



# 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

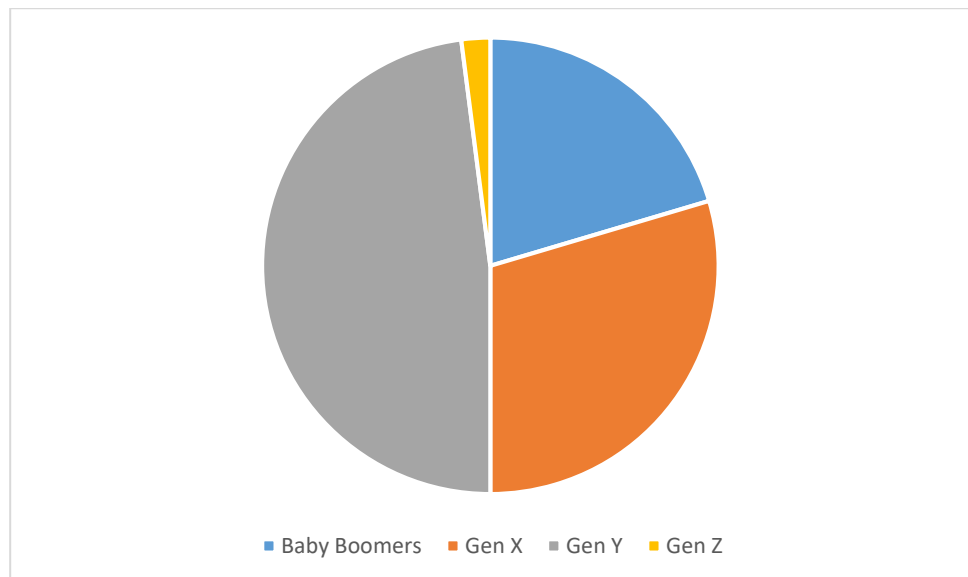
#### Generation profile

Baby Boomers  
(1946-1964):  
20

Gen X (1965 –  
1980): 29

Gen Y (1981-  
1995): 47

Gen Z (1996 –  
2015): 2



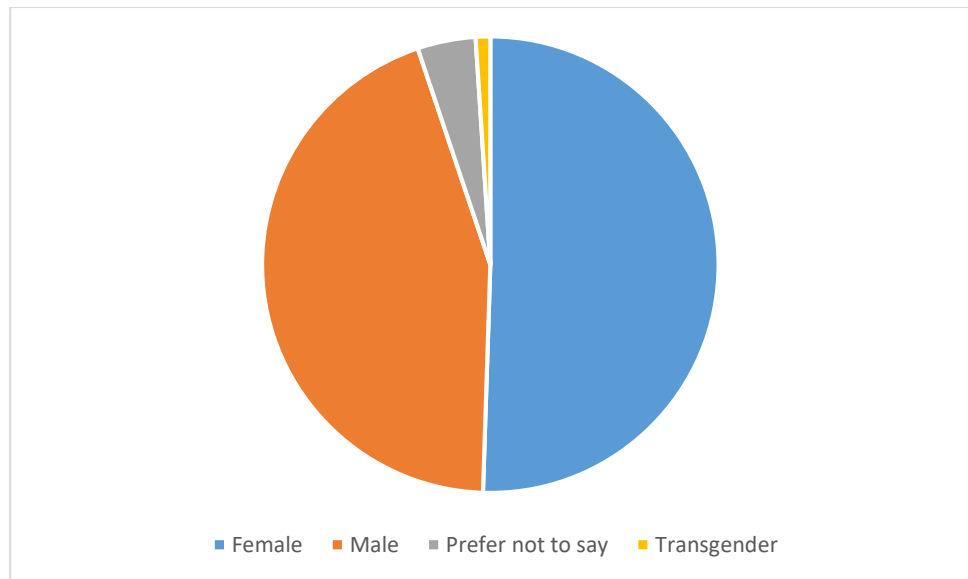
### Gender

Female 49

Male 43

Prefer not to say 4

Transgender 1



