

REGIONAL EDUCATION PLAN 2024-2029





Polystyrene Recycling

(Foam must be white, dry, clean, no tape or stick)



- AC Alexandrina Council
- AHC Adelaide Hills Council
- AHRWMA Adelaide Hills Region Waste Management Authority
- BRRC Brinkley Resource Recovery Centre
- e-Waste Electronic Waste
- FOGO Food Organics and Garden Organics
- GISA Green Industries South Australia
- MBDC Mount Barker District Council
- MR Mixed Recycling
- MRF Material Recovery Facility
- RCMB Rural City of Murray Bridge

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OVERVIEW

The Adelaide Hills Region Waste Management Authority (the Authority) is a Local Government Regional Subsidiary established by its Constituent Councils – The Adelaide Hills Council, The Alexandrina Council, The Mount Barker District Council and The Rural City of Murray Bridge.

It works with its Constituent Councils to facilitate waste management and recycling. We aim to lead the way in waste recovery, being known as a regional subsidiary and a group of councils that are succeeding in reducing waste to landfill. We see community education as a factor in our success.

This Regional Education Plan aims to deliver impactful education programs across the region. It is guided by the South Australian government's priorities to build a Circular Economy and as such, focuses on strengthening the knowledge, attitudes, and behaviours of the community to maximise the rate of resource recovery and decrease the number of tonnes of waste deposited in the landfill at Brinkley. It complements the Authority's Strategic Plan (2024-34) which has a Goal of an Empowered Community.





2

CONSTITUENT COUNCIL PLANS

The Strategic and Waste Plans of each Constituent Council have been considered in the creation of this plan. AHRWMA's activities aim to align with and support existing and planned Constituent Council endeavours to educate residents, businesses, and visitors.

The Authority values collaboration and communication with and between Constituent Councils and supports collaboration in community education across the region.

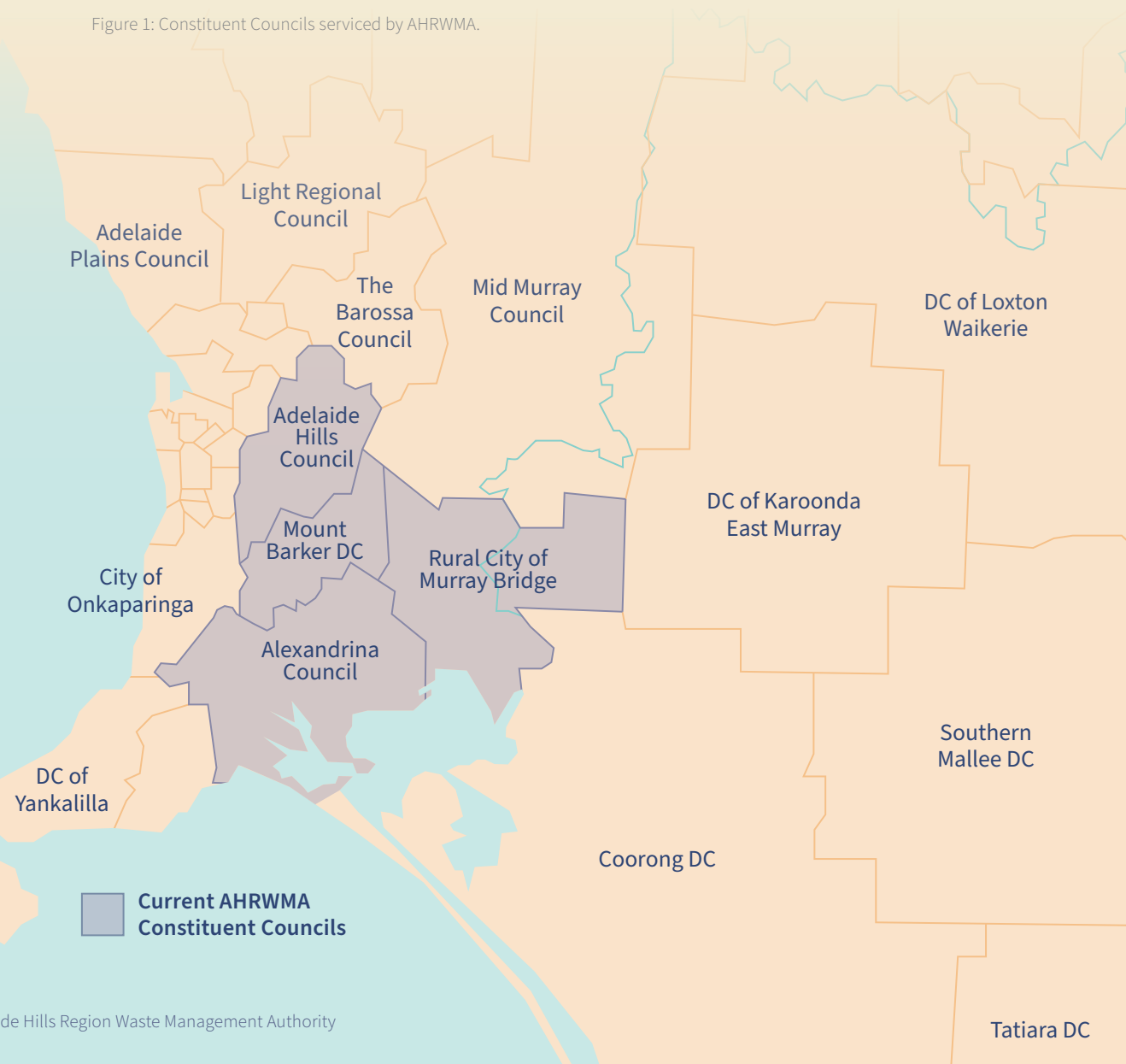
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REGIONAL CHARACTERISTICS

