



**ATTACHMENTS UNDER SEPARATE COVER**

**ITEM ATTACHMENT DETAILS**

**15. OFFICERS' REPORTS:**

**15.3 Resource Recovery Strategy**

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**2021-2031**

City of Ipswich  
**Resource  
Recovery  
Strategy**

[ipswich.qld.gov.au](http://ipswich.qld.gov.au)





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# **WHY DOES IPSWICH NEED A RESOURCE RECOVERY STRATEGY?**

## UNDERSTANDING THE REASONS FOR STRATEGIC MANAGEMENT OF IPSWICH'S WASTE

There are five important reasons Ipswich needs a Resource Recovery Strategy:

1. Meeting requirements of legislation
2. Demands of population growth
3. Responsible financial management
4. Improving council services and infrastructure
5. Caring for the environment

## MEETING THE REQUIREMENTS OF LEGISLATION

All local governments in Queensland have a legal requirement to have a waste reduction and recycling plan under the *Waste Reduction and Recycling Act 2011 (Qld)*. Ipswich City Council's plan is called the Resource Recovery Strategy.

A lot has changed since Ipswich first adopted its waste reduction and recycling plan in 2017 (previously called the Materials Recovery Plan). Changes include: international and national bans on exporting waste and recyclable materials, introduction of new schemes such as Containers for Change, the Queensland Government's Waste Levy, and adoption by the State and Federal Governments of ambitious waste recycling and reduction targets.

The Queensland Government's waste recycling and reduction targets require our City to:

<b>DECREASE OUR CITY'S OVERALL WASTE GENERATION (MUNICIPAL SOLID WASTE - MSW)* BY:</b>	<ul style="list-style-type: none"> <li>▪ 10% by 2025</li> <li>▪ 15% by 2030</li> <li>▪ 20% by 2040</li> <li>▪ 25% by 2050</li> </ul>
<b>DIVERT OUR CITY'S WASTE (MSW) FROM LANDFILL BY A TOTAL OF:</b>	<ul style="list-style-type: none"> <li>▪ 55% by 2025</li> <li>▪ 70% by 2030</li> <li>▪ 90% by 2040</li> <li>▪ 95% by 2050</li> </ul>
<b>INCREASE RECYCLING OF OUR CITY'S WASTE (MSW) BY:</b>	<ul style="list-style-type: none"> <li>▪ 50% by 2025</li> <li>▪ 60% by 2030</li> <li>▪ 65% by 2040</li> <li>▪ 70% by 2050</li> </ul>

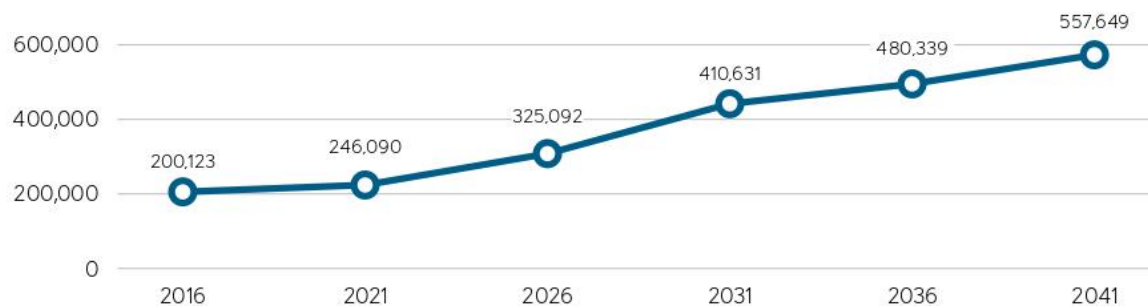
\*Municipal Solid Waste (MSW) is waste and recyclable material which is generally created by residential households.

In order for Ipswich to achieve such ambitious targets, a thorough review of council's plan to reduce waste and increase recycling has been conducted. This revised Resource Recovery Strategy not only ensures we meet these targets but places Ipswich in the best possible position to meet the needs of our ever-growing City.

## DEMANDS OF POPULATION GROWTH

Ipswich is one of the fastest growing cities in Queensland, with over 160,000 new residents expected to reside within our City's boundary within the next 10 years.

### POPULATION PROJECTION



\*Queensland Government population projections, 2018 edition: Local government areas snapshot



With such growth, comes a compounded need to responsibly manage the City's waste and resource recovery services.

- On average, a household in Ipswich generates about 1 tonne of waste and recyclable material each year.
- By 2031 it is expected Ipswich households will generate in excess of 175,000 tonnes of waste and recyclable material.

This Resource Recovery Strategy sets out a rigorous strategy to manage the growth of the City from a waste and resource recovery perspective and ensures the community continues to enjoy an improving level of service, consistent with its expectations.



## RESPONSIBLE FINANCIAL MANAGEMENT

In an effort to improve recycling and recovery performance, the Queensland Government introduced a waste levy on 1 July 2019 under the *Waste Reduction and Recycling Act 2011* (WRRRA).

This levy currently covers over half of all local government regions within the State, equating to around 90 per cent of Queensland's population. Ipswich is located within an identified leviable zone.

At present, the Queensland Government's waste levy at \$85 per tonne for general Municipal Solid Waste (current as at 1 July 2021), is offset by a Waste Levy Rebate paid by the State Government to the City.

This Waste Levy Rebate will remain in effect until June 2022, after which it is anticipated the City's ratepayers may need to pay part or all of the levy amount on any material they generate and is disposed of in landfill.

This strategy sets out a responsible plan to mitigate as far as practicable, the financial impacts that the removal of the Queensland Government's Waste Levy Rebate will have on the ratepayers of Ipswich.

## IMPROVING COUNCIL SERVICES AND INFRASTRUCTURE

Ipswich's recycling and refuse infrastructure at Riverview and Rosewood has served the City well and continues to do so, however expansion of these facilities is needed in order to meet the needs of population growth.

The physical capacity of this infrastructure has not been expanded in more than 25 years and must now be addressed.

This Resource Recovery Strategy sets out a strategy to not only improve the functionality of the existing facilities, but also to deliver on the future infrastructure requirements necessary to satisfy communities expectations surrounding levels of service.

## CARING FOR THE ENVIRONMENT



In 2020, the City calculated that approximately 100,000 tonnes of CO<sub>2</sub>-e was generated from the City's landfilled waste, of which food and garden waste produced 37,975 tonnes of CO<sub>2</sub>-e which could have otherwise been avoided if the material was captured and composted.

This Resource Recovery Strategy sets out a strategy to reduce the generation of harmful greenhouse gases as far as practicable.





# **HOW WELL DOES IPSWICH MANAGE WASTE AND RESOURCE RECOVERY?**

## CURRENT STATISTICS FOR IPSWICH

In development of the Resource Recovery Strategy the City has undertaken extensive analysis of the waste compositions we generate.

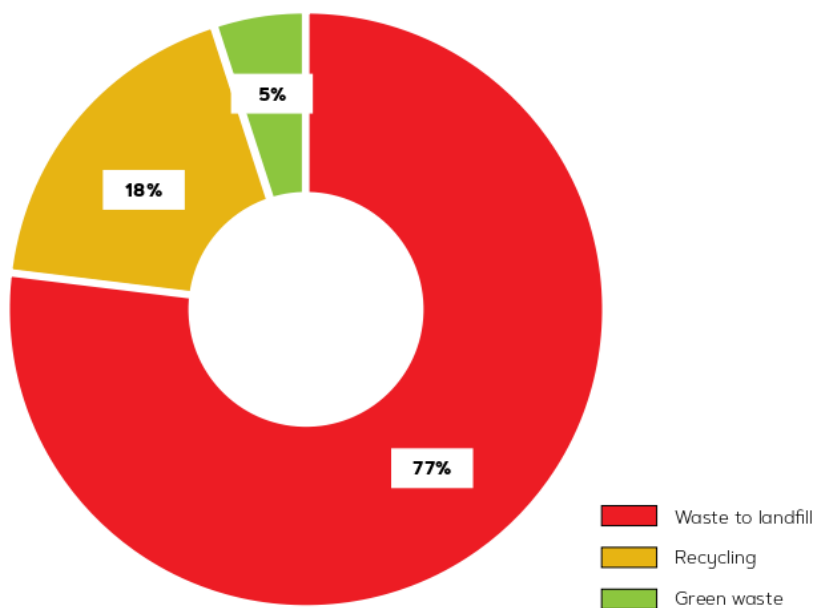
At a macro level, Ipswich generated 71,606 tonnes of material during the 2019-2020 financial year which was managed via our kerbside collection service:



The City also disposed of a further 36,097 tonnes of material through the recycling and refuse facilities at Riverview and Rosewood during this same period.

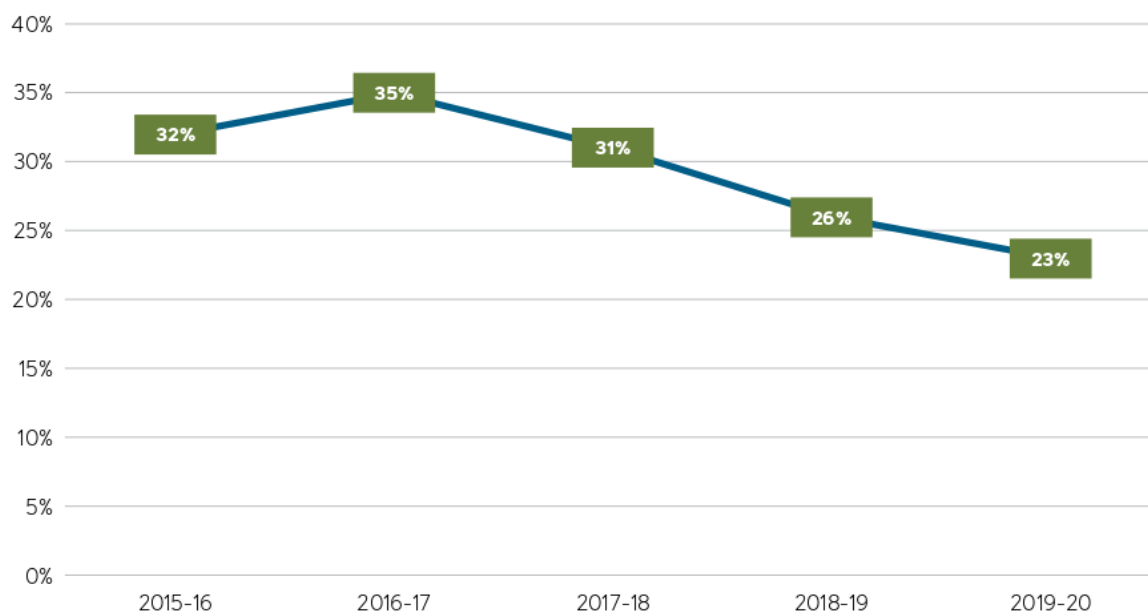


**2019-2020 MUNICIPAL SOLID WASTE TO LANDFILL  
AND RESOURCE RECOVERY BY STREAM**



Over the past five years there has been a decrease in the overall resource recovery rate from 32 per cent in 2015-16 to 23 per cent in 2019-20. This is due to various reasons including the removal of glass from the City's kerbside recycling service.

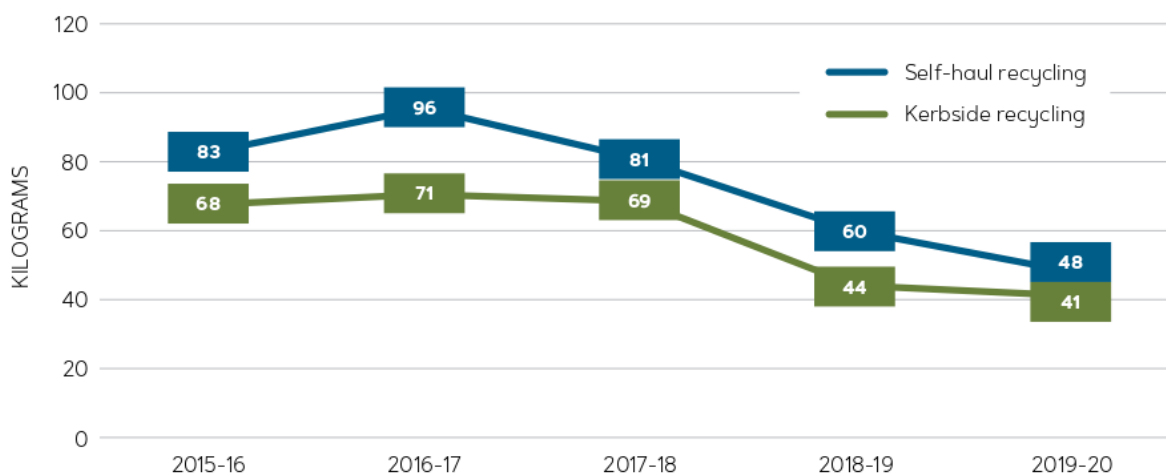
**RESOURCE RECOVERY RATE**



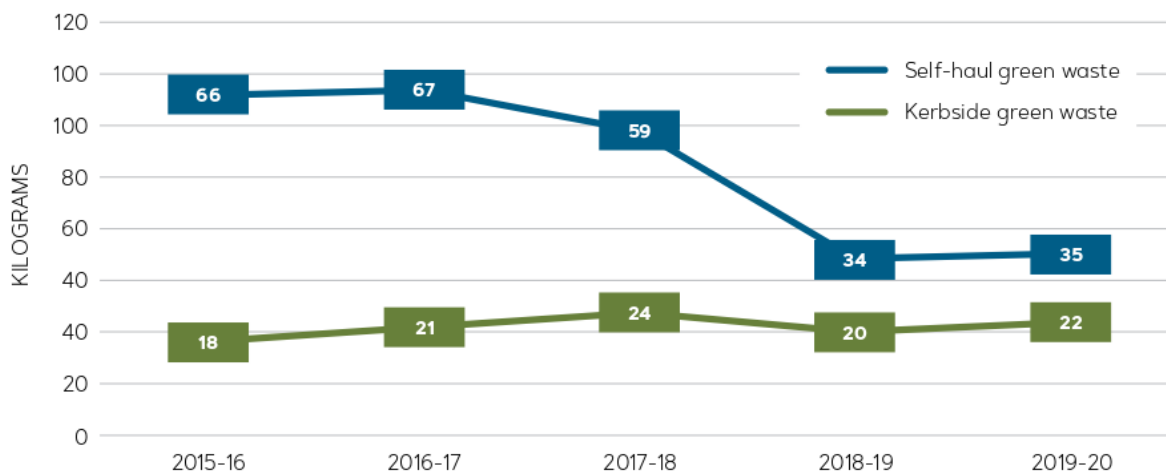


When analysing this at an individual level, we see that general recycling rates have decreased on average by more than 60kg per person and green waste recycling has decreased by more than 27kg per person.

#### RECYCLING KG PER CAPITA



#### GREEN WASTE RECYCLING KG PER CAPITA



When comparing these statistics to the results of Queensland as a whole, the State of Queensland currently recycles 45 per cent of all waste and recyclable material generated leaving 55 per cent of waste being disposed of to landfill (Queensland Government Waste Management and Resource Recovery Strategy).





# HOW WE DEVELOPED THE STRATEGY

## UNDERSTANDING MULTIPLE PERSPECTIVES

The development of the Resource Recovery Strategy has been guided by best practice planning and strategy and the direct voices of the Ipswich community. This includes:

Federal and State policies and legislation, such as:

- National Waste Policy
- National Food Waste Strategy
- Queensland Waste Management and Resource Recovery Strategy
- *Environmental Protection Act 1994*
- *Waste Reduction and Recycling Act 2011*

Ipswich City Council policies and strategies, such as:

- Ipswich Corporate Plan and Operational Plan
- Sustainability Strategy
- Waste and Circular Economy Transformation Policy Directive

Community input, such as:

- Reducing Our Waste community engagement on Shape Your Ipswich
- Environment Community Reference Group
- Social media polls and feedback

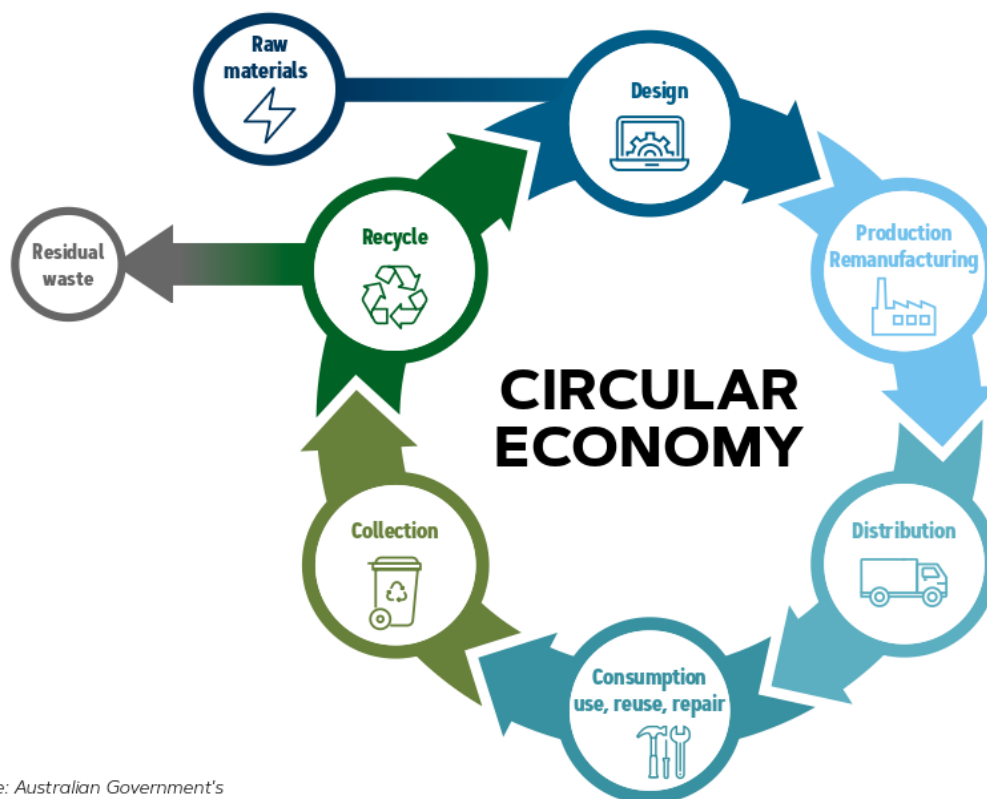
## A CIRCULAR ECONOMY

At a national level the direction was clear, Australia is to change its focus to now view waste as a resource to be continually reused, recycled and reprocessed as far as possible rather than simply discarded to landfill at the end of its singular purpose.

