



Case Study

Moreland City Council

capire
Giving every person a voice.

PROJECT NAME

Kerbside Waste Reform

Client Moreland City Council**Time frame** 14 weeks**Process** Community Engagement**Audience** Moreland City Council residents**PROJECT OUTLINE**

Across Australia, governments and communities are facing challenges in how to reduce and manage different streams of waste. How local councils approach waste management is crucial to minimising the harmful impacts of waste on the environment whilst meeting the needs of the community.

Under new rules announced by the Victorian Government, all councils must move to a 4-bin waste service to reduce waste to landfill, improve the quality of recyclables, and create a more sustainable and reliable waste system. In response to this, Moreland City Council is implementing changes to their waste service including the number of bins used by households, bin size, and how often bins are collected across the municipality. The changes will also affect hard waste collection and how ratepayers are charged for the service.

Moreland City Council has a longstanding commitment to reducing waste and enhancing the environmental outcomes of waste services, recognising that lasting behavioural change and participation in environmental initiatives are best supported through awareness campaigns and providing educational support.

To inform this, Moreland sought consultation on negotiable aspects of this project to help inform decisions in the interest of its community. Capire was tasked with designing and delivering an engagement program for community members.

This engagement needed to seek feedback on the proposed 4-bin waste service, build awareness of waste issues, and inspire individuals, households and businesses to make a greater contribution to waste management and reduction.

PROJECT TEAM

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Project challenges



LOW LEVEL OF UNDERSTANDING

Some community members had a limited understanding of how waste charge and kerbside services are operationalised. To address this, Capire provided clear information about waste charge and clarity regarding the scope of influence for the project. The approach was sensitive to the vulnerabilities and needs of local community members.



UNATTAINABLE EXPECTATION OF SERVICE REFORM

Community members had high expectations about service offerings and the scope of the project. Capire responded by providing clear and comprehensive information about the project's scope, ensuring that community members had an understanding of the project's negotiable elements.



DIVERSE HOUSEHOLD TYPES

The diverse household types and needs across Moreland included apartment dwellings, families with young children in nappies, large families, low waste households, MUDs and businesses. To address this, Capire developed 'household personas' to demonstrate issues relevant to community cohorts and address business owners' specific needs.



MANAGING THE IMPACT OF COVID-19

The specific impacts of the COVID-19 pandemic required careful management. To ensure the safety of the project team and the Moreland community, Capire limited engagement activities and communications to online, phone and written communication. To address the barriers this may have posed to some individuals and cohorts, our program included a range of platforms and methods for people to make contact, including online, email, telephone and printed advertising and communications.



PERCEIVED INEQUITY OF WASTE CHARGE BETWEEN COUNCILS

Community members were understandably critical of higher pricing for waste charge. Capire created transparency by sharing how learnings, technical input and previous engagement has informed Moreland's current waste costs.

KEY STEPS TO A SUCCESSFUL ENGAGEMENT

- **Make the case for change**
Capire helped the Moreland community understand the need for the change and encouraged participants to see the benefits of improving the waste system.
- **Share the problem**
Capire established an appreciation of key issues and a foundation of shared understanding to provide a platform for further conversations in subsequent stages.
- **Promote greater acceptance**
Capire raised awareness and encouraged uptake of the opt-in Food or Garden Organics (FOGO) service, prior to the transition to the 4-bin waste service.
- **Encourage the community to champion the cause**
Capire identified individuals and groups that were interested in promoting or championing the future waste service.
- **Recognise that every household is different**
Capire identified various community cohorts or sectors which may be impacted by the changes in different ways.
- **Listen to concerns**
Capire captured questions, concerns and community sentiment towards the future waste service to inform the framework of engagement activities in subsequent stages.

Our engagement approach

Capire assisted Moreland City Council through a municipal-wide, three-stage engagement program which sought community input on reformed kerbside waste service. We also helped Council to build awareness of issues relating to waste and to promote the power held by individuals and households to be part of the solution.

