

# CITY OF MELBOURNE

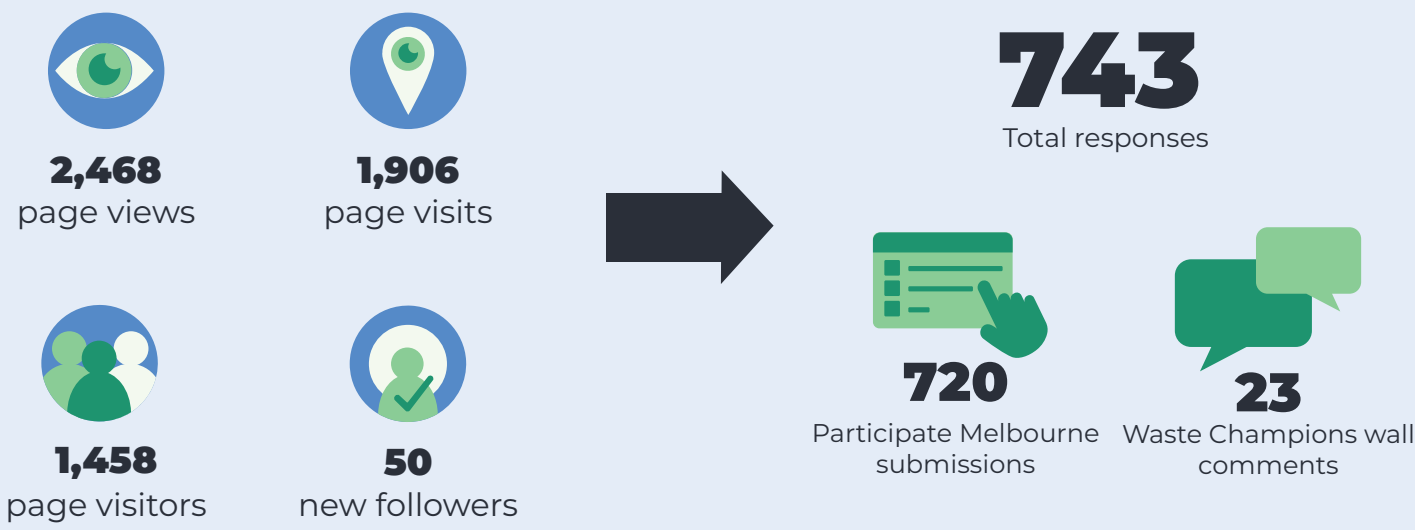
## NEW FOOD AND GARDEN WASTE SERVICE

The City of Melbourne is aiming to develop a circular economy through collecting food and garden waste and transforming it into compost to use in parks and gardens across the city.

From June 2021 the rollout of the new waste service to houses and single storey dwellings began. The Council will continue to roll out the service to apartments and multi-unit dwellings.

Residents who currently have the service and those who will receive it in the future were invited to provide feedback.

### ENGAGEMENT REACH



### HOW LIKELY PEOPLE ARE TO USE THE NEW SERVICE



### KNOWLEDGE ABOUT WHAT CAN AND CAN'T GO IN THE BIN



# WHAT WE HEARD

## BENEFITS AND MOTIVATIONS



### HELPING THE ENVIRONMENT...

Reducing landfill and emissions

Turning organic waste into a valuable resource to nourish Melbourne's gardens

Making a difference as an individual

More conscious waste and consumption habits



### PERSONAL BENEFITS...

More space and a cleaner, drier general waste bin

Being able to put bins out less frequently

Kitchen caddy is convenient and well-designed

Easier for people who don't have space to compost or who are worried about smell/pests

## BARRIERS AND CONCERNS



**Recycling** collection every second week can mean bins are overflowing and recycling ends up in general waste – cancelling out benefits of green bin

**Bin liners** can be leaky or fragile so people need to double-up and they run out too soon and are costly or hard to replace. Lacks handles/ties to close off the bag

**Storage** of bins is difficult for small properties, townhouses, apartments

**Time and hassle** of sorting waste deters a small proportion of people

**Compliance** – what if passersby contaminate the bins, or difficult to get everyone in a household to do it



## SOLUTIONS

Programme to share bins with neighbours to accommodate excess recycling, or resuming weekly collections

Many people aren't filling their large green bin - can neighbours share bins or have smaller, stackable bins?

A steady supply of stronger bin liners

## COMMUNICATION

### WE LOVE...

The stickers on the bins and caddy to remind us what can go in

The information pack that came with the bins

### WE'D LIKE TO KNOW...

Where does the waste end up?

Why is the recycling collection less frequent when the new service only affects general waste?

Why is this important and what difference are we making?

### WE SUGGEST...

Reminders about which bins go out each week – a calendar or an app

More information about what can and can't go in the bins

More encouragement for people to start using the service

Multiple languages and channels