The premise of a circular economy has been enshrined into Federal policy and therefore forms a key cornerstone in Ipswich's vision.

The essence of a circular economy is to retain the value of materials within the economy for as long as possible, continually seeking ways to recycle, redesign and reuse materials in order to minimise the unsustainable depletion of our natural environment.

Economic benefits are also shown in recent international studies from the United States Environmental Protection Agency's *2020 Recycling Economic Information Report* (reference: [Epa.gov/smm/recycling-economic-information-rei-report#findings](https://epa.gov/smm/recycling-economic-information-rei-report#findings)) highlighting that for each 1,000 tons of material recycled, 1.17 direct recycling jobs are created, not including the downstream recycling-based manufacturing jobs which are exponentially higher.



Source: Australian Government's  
Sustainable Procurement Guide

Australia's National Waste Policy identifies five guiding principles which underpin resource recovery and waste management within a circular economy. These are:

**1. AVOID WASTE**

- Prioritise waste avoidance, encourage efficient use, reuse and repair
- Design products so waste is minimised, they are made to last and we can more easily recover materials

**2. IMPROVE RESOURCE RECOVERY**

- Improve material collection systems and processes for recycling
- Improve the quality of recycled material we produce

**3. INCREASE USE OF RECYCLED MATERIAL AND BUILD DEMAND AND MARKETS FOR RECYCLED PRODUCTS**

**4. BETTER MANAGE MATERIAL FLOWS TO BENEFIT HUMAN HEALTH, THE ENVIRONMENT AND THE ECONOMY**

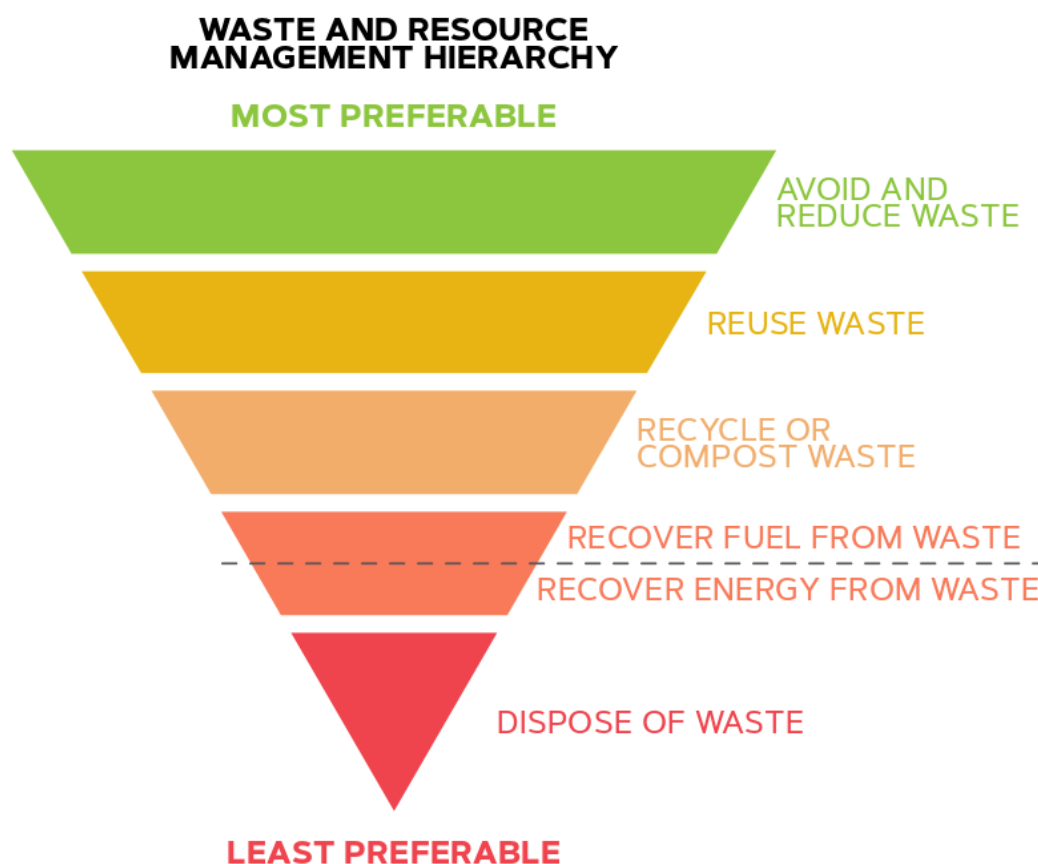
**5. IMPROVE INFORMATION TO SUPPORT INNOVATION, GUIDE INVESTMENT AND ENABLE INFORMED CONSUMER DECISIONS**

Similar to the National Waste Policy, the Queensland Government's Waste Management and Resource Recovery Strategy endorses a plan to transition the State's waste and resource recovery industry toward a circular economy. The strategic priorities are:

- Reducing the impact of waste on the environment and communities
- Transitioning to a circular economy for waste
- Building economic industry

The framework through which the State seeks to deliver these priorities is called the Waste and Resource Management Hierarchy.

This prioritisation tool assists determining best-practice waste management methodologies.



Source: Queensland Government Waste Management and Resource Recovery Strategy 2018

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## TRANSFORMING WASTE IN IPSWICH

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At a local level, Ipswich City Council has taken an innovative step towards cutting waste, improving resource recovery and driving the circular economy through adoption of the Waste and Circular Economy Transformation Directive.

This directive outlines 10 guiding principles that will inform council's strategic and operational activities over the coming years and provides a platform for a concerted and coordinated effort across waste, resource recovery, recycling and the circular economy.



### IPSWICH CITY COUNCIL WASTE AND CIRCULAR ECONOMY TRANSFORMATION DIRECTIVE

- Establish a waste code of practice
- Drive industry best practice
- Strong compliance culture
- Strategic and sequenced remediation
- Protect our residential amenity
- Partnering and collaboration
- Lead by example
- Leverage waste industry opportunities
- Create a better return for Ipswich
- Plan for the future



## VOICES OF THE IPSWICH COMMUNITY

The engagement process that the City has undertaken in this review of the Resource Recovery Strategy goes well beyond the required benchmark, with two comprehensive phases of community input:

**PHASE 1:** Reducing Our Waste survey (November 2020) in which council sought community ideas and feedback on local initiatives that Ipswich could develop to meet local targets for waste reduction, recycling, and diversion of waste from landfill.

**PHASE 2:** Draft Resource Recovery Strategy feedback (April-May 2021) when council released a draft strategy for community comment for 28 days before finalising the strategy for adoption by council.

The initial Reducing Our Waste survey was available through [Shapeyouripswich.com.au](http://Shapeyouripswich.com.au). There were more than 6,200 visitors to the page, with more than 350 survey responses.

The Draft Resource Recovery Strategy and Implementation Plan was also available through [Shapeyouripswich.com.au](http://Shapeyouripswich.com.au). There were more than 1,600 visitors to the webpage resulting in 98 submissions by the community.

Results of the community feedback included:

**More than 91 per cent support re-introducing glass to the yellow lid recycling bin.** This was further confirmed through a Facebook poll where 98 per cent of people polled said they would support glass recycling being available in the yellow lid bins.

**Almost 95 per cent supported a three-bin system in Ipswich.** The main reasons people felt that way were:

- It's better for the environment and for sustainability
- It's a simple and effective way for households to divert food waste
- It avoids sending compostable waste to landfill

**Most people surveyed did not want to travel more than 10km to a Recycling and Refuse Centre.**

**Respondents liked to deal with their large items in different ways.** Some respondents preferred to take their bulky goods to the Recycling and Refuse Centres, some like to donate their items and others preferred to wait for the large item kerbside collection service every two years. A significant percentage also wanted the flexibility to be able to book a large item collection service.

**More than three quarters of respondents either Supported or Strongly support the proposed Resource Recovery Strategy as being right for Ipswich.**

Common responses centered around a faster implementation of the Strategy and increased education around recycling and Food Organics Garden Organics services.

### IDEAS AND OPPORTUNITIES EXPRESSED BY THE IPSWICH COMMUNITY ALSO INCLUDED:

- *'Encourage grocery stores to stop using extreme unrecyclable plastic packaging for fresh meat, fruit/vegetables and processed goods...So start at the beginning of the problem.'*
- *'Recycle bin should be weekly and general refuse fortnightly. This might encourage greater participation in recycling.'*
- *'Education - there is still a lot of confusion about what can be recycled and what can't.'*
- *'Make it easy, make it simple, make it cheap.'*
- *'Support of recovered materials recycling through purchasing of recycled content including glass, polymer enhanced bitumen, and organics.'*



# VISION AND GOALS



## VISION

**WE WILL LEAD BY EXAMPLE AND DELIVER  
BEST PRACTICE WASTE AND RESOURCE RECOVERY  
SOLUTIONS FOR THE CITY OF IPSWICH.**

From this vision, four goals have been identified:

- Reducing waste generation and landfill disposal
- Increasing materials recovery and actively promoting a circular economy
- Providing excellence in customer service, and
- Continuous development of our people, processes, infrastructure and technology.

To ensure these goals are met, strategic targets and actions have been developed to support a coordinated approach to change management of service delivery, community behaviour and traditional waste management practices.



**GOAL 1:**  
REDUCING WASTE GENERATION  
AND LANDFILL DISPOSAL

In the past, landfill disposal has offered Ipswich an easy solution to waste management.

However, given the exponential growth of our City's population, the ever increasing costs associated with material disposal and the negative environmental impacts from landfill, council is committed to advocating for change.

Council will implement waste minimisation programs primarily aimed at delivering improvements to waste avoidance and collection strategies, industry collaboration, education, stewardship and innovation.

**TARGET 1:**  
ACHIEVE A 10% WASTE REDUCTION AND  
55% LANDFILL DIVERSION TARGET OF  
ALL MUNICIPAL SOLID WASTE (MSW) BY 2025

This Resource Recovery Strategy sets the following targets for Ipswich:

WASTE REDUCTION TARGETS (PER CAPITA)					
STREAM	BASELINE (2020)	2025	2030	2040	2050
MSW	373kg	10%	15%	20%	25%

LANDFILL DIVERSION TARGETS*					
STREAM	IWS CURRENT (2020)	2025	2030	2040	2050
MSW	23%	55%	70%	90%	95%

\*Expressed as a percentage of waste managed through Ipswich Waste Services.





## GOAL 2: INCREASING MATERIALS RECOVERY AND ACTIVELY PROMOTING A CIRCULAR ECONOMY

Ipswich City Council has made a strategic decision to manage its waste and resource recovery activities using best-practice circular economy principles.

To enable the circular economy to function effectively, a systems-thinking approach is required as there are linkages and processes across business, government and community sectors that need re-thinking, re-engineering and re-imagining.

To that end, the circular economy has the potential to provide opportunities for innovation, the uptake of new technologies and employment in new and emergent markets in Ipswich and surrounding areas.



## TARGET 2: ACHIEVE A 50% TARGET FOR RECYCLING OF ALL MUNICIPAL SOLID WASTE (MSW) BY 2025

To ensure the City's accountability to this goal, the Resource Recovery Strategy sets the following target:

RECYCLING RATES TARGETS*					
STREAM	IWS CURRENT (2020)	2025	2030	2040	2050
MSW	23%	50%	60%	65%	70%

*\*Expressed as a percentage of waste managed through Ipswich Waste Services and excludes material from which Energy is recovered.*



### **GOAL 3:** PROVIDING EXCELLENCE IN CUSTOMER SERVICE

Council's primary mechanism for customer service regarding waste is Ipswich Waste Services, a commercialised business unit.

Ipswich Waste Services provides the kerbside collection service to the Ipswich community, as well as some commercial and industrial, construction and demolition waste collection services to businesses in Ipswich and surrounding local government areas.



### **TARGET 3:** IPSWICH WASTE SERVICES WILL CONDUCT A BIENNIAL CUSTOMER SATISFACTION SURVEY AND STRIVE TO ACHIEVE A 90% CUSTOMER SATISFACTION LEVEL

To ensure the City's accountability to this goal of providing excellence in customer service to the community and all its customers, council has adopted a target that reflects the high value of Ipswich Waste Services.



### **GOAL 4:** CONTINUOUS DEVELOPMENT OF OUR PEOPLE, PROCESSES, INFRASTRUCTURE AND TECHNOLOGY

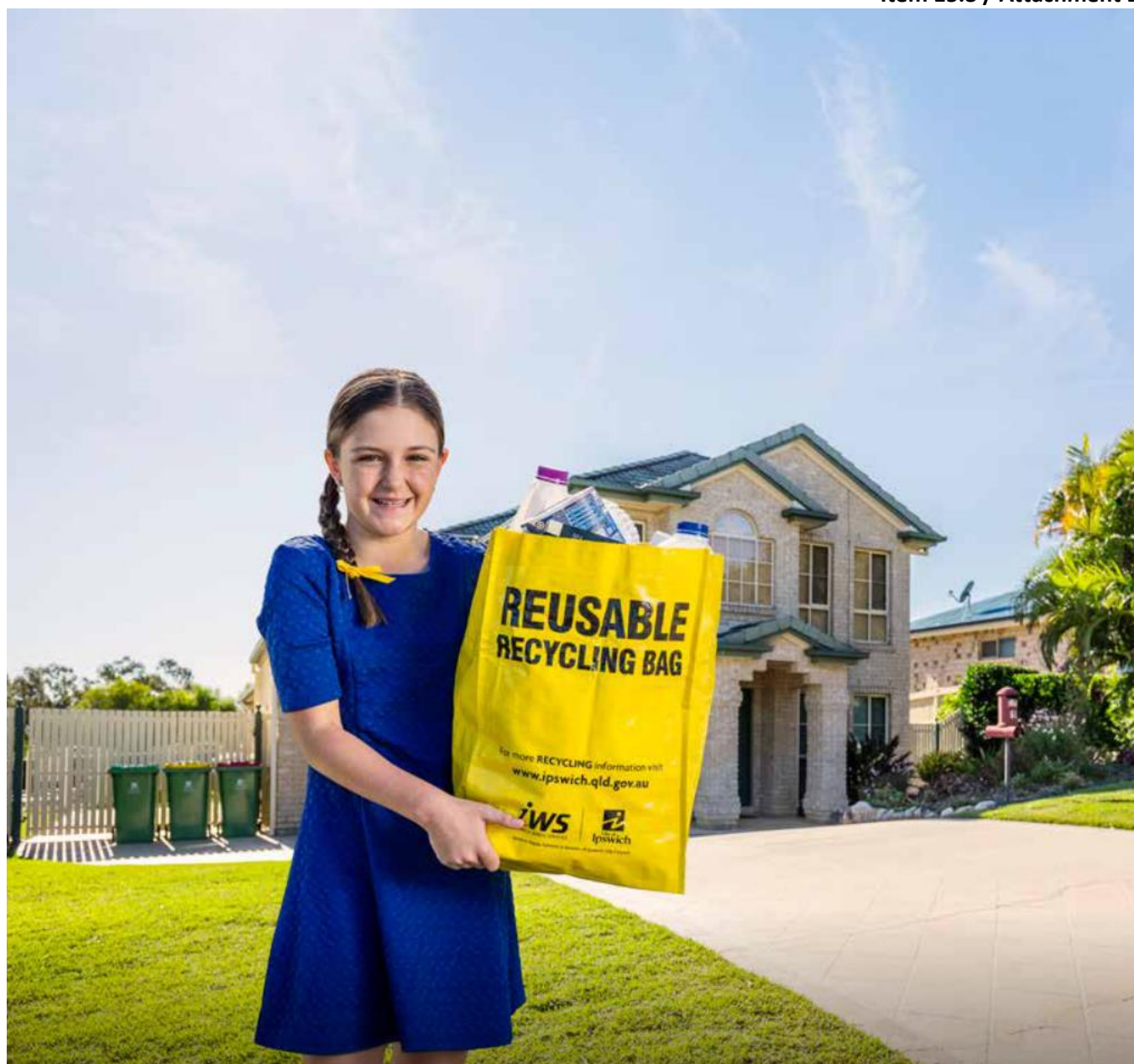
The Resource Recovery Strategy endeavours to employ best practice and continuous improvement through means of setting ambitious, but achievable targets and defining strategic actions in order to drive change.

In addition to the 2017 Materials Recovery Plan which provided a strong foundation upon which to build, this revised strategy will continue to recognise and adopt industry best practices, with a strong regard to developing our people, improving our systems and processes and deliver evidenced based planning to ensure availability of fit-for-purpose technology and infrastructure.



### **TARGET 4:** COUNCIL WILL PROVIDE FIT-FOR-PURPOSE WASTE AND RECYCLING TECHNOLOGY AND INFRASTRUCTURE TO THE COMMUNITY AND DELIVER A NEW RECYCLING AND REFUSE FACILITY IN 2024-2025

To ensure the City's accountability to this goal, Council has adopted a target of delivering a new Recycling and Refuse Centre for Ipswich in 2024-2025.



