**Waste 2017 Abstract Submission**

**NSW Hey Tosser Litter Campaign: How increased collaboration with industry and government, a GPS-tracked message in a bottle, and targeted litter enforcement is raising the profile of litter reduction in NSW.**

*My presentation is relevant to the following topic area(s).*

🞎 Litter and/or illegal dumping (inc litter initiatives)

🞎 Container Deposit Schemes

🞎 Product Stewardship

🞎 Education (inc community engagement)

🞎 Grants (outcomes and processes)

🞎 Innovative projects (case studies preferred)

🞎 Technology

**Presenter information**

**Presenter name:** Rupert Saville

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**Biography**

Rupert works as senior project officer with the NSW EPA Litter Prevention Unit and manages the NSW EPA litter grants program, working closely with councils to deliver local litter reduction projects across NSW.

Rupert has over 10 years’ experience working across local, state and federal government, and the community sector on a range of community and sustainability behaviour change programs. Rupert is currently undertaking a research project to design a cigarette litter reduction behaviour change program

**Abstract Summary**

Now in its fourth year, the EPA’s Hey Tosser Litter Prevention Program continues to build momentum. The recent Hey Tosser education and integrated campaign (19 March – 15 April) typifies this momentum. The 2017 campaign brought together stakeholders from across State government, local government and industry for probably the biggest single campaign effort seen in NSW.

We are now seeing how greater collaboration and concerted action, based on research and community engagement has raised the profile of litter prevention in NSW and is having results.

The campaign has employed GPS tracked bottles to engage the community in understanding where litter ends up in the environment and generate broad public interest in litter reduction. These efforts help to raise the profile of litter and work towards our goal of reducing litter volume by 40% by 2020.

**Abstract (400-600 words)**

Now in its fourth year, the EPA’s Hey Tosser Litter Prevention Program continues to build momentum. The recent Hey Tosser education and integrated campaign (19 March – 15 April) typifies this momentum. The 2017 campaign brought together stakeholders from across State government, local government and industry for probably the biggest single campaign effort seen in NSW.

We are now seeing how greater collaboration and concerted action, based on research and community engagement has raised the profile of litter prevention in NSW to new heights.

Research shows overwhelming support and recall of the Hey Tosser campaign in the community. Moreover, data over the past 2 years shows we are almost halfway to reaching our goal of 40% reduction in litter volume by 2020.

However, research also continues to show that changing behaviour and attitudes around litter requires ongoing effort. Community perception of being caught and fined for littering remains low, and needs further development to achieve sustained improvement of littering behaviour.

This is why the recent Hey Tosser litter awareness campaign added a significant enforcement element. With council and other stakeholder partnerships, there was significant on-the-ground litter enforcement, promotion and community take up of the *Report to EPA* portal to report littering from vehicles, and targeted education and enforcement messages across a range of platforms and mediums.

As well, high numbers of councils across the state participated through a targeted education and enforcement campaign during the campaign period. Council rangers ramped up their patrols, monitoring litter hotspots and looking to fine litterers.

We also had high level stakeholder support, with MacDonald’s Restaurants, Woolworths, NSW Police, Transport for NSW, Roads and Maritime Services, all joining the campaign. This level of joint activity was unprecedented and afforded the campaign maximum impact. This was a huge effort from all involved and the results underscores the power of collaboration.

GPS technology was employed as a third element of the campaign to engage to highlight the movement and impact of litter in the environment. Forty bottles fitted with GPS tracking technology were dropped around the state and the community invited to track their movements through waterways via FaceBook.

To help launch the campaign, the Minister launched her own GPS fitted bottle into Parramatta River, and we continue to track its movement.

Combining all these elements has made this campaign one of the biggest so far. With excellent media attention, helped by the Minster’s launch and the significant support of our partners, we have seen the campaign achieve high visibility across NSW. If you don’t catch a train, ferry, bus, taxi, drive on our roads, eat MacDonald’s, watch TV, use social media, read the paper or listen to the radio, you may have missed it.

The lessons for us in all of this is that collaboration, and concerted effort across a whole range of stakeholders (both industry and levels of government) equals maximum impact.