location meets all the requirements for correct litter management, but due to minor issues particularly with signage, simple upgrades could make a large difference to how these resources are utilised. The images below depict the ideal set up for this area.

SMRC
CRJO



Project 4: Review the bin placements of public place bins along the Foreshore Park

Involvement

The community feedback highest ranking request was for more public place bins throughout the Foreshore Park. The reconfiguration, increased number, and style of bins in this area would support higher utilisation of these bins. Currently bins are camouflaged into their surroundings as they are green and hidden behind trees or in inconspicuous locations.

It is recommended that Local Litter Checks should be conducted before a bin is installed to understand where high levels of litter are found in the park, and after installation of bins to see if the bins have reduced the litter. When installing bins the following considerations need to be made:

Phase Out Period (from passage of legislation)	Plastic Item
The type of bins	<ul style="list-style-type: none"> • Maintenance of bins • OH&S requirements • Capacity • Types of openings • Styles that minimise damage.
Configurations of the bins	<ul style="list-style-type: none"> • Keeping recycling bins next to landfill bins • Determine what type of recyclables will be collected. • Consider how bins are accessed
Impacts on litter	<ul style="list-style-type: none"> • Will the location of the bins actually help to reduce litter? • Is there an issue with cigarette butt litter, if so, is there an ash tray available?
Signage	<ul style="list-style-type: none"> • Use the correct colours to indicate what type of waste stream is available, • Use overhead or eye level signs where possible.
Location	<ul style="list-style-type: none"> • Identify disposal points and traffic flow in the area and select a suitable location. • Ensure bins can be easily accessed by the community and servicing staff.

Additionally, adding temporary wheelie bins during peak periods during summer near key littered locations like the Claypits carpark, and near the outdoor stage to assist in the reduction of dumping of litter when people are picnicking near the lake foreshore. Ongoing consultation with the public places cleaner to assess the success of these temporary bins is invaluable in reducing litter caused by overflowing bins.

SMRC
Perisher
Thredbo
NPWS

Project 5: Thredbo Friday Flat car park litter prevention upgrades

Involvement

Thredbo

Trial signage in car parks relating to “report a tosser”, or alternatively signage indicating how far the nearest bin is from that location.

Improve bin visibility by adding signage to the side of the bins. Bins currently are accessed from various angles but only have signage on one side of the bin. By adding “landfill” or “recycling” signs around each visible side the bin likelihood of the bins being identified correctly is higher and there will be a corresponding reduction in contamination of each bin.



Project 6: Campaigns focusing on specific litter items found in specific locations

Involvement

Retail Tags

A retail-based campaign at Point Of Sale (POS) and for employees at major retail outlets within the region, for example; Rhythm snow sport, Perisher & Thredbo retail stores. Conveying the message to staff that by removing retail tags at the store you are reducing one of the highest littered items within the ski resorts. Sustainable Snowies could engage all businesses to sign up to a pledge to reduce the litter in the resorts by removing tags at POS. This could be expanded to a summer campaign for bike stores in the region.

**Perisher
Thredbo**

Wrappers

This campaign would identify wrappers as the most commonly littered item noted in clean-up results. The message will state that when outdoors in the Snowy Mountains the expectation is to hold onto your wrappers and do not drop them, or do not let them get caught in the wind. Normalising the act of keeping rubbish in your pockets or in a bag when you are outside and praising people for doing the right thing. This message is relevant for all areas within the Snowy Mountains such as ski resorts, parks, lake foreshore and shopping centre car parks.

**All key
stakeholders**

Packaging

Similarly to the wrapper campaign messaging of holding onto your packaging when outside in the Snowy Mountains and praising people for doing the right thing, it will additionally convey this message within businesses that create this litter item in the Snowy Mountains. This could be done by promoting a variety of different operating organisations that specialise in reducing packaging within businesses such as, 'Green Caffein' and Responsible Cafes.

**All key
stakeholders**

Cigarette butts

There is a variety of EPA "bin your butt" campaign signage available to use, an upgrade of cigarette butt bins to make them more obvious to users by adding the bright blue sticker wraps to these bins. This could be a region wide upgrade to these bins and a way to educate the community on how cigarette butts are harmful to the environment and are littering the local environment. For example, a campaign message about littering cigarette butts in the Nuggets Crossing carpark means that you are indirectly littering a plastic butt into Lake Jindabyne.