# HOW DO WE GET THERE?

**BY RESEARCHING BEST-PRACTICE PRINCIPLES AND LISTENING TO COMMUNITY PERSPECTIVES, COUNCIL HAS DEVELOPED A RESOURCE RECOVERY STRATEGY TO MEET AMBITIOUS WASTE REDUCTION AND RECYCLING TARGETS AND THE EXPECTATIONS OF OUR COMMUNITY.**

There are four pillars to deliver on the Resource Recovery Strategy vision and achieve its targets:

<b>PILLAR 1</b>	<b>EXPAND THE CORE COLLECTION SERVICE TO INCLUDE A FOOD ORGANICS GARDEN ORGANICS BIN FOR ALL ELIGIBLE IPSWICH RESIDENTS</b>
<b>PILLAR 2</b>	<b>OPTIMISE THE CITY'S CO-MINGLED RECYCLING SERVICE INCLUDING RE-INTRODUCTION OF GLASS TO THE YELLOW-LID RECYCLING BIN</b>
<b>PILLAR 3</b>	<b>PROVIDE A FLEXIBLE 'ON DEMAND' LARGE ITEM KERBSIDE COLLECTION SERVICE WHERE VALUABLE RESOURCES ARE RECOVERED</b>
<b>PILLAR 4</b>	<b>HAVE FIT-FOR-PURPOSE WASTE AND RESOURCE RECOVERY INFRASTRUCTURE THAT MEETS THE NEEDS OF A GROWING CITY</b>

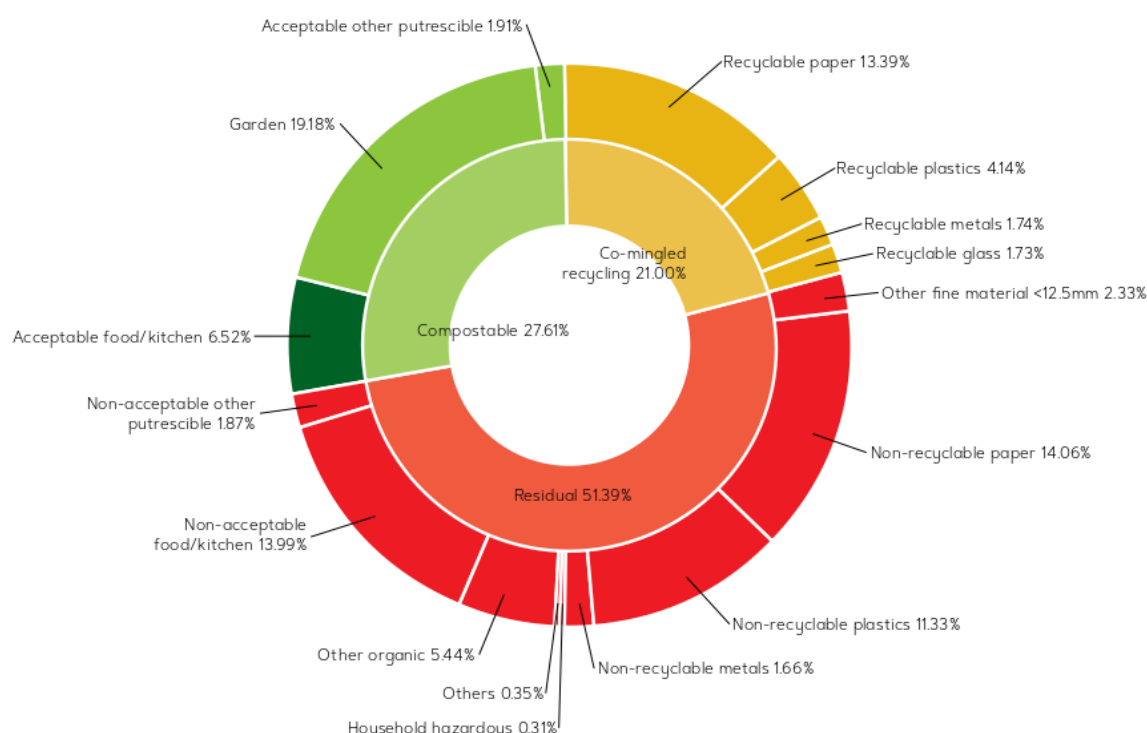
## PILLAR 1: FOOD ORGANICS GARDEN ORGANICS (FOGO)

At the end of 2020, council undertook extensive audits that included determining the composition profile of the community's waste streams.

These audits confirmed that last financial year there were in excess of **15,500 TONNES** of compostable organics which had been collected through council's

kerbside general waste stream (red lid bins). These organics could have been composted but were lost to landfill.

The current composition profile of Ipswich's domestic kerbside general waste stream (red lid bins) is detailed below:





The capture and diversion of Food Organics and Garden Organics (FOGO) offers the City a major resource recovery opportunity. It is one of the easiest and most cost effective solutions when working towards:

- Achieving landfill diversion and recycling rate targets
- Reducing costs of disposal
- Mitigating the impact of the Waste Levy Rebate removal to ratepayers
- Providing a significant positive environmental outcome

A FOGO service is straightforward in terms of service delivery which can deliver considerable benefits to the City.

**AS SUCH, IN 2021 COUNCIL WILL RE-BRAND ITS GREEN WASTE SERVICE TO BE CALLED A FOOD ORGANICS AND GARDEN ORGANICS OR FOGO SERVICE. COUNCIL WILL ACTIVELY PROMOTE THE EXISTING OPT-IN FOGO SERVICE WHILE PREPARING TO INTRODUCE A CITY-WIDE FOGO SYSTEM AS A CORE SERVICE IN 2023-2024.**

Ipswich City Council is already a leader in the field of FOGO collection services.

**IPSWICH WAS THE FIRST AND IS CURRENTLY THE ONLY COUNCIL IN QUEENSLAND TO OFFER ITS RESIDENTS THE ABILITY TO PUT FOOD ORGANICS AND GARDEN ORGANICS INTO THEIR OPT-IN GREEN WASTE SERVICE.**

There are more than 70 councils across Australia which provide FOGO as a service to their residents. From their learnings, it has been shown that the collection frequency of the three waste streams (i.e. red, yellow and green lid bins) has an important role in the success of a FOGO service.

As such, Ipswich City Council will revise the City's collection cycle upon the rollout of the three core bin system in 2023-2024. The collection cycle will be:

- Weekly FOGO collection service (green lid bin)
- Alternate fortnightly recycling collection service (yellow lid bin)
- Alternate fortnightly general waste collection service (red lid bin)

By adopting this frequency model for collection services, studies by organisations such as Swinburne University have shown that Ipswich will maximise the potential benefits of its FOGO service.

It should be noted that under the new core three bin system the size of council's general waste service (red lid bin), being a 240L mobile garbage bin (MGB), will remain unchanged. This is unlike some other councils in Australia which have elected to reduce the sizing of this general waste service when rolling out FOGO as a core service.

## PILLAR 1 ACTIONS

Rebrand the opt-in green waste service as a FOGO service 2021-2022.

Introduce FOGO as a city-wide core service in 2023-2024.

**AS PART OF THE ROLLOUT OF THE THREE CORE BIN SYSTEM, REVISE THE CITY'S COLLECTION CYCLE TO:**

- **WEEKLY FOGO COLLECTION SERVICE (GREEN LID BIN)**
- **ALTERNATE FORTNIGHTLY RECYCLING COLLECTION SERVICE (YELLOW LID BIN) AND GENERAL WASTE COLLECTION (RED LID BIN)**



## PILLAR 2: OPTIMISE THE CO-MINGLED RECYCLING BIN

The message from the Ipswich community was clear. The community engagement on Shape Your Ipswich, and the social media polls, returned a resounding result about recycling glass.

### 91% SUPPORT RE-INTRODUCING GLASS TO THE YELLOW LID RECYCLING BIN

Council's glass recycling program started in 2018 in response to changes to the city's recycling service. The four collection points have captured and recycled about 300 tonnes of glass.

Following the waste audits in late 2020, it has been identified that this volume of glass material represents only 9% of all glass collected by the City. It was further confirmed that 50% of glass is being lost to landfill by being thrown into the general waste bin (red lid) with 41% continuing to be placed in the co-mingled recycling bin (yellow lid).

In response to these audit results, and in line with the overwhelming wishes of the community, Ipswich City Council will work with the city's materials recovery facility provider to support the reintroduction of glass to the yellow lid bin.

In an effort to further optimise council's co-mingled recycling service it has become apparent that for some segments of our community, (such as larger families) there is a need to increase the size of their yellow lid bin. As such, council is going to make available for relevant residents a larger 360 litre yellow lid bin, as opposed to the standard 240 litre, to assist with the demands for this service.

### PILLAR 2 ACTIONS

#### INCREASE RECYCLING AND REDUCE CONTAMINATION THROUGH ENHANCED EDUCATION AND COMMUNITY ENGAGEMENT AND:

- WORKING WITH IPSWICH'S MATERIALS RECOVERY FACILITY PROVIDER TO RE-INTRODUCE GLASS TO THE YELLOW LID BIN IN 2021-2022.
- PROVIDE LARGER 360 LITRE YELLOW LID BINS FOR HOUSEHOLDS WITH GREATER RECYCLING NEEDS.



## PILLAR 3: LARGE ITEM KERBSIDE COLLECTION

The large item kerbside collection service is for acceptable large household items which do not fit in the kerbside bins but are not greater than two cubic metres

in diameter. This equates roughly to slightly less material than could otherwise fit in a regular 6 x 4 box trailer.

## LARGE ITEM KERBSIDE COLLECTION



The large item kerbside collection service has been provided city-wide every two years with all materials collected being taken directly to landfill. In 2019, about 35 per cent of Ipswich households used this service.

**IN 2019, ABOUT 2,600 TONNES OF MATERIAL WAS SENT TO LANDFILL THROUGH THE LARGE ITEM KERBSIDE COLLECTION**

In line with the City's goals and targets for landfill diversion and recycling, the large item kerbside collection will evolve to become a flexible on-demand service. This new service will allow residents to book in a collection instead of having to wait for up to two years as per the previous program.

The new on-demand large item kerbside collection service will also be designed to recover as much material as possible. A fundamental component will be the sorting and recovery of valuable items, to enable as much material to be diverted from landfill as possible.

This new service will have a higher cost to operate, due to the logistics of offering flexibility and materials recovery. Council will subsidise the service but also will charge a low cost fee.

Research has shown that by providing an on-demand service, neighbourhoods remain cleaner during kerbside collection with illegal dumping of household items significantly reduced. An on-demand large item kerbside collection will commence during 2022-2023.

### PILLAR 3 ACTIONS

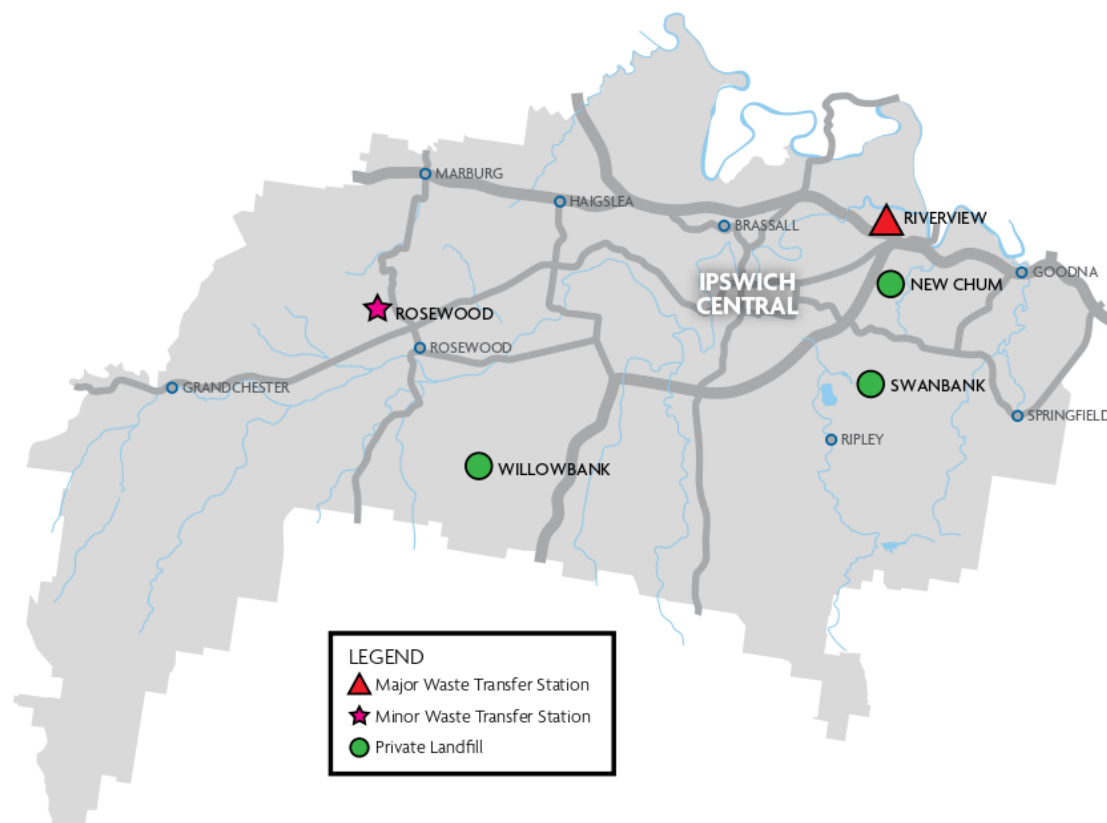
**PROVIDE AN ON-DEMAND LARGE ITEM KERBSIDE COLLECTION SERVICE COMMENCING IN 2022-2023**

**SORT, RECOVER AND RECYCLE RELEVANT COLLECTED LARGE ITEMS TO DIVERT MATERIAL FROM LANDFILL**

## PILLAR 4: COUNCIL RECYCLING AND REFUSE INFRASTRUCTURE

A mixture of privately owned landfills and council-owned and operated waste transfer facilities are currently used to manage the City's general waste. Ipswich City Council does not own or operate any open landfills.

Council's waste transfer facilities, the Riverview and Rosewood recycling and refuse centres, allow residents and businesses to 'self haul' their waste and recycling material. Council then aggregates the material and bulk transports the waste material to private landfills, with recycling material going to third party processors.



Council's Riverview recycling and refuse centre is now more than 30 years old. The Rosewood recycling and refuse centre is more than 25 years old. The Riverview centre, being Ipswich's primary facility, is experiencing significant capacity constraints as it has not had a capacity increase since it was established.

**DURING 2018 THE RIVERVIEW CENTRE HAD ABOUT 142,000 VISITATIONS. BY 2020 THERE WERE MORE THAN 170,000 VISITATIONS.**

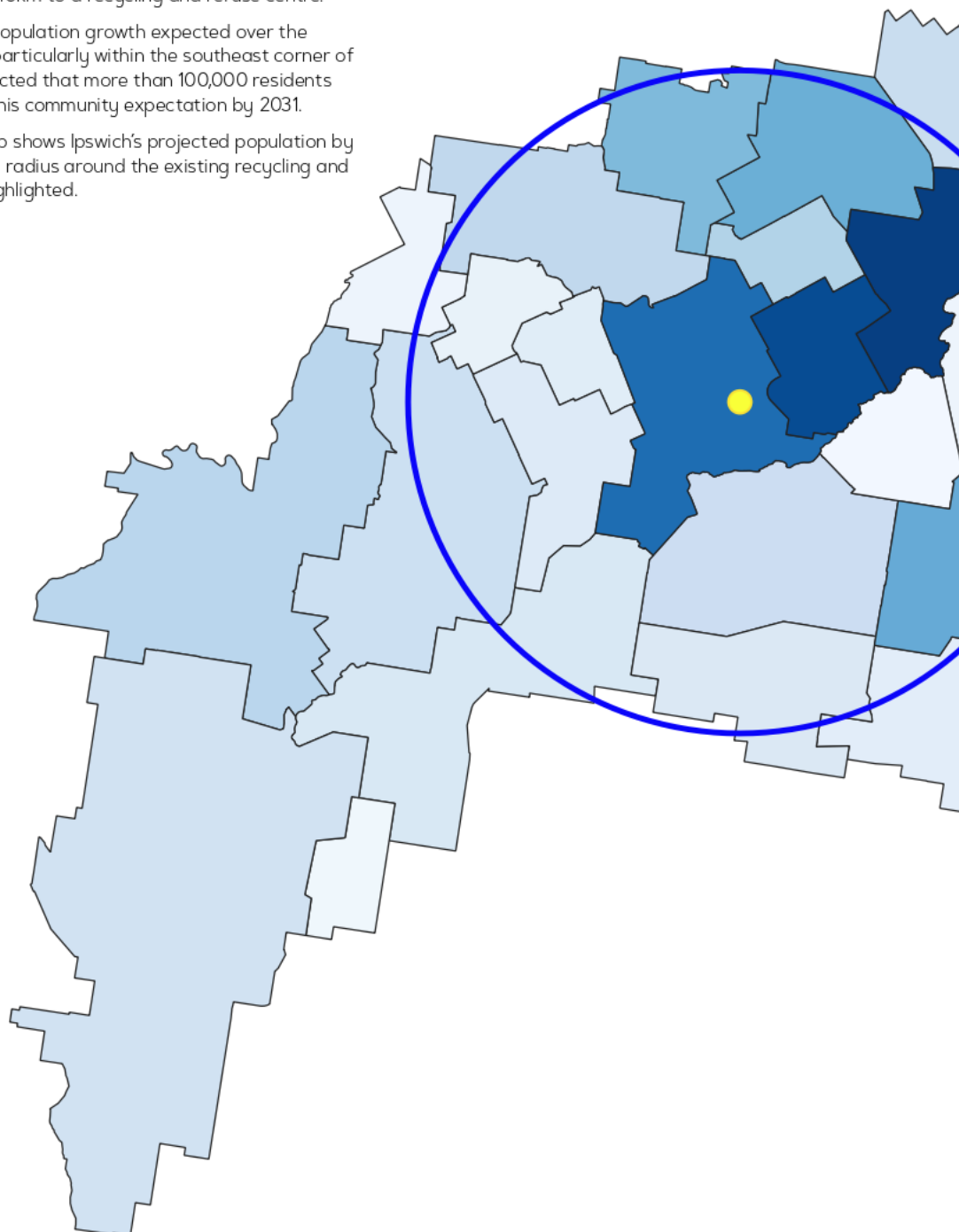


With the estimated population expected to exceed 400,000 by 2031, it is anticipated that the City will need to have capacity to receive up to 58,600 tonnes of material by the end of the resource recovery planning period.

