

Community
Engagement
Report

# Hard Waste Results

Greenshoot Consulting October 2023



Greenshoot Consulting acknowledge the Wurundjeri Woi-Wurrung people as the Traditional Owners and custodians of the land and waters we now call Darebin and pays respect to their Elders, past, present and emerging.

We also pay respect to all other Aboriginal and Torres Strait Islander communities in Darebin.

We recognise and pay tribute to the diverse culture, resilience and heritage of Aboriginal and Torres Strait Islander people.

We acknowledge the leadership of Aboriginal and Torres Strait communities and the right to self- determination in the spirit of mutual understanding and respect.

# 01 EXECUTIVE SUMMARY

## **Report Context**

Darebin City Council has engaged Greenshoot Consulting to assist with community engagement for the council's Kerbside Waste Consultation. The engagement process aimed to gather community feedback on changes to hard waste and kerbside waste and recycling collection services, informing future service standards and equitable reform delivery.

Darebin City Council were particularly interested in ensuring a representative sample of the Darebin community have the opportunity to feed into this process, including members of typically hard-to-reach groups including First Nations community members, older adults, young people, and culturally and linguistically diverse community members.

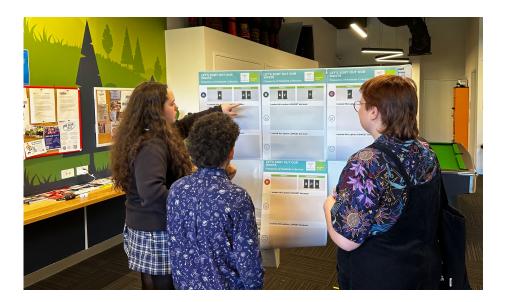
Greenshoot Consulting has extensive experience in community engagement and expertise in reaching diverse communities, ensuring representation from typically hard-to-reach groups such as First Nations community members, older adults, young people, and culturally and linguistically diverse community members. In close collaboration with Council staff, Greenshoot Consulting facilitated the promotion and capture of accurate and reliable community feedback using various engagement activities and online surveys.

Greenshoot Consulting worked with Council staff to promote and capture community feedback, ensure findings were accurate and reliable, gathered data on people's attitude towards, and knowledge of, current kerbside waste service and reasons it must be changed and summarised the activities and key findings of the engagement.

The key deliverables for this project included:

- Promote and capture responses to the Kerbside Waste survey, to be hosted on Darebin's 'Your Say' page.
- Design and deliver four targeted engagement with hardto-reach groups through face-to face approaches.
- ✓ Deliver a **Detailed Analysis and Summary Report**, including all quantitative data from Council survey questions and engagement, and analysis of consultation qualitative data and all engagement activities.

The following report summarises key project outcomes.







# **Engagement Activities Summary**



Online YourSay
Survey

1023 respondents



Drop In Sessions

**277** participants



Meeting Attendance

94
participants



**Community Workshops** 

26
participants

1420

total participants





# **Overall Insights** Hard Waste Collection

#### Summary of Key Qualitative Insights from Community Engagement Activities Regarding Hard Waste Collection

**43%** of respondents preferred Option A

A 1x COUNCIL WIDE COLLECTION FOR EVERYONE

BOOKED HARD WASTE COLLECTIONS

**55**%

of respondents preferred Option B



3%

of respondents preferred Option C



1 x

LIMITED BOOKED HARD WASTE COLLECTION

Respondents who supported this option cited benefits to the circular economy and the positive uplift in the sense of community resulting from the whole-of-area hard waste collection each year.

Respondents referenced the **benefits to low-income residents who were able to save money** by reusing / repairing / repurposing salvaged items from the kerbside during the whole-of-area hard waste collection period.

Many respondents highlighted the importance of scheduling whole-of-area collections in drier months of the year so as not to expose hard waste that was otherwise in good condition to rain damage.

The majority of respondents preferred this option, citing the flexibility and convenience of booking in the hard rubbish collection when it was needed as the main factor in their choice.

Respondents expressed concern about renters dumping hard rubbish in the community at the end of property leases and highlighted the important role of rental providers and property managers in ensuring renters were provided information about options for hard rubbish disposal in Darebin.

Some respondents felt that one booked hard rubbish collection per year was sufficient for their needs and that the flexibility and convenience of being able to book the collection at a time that suited them was preferred to a whole-of-area hard waste collection period.

The community expressed concern that one booked collection per year, combined with the removal of a whole-of-area collection, would **lead to increased hard waste dumping** in the community.





02 METHODOLOGY

# **Target Community Groups**

A broad cross-section of the community and stakeholders - particularly hard-to-reach groups - were engaged in order to capture the diversity of views on the community's Kerbside Waste needs and sentiment.







