



Public Exhibition: Draft ~~Waste~~ Resource Management Strategy

CONSULTATION REPORT

Central Coast Council

August 2020

Introduction

Central Coast Council has developed a draft Waste Resource Management Strategy for the Central Coast Local Government Area.

Waste is everyone's issue – we all have a role to play in reducing the amount of waste generated and its impacts on our community.

The draft Strategy assesses current initiatives and seeks to encourage change to help minimise the amount of Valuable Resources sent to landfill and their impact on the environment. This is an important step in finding solutions that support the Circular Economy and keep our resources out of landfill.

Through the consultation process Council was able to discover the community's priorities for improving our management of waste, recognise potential gaps and work with the community to identify solutions.

As a result of community feedback, we have been able to develop a draft Central Coast Waste Resource Management Strategy that has been informed by the Central Coast community.

Consultation for the draft Strategy has been undertaken in three phases:

Phase 1:	7 May to 5 June 2019	Consultation/data collecting on proposed themes and solutions
Phase 1a:	25 June to 3 July 2019	Community workshops
Phase 2:	11 May to 21 June 2020	Public exhibition of the draft Strategy

This document reports on the results of public exhibition.

For information on the Phase 1 and Phase 1a consultation please visit <https://www.yourvoiceourcoast.com/our-coast-our-waste>

Engagement Approach

Aims and objectives of consultation

The purpose of consultation to develop the Strategy was to:

- Inform the community of how Central Coast Council is currently performing in the area of waste management and landfill diversion
- Test proposed themes and solutions with the community
- Seek ideas from the community and identify potential gaps

Our engagement framework

Consultation to develop the Strategy has been designed in accordance with Central Coast Council’s Engagement Framework. This framework is available to view at

<https://cdn.centralcoast.nsw.gov.au/sites/default/files/documents/policies-register/community-engagement/engagement-framework/engagementframework.pdf>

For information on the Phase 1 and Phase 1a consultation please visit

<https://www.yourvoiceourcoast.com/our-coast-our-waste>

Promotion and engagement methods

We carried out promotion of the public exhibition to ensure the community and stakeholders were aware of the opportunity to review the draft Strategy and given enough notice to make a submission.

Media release	<p>Public exhibition promotion:</p> <ul style="list-style-type: none"> • ‘Council’s draft Waste Resource Management Strategy now on exhibition’ – 13 May 2020 <p>A copy of the media release can be found in Appendix A.</p>
Print advertising	<p>Public exhibition promotion</p> <ul style="list-style-type: none"> • Peninsula News, 18 May 2020 • Wyong Regional Chronicle, 20 May 2020 • Coast Community News, 22 May and 29 May 2020 <p>A copy of the advertisements can be found in Appendix B.</p>
Coast Connect E-News	<p>Public exhibition promotion</p>

	<p>Article in Coast Connect E-News issued on 26 May 2020 linking to the yourvoiceourcoast.com page hosting the draft Waste Management Resource Strategy.</p>
Social media	<p>Public exhibition promotion</p> <ul style="list-style-type: none"> • Facebooks posts on 14 May and 15 June 2020 • Instagram posts on 14 May and 15 June 2020 • Twitter tweets on 14 May and 15 June 2020 <p>Total social media reach was 18536, with 304 reactions, comments and shares.</p> <p>Copies of the posts can be found in Appendix C.</p>
Direct email	<p>Public exhibition promotion</p> <ul style="list-style-type: none"> • Bulk email sent out to community members on 20 May 2020 <p>A copy of the bulk email can be found in Appendix D.</p>
Your Voice – Our Coast website	<ul style="list-style-type: none"> • The draft Strategy was published on Council’s Your Voice Our Coast site for community consultation: https://www.yourvoiceourcoast.com/our-coast-our-waste • The page received 894 visits during the public exhibition period. • Feedback on the draft Strategy was accepted via email, an online submission form or post.