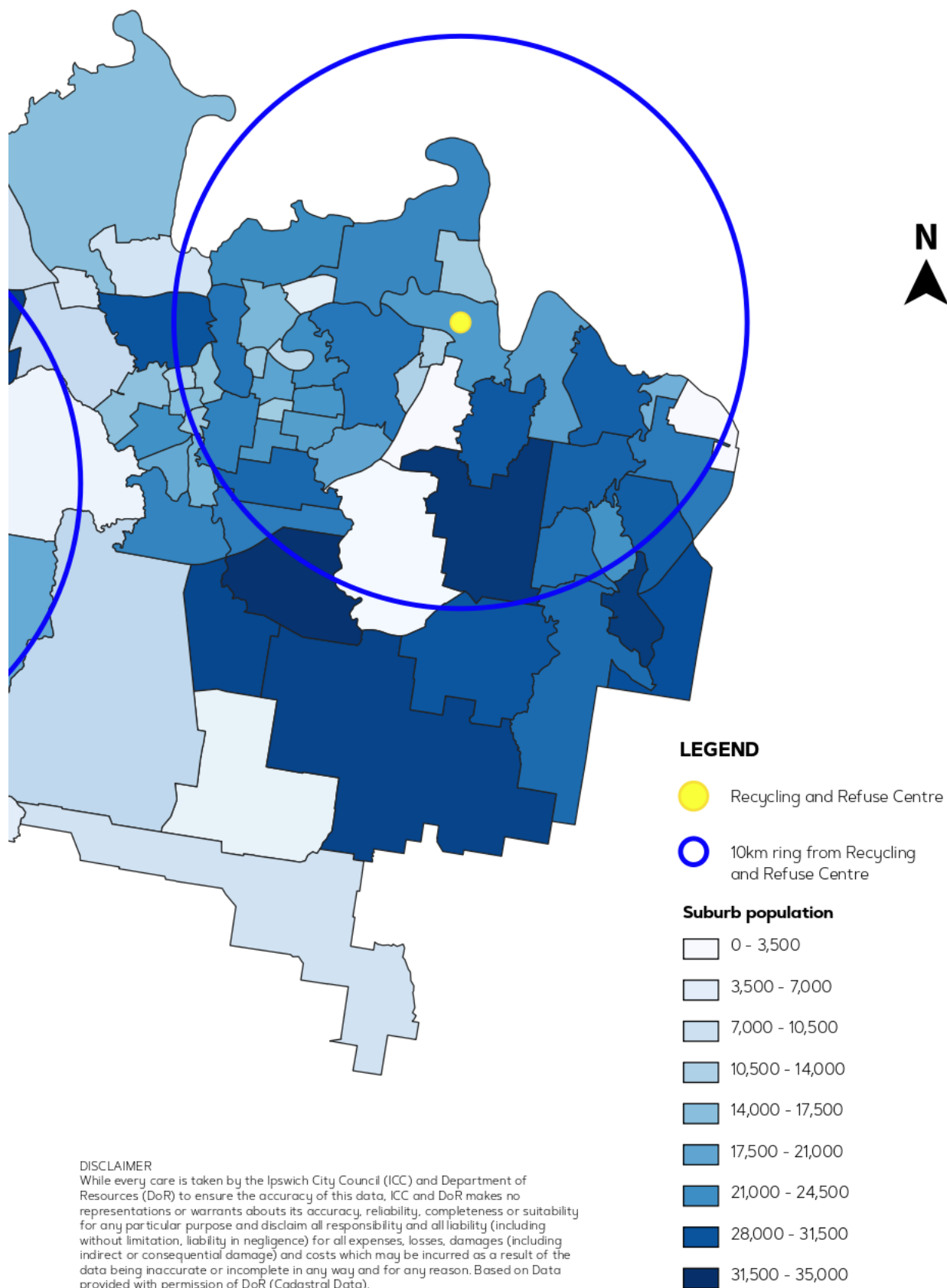
Results from the Reducing Our Waste community engagement found a majority of residents surveyed only wanted to travel 10km to a recycling and refuse centre.

With significant population growth expected over the coming decade, particularly within the southeast corner of Ipswich, it is expected that more than 100,000 residents would not meet this community expectation by 2031.

The following map shows Ipswich's projected population by 2031, with a 10km radius around the existing recycling and refuse centres highlighted.



Source: Local Government Infrastructure Plan population by suburbs



Given the need for additional recycling and refuse processing capacity combined with the community's expectation for geographical distancing of such facilities, council will commence planning for a new recycling and refuse centre with a view to have the new facility completed by 2024-2025.

A Recycle Mart (or tip shop) requires adequate volumes of reusable items for resale and appropriate facilities at which material can be sorted and reclaimed. The new recycling and refuse centre will be designed with an increased capability including the recovery of reusable items. The feasibility of a Recycle Mart will be investigated in alignment with the delivery of the new recycling and refuse centre.

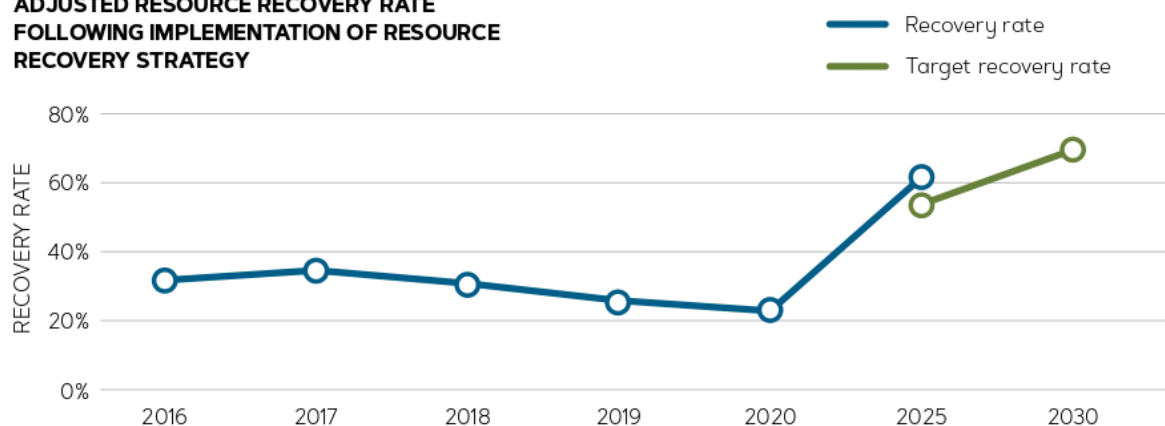
In consideration of a resident subsidy scheme (e.g. a tip voucher scheme) council would need to ensure that recycling and refuse centres have the capacity to handle the potential increase in visits and waste volumes from any such program. Due to current infrastructure constraints the refuse and recycling centres would not be able to handle significant additional waste disposal. It is recommended that council reviews a resident subsidy scheme and charging for existing and new recycling and refuse centres in-line with increases in material processing capacity in the future.

<b>PILLAR 4 ACTIONS</b>	<b>IMPROVE THE CURRENT RIVERVIEW AND ROSEWOOD CENTRES TO BETTER MEET COMMUNITY NEEDS</b>
	<b>PLAN A NEW RECYCLING AND REFUSE CENTRE WITH A VIEW TO HAVE THE FACILITY COMPLETED BY 2024-2025</b>
	<b>INVESTIGATE THE FEASIBILITY OF A RECYCLE MART AND RESIDENT SUBSIDY SCHEMES (SUCH AS TIP VOUCHERS) IN ALIGNMENT WITH THE NEW RECYCLING AND REFUSE CENTRE</b>

## SUMMARY

Through implementation of this four pillar strategy detailed through this Resource Recovery Strategy the City will realise its vision and achieve its targets.

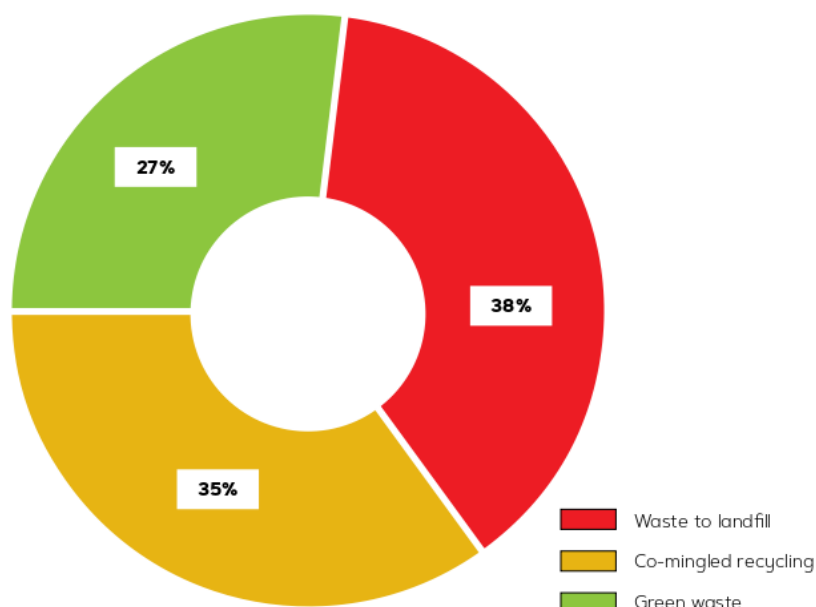
### ADJUSTED RESOURCE RECOVERY RATE FOLLOWING IMPLEMENTATION OF RESOURCE RECOVERY STRATEGY



It is anticipated that with:

- the increased capture of compostable material through the new FOGO collection service
  - the increased capture of glass through re-introducing glass into the yellow lid recycling bin
  - the recovery and recycling of large items from the kerbside collection, and
  - the increased recovery of self-haul material following the upgrade of the City's recycling and refuse infrastructure
- Ipswich will be on target to recycle and divert from landfill more than **60% OF ALL MSW** it generates.

**MUNICIPAL SOLID WASTE TONNAGE BY STREAM  
FOLLOWING IMPLEMENTATION OF RESOURCE  
RECOVERY STRATEGY**







# WHAT DOES THIS MEAN FOR ME?

Council's Resource Recovery Strategy has set a strategic plan on how to reduce waste and recover more resources.

Each of the four pillars upon which this strategy is based will help Ipswich to reduce waste and increase the recovery of valuable resources to divert waste from landfill.

By taking part in the City's waste and recycling services and following this Resource Recovery Strategy, each resident contributes to the current and future liveability of our city.

- **WASTE WILL BE TREATED AS A RESOURCE:** Under the new circular economy, landfill will be seen as a last resort. Businesses, organisations and individuals will all be challenged to find ways to divert as much as possible from landfill.
- **HIGH LEVEL OF CUSTOMER SERVICE:** You will continue to receive an exemplary level of customer service from council's Ipswich Waste Services, which is responsible for residential kerbside collection and some commercial services.
- **IMPROVED GLASS RECYCLING:** You will be able to recycle glass through your yellow lid recycling bin in 2021-22 assisting the City to capture the 900 tonnes of glass lost to landfill during 2020.
- **DIVERTING FOOD AND GARDEN ORGANIC WASTE:** council's opt-in green waste service will evolve into FOGO (food organics and garden organics). You can recycle your food scraps with your garden waste in the one bin. Contact council today to see how you can participate.
- **LARGE ITEM KERBSIDE COLLECTION:** The current two-year cycle for large item collection will become an on-demand bookable service. There will be a low fee associated with this service, but unlike the previous program, all materials will be sorted and valuable items diverted from landfill.
- **UPGRADED WASTE INFRASTRUCTURE:** Within five years council aims to have a range of recycling and refuse facilities that you can take materials to, and maximise the opportunity for recycling and material recovery.

**BY WORKING TOGETHER, IPSWICH CAN RECYCLE AND DIVERT  
FROM LANDFILL, MORE THAN 60% OF ALL MUNICIPAL SOLID WASTE (MSW)  
WE GENERATE**





City of  
**Ipswich**

Ipswich City Council  
PO Box 191, Ipswich QLD 4305, Australia

Phone (07) 3810 6666  
[council@ipswich.qld.gov.au](mailto:council@ipswich.qld.gov.au)  
[ipswich.qld.gov.au](http://ipswich.qld.gov.au)

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**2021-2031**

City of Ipswich

# **Resource Recovery Implementation Plan**

[ipswich.qld.gov.au](http://ipswich.qld.gov.au)





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## OVERVIEW

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In alignment with Ipswich City Council's Resource Recovery Strategy, the Resource Recovery Implementation Plan (RRIP) outlines the City's resource recovery strategic priorities and details specifically how they will be actioned and delivered over the next 10 year period. Its focus is on reducing waste generation and landfill disposal, maximising resource recovery opportunities in line with Circular Economy principles, providing excellence in customer service, and achieving continuous improvement and development of our People, Processes, Infrastructure and Technology.

This implementation plan sets out a road map detailing how Ipswich City Council will deliver on the City's vision for waste management and resource recovery, to ***"Lead by Example and deliver Best Practice waste and resource recovery solutions"*** thereby ensuring we meet the needs of the Ipswich community both now and into the future.

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## PROCESS FOR DEVELOPING THE IMPLEMENTATION PLAN

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## STRATEGIC ACTIONS

This Implementation Plan sets out a list of strategic actions and associated timeframes and is designed to deliver tailored solutions to support the objectives of the Resource Recovery Strategy. Local and state waste strategies, plans and initiatives have been considered in the creation of these priority actions. Along with the four key focus areas, the Implementation Plan identifies actions to foster innovation and economic development, improve data systems and collaboration with local and state agencies and promote the importance of working with the community to achieve better social and environmental outcomes.

## COMMUNITY CONSULTATION

According to the *Waste Reduction and Recycling Act 2011*, upon adopting a new waste reduction and recycling plan, or proposing an amendment which will substantially affect the operation of the Plan, Local Governments must make the Plan available for public comment for at least 28 days. To ensure the community was offered an opportunity to provide feedback on the draft Resource Recovery Strategy, an extensive community consultation was undertaken in April-May 2021.



**STRATEGIC PRIORITIES AND ACTIONS**

STRATEGIC PRIORITY	ACTION	TARGET	INDICATORS FOR SUCCESS
<b>Reduce Waste Generation and Landfill Disposal</b>			
Sustainability	Implement a Council wide internal waste minimisation program	2021	<ul style="list-style-type: none"> <li>Reduced internal volumes of food waste to landfill</li> <li>Increased volumes of recycled material</li> </ul>
	Investigate State funding opportunities	Ongoing	<ul style="list-style-type: none"> <li>Offset costs associated with enhancing domestic collection services</li> </ul>
	Support innovative and viable resource recovery opportunities	Ongoing	<ul style="list-style-type: none"> <li>Increased recovery of priority materials</li> </ul>
<b>Increase Resource Recovery in line with Circular Economy Principles</b>			
Domestic waste collection services	Return glass to yellow lid recycling bin	2021	<ul style="list-style-type: none"> <li>Increased domestic glass recycling</li> </ul>
	Promote and optimise Council's current "Opt-In" Food Organics and Garden Organics (FOGO) service	2021	<ul style="list-style-type: none"> <li>Increased diversion and recovery of domestic organics</li> </ul>
	Introduce a City-wide FOGO system as a core service	2023-24	<ul style="list-style-type: none"> <li>Increased diversion and recovery of domestic organics</li> </ul>
	Align Council's operational model to be responsive to landfill diversion and recycling targets (e.g. collection frequency, resourcing, etc)	2022	<ul style="list-style-type: none"> <li>Increased recycling and landfill diversion</li> </ul>
	Achieve Ipswich's defined waste reduction, diversion and recycling targets	2025	<ul style="list-style-type: none"> <li>Conformance with <i>Waste Reduction and Recycling Act 2011 (WRRRA)</i> targets</li> </ul>
End market development	Assist to promote manufacturing using recycled resources through supporting Council's Economic Development Initiatives	Ongoing	<ul style="list-style-type: none"> <li>Raised awareness of recycled resources to manufacturers</li> </ul>
Collaborate with State and Regional Partners	Work with Government bodies to implement a regional waste database	2021	<ul style="list-style-type: none"> <li>Improved decision making and regional planning</li> </ul>
	Gain a better understanding of recyclable material flows across SEQ and their potential impacts	2023	<ul style="list-style-type: none"> <li>Evidence based planning</li> </ul>
	Take a regional approach to infrastructure planning and collaboration ensuring Council's needs are met	Ongoing	<ul style="list-style-type: none"> <li>Waste infrastructure plan is cognisant of regional needs</li> </ul>
	Identify opportunities for consistent materials recovery messaging in delivery of services between Local Councils	Ongoing	<ul style="list-style-type: none"> <li>Joint campaigns delivered between multiple Local Councils</li> </ul>

STRATEGIC PRIORITY	ACTION	TARGET	INDICATORS FOR SUCCESS
Resource Recovery	Provide appropriate support and guidance to private industry to develop the material recovery markets and to commercialise resource recovery ventures for priority waste streams/materials	Ongoing	<ul style="list-style-type: none"> <li>One or more priority waste material markets developed in Ipswich through the private sector</li> </ul>
Public Place Recycling	Public place recycling – trial specific waste items (e.g. beverage containers) for recycling in public places	2023	<ul style="list-style-type: none"> <li>Volumes of recyclable waste separated from general waste</li> </ul>
Public Event Recycling	Develop comprehensive, clear public event messaging and guidelines	2022	<ul style="list-style-type: none"> <li>Increased recycling at public events</li> </ul>
	Promote the availability of Council's waste services and bins for public events	2022	<ul style="list-style-type: none"> <li>Increased uptake of Council's waste services for public events</li> </ul>
Recycling Mart	Investigate a Recycling Mart in Ipswich to capture and divert recyclable items from entering landfill	2025	<ul style="list-style-type: none"> <li>Feasibility study into volume of recyclables available for recovery</li> </ul>
<b>Provide Excellence in Customer Service</b>			
School education	Deliver targeted education presentations in Ipswich schools to embed circular economy thinking and practical ways to implement the principles	Ongoing	<ul style="list-style-type: none"> <li>Number of children participating in education program</li> </ul>
Community education	Develop and implement a community engagement and waste education program to improve community understanding about recycling, material separation and waste avoidance	2022	<ul style="list-style-type: none"> <li>Reduced contamination and waste generation and increased resource recovery</li> </ul>
	Promote collection/drop-off points for priority materials	Ongoing	<ul style="list-style-type: none"> <li>Provided promotion of collection/drop off points</li> </ul>
Awareness	Promote events targeted at waste minimisation and reuse such as Clean Up Australia Day, National Recycling Week and National Swap Day	Ongoing	<ul style="list-style-type: none"> <li>Provided promotion to relevant events</li> </ul>
Large Items Kerbside Collection Service	Commence an on demand Large Items Kerbside Collections Service	2022-23	<ul style="list-style-type: none"> <li>Service commenced on time</li> </ul>
Residential Subsidy Schemes	Review Residential Subsidy Schemes (e.g. Voucher Schemes)	2024	<ul style="list-style-type: none"> <li>Review to be completed prior to opening of new Recycling &amp; Refuse Facility</li> </ul>



Item 15.3 / Attachment 2.