Older People (~65+)



Young People (~18-24)





## **Engagement Activities**

#### **Summary of Engagement Activities Undertaken**

Various methods of engagement were undertaken to collect meaningful quantitative and quantitative data from community including the nominated hard-to-reach groups.



# **ONLINE SURVEY**

Within an online survey hosted on the Darebin City Council's website, participants were asked to indicate which of the Kerbside Waste options resonated with them the most and provide feedback on additional kerbside waste needs, public place recycling and the circular economy.



#### FOCUS GROUPS

**x**3

Greenshoot consulting facilitators led a discussion with participants to capture feedback on the Kerbside Waste options and additional kerbside waste needs, public place recycling and the circular economy



#### POP-UP ENGAGEMENTS

x1

Greenshoot consulting facilitators engaged 1:1 with attendees and facilitated capturing their feedback on the Kerbside Waste options and additional kerbside waste needs, public place recycling and the circular economy.



# DROP IN SESSIONS

x9

Darebin City Council staff attended scheduled sessions to provide information about the Kerbside Waste options and answer questions from attendees.



#### MEETING ATTENDANCE

x6

Darebin City Council staff attended scheduled sessions to present information about the Kerbside Waste options and answer questions from attendees.





# **Engagement Activities | Location & Dates**

#### Summary of Engagement Activities Led by Greenshoot Consulting

Details, location and date of face-to-face workshops and pop-ups undertaken with hard-to-reach groups are listed below.



#### **FOCUS GROUP 1**

**Target Group** 



Location

The Hub

Date

24th of August 2023



#### **FOCUS GROUP 2**

**Target Groups** 



CALD Community Members

Location

Merrilands Community Centre

Date

30th of August 2023



#### **FOCUS GROUP 3**

Target Group



Location

SPAN Community House

Date

11th of September 2023



POP-UP 1

Target Group



Location

Dardi Munwurro

Date

18th of September 2023





## **Engagement Activities**

#### Summary of Engagement Activities Led by Darebin City Council



#### **DROP IN SESSIONS** (x9)



#### **MEETING ATTENDANCE (x6)**

#### Darebin Hard Rubbish Heroes

Northcote

16<sup>th</sup> of August 2023

Target Group: Mixture

**35** participants

#### Darebin Resource Recovery Centre

Northcote

19th of August 2023

Target Group: Mixture

**25** participants

# Reservoir: Spring St/Edwardes St

Reservoir

26th of August 2023

Target Group: Mixture

**40** participants

#### Darebin Hard Rubbish Heroes

Northcote

17th of August 2023

Target Group: Mixture

4 participants

#### **Darebin Youth Jury**

Reservoir Library

17<sup>th</sup> of August 2023

Target Group: Youth

**12** participants

#### Reservoir Bike Check

Reservoir Leisure Centre

27th of August 2023

Target Group: Mixture

**30** participants

#### **Preston Station**

Preston

1st of September 2023

Target Group: Mixture

**30** participants

#### Alphington Farmer's Market

Alphington

3<sup>rd</sup> of September 2023

Target Group: Mixture

**48** participants

#### Indo-Chinese Refugee Association

Preston Shire Hall

18th of August 2023

Target Group: CALD/Older

**50** participants

#### Reservoir Neighbourhood House Morning Tea

Reservoir

28th of August 2023

Target Group: CALD/Older

**15** participants

#### **EPCC Clothes Swap**

East Preston Community Centre (EPCC)

6<sup>th</sup> of September2023

Target Group: Mixture

**21** participants

#### **Preston Market**

Preston

8th of September 2023

Target Group: Mixture

**25** participants

#### Dardi Munwurro Smoking Ceremony

Preston

18th of September 2023

Target Group: First Nations

**6** participants

#### Conversation Café

Preston Library

1st of September 2023

Target Group: CALD/Older

**10** participants

# Active & Healthy Aging Advisory Committee

Council Conference Room

7<sup>th</sup> of September 2023

Target Group: Older

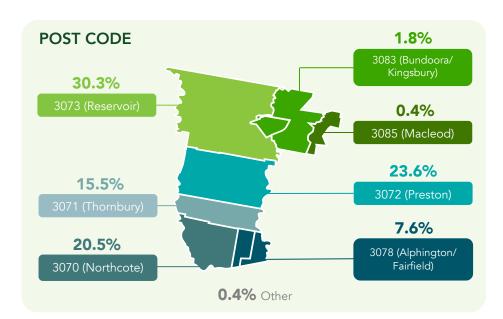
**3** participants





# 03 ENGAGEMENT OUTCOMES

# Online Community Survey | Demographic Summary





born

overseas

#### **CONNECTION TO DAREBIN**



**70%** of respondents live in Darebin



**27%** of respondents own a residential property in Darebin



**2%** of respondents have a business in Darebin



1% of respondents work in Darebin

#### **TYPE OF HOME**



**69%** of respondents live in a house



of respondents live in a unit or townhouse



4% of respondents live in an apartment

#### **GENDER**



**67**%



**25**%



non-binary, gender diverse or other



identify as having a disability





Quantitative results gathered based on preference of form of hard waste collection of overall respondents