Understanding the geographical characteristics of the Council areas assists in understanding the most effective means of communicating with and engaging residents.

The Council areas serviced by the Authority range from urban, to peri-urban and rural. It includes the towns of Murray Bridge, Goolwa, Strathalbyn, Stirling and Mount Barker (and their surrounding areas) as well a significant proportion of area utilised for rural activities such as food production (vegetable, fruit, dairy, cattle, sheep), viticulture and manufacturing.

Figure 1: Constituent Councils serviced by AHRWMA.





OUR PEOPLE

The populations of the Constituent Councils are diverse in terms of urban vs rural localities and by socioeconomic status. Table 1 highlights the contrasting socioeconomic status across the region. It should also be noted that 8.1% of people in RCMB have reported that they speak a language other than English at home. The languages most spoken are Tagalog (Filipino) (1.8%), Mandarin (1.1%), Italian (0.5%), Australian Indigenous Languages (0.5%), Vietnamese (0.5%) in addition to Punjabi, Turkish, Dinka (Southern Sudanese), Arabic and Afrikaans. In terms of communication with the community, this should be considered to ensure information can be accessed by people for whom English is a second language.

ACKNOWLEDGEMENT OF COUNTRY

The Authority works across the lands of the Ngarrindjeri, Peramangk and Kaurna people. The role of waste management and resource recovery in caring for these countries should be considered and emphasised in communications.

Table 1: Data relating to the Member Council regions serviced by the Authority

	RCMB	AHC	AC	MBDC	Why is this useful to know?
School aged (%)	17.5	20	15.5	19.3	This indicates what proportion of the population can be accessed via schools.
Aged 20 to 65 (%)	55.4	55.6	48.4	57	This indicates the proportion of the population that are likely to be utilising services operated by the Authority, such as the Resource Recovery Centres.
Population density (person/km²)	12.3	52.2	16.3	69	This indicates how rural the population is and influences the type of waste/resource management information that they could be seeking.
Language other than English at home (%)	8.1	5.5	2.7	5.1	This indicates the need to provide information in languages other than English.
Socioeconomic index (decile)	2	10	8	9	This indicates the income available to residents to spend on waste/resource management.
No. of businesses	1,399	4,243	2,245	3,168	This indicates the need to target information specific to businesses to residents.
No. of visitors/annum	327,000	1.15M	854,000	950,000	This indicates the need to communicate information to non-residents.