STRATEGIC PRIORITY	ACTION	TARGET	INDICATORS FOR SUCCESS
Continuous development of our People, Processes, Infrastructure and Technology			
National schemes	Align with national waste initiatives	Ongoing	<ul style="list-style-type: none"> <li>▪ Achieve waste scheme intent</li> </ul>
Waste infrastructure	Develop and implement a Waste Management Infrastructure Plan to meet the future needs of Ipswich	2022	<ul style="list-style-type: none"> <li>▪ Waste Management Infrastructure Plan to guide capital planning to future proof the City</li> </ul>
	Conduct location feasibility assessment and preliminary design of the City's new Recycling and Refuse Facility	2022	<ul style="list-style-type: none"> <li>▪ Location and preliminary designs complete of New Recycling and Refuse Facility</li> </ul>
	Invest in improved infrastructure and standards for Council run facilities aimed at improving network design; service level outcomes, site selection, operation and to optimise transport	2024	<ul style="list-style-type: none"> <li>▪ Provision of fit-for-purpose waste management infrastructure for the public and Council's waste operations</li> </ul>
	Deliver a new Recycling and Refuse Facility to increase materials recovery and waste management processing capacity and improve accessibility for the community	2024-25	<ul style="list-style-type: none"> <li>▪ Deliver the City's new Recycling and Refuse Facility</li> </ul>
	Deliver an operational weighbridge at Rosewood Transfer Station	2026	<ul style="list-style-type: none"> <li>▪ Conformance with the <i>Waste Reduction and Recycling Act 2011</i></li> </ul>
Accountability	Monitor the progress of Council's waste management activities and report annually	Annually	<ul style="list-style-type: none"> <li>▪ Compliance with Council's reporting requirements</li> </ul>
Environmental Compliance	Manage Council's waste operations in accordance with applicable permits and the <i>Environmental Protection Act 1994</i>	Ongoing	<ul style="list-style-type: none"> <li>▪ Zero non-compliances reported</li> </ul>
Procurement	Support the implementation and integration of Council's procurement policy that sets out sustainable procurement principles and practices reflecting the circular economy	Ongoing	<ul style="list-style-type: none"> <li>▪ Sustainable procurement policy completed and enacted</li> </ul>
	Support Council to include recycled content in construction and procurement activities	Ongoing	<ul style="list-style-type: none"> <li>▪ Recycled content opportunities identified and incorporated into procurement selection criteria and Council design manuals</li> </ul>
Data collection systems	Implement data collection and reporting systems to support waste and resource recovery management	2022	<ul style="list-style-type: none"> <li>▪ New fit-for-purpose systems implemented</li> </ul>

**PRIORITY ACTIONS**

REF.	STRATEGIC ACTIONS/ DELIVERABLES	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
1	Commence an on-demand Large Items Kerbside Collection Service		■	■								
2	Promote and optimise Council's current Opt-In Food Organics and Garden Organics (FOGO) service	■										
3	Work with Government bodies to implement a regional waste database	■										
4	Implement a Council wide internal waste minimisation program	■										
5	Return glass to yellow lid bin	■										
6	Develop comprehensive, clear public event messaging and guidelines		■									
7	Align operational model to be responsive to landfill diversion and recycling targets		■									
8	Introduce a City-wide FOGO system as a core service			■	■							
9	Promote the availability of Council's waste services and bins for public events		■									
10	Develop and implement community engagement and waste education programs to improve community understanding about recycling, material separation and waste avoidance		■									
11	Develop and implement a Waste Management Infrastructure Plan to meet the future needs of Ipswich		■									
12	Conduct location feasibility assessment and preliminary design of the City's new Recycling and Refuse Facility		■									
13	Implement data collection and reporting systems to support waste and resource recovery management		■									
14	Public place recycling – trial specific waste items (e.g. beverage containers) for recycling in public places			■								
15	Gain a better understanding of recyclable material flows across SEQ and their potential impacts			■								

REF.	STRATEGIC ACTIONS/ DELIVERABLES	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
16	Invest in improved infrastructure and standards for Council run facilities aimed at improving network design; service level outcomes, site selection, operation and to optimise transport				■							
17	Deliver the City's new Recycling and Refuse Facility				■	■						
18	Review Residential Subsidy Schemes (e.g. Voucher Schemes)				■							
19	Achieve Ipswich's defined waste reduction, diversion and recycling targets					■						
20	Investigate a Recycling Mart in Ipswich to capture and divert recyclable items from entering landfill					■						
21	Deliver an operational weighbridge at Rosewood Transfer Station						■					
22	Assist to promote manufacturing using recycled resources through Council's Economic Development Initiatives	■										■
23	Take a regional approach to infrastructure planning and collaboration ensuring Council's needs are met	■										■
24	Identify opportunities for consistent materials recovery messaging in delivery of services between Local Councils	■										■
25	Provide appropriate support and guidance to private industry to develop the material recovery markets and to commercialise resource recovery ventures for priority waste streams/materials	■										■
26	Support Council to include recycled content wherever possible in construction and procurement activities	■										■
27	Deliver targeted education presentations in Ipswich schools to embed circular economy thinking and practical ways to implement the principles	■										■
28	Promote collection/drop-off points for priority materials	■										■

REF.	STRATEGIC ACTIONS/ DELIVERABLES	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
29	Promote events targeted at waste minimisation and reuse such as Clean up Australia Day, National Recycling Week and National Swap Day	■										■
30	Manage Council's waste operations in accordance with applicable permits and the <i>Environmental Protection Act 1994</i>	■										■
31	Support innovative and viable resource recovery opportunities	■										■
32	Monitor the progress of Council's waste management activities and report annually	■										■
33	Support the development of an integrated Council procurement policy that sets out sustainable procurement principles and practices reflecting the circular economy	■										■
34	Investigate State funding opportunities	■										■
35	Align with national waste initiatives	■										■









# Reducing Our Waste Engagement report

## December 2020

[ipswich.qld.gov.au](https://ipswich.qld.gov.au)



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# 1. Introduction

## 1.1 Report purpose

The purpose of this report is to

- present the key findings from the 'Reducing our waste' engagement
- help council understand community feedback
- provide input to the review of the Materials Recovery Plan

## 1.2 Project background

Local Governments in Queensland have a legal requirement to have a waste reduction and recycling plan under the *Waste Reduction and Recycling Act 2011 (Qld)*. Ipswich City Council's plan is called the Materials Recovery Plan 2017-2031.

A lot has changed since the Materials Recovery Plan was adopted. This includes international and national bans on exporting recyclable materials, introduction of new schemes such as Containers for Change, the Queensland Government Waste Levy, and adoption by the State and Federal Governments of ambitious waste recycling and reduction targets.

A thorough review was required to ensure that Ipswich's plan for reducing waste will meet both the set targets and the needs of the City of Ipswich.

This project is also one element to a wider review and action on waste-related issues facing Ipswich.

## 1.3 Engagement purpose and objectives

It is a legislated requirement that councils review their waste reduction and recycling plan on a periodic basis. Ipswich's Materials Recovery Plan is due for review. This engagement goes beyond the legislated requirements with two phases of community input:

- Phase 1: Reducing our waste engagement (November 2020, detailed in this report). Council will be reworking the Materials Recovery Plan to include new initiatives. We are seeking community ideas and feedback on local initiatives that Ipswich can develop to meet our local targets for waste reduction, recycling, and diversion of waste from landfill.
- Phase 2: Materials Recovery Plan feedback (approx. April 2021). Comments received will be considered and the draft Plan finalised. Council will release the draft document for final comment for a minimum period of 28 days.

This report relates to Phase 1 of the engagement. The objectives of the engagement were to:

- Share information: Using a diversity of delivery modes, share information about the project and opportunity to engage, and to educate the community on related topics
- Improve proposal: Ensuring that community input improves the quality of the Plan, and helps council understand behaviours and sentiment, as well as opportunities and risks
- Generate support: Create an understanding in the community for the reasons for change, and a mandate for change to occur
- Assist decision making: To provide valuable input to the draft Materials Recovery Plan, and demonstrate a clear line of sight between community input and decision making
- Manage reputational risk: Engage in a way that builds confidence in council's plan and ensured satisfaction with the process.



## 2. Engagement approach

### 2.1 Engagement activities

A structured survey was developed for council's community engagement digital platform Shape Your Ipswich. This was open for slightly more than 3 weeks, from Wednesday 4 November to Sunday 29 November 2020.

The online survey also captured data from the contributor:

- Suburb
- Year of birth
- Gender
- Cultural background and
- Connection with Ipswich.

Social media posts using similar questions and topics were promoted during the engagement period, which also gathered community feedback in the form of comments.

### 2.2 Promotion

There were a range of methods used to promote the survey to the public:

- Social media posts
- Push notifications on the Ipswich Bin App
- Ipswich First story
- A-frame signs at the Riverview Refuse and Recycling Centre. These signs had a QR code that connected to the survey page.

### 2.3 Engagement limitations

Some people may have taken part in the survey and commented on social media, as such their views may have been captured more than once.

Due to limitations associated with COVID, engagement was done on a digital platform. This may have limited participation opportunity for those without access to a computer or access to internet.

While there were a significant number of survey participants, it was not enough to ensure a representative sample of the whole Ipswich community and thus may not be representative of all stakeholders.

## 3. Participant overview

### 3.1 Participation

The survey and social media polls were open to the general public.

The Shape Your Ipswich page for 'Reducing our waste' received:

- 6239 visitors
- 351 contributors who provided responses through the online survey
- 254 subscribers to the project who will receive ongoing updates.

There were 6 social posts. Engagement figures for individual posts are shown in the Appendix.  
Overall 859 comments were received. These have been included in the analysis.

### 3.2 Profile of Shape Your Ipswich survey respondents

#### Generation profile

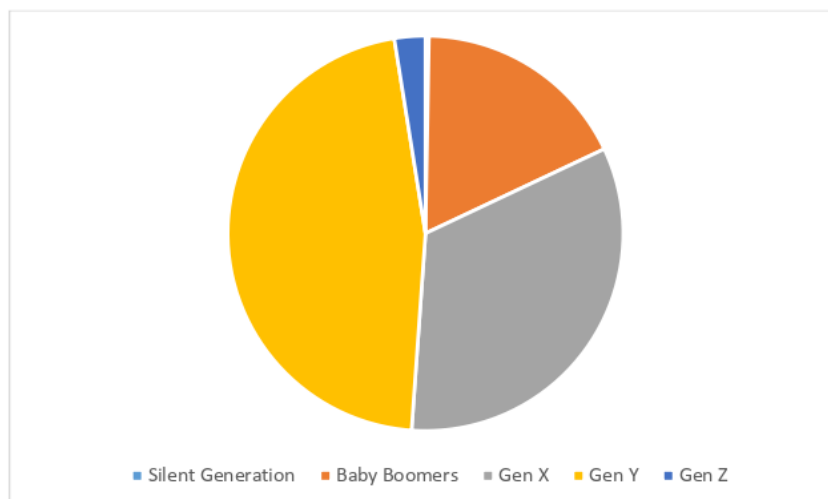
Silent Generation  
(1925-1945)

Baby Boomers  
(1946-1964)

Gen X (1965 –  
1980)

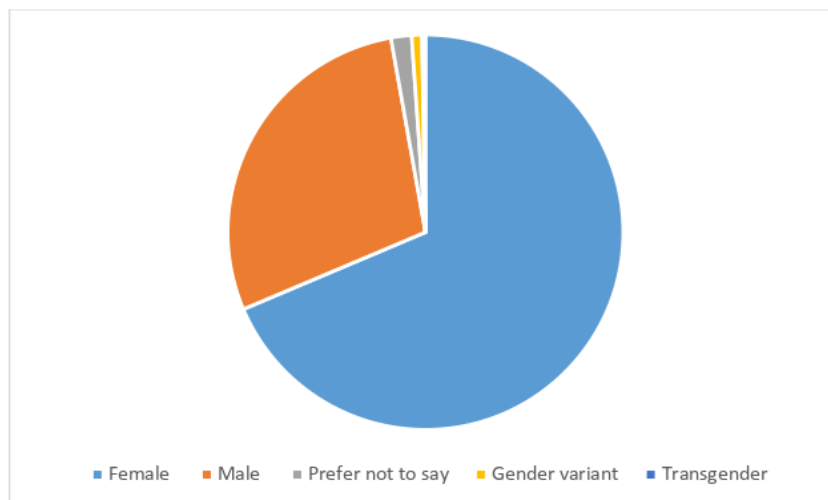
Gen Y (1981-  
1995)

Gen Z (1996 –  
2015)



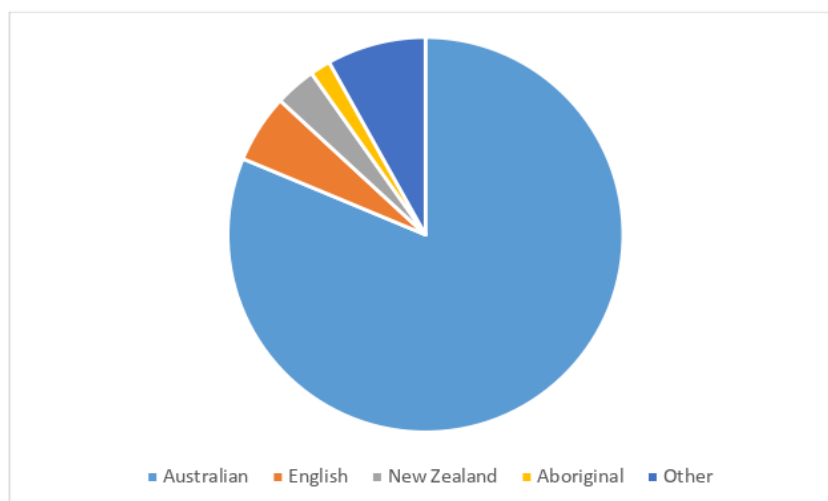
### Gender

Female  
Male  
Prefer not to say  
Gender  
variant/non-  
conforming  
Other



### Cultural background

Australian  
English  
New Zealand  
Aboriginal  
Other



### Top 5 participating suburbs

A total of 56 Ipswich suburbs were represented in the results, plus 4 non-Ipswich suburbs

- Redbank Plains: 32 responses
- Springfield Lakes: 26 responses
- Brassall: 18 responses
- Collingwood Park: 15 responses
- Springfield: 15 responses

### Connection to Ipswich

- More than 95 per cent of respondents live in Ipswich
- Almost two thirds are ratepayers
- More than 40 per cent work in Ipswich
- Almost 10 per cent own a business

## 4. Key findings

### Section 1: Green waste

**More than half of respondents said they know food scraps can go in the green waste bin in Ipswich.** This shows a significant level of awareness of the initiative.

**Yet only a quarter said they actually use their green bin for food scraps at home.** This may be due to the green bin being an optional service, or because people compost at home instead.

**40 per cent said they use their red lid bin for most or all food scraps.** This represents a significant number who may be targeted in behaviour change campaigns.

**More than half said they compost at home or use their green waste bin for most or all food scraps.** This self-driven behaviour shows a level of food waste diversion already taking place in the community and support for sustainable household practices.

**Almost 95 per cent supported a three-bin system in Ipswich.** The main reasons people felt that way were:

- It avoids sending compostable waste to landfill
- They already had a green waste bin
- It's better for the environment and for sustainability
- It's a simple and effective way for households to divert food waste

**58 per cent of people polled on Facebook said they would put their food scraps in the green waste bin from now on.** Many of the comments were supportive of three bins, with renters sharing information on how they can also get a green waste bin.

### Section 2: Glass waste

**A quarter of respondents are still putting glass in the yellow lid recycling bin.** 60 per cent are also putting some amount of glass in the red lid bin.

**More than 91 per cent support re-introducing glass to the yellow lid recycling bin.** This confirms feedback from the Sustainable Ipswich engagement in 2019, in which glass recycling options were a main topic of conversation.

**98 per cent of people polled on Facebook said they would support glass recycling back in the yellow lid bin.** Glass recycling was a consistent topic raised across all social media posts – even those not related to glass recycling.



### Section 3: Large item kerbside collection

**A third of respondents donate most or all of their large items.** This was the most popular preference. Ordering a skip was the least popular – 75 per cent never use a skip.

**Respondents like to deal with their large items in different ways.** 45 per cent ‘sometimes’ take bulky goods to the Recycling and Refuse Centres, 41 per cent ‘sometimes’ wait for a large item kerbside collection day.

Similarly, there was a fairly even split between keeping the current free two-year bulky collection (51.5 per cent) and switching to a low-cost on-demand service (48.5 per cent).

### Section 4: Council recycling and refuse infrastructure

**Almost half had used the Recycling and Refuse Centres 1-5 times this year.** A third hadn’t used the centres at all this year.

**More than 60 per cent wanted to travel only 10km to a centre.** A third were willing to travel 20km.

**38 per cent preferred building a number of small Recycling and Refuse Centres.** 24 per cent wanted to build a big centre. Important points raised included; ensuring new centres were cost effective, minimising impact on the environment and not causing odour issues for residential areas.

### Section 5: Your ideas

This open comment field returned a variety of responses, but main topics included:

**Green waste:** Free or discounted green waste bins, community composting initiatives

**Plastics:** Improving recycling options for soft plastics

**Glass:** Putting glass in yellow lid bin, more recycling centres

**Education:** Marketing collateral, workshops, school education, myth busting

**Incentives:** Tip vouchers or reduced dumping fees, incentives for recycling/waste diversion

**Compliance:** Bin checks and fines for repeatedly misusing yellow lid bins

**Kerbside collection:** Change frequency of service, change bin sizes, more bin types

**Large items:** Tip shop, upcycle centres or workshops, more ways to donate

**City support:** Businesses to reduce packaging, council support for community initiatives

**Zero waste:** Recycled content in everything, cloth nappies.

## 5. Response data

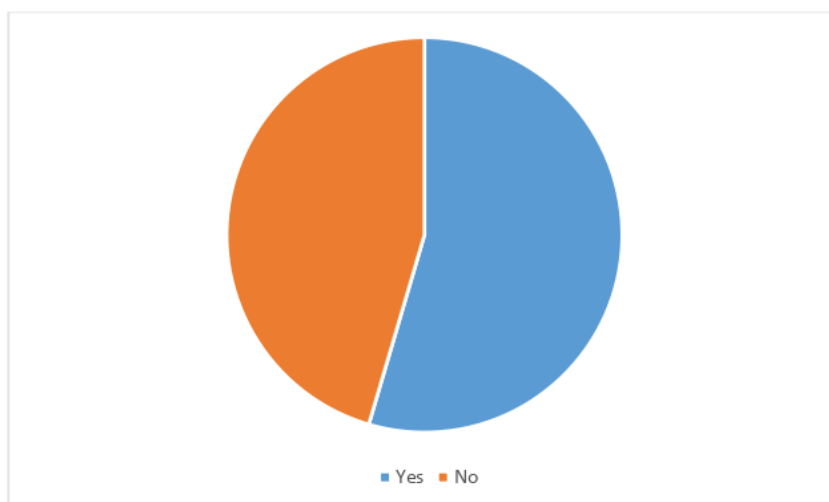
### Section 1: Green waste

This section had four questions, preceded by an education slide on the amount and cost of food waste generated by an average household. The questions were to gauge current resident behaviours and to test sentiment towards a change to kerbside collection.

**Question 1:** Did you know food scraps can go in the optional green waste bin in Ipswich?

**Findings:** This was a Yes/No question to understand community awareness of FOGO (food organics garden organics).

The results showed a significant level of awareness among respondents, with more than half (54 per cent) saying they knew food scraps could go in the green waste bin.