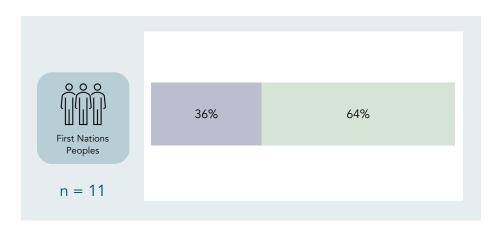
The majority of respondents (55%) preferred two booked hard waste collections

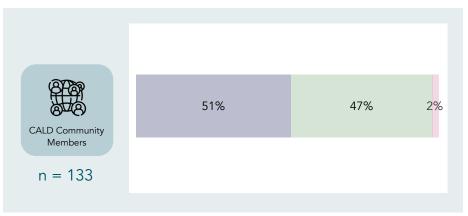


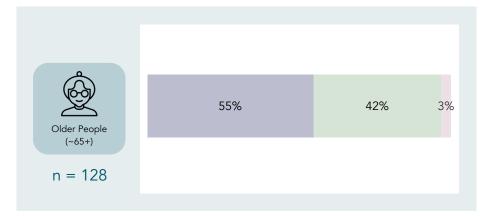


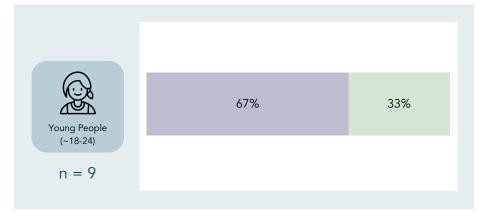


In contrast to the overall results, quantitative results gathered based on **preference of form of hard waste collection** of each target community group engaged indicated that a preference for Option A for **Older People**, **CALD Community Members** and **Young People** 









<sup>■</sup> Option A: One Council-wide collection for everyone and a limited booked collection for people who meet eligibility criteria.



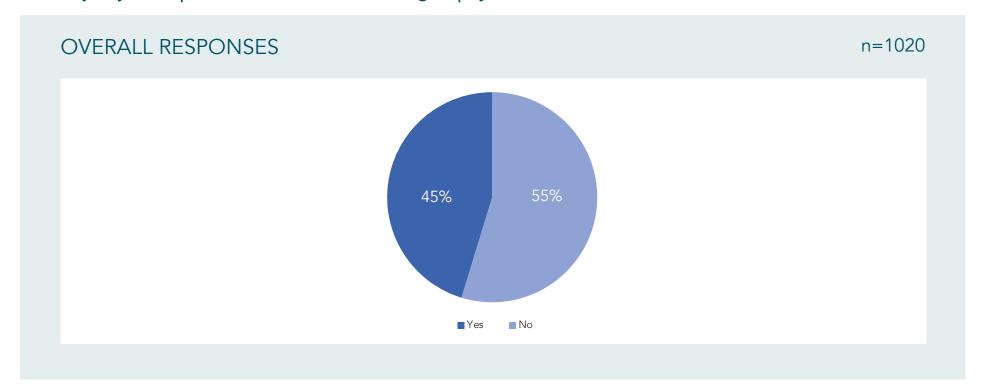


Option B: Two booked hard waste collections

Option C: One booked hard waste collection for people who meet eligibility criteria

Quantitative results gathered based on **willingness to pay for extra booked hard waste collection** in addition to the option selected of overall respondents.

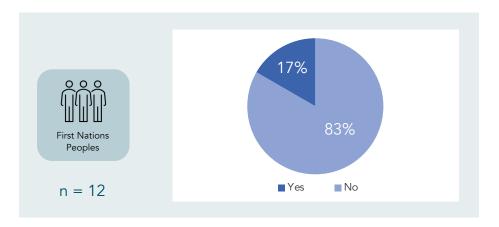
The majority of respondents (55%) are unwilling to pay for extra booked hard waste collection

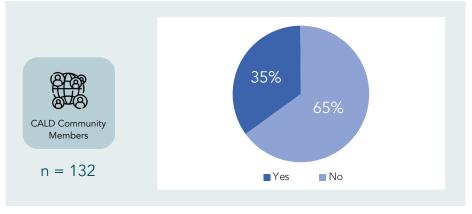


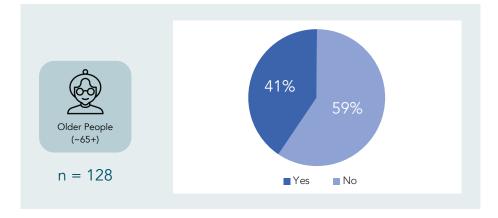


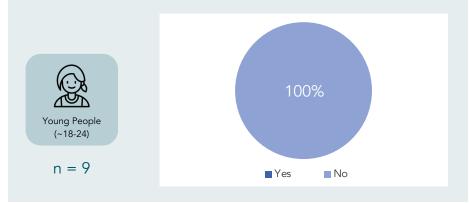


Quantitative results gathered based on willingness to pay for extra booked hard waste collection in addition to the preferred option selected of each target community group engaged, indicated a reduced willingness to pay for extra booked hard waste collection from each of these stakeholder groups than that overall data.