Engagement summary

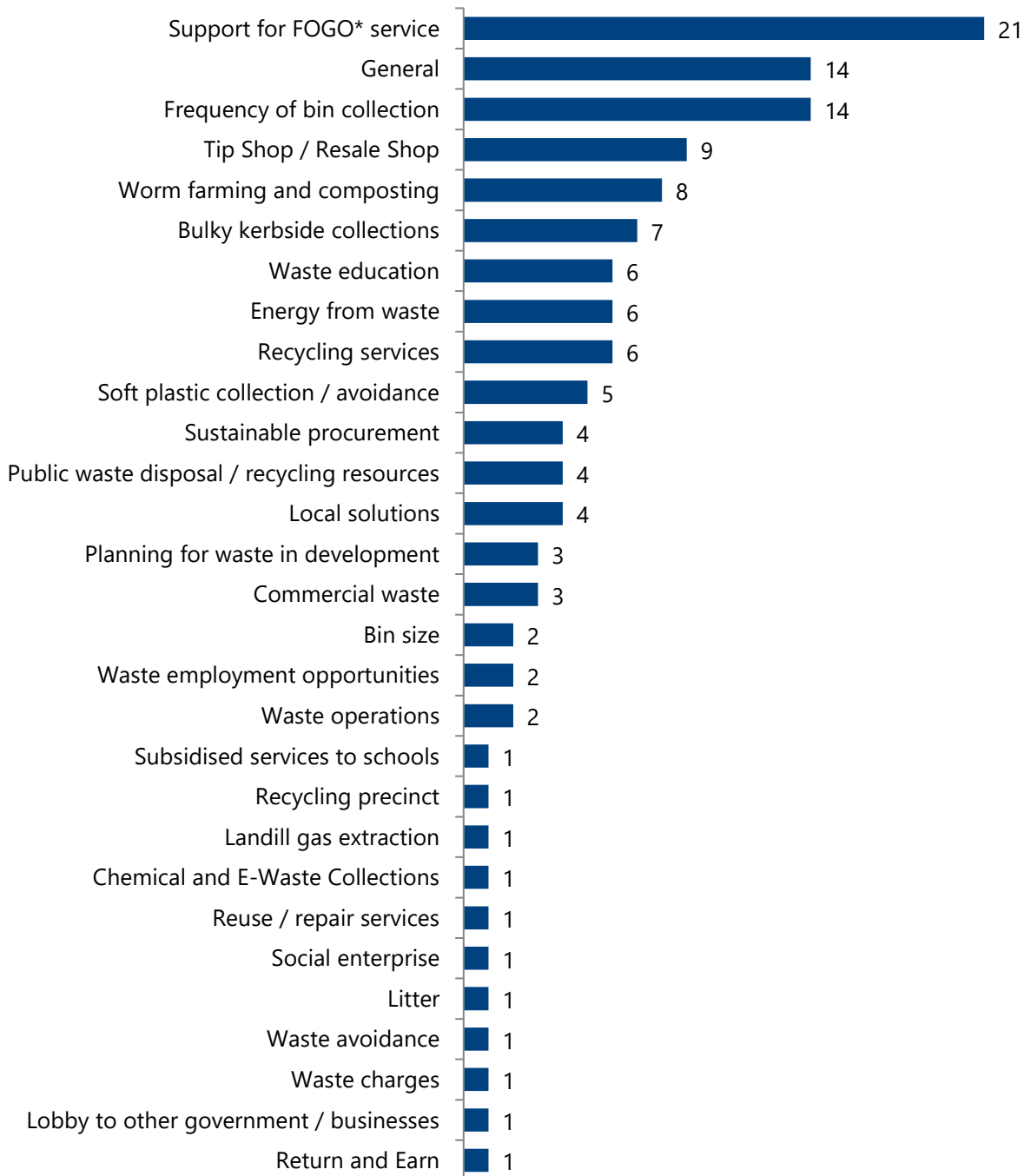
Overview

Council invited submissions on the draft Strategy between 11 May and 21 June 2020.

We received **61** submissions, and within these submissions **131** different comments and suggestions were made.

The comments and suggestions raised in the submissions have been coded and presented in the chart below.

Figure 1 Number of comments and suggestions



FOGO (Food organics and garden organics) is kerbside collection service that allows **food to be added to the green lid **garden** waste bin. The actual method and service levels will be based on further research, community engagement, business case and Council adoption.*

Most submissions included ideas and opinions previously provided by the community in the initial phases of consultation. These have already been considered and/or incorporated into the draft Strategy.

Key new issues, or ongoing concerns raised through the submissions are addressed in the following table.

Table 1 Key issues and responses

Issue category	Issues raised	Council's response
Frequency of bin collection	Will Council reduce red bin pick up?	Currently there are no plans to change the waste collection system. Any significant change to method and service levels will be based on further research, community engagement, business case and Council adoption.
Support for FOGO service	Is Council introducing a FOGO service? (Food Organics and Garden Organics)	Statistics show that 32 percent of red-lidded bin waste is made up of food organics, and as part of the Waste Resource Management Strategy, Council is investigating a range of new initiatives which could see more food waste being diverted, home composted or even potentially put in the green-lidded bin under a FOGO system. Each of these initiatives would reduce material ending up in landfill.
Energy from Waste	Concerns about Energy from Waste (EfW)	Currently there are no plans to change the waste collection system. Any significant change to method and service levels will be based on further research, community engagement, business case and Council adoption.

Consultation outcomes and next steps

Thank you to everyone who took the time to read the draft Strategy and make a submission.

Council and the Central Coast community are committed to minimising the amount of resources sent to landfill and the impact on the environment.

It is inspiring to see that 87% of community members surveyed in phase 1 think it is very important to reduce the amount of waste that households generate and dispose of, and we believe that it is important to continue actively looking for new opportunities that help our community do this.

