

# ILLEGAL DUMPING MANAGEMENT AND INTERVENTION PLAN (PILOT) 2020/2022

Presented by:

Community Education & Compliance - Planning Environment & Community Services

Parks and Recreation - Engineering and Infrastructure Services

Waste Services - Water & Waste

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**ISAAC**  
REGION  
HELPING TO ENERGISE THE WORLD

## INTRODUCTION

The Illegal Dumping Management and Intervention Plan (the Pilot Plan) provides a framework to set goals and actions that address illegal dumping motivators to deal with the root causes rather than the results of illegal dumping.

## OBJECTIVE

The Plan will provide Council with an opportunity to specifically focus and understand the complexity of dumping behaviours in our community and develop a longer-term strategic approach to:

- Minimise the incidents of illegal dumping in the Region.
- Drive positive long-term change in community attitudes and behaviours to prevent illegal dumping.
- Reduce the social, environmental, health and financial impact of illegal dumping.

## OUR STRATEGY

Our strategy is to make illegal dumping less attractive by using the following illegal dumping intervention mechanisms:

- Remove excuses: Educate & spread the word to motivate local communities.
- Reduce the rewards: deny financial benefits.
- Increase the risks: of getting caught.
- Increase the effort: make access difficult.
- Reduce provocations: not giving reasons for people to dump.

## SCOPE

The Pilot Plan outlines 5 key intervention mechanisms and associated actions that will progressively be implemented over seventeen months with a review at 6 months subject to available resources. Based on the data collated for the Region the priority areas are:

- Household Waste General Waste
- Household Waste – Whitegoods
- Household Furniture
- Green Waste
- Mattresses
- Construction and Demolition Waste

## RESPONSIBILITIES

The responsibility for implementation of key actions has been assigned to the responsible operational and project area/s in:

- Community Education & Compliance - Planning Environment & Community Services
- Parks and Recreation - Engineering and Infrastructure Services
- Waste Services - Water & Waste

## FUNDING

The Pilot Plan will be funded within 2020/2021 operational budgets.

## THE ILLEGAL DUMPING MANAGEMENT AND INTERVENTION PLAN (THE PILOT PLAN)

### REMOVE EXCUSES: EDUCATE & SPREAD THE WORD TO INFORM THE COMMUNITY

Education and community engagement are critical steps in combatting illegal dumping and represent the first step in initiating behavioural change. There is uncertainty surrounding community knowledge about the management of illegal dumping and what role they can play in bringing about better outcomes.

The pilot education efforts aim at increasing community awareness with a range of techniques including effective advertising, marketing of and communication about waste collection and disposal services available for residents and businesses and compliance obligations thereby removing this as an excuse for illegal dumping.

ACTION	OBJECTIVE	TIMEFRAME
<p>Conduct a series of targeted community education campaigns using a local media &amp; signage campaign that:</p> <ul style="list-style-type: none"> <li>– promotes responsible disposal of waste</li> <li>– communicates free waste disposal services</li> <li>– highlights the penalties if caught illegal dumping</li> <li>– highlights the environmental impacts of illegal dumping</li> </ul> <p>Deliver targeted education messages to address dumping issues at specific locations.</p> <p>Communicate the biosecurity risks associated with illegal dumping of garden and construction waste.</p> <p>Communicate illegal dumping enforcement outcomes to the community to highlight the risk of being caught.</p>	<p>To initiate and drive behavioural change by removing excuses through raising awareness, sharing information and communicating to a wide audience about littering and illegal dumping.</p>	<p>Commence in September 2020 with intense campaigning for 4 months and monthly education messages thereafter.</p>
<p>Develop material to raise awareness in the community to show the free waste disposal opportunities.</p>		<p>October 2020</p>
<p>Provide the community and industry with targeted guidance about correct disposal options for household waste, garden waste, and construction and demolition waste in local council areas affected by illegal dumping.</p>		<p>November 2020 – January 2022</p>
<p>Engage the legitimate waste industry, including the generators of priority wastes, to increase their understanding of their responsibilities and the costs of illegal dumping, and generate their support to combat illegal dumping and remove markets for illegal operators.</p>		<p>October 2020 – November 2020</p>
<p>Erect signage.</p> <p>Utilise the existing overarching message—Love Queensland. Let's keep it clean and various sub - messages developed by DES for signs and collateral material that target specific behaviours.</p>		<p>December 2020 – January 2021</p>
<p>Waste Survey.</p> <p>Public survey - waste services and public awareness</p>		<p>November 2020 – January 2022</p>

## REDUCE THE REWARDS - DENY FINANCIAL BENEFITS

Dumpers are financially rewarded for their activities through avoiding the cost of disposal and reducing the effort required for disposal. For businesses that generate large amounts of waste the financial reward generated through illegal dumping can be substantial. Compliance and enforcement are integral tools in the management of illegal dumping to reduce the rewards of illegal dumping. Their use highlights to the broader community and to the offenders that this is behaviour that Isaac Regional Council takes seriously and will take necessary steps to tackle it.