Summary of key qualitative insights relating to **challenges or opportunities** for the community with changing the hard waste collection service (n=300)

#### 1. Frequency and Timing of Collection

33%

Respondents expressed concerns about the timing and frequency of collections, including items getting damaged by rain during the council-wide collections and suggested scheduling collections in better weather conditions.

#### 6. Cost and Accessibility

10%

Respondents expressed concerns about the cost and accessibility for different demographics, including renters, elderly residents, and people with limited mobility or disabilities.

#### 2. Illegal Dumping

28%

Many respondents raised concerns about illegal dumping of hard waste on streets and nature strips, and that reducing collection options might lead to more illegal dumping.

#### 7. Communication and Education

10%

Respondents mentioned the need for better communication for non-English speakers when booking hard waste collections, and education about what can be collected, recycled, and reused, as well as information about the current waste management process.

#### 3. Community Reuse and Recycling

24%

Several respondents mentioned that the current system encourages scavenging and recycling, and the sense of community that this provides. Many respondents also emphasised the importance of community initiatives, awareness, and education for waste reduction.

#### 8. Responsibility of Rental Providers

3%

Some respondents suggested that landlords and property managers should play a role in ensuring that tenants are aware of and use the hard waste collection service properly.

#### 4. Environmental Impact

18%

Respondents highlighted the importance of reusing and recycling items in hard waste, as well as concerns about waste going to landfill.

#### 9. Impact on Apartment Dwellers and Renters

3%

A few respondents mentioned the need to consider apartment dwellers, as they may face challenges in disposing of large items, and some highlighted the potential impact on renters, who may have increased need for hard waste services due to moving more frequently.

#### 5. Quality of Service and Preferences

18%

Many respondents expressed a preference for booked hard waste collections, as it offers more flexibility and convenience. Some respondents shared their opinions on the quality of the current service, and concerns about potential changes in service.

#### 10. Additional Services

3%

Respondents mentioned the need for additional services like free tip drop-offs, limited yearly collections, and drop-off locations for reusable items and paint, to cater to various circumstances.





Summary of key qualitative insights relating to **how to help community address the identified challenges or opportunities** with changing the hard waste collection service (n=200)

#### 1. Improving Education and Awareness

16%

Respondents emphasized the need for better education and awareness campaigns to reduce waste generation, responsible consumption and promote recycling. Translating information into diverse languages was mentioned by several respondents.

#### 6. Communication and Information

3%

Respondents mentioned the importance of effective communication through various channels, including letterbox drops and emails.

#### 2. Flexible Booking System

9%

Respondents mentioned the importance of a flexible booking system, allowing residents to book collections when they need them.

#### 7. Raising Awareness

3%

Respondents emphasized the importance of making more people aware of the resource centre and recycling options.

#### 3. Maintaining a Free Yearly Collection

6%

Respondents suggested keeping the current free yearly hard rubbish collection for all Darebin residents.

#### 8. Community Support and Engagement

3%

Respondents suggested supporting community groups and initiatives, such as the Darebin Hard Rubbish Heroes, to promote recycling and reuse.

#### 4. Alternative Recycling Options

4%

Respondents discussed the possibility of introducing additional recycling options and facilities. One example was collection for quality items.

#### 9. Plan to Address Illegal Dumping

3%

Respondents mentioned concerns about illegal dumping and the need for fines or education to address this issue.

#### 5. Recycling and Reuse Initiatives

4%

Respondents recommended supporting recycling and reuse initiatives like Darebin Hard Rubbish Heroes and expanding recycling facilities.

#### 10. Frequency of Hard Rubbish Collections

2%

Respondents discussed the frequency of hard rubbish collections, with opinions on having two collections per year or leaving it as is.





Top themes gathered from qualitative responses relating to experiences using Darebin's hard waste collection (n=250)

#### 1. Frequency and Timing of Collection

34%

Respondents mentioned the timing of hard waste collection in winter, the need for more frequent collections, and the desire for flexibility in choosing collection times.

#### 6. Environmental Concerns

9%

Some respondents highlighted the environmental impact of the current system, particularly in winter when items are damaged by rain, leading to concerns about waste and recycling.