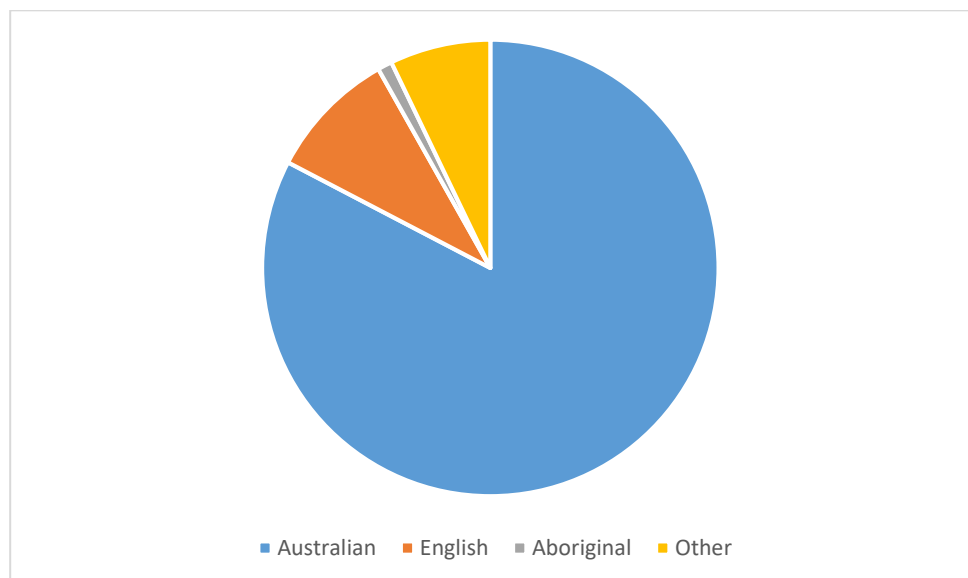
### Cultural background

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

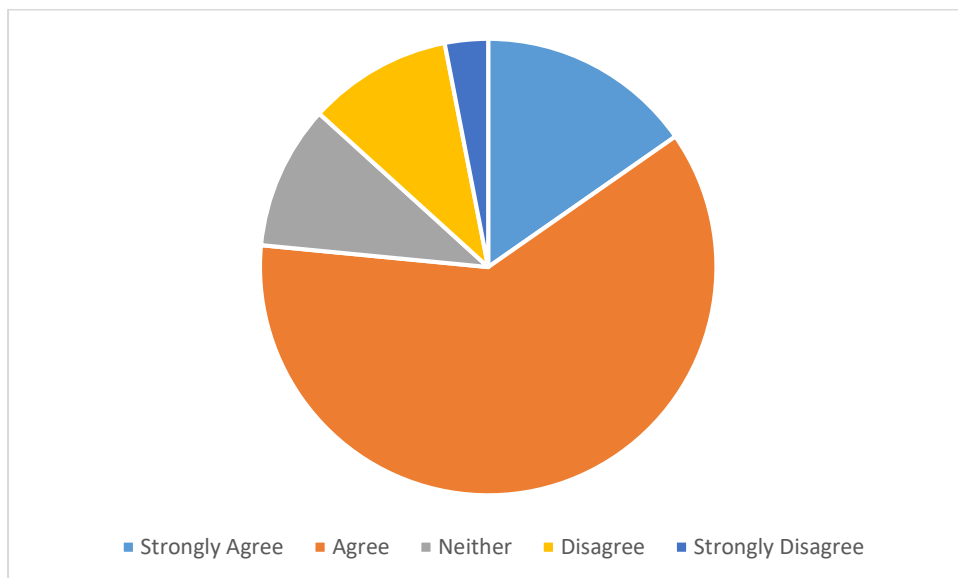
## 4. Response data

### 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.*

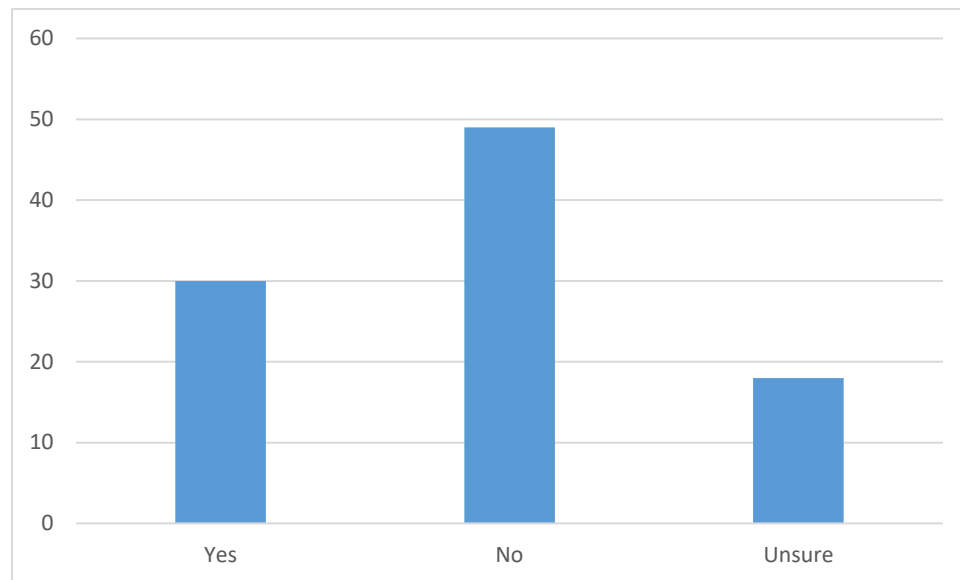
*Tiny red bin, huge yellow bin, huge green bin, fine those who use incorrectly.*