- Yes: 192
- No: 160

#### Facebook Poll: What are you going to do with your food scraps?

58 per cent of people polled on Facebook said they would put their food scraps in the green waste bin from now on (1273 responses). Comments included:

- Renters sharing information on how they can also get a green waste bin
- Requests for the green waste service to be provided at no extra cost
- Requests for green waste service to be collected more frequently
- People who already compost at home suggesting alternatives to green bins

**Question 2:** What do you currently do with your household food scraps and waste?

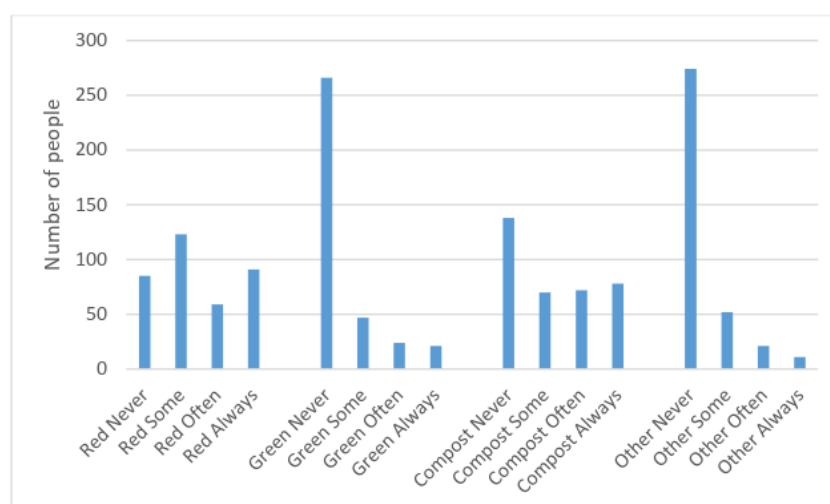
**Findings:** This provided a scale (Never/Sometimes/Often/Always) for various options. This question was designed to understand community behaviours and the level of waste diversion already taking place within households.

The results showed that only a quarter of respondents actually put food scraps in a green waste bin.

40 per cent said they use their red lid bin for most or all food scraps.

More than half said they compost at home or use their green waste bin for most or all food scraps. This shows a high level of self-driven food waste diversion already taking place among respondents.

From open comments in other questions, 'other' behaviour include feeding scraps to chickens or dogs, or adding scraps to community composting initiatives.

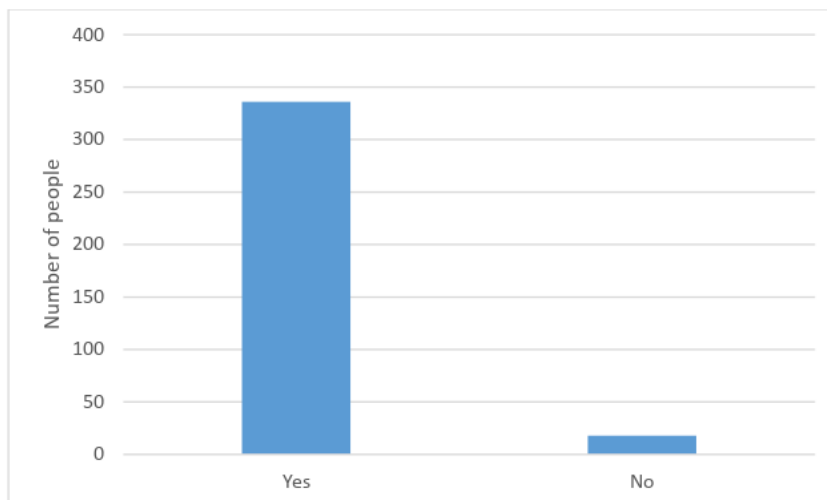


- Red lid bin: Never (85); Sometimes (123); Often (59); Always (91)
- Green waste bin: Never (266); Sometimes (47); Often (24); Always (21)
- Compost at home: Never (138); Sometimes (70); Often (72); Always (78)
- Other: Never (274); Sometimes (52); Often (21); Always (11)

**Question 3:** Would you support diverting food waste from landfill with a three-bin system in Ipswich. The core bins for each household would be general waste (red lid), recycling (yellow lid) and food/garden organics (lime green lid)?

**Findings:** This was a Yes/No question to test sentiment towards making green waste bins a compulsory service.

The results showed that almost 95 per cent of respondents supported a three-bin system in Ipswich.



- Yes: 336
- No: 18

**Question 4:** Why did you feel that way about a three-bin system?

**Findings:** This was an open short answer question to understand the sentiment behind the previous question.

The results revealed key reasons people supported a three-bin system:

- It avoids sending compostable waste to landfill
- They already pay for a green waste bin service
- It's better for the environment and for sustainability
- It's a simple and effective way to divert household compostable waste

**Example comments:**

*The environment is vital for human survival. We need to nurture not destroy it and recycling, composting is way to go.*

*I would support anything Ipswich City Council does to reduce our waste going to landfill (even including a fourth bin for glass or other materials.) Food scraps are easily made useful by composting - it makes so much sense to keep them out of landfill.*

*I already have three bins and now I know I can put food waste in I think we should all do it.*

*Makes it easier for residents to recycle and divert. Also raises the profile of the issue and gives residents some pride over their city.*

*The council needs to do more to support this process e.g. by providing a green waste bin at a reasonable cost*



## Section 2: Glass waste

This section had two questions, preceded by an education slide on glass recycling. The questions were to gauge current resident behaviours and to test sentiment towards a change to kerbside collection.

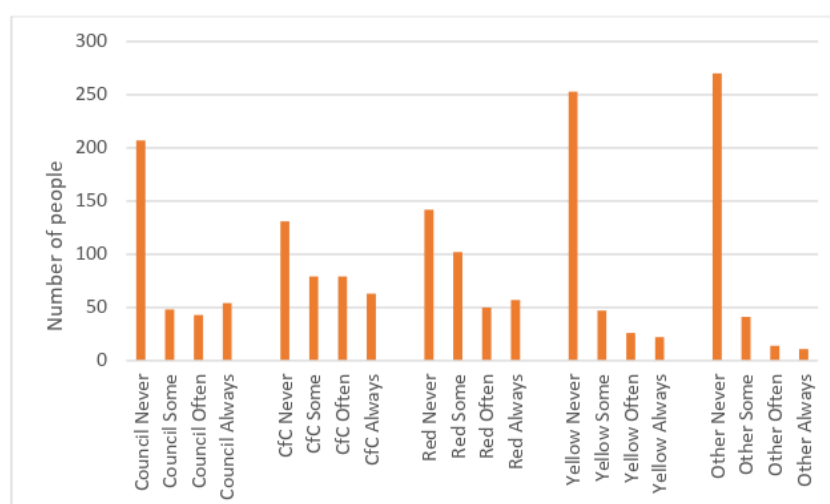
### Question 1: Where do you put your household glass waste?

**Findings:** This provided a scale (Never/Sometimes/Often/Always) for various options. This question was designed to understand community behaviours and the level of waste diversion already taking place within households.

The results showed that almost 60 per cent are still putting some or all glass in the red lid bin. This should reduce if glass is allowed in yellow lid bins again. A quarter of respondents are still putting some or all glass in the yellow lid bin.

40 per cent of survey participants are using council glass collection points. Open comment fields in other questions show that respondents strongly feel there need to be more glass collection facilities, especially in the Springfield area.

Facebook comments on all posts (not just those related to glass recycling) were strongly in favour of more glass recycling options and stations in Ipswich.



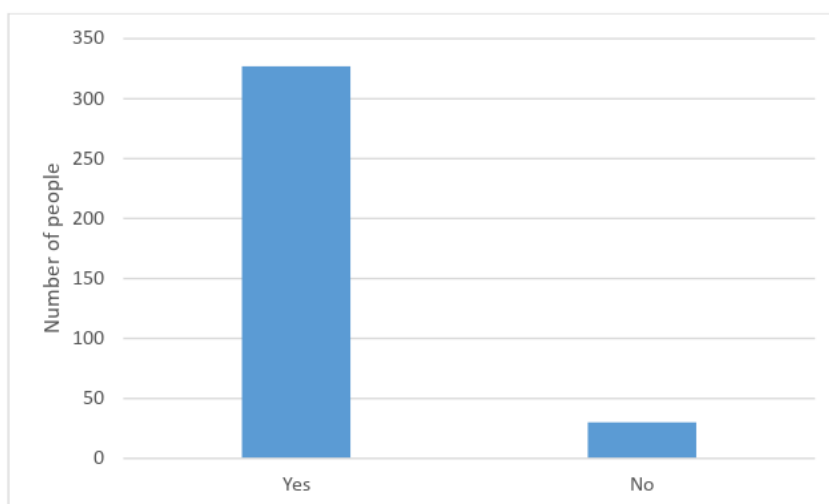
- Council glass collection points: Never (207); Sometimes (48); Often (43); Always (54)
- Containers for Change: Never (131); Sometimes (79); Often (79); Always (63)
- Red lid bin: Never (142); Sometimes (102); Often (50); Always (57)
- Yellow lid bin: Never (253); Sometimes (47); Often (26); Always (22)
- Other: Never (270); Sometimes (41); Often (14); Always (11)

**Question 2:** Would you support glass being re-introduced as part of yellow lid bin recycling services?

**Findings:** This was a Yes/No question to test sentiment towards returning glass to the yellow-lid bin for kerbside collection.

NOTE: The Sustainable Ipswich engagement in late 2019/early 2020 gathered information on glass recycling among other topics. It showed a strong community sentiment in support of putting glass back in the yellow lid bin.

The Reducing Our Waste engagement – both on Shape Your Ipswich and via Facebook comments – has reaffirmed that strong sentiment with 98 per cent of respondents wanting glass to be put back in the yellow lid bin.



- Yes: 327
- No: 30

**Facebook Poll: Would you support being able to put glass back in the yellow lid bin?**

96 per cent of people polled on Facebook said they wanted to put glass back in the yellow lid bin. (1708 poll responses). Comments included

- People unaware that glass was not allowed, and had been putting it in their yellow lid bin
- Requests for more glass recycling stations in the community
- Confusion as to why glass had been removed from yellow lid bins at all
- Issues for homeowners 'hoarding' glass and difficulty in getting to drop off locations
- Requests for bigger recycling bins or dedicated glass bins

### Section 3: Large item kerbside collection

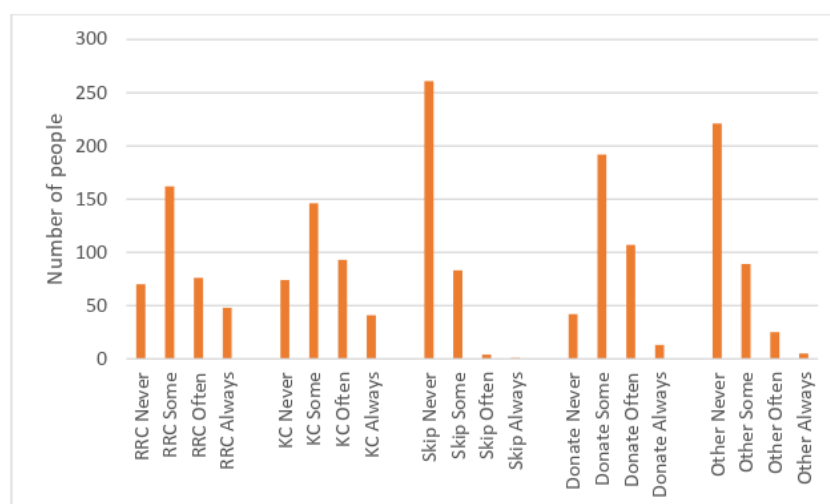
This section had two questions, preceded by an education slide on council's traditional large item kerbside collection service. The questions were to gauge current resident behaviours and to test sentiment towards a change to large item kerbside collection.

#### Question 1: How do you dispose of your large household items?

**Findings:** This provided a scale (Never/Sometimes/Often/Always) for various options. This question was designed to understand community behaviours and the level of waste diversion already taking place within households.

A third of respondents donate most or all of their bulky goods. This was the most popular preference. Ordering a skip was the least popular – 75 per cent never use a skip.

45 per cent sometimes take bulky goods to the Recycling and Refuse Centres, 41 per cent sometimes wait for a large item kerbside collection day. This may be due to the 2-yearly nature of the current kerbside collection and the need to dispose of large items in between.



- Recycling and Refuse Centre: Never (70); Sometimes (162); Often (76); Always (48)
- Large Item Kerbside Collection: Never (74); Sometimes (146); Often (93); Always (41)
- Hire a skip: Never (74); Sometimes (146); Often (4); Always (1)
- Donate: Never (42); Sometimes (192); Often (107); Always (13)
- Other: Never (221); Sometimes (89); Often (25); Always (5)

Item 15.3 / Attachment 3.

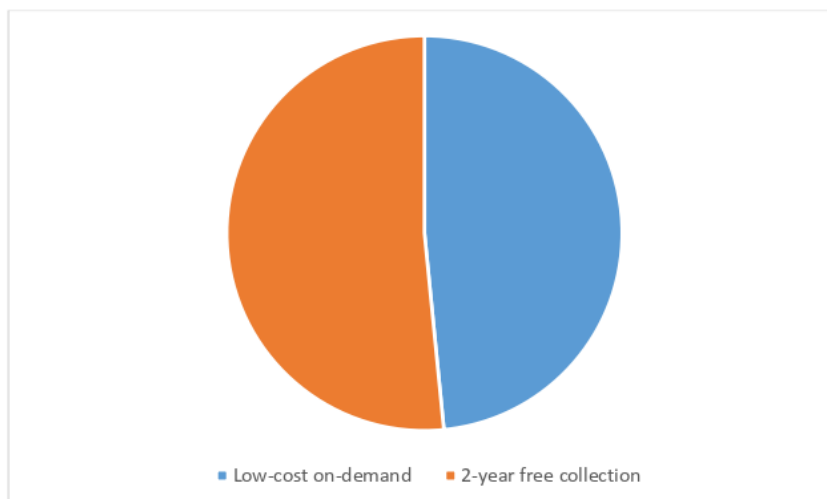
**Question 2:** When thinking about council's large item kerbside collection service, what would you prefer?

**Findings:** This question provided two options; a low-cost on-demand service, or the current free two-year service. This tested sentiment towards a change in the model.

The results of this question, and the one previous, showed that respondents like to dispose of large items in different ways. Sometimes they go to a Recycling and Refuse Centre, sometimes they donate, sometimes they wait for a kerbside collection.

Similarly, there was a fairly even split between preferring to keeping the current free two-year bulky collection (51.5 per cent) and switching to a low-cost on-demand service (48.5 per cent). However on Facebook, polling was more strongly in favour of the current two-year service (70 per cent).

The numbers of respondents willing to pay for a collection is noteworthy considering the overwhelming sentiment towards other initiatives, such as green waste bins or home composting units, is that council should offer free or subsidised services and products.



- Low-cost on-demand service: 170
- Current free two-year service: 181

**Facebook Poll: Would a low-cost, on demand kerbside pick-up service make your life easier?**

70 per cent of people polled on Facebook said they would prefer to keep the current free two-yearly pick-up service (2228 votes). Comments included:

- Desire for large items to be donated, re-used or upcycled rather than go to landfill
- Many along the lines of: "Considering the amount of rates we pay, I would expect at least one free kerbside collection per year. Alternatively provide tip vouchers."
- 'Low cost' to be cheaper than hiring a skip



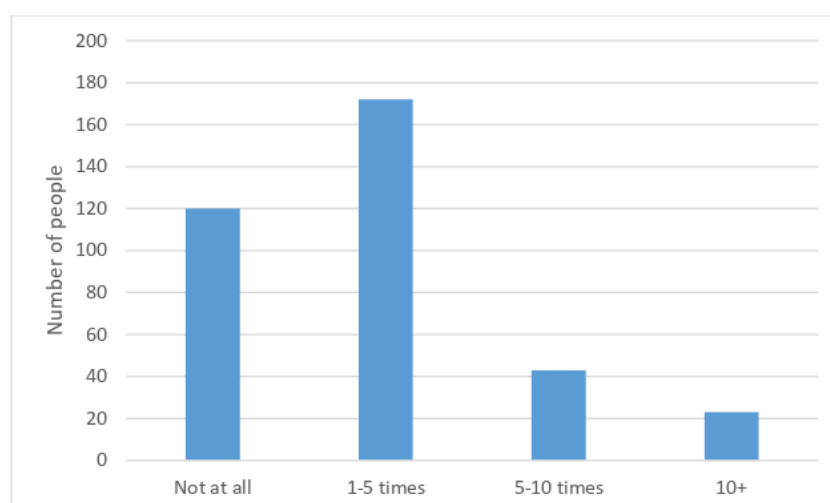
## Section 4: Council recycling and refuse infrastructure

This section had three questions, preceded by an education slide on Ipswich population projections and our current infrastructure. The questions were to gauge current resident behaviours and to test sentiment towards future infrastructure options.

**Question 1:** In 2020, how often did you use the Riverview or Rosewood recycling and refuse centres?

**Findings:** This provided options (not at all/1-5 times/5-10 times/more than 10 times) to understand behaviours and familiarity with the facilities.

The results showed more than two thirds have used a recycling and refuse centre this year. There is a good understanding of Ipswich's current facilities as a basis for the other questions in this section.



- Not at all: 120
- 1-5 times: 172
- 5-10 times: 43
- 10+ times: 23

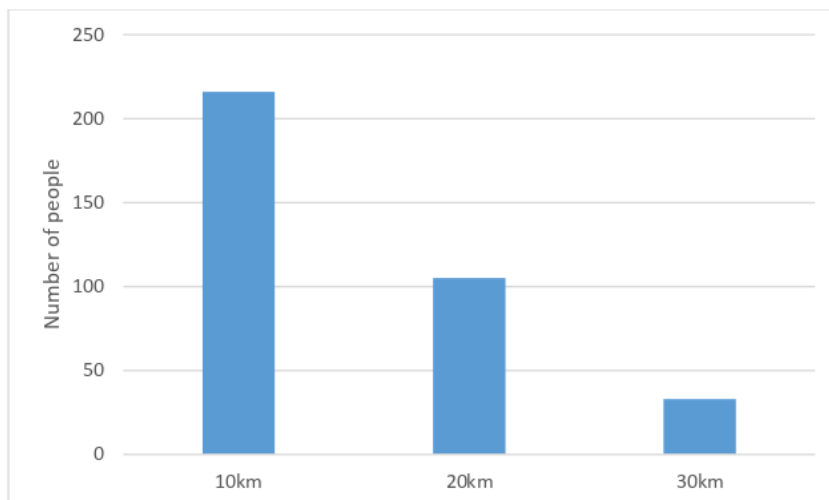
**Question 2:** How far would you be prepared to travel to a recycling and refuse centre?

**Findings:** This provided options (10km/20km/30km) to gauge sentiment towards strategic placement of future infrastructure.

More than 60 per cent want to travel 10km to a recycling and refuse centre.

This correlates with open comments where people wanted more small centres to be built to service Ipswich's growing population. The distance to current facilities was seen as a barrier.

This result may be connected to the significant number of survey respondents from high population growth areas in Ipswich's east that are not currently close to a recycling and refuse centre.