OUR SERVICES

Table 2 outlines the waste and resource management services offered across the region. The majority of residents across our Constituent Councils have access to the systems and resources required to correctly sort waste streams. Food Organics Garden Organics (FOGO) collection is not currently offered to residents living in rural areas. The Alexandrina Council does not offer a hard waste collection service, however the Fleurieu Regional Waste Authority operates Resource Recovery Centres which accept a broad range of materials.

Table 2: Waste and recycling services provided by Member Councils

Council	Waste to LF (140L)	Recycling to MRF (240L)	FOGO to Composting Facility (240L)	Kitchen caddy for FOGO	Hard waste collection	Waste Transfer Station	Free Greens Days
RCMB	Weekly	Fortnightly	Fortnightly (township only)	Available via Council	Yes - Free (or free pass to BRRC)	Yes	8 days per year
MBDC	Weekly	Fortnightly	Fortnightly (township only)	Available via Council	Yes - Paid (via Orana)	Yes	8 days per year
AC	Fortnightly	Fortnightly Weekly in Dec/Jan	Fortnightly (township only) Weekly in Dec/Jan	Yes	No	Yes	No
AHC (NB Trialling FOGO weekly)	Weekly	Fortnightly	Fortnightly (townships only)	Available via Council	Yes - Resident contribution service	Yes	Approx 26 days per year



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THE STATE OF WASTE AND RESOURCE MANAGEMENT IN SOUTH AUSTRALIA

Understanding how the community engage with waste management and resource recovery services allows us to implement strategies to improve use.

South Australia's aim is to achieve a kerbside resource recovery rate of 70% across Metropolitan council regions by 2025. The average kerbside resource recovery rate in South Australia is currently 54%. Research conducted by Green Industries SA indicates that the highest kerbside resource recovery rates are achieved in councils that provide the three-bin system plus a kitchen caddy.



MARKET RESEARCH

Green Industries SA 'Which Bin' Market Research Report indicates that South Australians have a positive attitude to recycling and feel a moral obligation to do so. However, 80% of South Australians will make a conservative choice to send an item to landfill if unsure if it should be recycled or how to recycle it. This indicates that guiding people to the 'Which Bin' website is important and may be effective.

Bin Audits conducted in South Australia in 2021 found (yellow) recycling bins were most often contaminated with:

- Plastics
- Polystyrene
- Fabric
- Dirty containers (i.e. not sufficiently rinsed)

Residual waste (red or blue) bins:

- 70% were contaminated with recyclable items
- 33% were contaminated with paper
- 21% were contaminated with food scraps
- 13% were contaminated with garden waste

Additionally, only a quarter of FOGO (green) bins were found not to contain any food items.