The engagement approach was anchored around community surveys and cohort workshops in Stage 2 and Stage 3, as well as the establishment of a Waste Champions network that has assisted council through ongoing education and implementation stages of the project.

Our inclusive approach ensured that the engagement:

- **Represented diversity of needs**
- **Ensured feedback could inform Moreland's new waste policy**
- **Eliminated barriers to participation**
- **Used evidence-based engagement and visual communications**

1 STAGE 1

We focused on socialising the project within the community, establishing a baseline understanding that 'waste affects everyone', and listening to concerns and issues within the community regarding the project.

Engagement activities included promotion and communications, creating the project web page and engagement platform, identifying Project Champions, and phone-in sessions.

2 STAGE 2

We focused on seeking feedback to inform the draft kerbside service and charge policy and on shortlisted options for the future waste service model.

Engagement activities included development of a Conversation Starter Kit, mobilising the Project Champions, surveys, workshops, and events.

3 STAGE 3

We focused on seeking feedback on the draft policy and service design.

Engagement activities included input into 'Explainer Document', surveys, workshops, and follow-up with Project Champions.

REMOVING BARRIERS FOR COMMUNITY MEMBERS TO JOIN THE CONVERSATION



Moreland has a diverse community. Capire understood that any single waste service would not meet the needs and wants of all residents. Our consultation sought to understand the breadth of needs across the Moreland community to help develop a flexible service that met needs, whilst making sure it was equitable and reasonable.

To enhance inclusion, our engagement program featured measures to improve accessibility. This included translating materials into the diverse languages spoken in the Moreland community where there is a barrier to English, establishing clear, consistent and accessible messaging, and providing information about opportunities for translation and interpretation services.

We also worked closely with local service providers, community groups and trusted people of the community who assisted with disseminating information through appropriate methods.

Our engagement outcomes

The high response rate made the Kerbside Waste Reform project one of the biggest engagement programs delivered by Moreland City Council to date.

The project received a lot of attention both from supporters and those opposed to change. As such, design and reporting included significant focus on the 'why' behind community sentiment towards waste and proposed changes, as well as 'how' the approach was designed to hear from all parts of the community. This level of public scrutiny and awareness required Capire to work closely with Council's project team to deliver a rigorous and tailored process.

PARTICIPATION

Overall, Moreland City Council received 4,259 contributions across a range of engagement activities and feedback channels, including over 3,122 survey responses from households, businesses and community organisations.

3,000⁺

Survey responses received

13

Online community workshops conducted

200

Phone calls and emails responded to

100⁺

Community Waste Champions registered

“Thank you for the opportunity to partake in the review process. What a fantastic amount of research and information. I look forward to seeing a low waste society!”

– Kerbside Waste Reform participant

Making an impact

The engagement has been instrumental in building understanding across the Moreland community about the need for change, while ensuring that members are empowered to provide input and influence decisions that will impact them.

Overall sentiment towards the proposed 4-stream waste service positively recognised the need for change. The Moreland community shared their passion for responsible waste management and were eager to learn more about making a positive contribution.

While some participants were resistant to change, this cohort also had a willingness to hear why improvements were needed and how they would be affected.

Council will continue to leverage the community connection, insights and enthusiasm forged by the Moreland Waste Champions network to promote the project and provide information about potential impacts.

The broad spectrum of opinions and needs gathered throughout this engagement will be used to inform Council’s considerations for the final waste policy, as well as service design, communications and education programs, and implementation options.

MEASURING THE IMPACT CREATED BY THE ENGAGEMENT

- Community members were informed about the context for needing to change Council’s waste service.
- A diverse range of community members and stakeholders were actively engaged in the project.
- The Moreland community provided feedback on the Draft Kerbside Service & Charge Policy, with regards to shortlisted options for the future waste service model.
- The community’s overall awareness, acceptance and interest in the uptake of the opt-in FOGO collection increased.
- Councillors had confidence in the engagement process.

You can find out more about Moreland’s Kerbside Waste Reform Project, and browse consultation materials and summary reports on the Conversations Moreland website.

Ready to engage, learn and connect?

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