- Travel 10km (approx Ipswich CBD to Riverview railway station): 216
- Travel 20km (approx Ipswich CBD to Rosewood town centre): 105
- Travel 30km (approx Rosewood town centre to Springfield Central): 33

**Question 3:** Council needs to invest in new recycling and refuse facilities to meet the demands of population growth and modern resource recovery standards.

Would you support another sizeable transfer station (like the Riverview facility) in Ipswich, or should a number of smaller centres at key locations be established across the city?

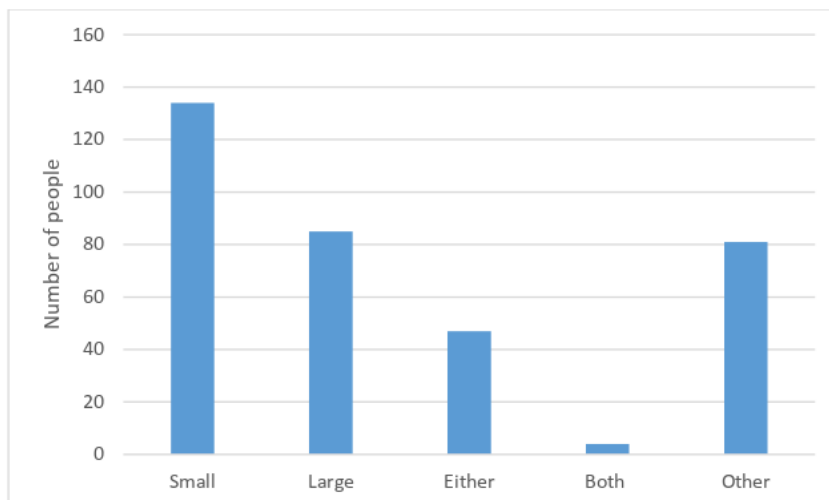
**Findings:** This was an open short answer question to further understand sentiment towards strategic placement of future infrastructure.

The results showed that the strongest preference was for several smaller centres built in strategic locations.

A number of respondents who nominated a large centre did so because of the economic efficiency of operating one centre.

The most important issues were to ensure new centres were cost effective, minimised impact on the environment and did not cause odour issues in the community.

The 'other' responses included those who left the field blank, or did not want any new centres built, or did not answer the question.



- Small centres: 134
- Large centre: 85
- Either: 47
- Both: 4
- Other: 81

**Example comments:**

*Smaller transfer collection stations. Make less barriers for residents to actually use the facilities, not more.*

*A number of small centres is better - decentralise the service by making it more accessible to more people. If ease of accessibility isn't there, those located further away are disadvantaged by the system.*

*Large transfer stations would most likely be more cost effective due to economy of scale but smaller centres may be more user friendly and encourage more responsible disposal of waste. Glass recycling should also be made more efficient by a dedicated bin*

*For large items, prefer one large centre in either an industrial or non-suburban area. Don't want a repeat of our current situation with smell and fumes near houses.*

*Smaller centres at key locations would be preferable but if this is too costly then another transfer station to service the Greater Springfield and surrounding areas.*

*Any centre within 10 km I would support - size is not v important but functionality and practicality is.*

*Smaller centres may allow for better sorting of waste, divert more from landfill and employ more people.*

*Whatever is most cost effective. If it is the smaller centre, I would support those only if they were still a one-stop refuse centre accepting the same refuse as Riverview.*

## Section 5: Your ideas

This section had one question, preceded by an education slide on current waste trends and future targets for Ipswich.

**Question 1:** Do you have ideas on how Ipswich households and council can divert waste and resources from landfill?

**Findings:** This was an open long answer question. Given the specific nature of the previous questions, it was important to allow respondents an opportunity to share any other thoughts or ideas they had that could contribute to the Materials Recovery Plan.

One comment in particular summed up community feedback for improving waste diversion:

*Make it easy, make it simple, make it cheap.*

Most comments touched on multiple topics, but the main themes presented were:

- Green waste: Allowing free or discounted green waste bins, composting initiatives
- Plastics: Improving recycling options for soft plastics, working with Redcycle
- Glass: Putting glass in yellow lid bin, more glass recycling locations
- Education: Marketing collateral, workshops, school education, myth busting
- Incentives: Tip vouchers or reduced dump fees, incentives for recycling/waste diversion
- Compliance: Bin checks and fines for repeatedly misusing yellow lid bins
- Kerbside collection: Increase frequency of recycling service, change bin sizes, more bins
- Large items: Tip shop, upcycle centres or workshop events
- City action: Businesses to reduce packaging, council support for community initiatives
- Zero waste: Recycle everything, cloth nappies, ensure recycled content in everything

### Example comments:

*Everything we throw out can be reused in some way, e.g. hard organic waste could be chipped for mulch, also excess wood waste from new builds could also be chipped. The softer organic waste could be diverted to a large worm farm and the heat generated could produce electricity to feed back into the grid or storage for peak power usage times. Soft plastics (and some hard) can be melted down and converted back to a petrochemical suitable for use in vehicles...and so forth.*

*Encourage a circular economy - support tip shops, and businesses who repurpose old items or teach others to do so. Makerspaces with an array of tools plus used materials someone to share some expertise in how to make various things, or run workshops might work. You could call them 'remakerspaces' or 'remakeries'*

*Other councils have successfully implemented individual category collection services to sort waste at the source which would be cost effective and in conjunction with active education would likely reduce consumer apathy and promote increased levels of recycling and reduce recycling material cross contamination.*



*Provide green bins free of charge or at a reduced fee to ratepayers. Encourage home composting and set up a system to use citizen-provided compost for council-managed vegetation for either a monetary reward or reduction of rates.*

*Reusable cloth nappies. The average baby/toddler uses between 8-12 nappies a day, that's over 4000 nappies a year or up to 12000 per child! Using reusable cloth nappies means that waste is diverted from landfill. People need motivation and guidance to use cloth nappies, they're easy, but can be seen as a burden. Incentives and training need to be offered like cash back, workshops etc.*

*Support of recovered materials recycling through purchasing of recycled content including glass, polymer enhanced bitumen, and organics.*

*Education! People don't know what they don't know. Also giving people an incentive to do the right thing, maybe people who use a green waste bin get a free tip pass every quarter. Bin inspections so people can be informed about what they need to improve on.*

*Kerbside soft plastics recycling, glass recycling in yellow bins. More frequent recycling bin collection (we often put recyclable waste in the red lid because the yellow bin is full), mandatory green bins for all properties rather than opt in.*

*Encourage grocery stores to stop using extreme unrecyclable plastic packaging for fresh meat, fruit/vegetables and processed goods. This is where a lot of unnecessary plastic/waste is coming from. So start at the beginning of the problem.*

*Recycle bin should be weekly and general refuse fortnightly. This might encourage greater participation in recycling*

*The number of glass collection bins is completely inadequate. There should be bins in parks like Lobely in EACH suburb for glass kitchen jars, wine bottles and other non 10c. Ultimately we should have a GLASS ONLY bin for EVERY house in Ipswich.*

*Reduce the size of the red lid bin by 70%, supply a green lid bin, empty all x3 bins weekly. People will be forced to use the correct bins for waste because it wouldn't all fit in the red bin. (Possibly X3 small bins emptied weekly)*

*Stop waste at the source. Ban plastics where ever possible.*

*Education - there is still a lot of confusion about what can be recycled and what can't. Educating people on the affects food scraps have in landfill and simple things they can do to minimise. Educating on contamination of bins and the waste cycle.*

*Incentivised recycling schemes whereby rate payers get discounts on rates for actively recycling waste.*

## 6. Appendix


### Social media posts



**Ipswich City Council** · 6 November at 10:33 · 🌐

Did you know the average Ipswich household sends about 1 tonne of waste to landfill each year? Much of that waste could be diverted from landfill.

Ipswich residents are being called on to have their say during November on ways for Ipswich to become more sustainable with its resources and reduce the amount of waste our community sends to landfill.



IPSWICHFIRST.COM.AU

**Community input needed to halve what Ipswich sends to landfill - Ipswich First**

Facebook Twitter LinkedIn Reddit WhatsApp Share via Email Print The average Ipswich househo...

50,577 People reached 4,588 Engagements Boost Unavailable


👍👎❤️ 127 230 comments 38 shares

**Ipswich City Council** · 9 November at 08:45 · 🌐

Did you know Ipswich is the first and only Queensland council that accepts food scraps in the opt-in green waste bin?

However Ipswich households send the equivalent weight of 100+ Boeing C-17 Globemaster aircraft ✈️ in food leftovers to landfill each year!

Ipswich needs to halve the amount of waste sent to landfill by 2025. What are you going to do with your food scraps? Vote below and have your say here 🗳️ [bit.ly/2J33Ubz](https://bit.ly/2J33Ubz)



IPSWICH.QLD.GOV.AU

**What are you going to do with your food scraps?**

Food Waste Learn More

👍👎❤️ 90 179 comments

Ipswich City Council · 16 November at 14:59 · 🌐

Glass is one of the few packaging products that can be ♻️ recycled repeatedly. Ipswich needs to halve the amount of waste sent to landfill by 2025.  
Would you support being able to put glass back in the yellow lid recycling bin? Vote below and have your say here 🗳️ [bit.ly/2J33Ubz](https://bit.ly/2J33Ubz)



**City of Ipswich**

IPSWICH.QLD.GOV.AU  
**Glass Recycling**  
Food Waste

[Learn More](#)

👍❤️ 150 171 comments 2 shares

🌐 🗳️

Ipswich City Council · 9 November at 10:35 · 🌐

Ipswich's free kerbside collection 🗑️ of large items typically runs every two years. But many of us need to dispose of items sooner.  
Would a low-cost, on demand kerbside pick-up service make your life easier? Vote below and have your say here 🗳️ [bit.ly/2J33Ubz](https://bit.ly/2J33Ubz)




IPSWICH.QLD.GOV.AU  
**Large item kerbside collection**


[Learn More](#)

👍🗳️🗳️ 109 248 comments 3 shares



## Shape Your Ipswich page


Home About Projects Ipswich First Login / Join Search



### Reducing our waste

The average Ipswich household creates about 1 tonne of landfill each year. Let's reduce that before 2025!

[+ Follow](#)

Home > Reducing our waste

There are exciting opportunities for council and the community to work together and create real change in how we reduce Ipswich's waste going to landfill.

Did you know, on Ipswich household, on average, sends about 700kg of waste to landfill each year? More than 70 per cent of that could be diverted out of landfill right now.

This is important because Ipswich has ambitious state and national targets we need to meet.

- By 2025, every person in Ipswich needs to reduce the waste they send to landfill by 10 per cent
- By 2025, Ipswich needs to divert 55 per cent of our city's waste from landfill
- By 2030, Ipswich needs to have the amount of our organic waste we send to landfill.

With the population of Ipswich expected to double in the next 20 years, combined with council's ageing waste infrastructure, Ipswich needs a proactive strategy to meet waste reduction and resource recovery targets.

Council's plan to meet these challenges is called the Materials Recovery Plan. It sets out how the City of Ipswich deals with waste generated within Ipswich, by the Ipswich community.

This plan is due for review - and a lot has changed since it was adopted in 2017.

You can help by taking the short survey below. Remember to 'Follow' the project too!

#### Key Dates

**Monday 2 November 2020 - Sunday 29 November 2020**

Have your say

Complete the short survey to have input to how council and Ipswich households can manage waste, recycling and resource recovery in Ipswich.

Ipswich is the first and only council in Queensland to provide a green waste kerbside service that accepts food scraps

Every year Ipswich households waste food equivalent to the weight of more than 100 Boeing C-17 Globemaster aircraft

#### Our short survey

Sign up or log in to Shape Your Ipswich to share your thoughts on how Ipswich deals with household food and glass waste, large item kerbside collection and council recycling and refuse infrastructure.

[Start](#)

#### Timeline

- Have your say  
Take the survey to have input on how council and Ipswich households can reduce waste and increase recycling and resource recovery
- Plan updates being drafted  
Your input is being considered. Draft updates are being considered for the plan
- Comments on updated plan  
Have your say on our plan to divert Ipswich waste from landfill and increase recycling and resource recovery
- Final plan approval  
The plan is with council for approval and adoption

[See less](#)

#### What can I put in my household bins?

- A-Z of Waste Disposal for Ipswich Residents  
PDF (896.02 KB)
- Recycling bin (yellow lid)  
PDF (633.67 KB)
- Green waste bin (lime green lid)  
PDF (101 MB)

#### Links

- [Council waste information](#)
- [Ipswich Bin App](#)

#### FAQ

- Why are we doing this now
- What input can I have
- What does the plan include

[See more](#)



# Draft Resource Recovery Strategy Engagement Report

May 2021

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# 1. Introduction

## 1.1 Report purpose

The purpose of this report is to

- present the key findings from Phase 2 of the 'Reducing Our Waste' engagement on the proposed Resource Recovery Strategy and Implementation Plan
- help council understand community feedback
- provide input to the finalisation of the Resource Recovery Strategy

## 1.2 Project background

Local Governments in Queensland have a legal requirement to have a waste reduction and recycling plan under the *Waste Reduction and Recycling Act 2011 (Qld)*. Ipswich City Council's previous plan was called the Materials Recovery Plan 2017-2031. A new plan has been drafted called the Resource Recovery Strategy and Implementation Plan.

Significant changes to waste management have impacted how Ipswich City Council manages waste generated within the City; including bans on exporting recyclable materials, new schemes such as Containers for Change, the Queensland Government Waste Levy, and adoption by the State and Federal Governments of ambitious waste recycling and reduction targets.

A thorough review has been undertaken to ensure that Ipswich's new Resource Recovery Strategy will meet both the set targets and the needs of the City of Ipswich.

This project is also one element to a wider review and action on waste-related issues facing Ipswich.

## 1.3 Engagement purpose and objectives

It is a legislated requirement that councils review their waste reduction and recycling plan on a periodic basis. This engagement goes beyond the legislated requirements with two phases of community input:

- Phase 1: Reducing our waste engagement (November 2020). Council sought community ideas on initiatives that Ipswich could develop to meet local resource recovery targets.
- Phase 2: Proposed Resource Recovery Strategy feedback (detailed in this report). Comments received will be considered and the draft Strategy finalised. Council released the draft document for final comment for a minimum period of 28 days during April and May 2021.

This report relates to Phase 2 of the engagement. The objectives of the engagement were to:

- Share information: Using a diversity of delivery modes, share information about the project and opportunity to engage, and to educate the community on related topics
- Improve proposal: Ensuring that community input improves the quality of the Strategy, and helps council understand behaviours and sentiment, as well as opportunities and risks
- Generate support: Create an understanding in the community for the reasons for change, and a mandate for change to occur
- Assist decision making: To provide valuable input to the draft Resource Recovery Strategy, and demonstrate a clear line of sight between community input and decision making
- Manage reputational risk: Engage in a way that builds confidence in council's plan and ensured satisfaction with the process.



## 2. Engagement approach

### 2.1 Engagement activities

A structured survey was developed for council's community engagement digital platform Shape Your Ipswich. This was open from Monday 19 April 2021 to Monday 17 May 2021.

The online survey also captured data from the contributor:

- Suburb
- Year of birth
- Gender
- Cultural background and
- Connection with Ipswich.

Ipswich Waste Services representatives also had a display at the Ipswich Show to share information, provide community education, and gather feedback on the proposed Resource Recovery Strategy. Community Reference Groups were provided with further background on the project via direct email and a link to the survey for completion.

### 2.2 Promotion

There were a range of methods used to promote the survey to the public:

- Social media posts
- Push notifications and home page announcement on the Ipswich Bin App
- Ipswich First story
- A-frame signs at Queens Park Environmental Centre, Nature Centre, Administration Centre and the Riverview and Rosewood Recycling and Refuse Centres. These signs had a QR code that connected to the survey page.
- DL flyers with QR code link to survey at Ipswich libraries and Administration building
- Direct communication sent to followers of the project on Shape Your Ipswich
- Community Reference Group members were encouraged to share the survey through their networks
- IWS stall at the Ipswich Show, including a-frame signage, DL flyers and council officers available to discuss the strategy
- Link to the SYI page on council's Waste and Recycling webpage
- Wire article for ICC staff

### 2.3 Engagement limitations

Much of the engagement was done on a digital platform. This may have limited participation opportunity for those without access to a computer or access to internet.

While there were a number of survey participants, it was not enough to ensure a representative sample of the whole Ipswich community and thus may not be representative of all stakeholders.

## 3. Participant overview

### 3.1 Participation

The survey was open to the general public.

The Shape Your Ipswich page for 'Reducing our waste' received:

- 1,642 visitors with 2,664 page views
- 97 contributors who provided responses through the online survey
- An additional 51 followers to the project who will receive ongoing updates.