**All key
stakeholders**

Project 7: NPWS trial skip bin camping / day trip drop off points

Involvement

It has been noted that a potential cause of dumping of rubbish into the Claypit bins is due to campers within the National Park not being able to dispose of their waste. A proposed trial of installing designated rubbish drop off points in key locations within the park, along with signage installed at campgrounds stating that these are the locations where campers need to dispose of their waste. This would encourage campers not to litter within the National Park and address one cause of illegal dumping of rubbish which causes litter at the Claypits.

NPWS

Project 8: Old Town Centre Bin and Signage upgrade

Involvement

Bins at the Old Town Centre are damaged and unclean looking. Studies show litter is a much bigger problem in facilities seen to be unclean. Install an updated bin bank and provide obvious signage that could be visible from the carpark. These bins should have signage that is clear and easy to differentiate between landfill and recycling bins.

SMRC



Project 9: The Snowy Mountains Litter Marketing Campaign

Involvement

All Key Stakeholders

The Snowy Mountains is renowned for its unique beauty and is one of a few locations in NSW where you can truly be immersed in nature. This messaging needs to draw on a visitor's connection with Lake Jindabyne and the Kosciuszko National Park through a campaign targeting the emotions that visitors feel when they visit the Snowy Mountains.

Litter messaging throughout the region will be based on an overarching message about the pristine nature which different organisations and areas can incorporate into their own unique theme.

The campaign will work by getting visitors to think about litter before they arrive. Whether it be on their way to Jindabyne, as they buy passes to the ski resorts, at point of sale, through social media, and on arrival at their accommodation. Getting guests to have the preconceived idea of what is expected before they begin exploring the region, i.e., the area has a pristine environment, it is unique, and the community and visitors want to keep it that way.

Existing litter message around "Don't be a Tosser" has been inconsistently used across the region due to hesitancy from Perisher and Thredbo about using this message. Going forward, areas within the SMRC LGA will focus on "Don't be a Tosser" marketing material and the ski resorts should expand their own litter messaging throughout their key littered locations.

Ideas for implementation of the Campaign

- Reaching ski resorts guests at POS of season passes and through their social media platforms with a litter reduction message.
- "Don't be a Tosser!" signage on BBQ tables and shelter about putting rubbish in the bin.
- Campaign that relates specifically to the lake. For example, if you litter here it will end up in Lake Jindabyne.
- Incorporate campaign messaging at the entrance to the Claypits or Banjo Patterson Park car park.
- Campaigns throughout Nuggets Crossing and Old Town Centre carpark by explaining that drains lead to Lake Jindabyne. For example, "don't contaminate the lake by littering in the car park".
- Temporary VMS signage throughout the National Park in strategic locations on the way up to Thredbo or Perisher that convey litter messaging.
- Develop digital media and physical posters available for all stakeholders to use.

Project 10: Accurate measurement of litter within Perisher Valley & Thredbo

Involvement

To understand and monitor the impact of litter in the ski resorts, accurate methods of litter measurement need to be established. This should be achieved by accurately measuring the weight of litter collected at the yearly spring clean-up, and by conducting audits from bags of litter collected from different areas to understand the type of items being collected. These audits should categorise the items based on the local litter check.

**Perisher
Thredbo
NPWS**

Project 11: Gross pollutant trap installed on storm water drain at Claypits

Involvement

Investigate the feasibility of installing a gross pollutant trap net on the storm water drain at the Claypits.

There has been evidence of litter along the drainage line from the exit of the storm water drain into the lake and is likely impacting the amount of litter found at the Claypits.

SMRC



As some of the most littered locations in the region are the Perisher & Thredbo car parks, as such the stakeholders for these areas should consider multiple approaches to reducing litter.

Perisher
Thredbo
NPWS

Infrastructure & signage

Whilst bins within the carpark are limited due to snow clearing requirements, there is a potential for signage to be integrated into existing poles throughout the car park. Utilisation of litter prevention signage specialised to the region in the car parks should be installed.

Bins located within the car park need to have weatherproof signage and be clear and easy to interpret. A potential solution to make bins more obvious is to develop a sign that highlights where the bins are and which can be seen from a distance i.e. sign above bins facing the car park "put your rubbish in the bin here ↓"

Outdoor seating area

Ensure waste and recycling bins are paired together and that ample bins are near outdoor seating areas. Additionally, review and ensure signage is updated for outdoor bins so that the messaging is clear and easy to interpret.

Consider litter prevention signage in key locations throughout the resort, where people are sitting and litter frequently occurs.

Improve measurement of staff litter collections, ensure bags collected are accurately recorded and convert number of bags to approximate weight.

Source prevention

Convert food outlets from single use packaging to reusables.

Focus on internal waste management to avoid waste being taken outside where it is susceptible to becoming litter.