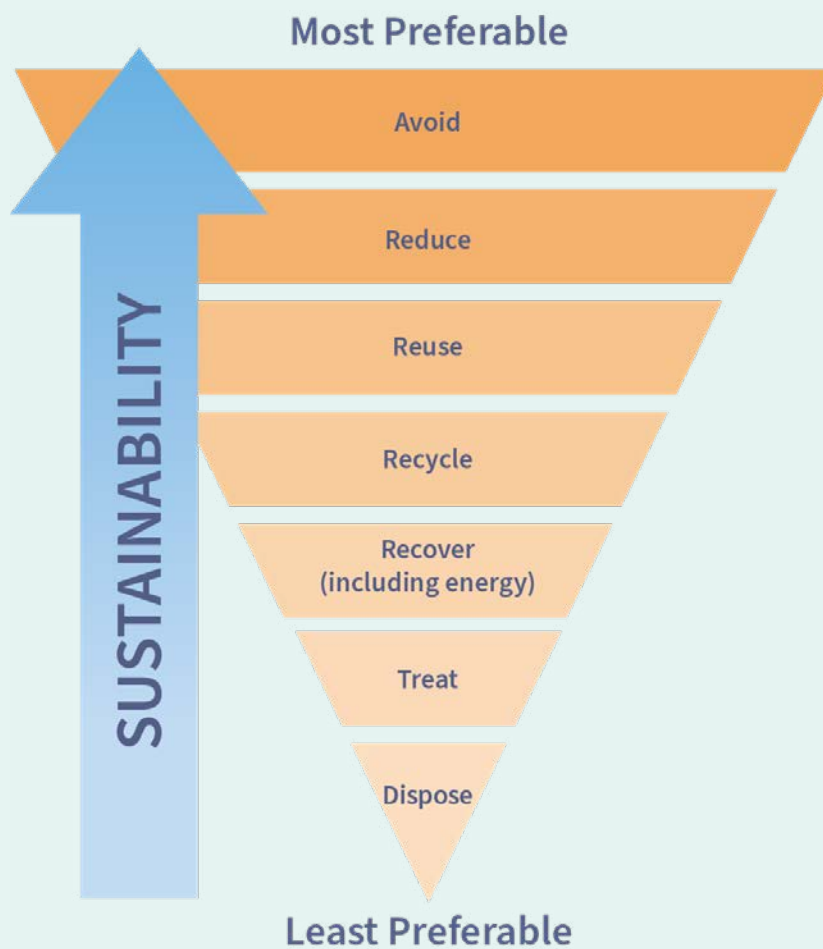
Across the waste management industry, there is a notable concern regarding the improper disposal of batteries into kerbside bins.



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GUIDING PRINCIPLES

THE WASTE MANAGEMENT HIERARCHY

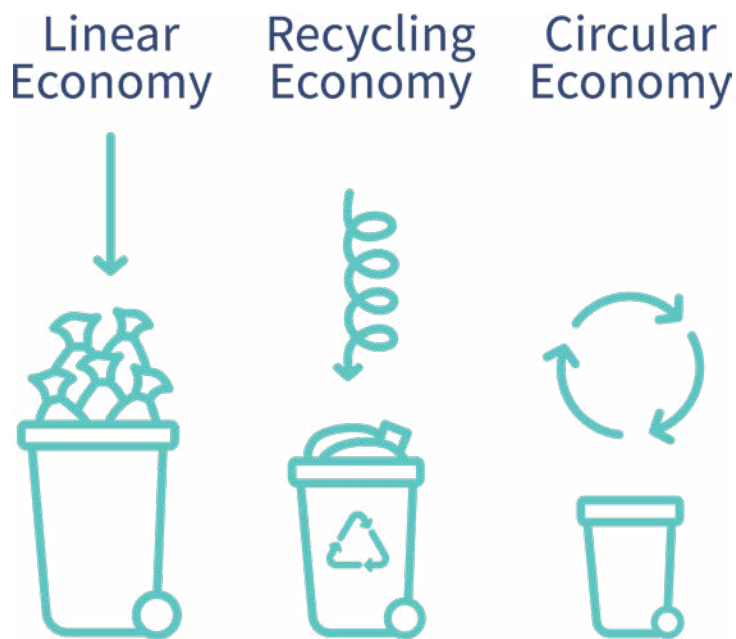


Community Education can support the behaviours on the hierarchy by:

- Avoid and Reduce - Encouraging use of libraries and toy libraries
- Reuse - Encouraging use of Re-Use centres, Salvage stores, and Repair centres
- Recycle, Recover - Encouraging use of Resource Recovery Centres
- Treat/Dispose - Promoting the 'Which Bin' resources and Resource Recovery Centres



TRANSITION TO A CIRCULAR ECONOMY



Community Education can support the Circular Economy by:

- Informing residents on using the FOGO and Mixed Recycling (MR) bins correctly (e.g., food scraps into FOGO and glass into MR bin)
- Informing residents on items that can be brought to Resource Recovery Centres for recycling (e.g., batteries, eWaste, cardboard)
- Encouraging use of Repair Centres, Libraries and Toy Libraries

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AIM, OBJECTIVES, OUTCOMES AND AUDIENCE

AIM

Our communities will be empowered to keep resources as high as possible on the waste hierarchy and reduce the volume of material that is sent to landfill.