#### 2. Waste Recycling and Reuse

21%

Respondents voiced support for recycling, rehoming, and repurposing efforts during hard waste collections, and some mentioned the Darebin Hard Rubbish Heroes Pop-Up Shop.

#### 7. Need for Better Communication

7%

Several respondents highlighted the need for better communication and notification of the hard waste collection dates and rules.

#### 3. Booked Collection

14%

Respondents expressed support for a booking system for hard waste collection, allowing them to schedule pickups at their convenience.

#### 8. Concerns about Dumping

5%

Several respondents expressed concerns about litter, and mess created during the hard waste collection period.

#### 4. Desire for More Options

10%

Some respondents expressed a desire for more options, such as additional collections throughout the year or alternatives to the current system.

#### 9. Inconvenience for Some Residents

6%

Some respondents mentioned the inconvenience of the current system, including difficulties for people with disabilities and those who travel during the collection period.

#### 5. Community Engagement

10%

Respondents discussed the sense of community during hard waste collections, including the positive aspect of people picking up items and the creation of a communal event.

#### 10. Illegal Dumping and Scavenging

4%

Respondents expressed concern about illegal dumping and scavenging in the community.





# Online Community Survey | Circular Economy

# Summary of key qualitative insights regarding opportunities for Council to support community to take part in the circular economy (n=468)

#### 1. Information on Recycling and Repurposing

26%

Many respondents expressed frustration with the lack of accessible information on recycling and repurposing options for various items, such as electronics and bulky waste.

#### 6. Soft Plastic Recycling

6%

The introduction of soft plastic recycling programs and encouraging plastic-free businesses, especially in the grocery sector, was highlighted by some respondents.

#### 2. Supporting Local Initiatives

23%

Some respondents mentioned specific local initiatives like Darebin Hard Rubbish Heroes and suggested supporting and promoting such efforts.

#### 7. Hard Waste Collection

5%

Respondents mentioned the significance of council-wide hard waste collection as an opportunity for residents to recycle and repurpose items.

#### 3. Workshops, Repair Cafes, and Events

19%

Several respondents emphasized the importance of engaging the community in recycling and circular economy initiatives through workshops, repair cafes, and local events.

#### 8. Support for Sustainable Businesses

5%

Encouraging businesses to adopt sustainable practices, reduce plastic usage, and support recycling initiatives was mentioned.

#### 4. Convenience and Accessibility

13%

Respondents highlighted the importance of making recycling and repurposing facilities and opening hours accessible.

#### 9. Legislation and Bans

3%

A few respondents proposed the implementation of legislation to ban non-recyclable products and promote more sustainable practices.

#### 5. Collaboration with Charities

6%

Collaboration with charities and community groups to repurpose items was suggested.

#### 10. Incentives and Rewards

2%

Respondents proposed offering incentives, discounts, or rewards to encourage recycling and waste reduction.