*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.*

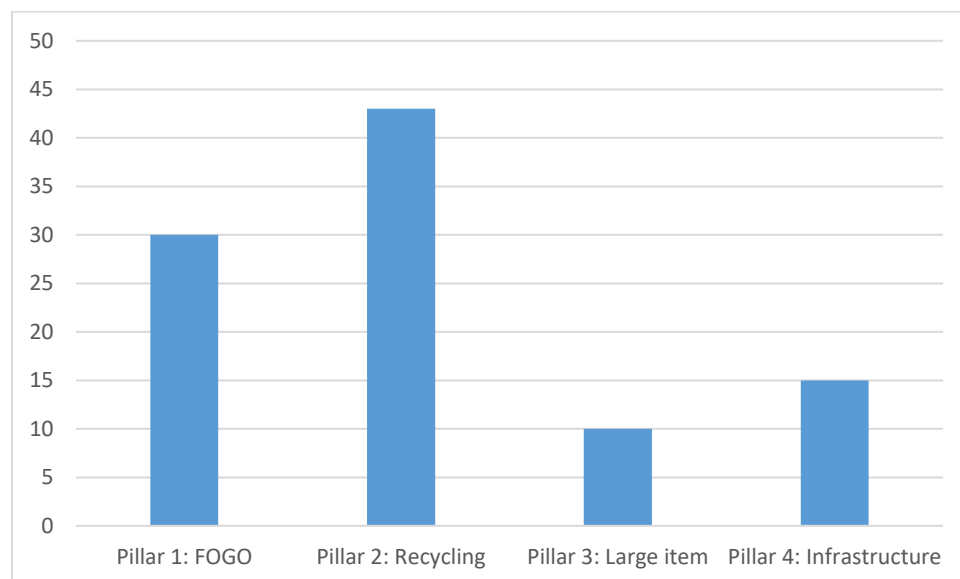
*I believe the timeline is somewhat realistic but that we need to do more to make this happen as soon as possible. 30yrs is a long time and with today's consumerism the amount of waste produced in that time is unfathomable, it may be too late by that time.*