We are currently reviewing the submissions we received for this phase, which will help shape the final Strategy. Once finalised, the draft Strategy will be presented to Council for adoption. We will inform the community on the outcome when this occurs.

To stay up-to-date, please register for our e-news at www.yourvoiceourcoast.com.

Appendices

Appendix A

Media release

11 May 2020

Council's draft Waste Resource Management Strategy now on exhibition

Central Coast Council are inviting community members to have their say on the first draft Waste Resource Management Strategy, now available online for final public review until 21 June.

Developed after extensive community consultation last year, the draft Strategy assesses current waste initiatives and seeks to encourage change to help minimise the amount of waste sent to landfill and its impact on the environment.

Council Unit Manager Waste Services and Business Development, Andrew Pearce said with the constantly evolving challenges around waste, there has been a massive push both from our community and at a global level to find solutions that close the loop.

"Thank you to everyone who took the time to let us know your ideas on waste reduction, which alongside our report information, has helped us formulate our first draft Strategy," Mr Pearce said.

"This information has underpinned the strategy's key objectives - to drive waste avoidance, divert waste from landfill by increasing local recycling and reuse options, explore funding and collaborative opportunities over the next 10 years, and keep our streets and public spaces clean and clear."

"We also want to change the view that what is traditionally known as 'waste' is actually a valuable resource to be managed."

"As technology is advancing so rapidly in this field, our planning for waste management must consider both well-established principles and emerging trends."

The vision of this 10-year plan is on promoting our region as a creative environment for developing a local circular economy that values the recovery of resources and advocates prevention of waste.



Council Mayor Lisa Matthews said the Strategy outlines key objectives and actions that will ensure Council provides waste services that are safe, secure and cost-effective.

“Waste is everyone’s issue – we all have a role to play in reducing the amount of waste generated and its impacts on our community and the environment” Mayor Matthews said.

“I encourage everyone to go online and provide feedback on our draft Strategy so we can ensure we deliver the future waste resource recovery outcomes the community want and expect.”

Visit yourvoiceourcoast.com/our-coast-our-waste for further information and to have your say.

Appendix B

Print advertising examples



Central Coast Council are inviting community members to have their say on the first draft Waste Resource Management Strategy.

Thank you to everyone who took the time to let us know your ideas on waste reduction which alongside our report information, has helped us formulate our draft Strategy.

The draft Strategy assesses current waste initiatives and seeks to encourage change to help minimise the amount of waste sent to landfill and its impact on the environment. This is an important step in finding solutions that close the loop on waste.

Don't let your say go to waste! To have your say and find out more, visit

yourvoiceourcoast.com/our-coast-our-waste

Submissions close 21 June.

Appendix C

Social media examples

 **Central Coast Council** 14 May · 🌐

We're inviting community members to have their say on the first draft Waste Resource Management Strategy.

Thank you to everyone who took the time to let us know your ideas on waste reduction which alongside our report information, has helped us formulate our draft Strategy.

The draft Strategy assesses current waste initiatives and seeks to encourage change to help minimise the amount of waste sent to landfill and its impact on the environment. This is an important step in fin... [See more](#)



 **centralcoastcouncil**
Central Coast NSW



centralcoastcouncil Don't let your say go to waste – submissions close this Sunday 21 June! 🗳️♻️ Your ideas on waste reduction helped shape our draft Waste Resource Management Strategy. Now you can help us close the loop on waste by providing feedback on the draft Strategy at yourvoiceourcoast.com/our-coast-our-waste

Please note: comments provided in social media feeds will not be considered as formal feedback. Make a submission using the online link provided above to ensure your feedback is captured appropriately.... [More](#)



CentralCoastCouncil @CCoastCouncil · Jun 15

Don't let your say go to waste: submissions close Sun 21 June! Help us close the loop on waste & give feedback on our draft Waste Resource Management Strategy @ yourvoiceourcoast.com/our-coast-our-...
[#CCCwaste](#) [#ourcoastourwaste](#) [#centralcoastcouncil](#) [#reducereuserecycle](#)



Public Exhibition: Draft Waste Resource Management...
Thank you to everyone who took the time to let us know your ideas on waste reduction, which alongsid...
yourvoiceourcoast.com



Appendix D

Bulk email example

Sent 20 May 2020

Have your say on Council's first ever draft Waste Resource Management Strategy

Thank you to everyone who took the time to let us know your ideas on waste reduction. By attending workshops and pop up events, and participating in online discussions you have helped shape the future of waste on the Central Coast.

Central Coast Council has drafted the first Waste Resource Management Strategy and it is now on public exhibition.

You can have your say on the draft Waste Resource Management plan by visiting yourvoiceourcoast.com

The strategy will be on public exhibition until 21 June 2020.

You have received this email because you have previously participated in waste initiatives or consultation with Central Coast Council. To be removed from this list please reply with "unsubscribe".