OBJECTIVES

- 1 Increase the proportion of recoverable materials taken to Resource Recovery Centres, reducing the amount disposed of in general waste.
- 2 Enhanced community understanding and adherence to proper kerbside bin usage.
- 3 Increased community engagement in resource recovery activities.

OUTCOMES

- 1 Residents will know the locations and services provided by Resource Recovery Centres.
- 2 Residents will use their kerbside bins correctly.
- 3 Residents will adopt practices that minimise waste generation and enhance reuse.

TARGET AUDIENCES

- 1 Residents of Constituent Councils
- 2 Students and education providers
- 3 Businesses located in the region and those operating within it.
- 4 Tourists (approximately 1M per year/ council area)

STAKEHOLDERS AND DELIVERY PARTNERS

- 1 Constituent Councils
- 2 KESAB
- 3 State government
- 4 Collection Partners
- 5 Community Groups
- 6 Industry bodies
- 7 Community



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ACTIONS

Table 3: Education actions

ACTION	OUTCOMES			ASSIGNED TO	TARGET AUDIENCE	SUCCESS MEASURE	COST	FREQUENCY	FUNDING SOURCE
	Avoid Waste Production	Recover Effectively	Dispose Correctly						
Social media posts	✓	✓	✓	AHRWMA Circular Economy Officer Constituent Council Comms Teams	Residents of Constituent Councils	Number of likes and shares	Nil	Weekly and as required	NA
Targeted social media advertising	✓	✓	✓	AHRWMA Circular Economy Officer	Residents within radius of associated location	Number of likes and shares	Approx. \$40 per campaign	Quarterly and as required: Spring - Shed Hunt (Paint and chemical disposal) Summer (Christmas) - Polystyrene recycling and Christmas clutter Autumn - eWaste and batteries Winter - Pruning (Organics)	AHRWMA Education
Postcards		✓	✓	AHRWMA Circular Economy Officer	Customers at Resource Recovery Centres		Approx. \$200	Summer (Christmas) - Polystyrene recycling and Christmas clutter	AHRWMA Education
Bus Tours of Brinkley site	✓	✓	✓	AHRWMA Circular Economy Officer and Operations Supervisor KESAB	Residents of Constituent Councils Teachers and students of Stage 1 and 2 Chemistry University students in courses relating to Env. Science	Feedback from participants	Approx. \$3,000 per council per annum	One scheduled KESAB tour per year plus as requested	AHRWMA Education
Community presentations, workshops and events	✓	✓	✓	AHRWMA Circular Economy Officer	Residents of Constituent Councils Teachers and students of Stage 1 and 2 Chemistry University students in courses relating to Env. Science	Feedback from participants		As requested	

ACTION	OUTCOMES			ASSIGNED TO	TARGET AUDIENCE	SUCCESS MEASURE	COST	FREQUENCY	FUNDING SOURCE
	Avoid Waste Production	Recover Effectively	Dispose Correctly						
Library Displays	✓	✓	✓	AHRWMA Circular Economy Officer	Residents of Constituent Councils	Feedback from library staff	Approx. \$300	Annually in November for National Recycling Week	AHRWMA Education
Movie Night	✓			AHRWMA Circular Economy Officer	Residents of Constituent Councils	Feedback from participants	Approx. \$300	Annually in July for Plastic Free July	AHRWMA Education
Newspaper and magazine advertisements		✓		AHRWMA Circular Economy Officer	Residents of Constituent Councils		Approx. \$400	Annually in November for National Recycling Week	AHRWMA Education
Teacher professional learning		✓	✓	AHRWMA Circular Economy Officer	Education providers in Council LGAs	Feedback from participants	As needed	As requested	AHRWMA Education
AHRWMA Website	✓	✓	✓	AHRWMA Circular Economy Officer	AHRWMA customers	Feedback or emails from viewers	As needed		AHRWMA
Signage at Resource Recovery Centres		✓	✓	AHRWMA Circular Economy Officer	Customers at Resource Recovery Centres	Feedback or emails from viewers	As needed		AHRWMA
AHRWMA Newsletter		✓	✓	AHRWMA Circular Economy Officer	Colleagues at Constituent Councils, customer councils and collection partners	Feedback from readers	Nil	Quarterly	NA
AHRWMA Knowledge Sharing Forums	✓	✓	✓	AHRWMA Circular Economy Officer	Colleagues at Constituent Councils	Feedback from participants	Approx. \$100	Quarterly	AHRWMA Education
Annual Business Award	✓	✓	✓	AHRWMA Circular Economy Officer	Residents of Constituent Councils		Trophy \$100 Newspaper advertisement \$200	Annually	AHRWMA Education
Annual Community Award	✓	✓	✓	AHRWMA Circular Economy Officer	Residents of Constituent Councils		Trophy \$100 Newspaper advertisement \$200	Annually	AHRWMA Education