Highlight water refill stations as alternatives to water bottles, which help reduce waste and litter.

Targeted messaging for guests

Send communications to season pass holders about litter prevention / sustainable measures that they should follow before they arrive. This could be a collaborative approach made by Sustainable Snowies that could be expanded to accommodation, an overarching concept that outlines what visitors should expect before they arrive.

Expand and develop additional resort specific litter prevention messaging

Expand current resort specific litter prevention marketing message to target hotspot litter areas such as the car parks.

For example, Perisher should promote the "Leave Nothing but Tracks" litter messaging that can be seen when guests arrive, and develop additional messages for specific activities such as snow play and for arrival in the car parks (common activities where litter is caused).

Project 13: Cigarette butt litter prevention project

Involvement

Cigarette butt litter is one of the most common and problematic littered items in the region across most audit sites. A separate project funded through the NSW EPA's Cigarette butt litter grants could research and understand the cause of littered cigarette butts and install appropriate infrastructure and signage after this assessment phase. This grant is eligible for Councils or community groups.

All key Stakeholders

Project 14: Pooh Bay infrastructure trial

Involvement

Pooh Bay is one of the high visitation areas during summer due to lake access and multipurpose trail. There is currently no bin infrastructure at this location, meaning it has the potential to be a hot spot for litter. A trial for installing bins in the car park with a dog waste station should be trailed over summer months to reduce litter in this area.

SMRC



Other Consideration For A Successful Strategy



Community involvement

To enhance, recognise and celebrate community involvement in litter reduction. Existing community litter collections like Clean up Australia day, Lakeside Scavenge, Perisher & Thredbo clean up days, and ENJO clean up Jindabyne Volunteer Group should be encouraged and supported by major stakeholders.

Data collection needs to be assigned to a specific member of Sustainable Snowies in the lead up to each event to ensure a well-rounded summary is collected which may include local litter checks before and after clean-up events. The ideal data collected during these events would be weight of litter collected, participation numbers, key littered items, and areas cleaned.

Involvement from businesses

Engagement from relevant businesses and organisations throughout the region needs to be considered before undertaking litter prevention projects. It will encourage the project's reach across the community by having numerous stakeholders involved across various aspects of the Strategy.

Understanding litter behaviour in the Snowy Mountains

Continually understanding the behaviour patterns of litter in the Snowy Mountains before conducting changes. Major stakeholders conduct research before implementing major changes like bin upgrades. This can be done through the EPA local litter checks.

Considerations should be made to conduct litter checks in key litter hotspots across the region in summer and winter peak periods to assess the types of litter, and the quantity of litter found in those areas.

This information should be documented and reviewed and compared on a yearly basis to identify trends in litter. Sustainable Snowies should take ownership of the litter data and record keeping for the area. In the event that Sustainable Snowies dissolves, this data will be distributed to each key stakeholder.

Engaging with like minded community groups and organisations

Organisations are already working on resources and finding solutions to problems that the Snowy Mountains face. Continuing to foster relationships with groups such as Take 3 for the Sea and AUSMAP will be crucial in continual improvements.

How Will Success Be Measured?

The success of the Strategy will be measured in the key areas being, data measurement, the effectiveness of collaboration with stakeholders and the level of engagement with the community.

Protocol Of Collaboration

Collaboration between key stakeholders when delivering litter prevention projects or initiatives has been identified as a key aspect of a successful Strategy. When a project has been selected to be undertaken by an organisation relating to litter prevention, a meeting needs to be organised to collaborate with key stakeholders of Sustainable Snowies or any relevant stakeholders to discuss the proposed project to see if there are any collaborative opportunities. The meeting should outline the project and the following considerations:

- Project time frame.
- Cost of the project to the organisation and other potential costs or in-kind support from other stakeholders.
- The level of involvement that is needed from Sustainable Snowies or relevant stakeholders.
- Discuss whether there are any upcoming projects planned within the community that could be related or collaborated on.
- Coordinate communication pieces and how they will be shared throughout various organisation's media pathways.
- A project risk assessment for the task and any impacts on stakeholders.
- How and when litter data will be collected and stored.

By delivering an in-depth assessment of each project it will provide the strongest outcomes by having transparency for each project and the greatest opportunity for collaboration.



Example: CRJO gains a grant for litter prevention infrastructure

CRJO would develop a project plan outlining how the grant money will be spent, specifically for the Snowy Mountains region. It will outline that SMRC will need to be involved in installing bins in three locations.