## 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

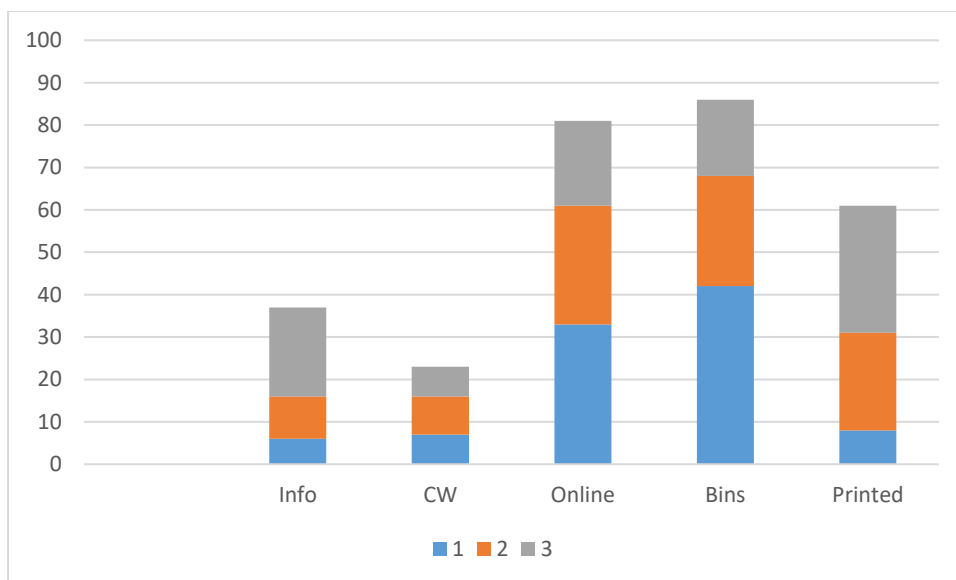
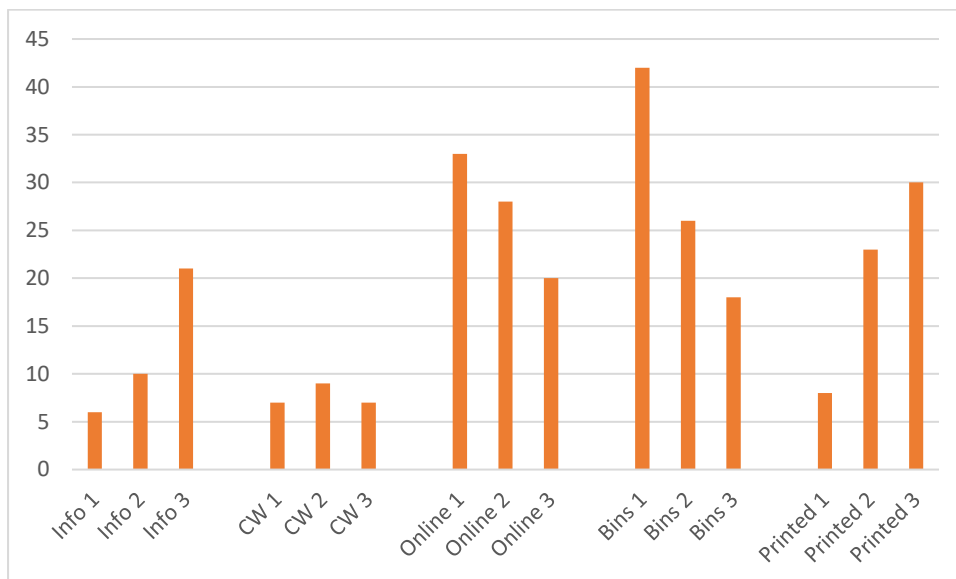
**44% considered Recycling to be the most beneficial of the four pillars in reducing waste.**

**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.*