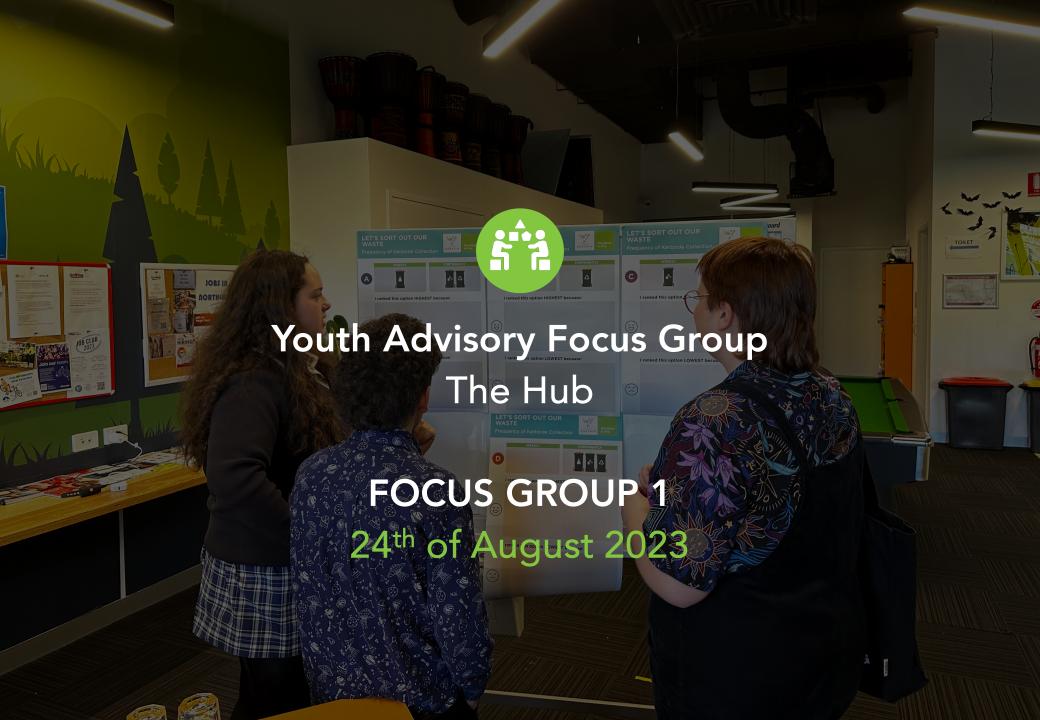
04 APPENDIX



# Workshops & Pop-ups

Engagement Summaries





#### Demographic Summary

#### Target Community Groups Engaged:



100% Young People



**16.7%**Aboriginal People



16.7%

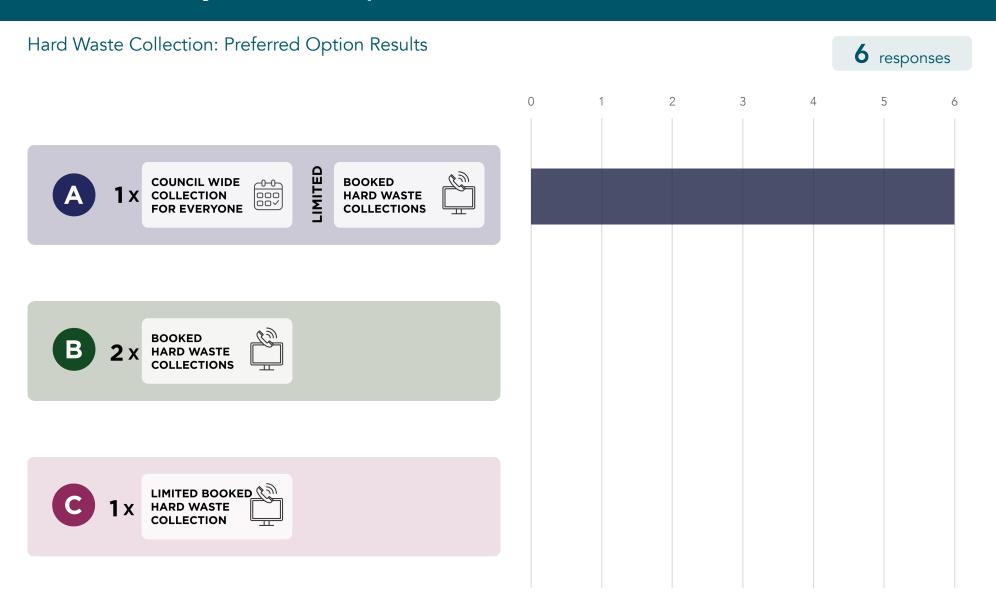
Speak a language other than English at home

#### **Total Number of Community Members Engaged:**













#### Hard Waste Collection: Preferred Option Feedback<sup>1</sup>



COUNCIL WIDE COLLECTION X COLLECTION



LIMITED

**BOOKED HARD WASTE COLLECTIONS** 



#### "This was my preferred option because..."

"Furnished my entire house with hard rubbish. Community collections all at once are stellar."

"Keeps people from dumping hard waste in public places or dumpsters. Also preserves community and accessibility."

"Communal, cultural, nostalgic. People enjoy it and can support hobbies and even the economy if people upcycle and sell"

"Sense of community and some waste is diverted by people finding objects"

"Because of the contribution to the circular economy and also possible reduction of waste produced."

"The Council collection is easy to recycle because people pick up curbside rubbish - brings a sense of community too. 1x bookable collection gives people another time to collect"





#### Hard Waste Collection: Non-preferred Option Feedback<sup>1</sup>



**BOOKED HARD WASTE** 



#### "I didn't pick this as my preferred option because..."

"Executive function issues could make booking hard or inaccessible"

"Presents a major accessibility issue for long-term community members, especially elderly people who already have difficulty accessing public services"

"Lack of council wide collections"

"Not enough time/availability to everyone to be able to have a hard waste collection"

"Takes away from circular economy – people recycle items from hard rubbish"

"I'm less of a fan of Option B/C because it could encourage the disposal of more waste than necessary and take away from thrift culture"

"Might draw upon increased council resources to manage year-round collections" "Boring, not communal or sharing. I don't understand how this can be cheaper if you have it so adhoc"





#### Hard Waste Collection: Non-preferred Option Feedback<sup>1</sup>



#### "I didn't pick this as my preferred option because..."

"Takes away from circular economy – people recycle items from hard rubbish"

"Lack of council wide collections"

"I'm less of a fan of Option B/C because it could encourage the disposal of more waste than necessary and take away from thrift culture"

"Might draw upon increased council resources to manage year-round collections"

"Same as B, boring, not communal, just lame"





#### Hard Waste Collection: Challenges and Opportunities<sup>1</sup>



Do you see any challenges or opportunities for the community with changing our hard waste collection service?