A local litter check and assessment of historical data will be conducted to highlight key litter hotspot areas in the region and what type of litter is frequently found there.

By holding a meeting introducing the project plan NPWS notes that they have a budget to spend on litter prevention messaging. A collaboration between NPWS and CRJO/SMRC to coordinate a message relating to the new bins installed on the journey up to the ski resorts for example “keep litter out of the National Park and utilise the roadside bins available on your journey up to the ski resorts”.

A communication message developed by Sustainable Snowies is to be shared and distributed by the key stakeholders.

After the installation of the bins and the message has been communicated a litter check is conducted by Sustainable Snowies in these locations, a reduction of litter has been identified and this message is then presented back to the community celebrating a successful project and collaboration between Sustainable Snowies.

Protocol For Data Recording

How data will be stored and accessed

Data collected from litter surveys and collections provide valuable information on litter trends in the region. Yearly litter clean ups already provide a baseline of information but by collecting an extra layer of detail about these clean ups it can be useful for planning future projects. The following template should be stored in a digital document sharing platform for all Sustainable Snowies to access. This share point will provide a place for relevant documentation to be stored and accessed by any committee member. It will include:

- Record keeping of data.
- Copies of reports and summaries of clean up events.
- A shared calendar listing events and project timelines.
- Communication and messaging plans and archives.
- Meeting minutes.
- Litter Prevention Strategy and Action Plans.
- Any EPA associated documentation.
- Link to Local Litter Check Portal and the completed local checks

The excel spreadsheet template shown in Appendix 1 of the Litter Prevention Strategy should be used to record data from litter clean-ups and data from local litter checks. This spreadsheet indicated the level of detail that will provide effective insight into litter. It also allows the user to filter and show data that is relevant to them and provides options for creating informative graphs to present findings.



Improvements to current data collection

A structured approach to collecting litter data needs to be taken to understand the litter issues and what needs to be actioned. These following methods will provide an outline for how to get the most valuable data:

- Accurate measurements of clean ups. This includes community events, or organisations' litter collections. This data needs to be collected and quantified. For example, ad hoc staff clean ups conducted in Perisher or Thredbo are encouraged as a basic requirement to report number of bags collected, location collected, and most littered item, then reported at the end of winter. Ideally weight or volume of litter collected would be the best method.
- Understand what the key items littered are by volume or quantity. This could be as simple as listing the top three littered items collected in the clean-up. This will provide an understanding of problem litter items.
- Investigate the region's litter issues. Receiving feedback from the community or staff that are involved in public place cleaning roles to highlight or discover new hotspot areas within the Snowy Mountains. This could provide an understanding of emerging problem areas and provide the opportunity to intervene with various litter prevention mechanisms.
- Conduct local litter checks in summer and winter. These local litter checks will provide a baseline understanding of the hotspot litter areas identified in the Strategy, and whether litter in this location is being impacted by the various projects implemented. Any areas which may be identified as potential hotspots should be added to this list and monitored accordingly.
- Responsibility of local litter checks needs to be distributed evenly across stakeholders to ensure a fair workload and ownership of projects.



Protocol For Community Engagement

Involving the community

Community clean up events are an excellent way to engage and highlight the importance of litter reduction in the region. Encouragement for the community to attend these events needs to be driven by the key stakeholders so that the message can reach a wide range of the community.

The following list identifies the best methods for community engagement:

- Advertising community 'Clean Up' events through various communication avenues so that it reaches many aspects of the community.
- Consider holding Sustainable Snowies clean up events in conjunction with other like minded community groups for example the Jindabyne Trail Stewardship, or Jindabyne Yabbies to reach a new audience.
- Support and sponsor regional events and activities that promote education and awareness of litter prevention. For example, support school education programs that promote litter prevention such as the EnvironMentors.⁶ Or in the lead up to a 'Clean Up' event promote a list of problematic areas and problematic litter items in the region on social media with an accompanying message of "how can you help?". Once the event is completed and data has been collected and assessed, report back to the community by delivering a summary of the event and also congratulating and thanking the participants.

6. EnviroMentors® - Keep Australia Beautiful NSW (kabnsw.org.au).



Conclusion

This Action Plan along with the Litter Prevention Strategy have created an opportunity for a pathway to a successful and informed Litter Prevention Strategy. Many key elements have been expanded upon and refined in the Strategy providing a greater level of context for the Plan. Along with the outlined projects, an integral part of the Action Plan also outlines how to document the journey, how to efficiently collaborate, and how to engage the community to create positive change.

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Litter Prevention Project
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www.tallredpoppymarketing.com.au www.lemonademarketing.com.au