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REFERENCES

Adelaide Hills Council Strategic Plan:

www.ahc.sa.gov.au/assets/downloads/council/Plans/Strategic-Plan/Strategic-Plan-2020-24.pdf

Adelaide Hills Council Resource Recovery and Recycling Strategy:

www.ahc.sa.gov.au/assets/downloads/council/Strategy/Resource-Recovery-and-Recycling-2019.pdf

AHWRMA Strategic Plan 2024 – 2034**Alexandrina Council A2040:**

www.alexandrina.sa.gov.au/__data/assets/pdf_file/0040/848767/A2040-FourYearPlan.pdf

Alexandrina Council Draft Environment Action Plan**Alexandrina Council Draft Climate Emergency Plan****FRWA Strategic Plan:**

fleurieregionalwasteauthority.com.au/wp-content/uploads/2021/09/FRWA-Strategic-Plan-2020-2030.pdf

Green Industries SA ‘Which Bin’ Market Research Report:

www.greenindustries.sa.gov.au/documents/Which%20Bin%20Market%20Research%20Report.pdf?downloadable=1

Mount Barker District Council Strategic Plan:

www.mountbarker.sa.gov.au/__data/assets/pdf_file/0015/116421/Mount-Barker-2035-District-Strategic-Plan-Final.pdf

Mount Barker District Council Waste Management Strategy:

www.mountbarker.sa.gov.au/council/Plans-and-Strategies/wasteplan

Mount Barker District Council Waste to Resources Management Plan:

www.mountbarker.sa.gov.au/__data/assets/pdf_file/0016/117214/MBDCWasteManagementPlan2018-2025.pdf

National Waste Policy and Action Plan:

www.dcceew.gov.au/environment/protection/waste/publications/national-waste-policy-action-plan

Rural City of Murray Bridge Strategic Plan:

www.murraybridge.sa.gov.au/__data/assets/pdf_file/0030/770862/Strategic-Plan-2020_24-Website.pdf

SA Waste Strategy 2020 -2025:

www.greenindustries.sa.gov.au/resources/sa-waste-strategy-2020-2025

United Nations Sustainable Development Goals:

sdgs.un.org/goals

Population data of Constituent Councils:

dbr.abs.gov.au/

Languages spoken in RCMB:

profile.id.com.au/murray-bridge/language

Data relating to visitor numbers to Constituent Council LGAs:

- www.alexandrina.sa.gov.au/__data/assets/pdf_file/0023/193253/Tourism-and-Visitor-Strategy-2017-2022_low-res_FINAL.pdf
- www.ahc.sa.gov.au/assets/downloads/council/Reports/Annual-Reports/Annual-Report-2020-21-Final.pdf
- cdn.environment.sa.gov.au/parks/docs/national-parks-visitation-snapshot-murray-lower-lakes.pdf
- connectmountbarker.com.au/discover/key-statistics/

Data relating to recovery rates in SA:

www.greenindustries.sa.gov.au/documents/GISA-Metro-AdelaideKerbsideReport-2021-22.pdf

Waste Hierarchy diagram:

www.epa.sa.gov.au/environmental_info/waste_recycling

Circular Economy diagram:

www.greenindustries.sa.gov.au/driving-the-circular-economy





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