"Bookings may be difficult/inaccessible for elderly people/people with access needs"

"Higher chance of being reused if Council wide collection"

"Council wide collection prompts people to consider if they need to get rid of anything"

"Gets rained on winter"



How can the council help the community address these challenges or opportunities?

"Reconsider timing of Council wide collection"

"Darebin Hard Rubbish heroes"





#### Circular Economy<sup>1</sup>



#### How can Council support the community to take part in the circular economy?

### **REUSE REPAIR** "Changing hard waste collection to summer "More education on how prevents weather (rain) damage and encourages to fix things and DIY" people to reuse the hard waste they see" "A directory online for repair and reuse opportunities" "Options for non-drivers: - Where can we drop things off on foot? - How can we access repair options?"

#### **RECYCLE**

"More details and guides magnets and bin stickers to help people recycle properly.

Host recycled art workshops, maker spaces and makers markets!"

"Build infrastructure with reclaimed/recycled materials"

"Replace the need for general waste, make more items recyclable, or fund more purposes for currently unrecyclable products like soft plastics, can't just keep adding more bins to accommodate, re soft plastics in roads"

<sup>1</sup>Included quotes are verbatim from focus group participants







#### Demographic Summary

#### Target Community Groups Engaged:



100% Older People



**57%**Speak a language other than English at home

#### **Total Number of Community Members Engaged:**







Hard Waste Collection: Preferred Option Results **7** responses LIMITED **BOOKED** COUNCIL WIDE 000 X COLLECTION HARD WASTE **FOR EVERYONE COLLECTIONS** BOOKED HARD WASTE COLLECTIONS LIMITED BOOKED CONTROL HARD WASTE COLLECTION





Hard Waste Collection: Preferred Option Qualitative Feedback<sup>1</sup>

#### "This was my preferred option because..."







This would be easy, because it's in the calendar

This means I can get rid of rubbish every 6 months

This option would be enough for my needs





Hard Waste Collection: Challenges + Opportunities<sup>1</sup>



Do you see any challenges or opportunities for the community with changing our hard waste collection service?

No feedback provided



Vouchers for hard waste









### Demographic Summary

#### Target Community Groups Engaged:



100% Older People



**22%**Speak a language other than English at home

#### **Total Number of Community Members Engaged:**







Hard Waste Collection: Preferred Option Results 10 responses LIMITED COUNCIL WIDE COLLECTION **BOOKED** X COLLECTION HARD WASTE **FOR EVERYONE COLLECTIONS** BOOKED HARD WASTE COLLECTIONS LIMITED BOOKED CONTROL COLLECTION





#### Hard Waste Collection: Preferred Option Qualitative Feedback<sup>1</sup>

#### "This was my preferred option because..."



1 X COUNCIL WIDE COLLECTION FOR EVERYONE



BOOKED
HARD WASTE
COLLECTIONS





BOOKED
HARD WASTE
COLLECTIONS



"Makes the council do the work paid for in the rate"

"Hard waste is notified in advance then picked up"

"Book when needed"

"Hard waste is for all the scavengers to go through the items left for collection"

"Scavengers can recycle hard waste if council wide"





### Hard Waste Collection: Challenges and Opportunities<sup>1</sup>





No feedback provided





Hard Waste Collection: Qualitative Feedback<sup>1</sup>



If you have any comments to make about your experiences using Darebin's hard waste collection, please share them here:

"Good for people collecting to make money"

"Value for services"





#### Circular Economy<sup>1</sup>



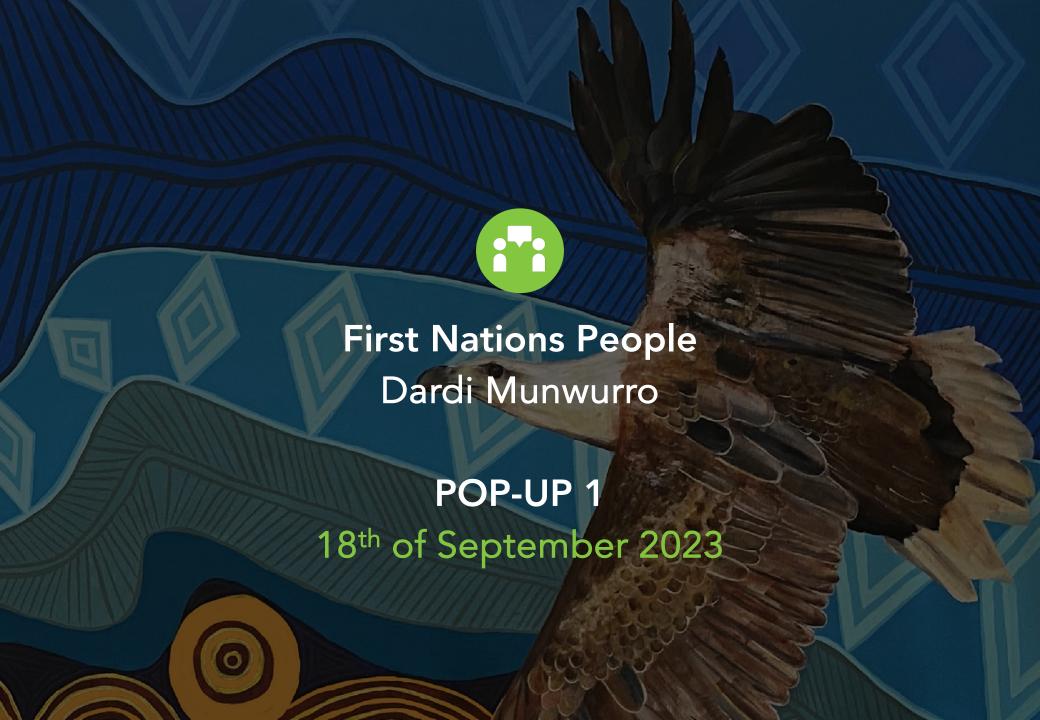
### How can Council support the community to take part in the circular economy?