### 3.2 Profile of Shape Your Ipswich survey respondents

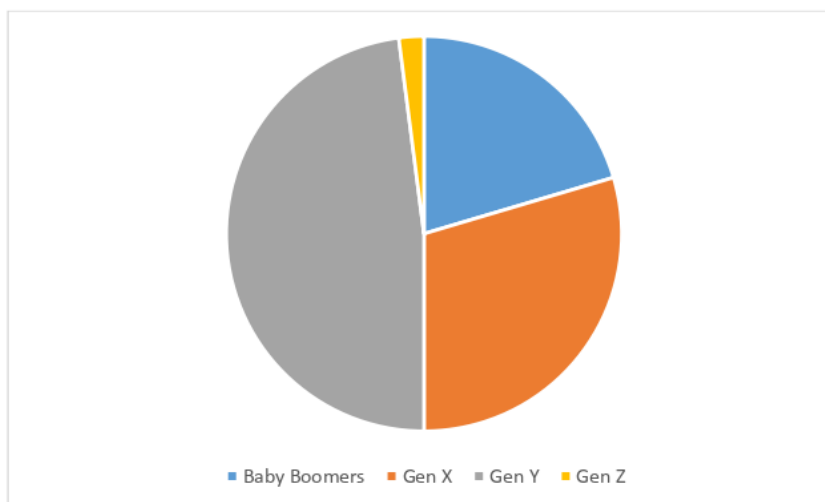
#### Generation profile

Baby Boomers  
(1946-1964):  
20

Gen X (1965 –  
1980): 29

Gen Y (1981-  
1995): 47

Gen Z (1996 –  
2015): 2



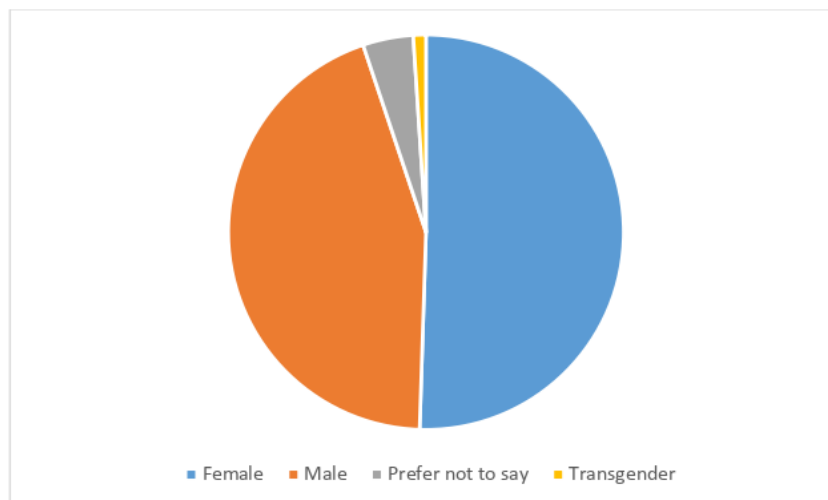
### Gender

Female 49

Male 43

Prefer not to  
say 4

Transgender 1



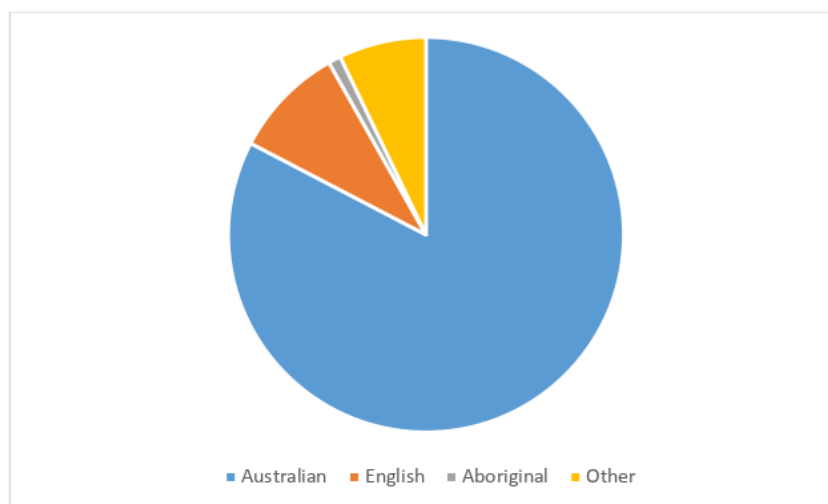
### Cultural background

Australian 81

English 9

Aboriginal 1

Other 7



### Top 5 participating suburbs

A total of 36 Ipswich suburbs were represented in the results. There were 0 non-Ipswich suburbs.

- Springfield Lakes: 13 responses
- Springfield: 5 responses
- Bellbird Park: 5 responses
- Raceview: 5 responses
- Brassall: 5 responses

### Connection to Ipswich

- 60 identified as being Ipswich ratepayers
- 40 said they work in Ipswich
- 9 were business owners
- 8 said they study in Ipswich

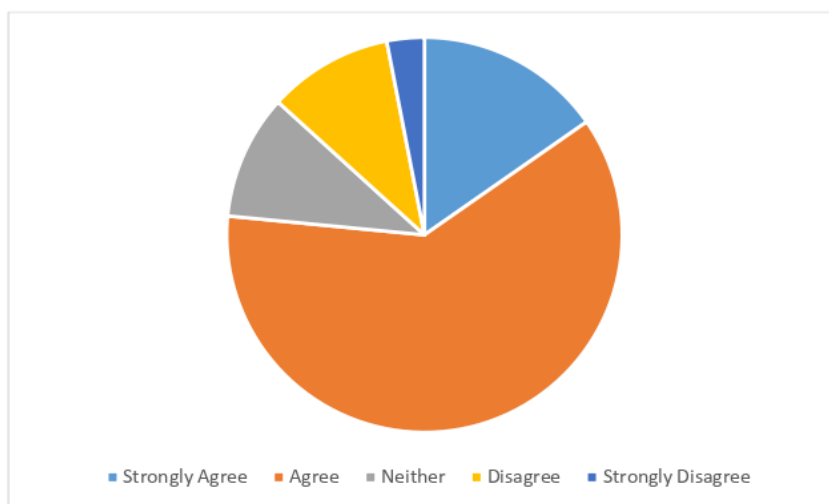
## 4. Response data

### Section 1: Resource Recovery Strategy (Part 1)

This section had two questions relating to the proposed Resource Recovery Strategy.

**Question 1:** Overall, have we got the proposed Resource Recovery Strategy right for the City of Ipswich?

**Findings:** This was a radio button response (one answer only). Three quarters of respondents agreed or strongly agreed with the proposed strategy.



- Strongly Agree: 15
- Agree: 60
- Neither agree nor disagree: 10
- Disagree: 10
- Strongly Disagree: 3

**75% of contributions Strongly Agree or Agree with the proposed Resource Recovery Strategy being right for Ipswich.**

Two contributions were deemed as non-valid.



**Question 2:** Do you have any other ideas to improve the proposed Resource Recovery Strategy that you would like council to consider?

**Findings:** This was a short answer (300 character) response field. 73 respondents provided an answer to this question (including 5 that commented 'no suggestion'). Some responses contained more than one idea.

The responses followed similar themes to previous engagement, and there were a wide range of responses.

There were many suggestions for **rewarding and encouraging 'good behaviour' in the community**, particularly:

- **Providing community education on recycling and green bins**
- Providing mulch created through FOGO collection to residents
- Tip vouchers or rates benefits as rewards
- Increasing recycling opportunities such as council collection of soft plastics, kitchen caddies, recycling bins for schools and parks.

There were many responses regarding council's **residential waste collection services**, such as:

- Keep the large item kerbside collection service and give furniture to op shops
- **The strongest response was to return glass to the yellow lid recycling bin or have a separate glass bin for kerbside collection**
- Increase collection of all bins to weekly, or **make FOGO weekly and alternate yellow and red lid bins**
- There were comments both to make FOGO compulsory and to keep it as optional.

There were five comments relating to the targets set out in the Resource Recovery Strategy. These respondents **wanted to see 'better' targets set, and for action to be taken sooner**.

Other comments related to council infrastructure:

- Separate entries for free and paid trips to the Resource Recovery Centres
- More small-sized Resource Recovery Centres
- **A large Resource Recovery Centre incorporating an education centre**
- **Several comments regarding the need for a 'tip shop'.**

There were also suggestions for **how industry and business can play more of a role reducing waste to landfill**, including:

- Improved recycling processes
- One comment was for, and one comment was against, an incinerator
- Eliminating waste through purchasing
- Regulation for businesses and reporting on recycling

**Example comments:**

*The strategy is correct, but it needs to take effect aggressively right now. Decades is far too late.*

*It is one thing to recycle - but we also need to support the market for recycled content until it becomes the 'norm'.*

*Glass in recycling bin, create a place where we can bring soft plastics to be recycled, green bins for all homes.*

*You should try to identify people who aren't using their bins correctly so that communications and education programs can be better targeted to these groups.*

## Section 2: Implementation Plan

This section had two questions relating to the proposed Implementation Plan.

**Question 1:** Do you have any suggestions on how we can improve the actions listed within the Implementation Plan?

**Findings:** This was a short answer (300 character) response field. 59 respondents provided an answer to this question (including those who answered 'no response'). Some answers contained more than one idea.

The responses were along similar lines to the previous open response, with many repeating their previous answer.

The most frequent responses included:

- **Faster implementation of the strategy and a more detailed action plan**
- **Wide-reaching and multi-channel education around recycling and FOGO**
- **Changes to kerbside collection; including reducing size of red lid bins, increasing frequency of yellow and green bins, compulsory FOGO and free green bins**
- **Increase opportunities for diverting waste, such as e-waste, soft plastics and glass**
- **Businesses to take responsibility for diverting their waste and reducing single-use plastic**

**Example comments:**

*I note the actions list supporting the use of recycled content - this may need to be given more profile in the strategy.*

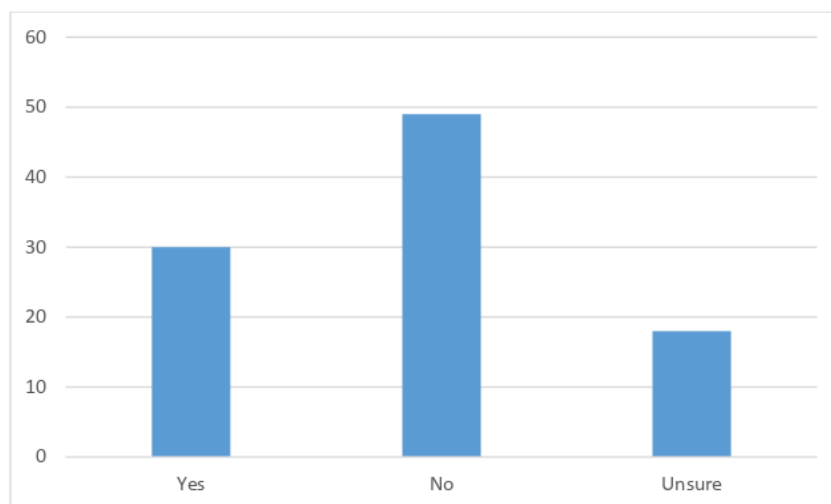
*Tiny red bin, huge yellow bin, huge green bin, fine those who use incorrectly.*

*Lots more focus on education, this is critical. There is also an opportunity to better engage business and have the business community contribute for the waste they introduce. The targets should also be more aggressive and brought forward.*

**Question 2a:** Would you like to see any changes made to the timeframes within the Implementation Plan?

**Findings:** This was a radio button response (one answer only). Half of respondents said they did not want changes to the timeframes.

Respondents who answered 'Yes' were also prompted with a further question (see next page).



- Yes: 30
- No: 49
- Unsure: 18

**51% thought the timeframes within the implementation plan were suitable.**

**31% wanted to see changes made to the timeframes within the implementation plan.**

**Question 2b:** Please provide more details on how we could improve the timeframes in the Implementation Plan

**Findings:** Of the 30 people who responded 'Yes' to the previous question, 28 provided further information. Some answers contained more than one idea.

- Some gave timeframes that they wanted action, from 3-5 months through to reducing the overall goal by 5 years
- Many just stated they wanted action 'ASAP' or faster
- Some wanted specific actions rolled out sooner, particularly FOGO kerbside collection, education, weekly yellow lid bin collection and a recycling mart
- One respondent wanted council to wait for a national approach.

**All but one comment was about reducing the timeframes within the implementation plan.**

**Example comments:**

*A lot of the proposed are things that can be quickly altered by the people of Ipswich i.e. with bin collections, they would just need notice/information regarding the changes.*

*Time frames should be shortened. The longer we wait the more goes to landfill.*

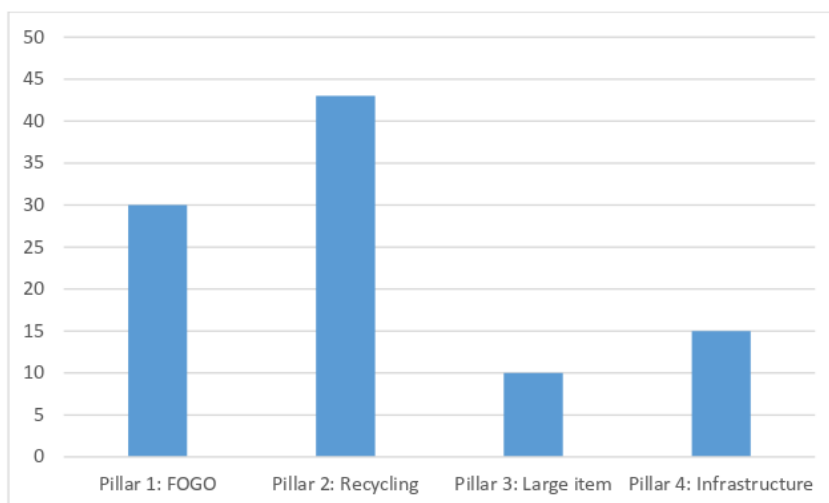
*I believe the timeline is somewhat realistic but that we need to do more to make this happen as soon as possible. 30yrs is a long time and with today's consumerism the amount of waste produced in that time is unfathomable, it may be too late by that time.*

### Section 3: Resource Recovery Strategy (Part 2)

This section had two questions relating to the proposed Resource Recovery Strategy.

**Question 1:** In considering all four pillars in the strategy, which pillar do you believe will be most beneficial in reducing waste?

**Findings:** This was a radio button response (one answer only). Close to half chose the co-mingled recycling bin which reflected previous comments about glass recycling in kerbside collection.



- Pillar 1: Food Organics Garden Organics (FOGO) 30
- Pillar 2: Optimise the co-mingled recycling bin 43
- Pillar 3: Large item kerbside collection 10
- Pillar 4: Council recycling/refuse infrastructure 15

**44% considered Recycling to be the most beneficial of the four pillars in reducing waste.**

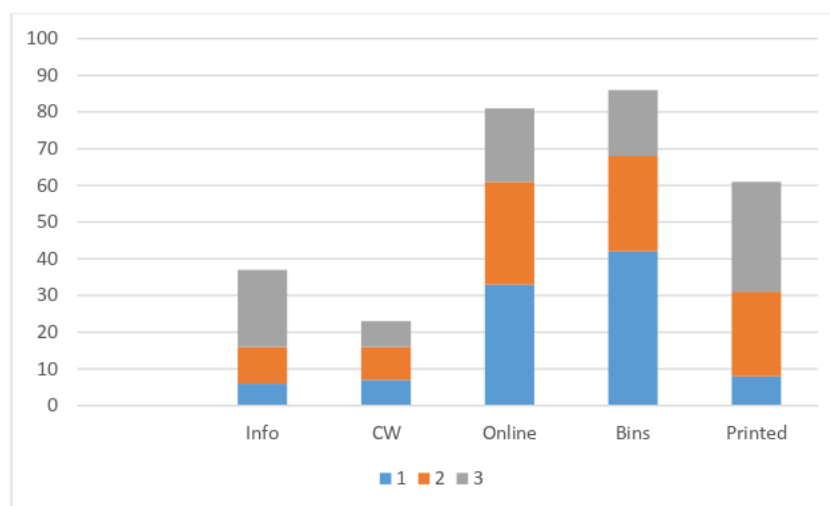
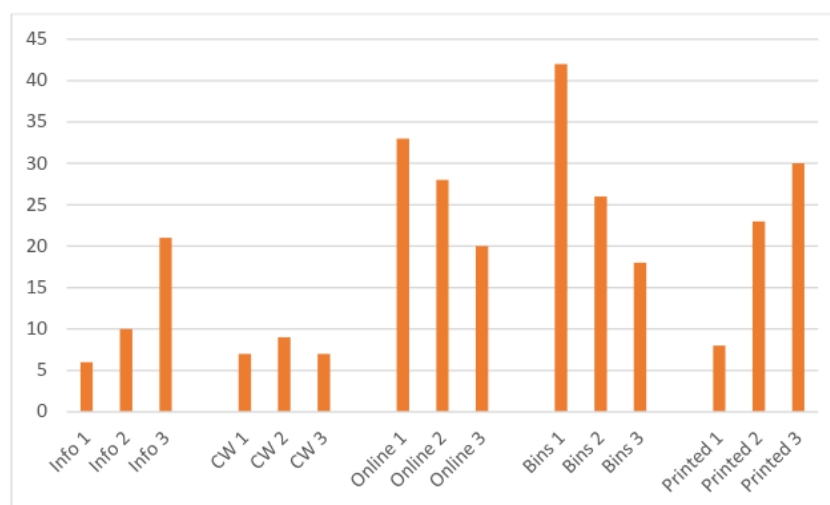
**31% considered FOGO to be the most beneficial of the four pillars in reducing waste.**



With Recycling and FOGO representing the changes to residential kerbside services, 75% selecting these pillars as the most beneficial to reducing waste shows that the respondents are on board with the strategic direction of the strategy.

**Question 2:** Consider all four proposed pillars in the strategy and the impacts these might have on your household. How could council best support you with these waste and recycling services?

**Findings:** This question allowed respondents to choose their top three preferences from a list of five options. Bin stickers or signage was the most popular response overall. It also had the highest number of first preferences. Community workshops was option selected least.



- Information sessions: total 37
- Community workshops: total 23
- Online information: total 82
- Bin stickers or signage: total 86
- Printed information: total 61

## Section 4: General comments

This section had two questions to allow respondents to provide more information about general waste management in Ipswich.

**Question 1:** Do you have any other suggestions on how council could best support you with recycling and waste services?

**Findings:** This was a short answer (300 character) response field. 61 respondents provided an answer to this question (including those who answered with 'no response'). Some answers contained more than one idea.

- **Education around resource recovery was the strongest response.** Some wanted clear information specific to Ipswich. Others suggested opportunities for education such as schools, libraries, community centres and digital such as social media
- Council kerbside collection was again mentioned, particularly **providing larger green and yellow lid bins and/or increasing the collection frequency, and free or reduced costs for FOGO service**
- There were several responses for current services to stay the same – particularly keeping red lid bin as a weekly collection (due to potential odours) and maintaining the free large item kerbside collection.

### Example comments:

*Lot more education in schools, shopping centres, community organisations etc. I would like to see the council get 100% serious about this and set the example for all other councils.*

*Other recycling options – e-waste, polystyrene, etc.*

*Recycling collection should happen every week and include glass.*

*Clearer information on what items can and can't be recycled, but more importantly - improve the facilities so that more can actually be recycled.*

*Make green lid bins free to all Ipswich residents so we can reduce green waste from going into red bins. If we serious about waste and CO2 emissions, then this needs to be a priority.*

*Provide a supportive way to identify and educate people who don't use their bins correctly.*

**Question 2:** Do you have any ideas on how council could improve the proposed pillars?

**Findings:** This was a short answer (300 character) response field. 55 respondents provided an answer to this question (including those who answered 'no response'). Some answers provided more than one idea.

The responses again followed similar themes to previous comments. Some people re-iterated previous points, particularly around proposed changes to kerbside collection, or wanting current practices to stay the same (see Q1 above).

Some respondents were supportive of the pillars and strategy but wanted to see evidence of change happening through implementation.

**There were comments around the importance of education to each of the pillars.** Two respondents suggested making education its own pillar.

**Example comments:**

*Develop, implement and evaluate a 2-year community engagement/information sharing plan.  
Rebrand Ipswich.... "Ipswich City is now the innovation recycling centre of Australia!"*

*The pillars are great, the people are not so great at recycling, we need constant education, start in the schools.*

*I think the current four pillars are fantastic and I look forward to seeing how they develop. I do think that council should consider reaching out to neighbouring councils (e.g. Somerset) to help support broader community waste reduction efforts.*

*All the pillars are important. None are more important than the other. Cannot improve them but if we serious about waste then all of them need to be addressed with equal importance.*