# **REUSE REPAIR RECYCLE** Repair cafes (I know there Can recycling program for "Stickers on bins" around but not sure kids where they are) Men's shed/Mr Fix It "Education about what Service can/can't go in bins"

1 Included quotes with quotation marks are verbatim, while the other quotes have been paraphrased by Greenshoot based on verbal feedback from focus group participants.







### Demographic Summary

#### Target Community Groups Engaged:



**33%**First Nations People



17% Older People



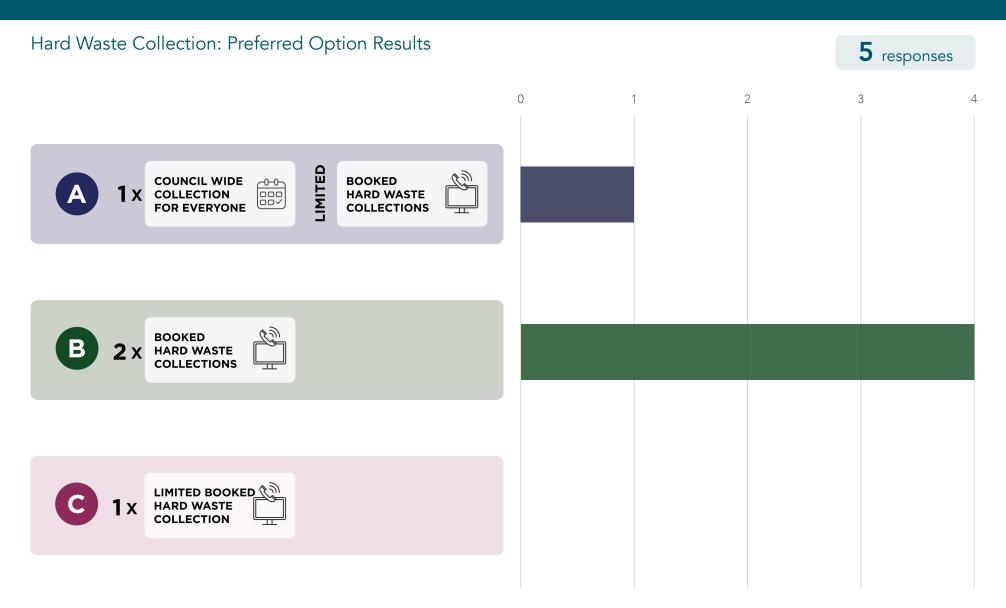
17% Young People

#### **Total Number of Community Members Engaged:**











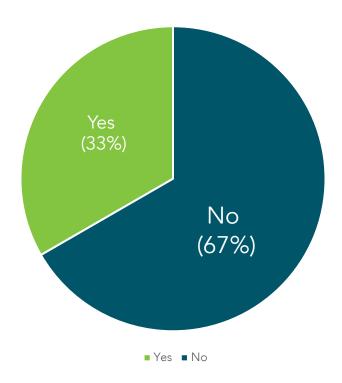


Hard Waste Collection

**5** responses



Would you be willing to pay for extra booked hard waste collection/s, in addition to the option you chose?







Hard Waste Collection<sup>1</sup>



If you have any comments to make about your experiences using Darebin's hard waste collection, please share them here:

"I would like to see it done at least 2x"





#### Circular Economy<sup>1</sup>



#### How can Council support the community to take part in the circular economy?

"Vending machines for recycling"

"Different types of bins for waste"

"Don't use a one-off product"

"Ask community if any stuffs being thrown out if they'd like to use, saves more rubbish"

"Education"





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