ACTION	OBJECTIVE	TIMEFRAME
<p>Proactive compliance – Hotspots</p> <p>Hotspots are areas that are susceptible to persistent high levels of littering or illegal dumping.</p> <p>Roll out two hotspot (one rural site &amp; one urban site) projects in partnership with key stakeholders that address specific issues, audiences and/or localities.</p>	<p>To provide strong community engagement and targeted compliance activity.</p>	<p>November 2020 – January 2022</p>
<p>Reactive compliance &amp; enforcement.</p> <p>Conduct reactive compliance and enforcement activity illegal dumping under the WRR Act to escalate the risk of being caught.</p>	<p>Discourage inappropriate disposal behaviours by increasing the risk of being caught.</p>	<p>October 2020 – ongoing January 2022</p>

## INCREASE THE RISKS: OF GETTING CAUGHT

The decision to commit an offence is influenced by the perceived risk of getting caught and the perceived benefits from the action ('rational choice'). Motive, opportunity, rewards, cost savings and so on can make the crime attractive. These factors change with different situations and thus a crime that may seem worth the risk or beneficial in one instance or place may not appear so at a different time or place. A perceived increase in the likelihood of getting caught deters some offenders from engaging in criminal activity such as illegal dumping. Surveillance can be an extremely effective technique in intelligence gathering, collecting evidence and deterring would-be dumpers.

ACTION	OBJECTIVE	TIMEFRAME
<p>Strengthen surveillance: use surveillance cameras and signs to indicate the area is being watched.</p>	<p>Increase the effort: make access difficult and risk of getting caught &amp; rive positive long-term change in community attitudes and behaviours to prevent litter and illegal dumping.</p>	<p>December 2020</p>
<p>Community surveillance - 'Dob in a dumper scheme via Snap Send Solve"</p> <p>Encourage residents by working with local communities and volunteer groups such as neighbourhood watch, bushcare groups and Council staff to report instances of illegal dumping in their local area. Residents to be made aware of what constitutes illegal activity and what information they will be required to provide (for example vehicle registration number, vehicle description, date, time and place where the incident occurred etc).</p>		<p>Commence in November 2020 and scheduled messaging each month to January 2022</p>

## REDUCE PROVOCATIONS: NOT GIVING REASONS FOR PEOPLE TO DUMP

In Isaac, the majority of municipal solid waste received at Councils Waste Facilities is free of charge to residents of the region. Items such as gassed whitegoods, tyres, car bodies, gas cylinders which are processed at a cost to Council incur a charge at the time of disposal. Consideration of the types of waste that are commonly found at the various dumping locations shows that waste that incurs disposal cost to residents end up illegally disposed of by dumping. Opportunity to legally dispose of that waste could be considered as a tool to reduce the illegal dumping of that waste.

ACTION	OBJECTIVE	TIMEFRAME
Engage and consult with Council to determine Council's position on incentives for the legal disposal of those wastes that incur disposal cost to the community. (Gassed white goods, tyres etc)	Reduce provocations: not giving reasons for people to dump.	December 2021
A trial of Waste Amnesty Day at selected waste management facilities where charges are waived for chargeable wastes brought in by domestic customer.		January 2021

## INCREASE THE EFFORT: MAKE ACCESS DIFFICULT

In most cases illegal dumping takes very little effort. It can take more effort to dispose of waste legally than to dump it illegally. Council can change the balance to make it easier to comply with the law and make it harder to not do so. Many areas continue to experience illegal dumping problems after being cleaned up. Effective structural solutions will increase the effort and risk of being caught thereby deterring offenders. Structural solutions may reduce accessibility to popular sites for illegal dumping.

ACTION	OBJECTIVE	TIMEFRAME
Identify locations that make access difficult by using cost-effective structural approaches such as: Lighting, landscaping, revegetation or beautification barriers, such as fences and locked gates, concrete blocks, logs and boulders and earth mounds.	Increase the effort: make access difficult.	June 2021
Determine costs of implementing structural approaches.		July 2021
Recommend a programme of cost-effective structural actions by way of the 6 months Pilot Action Plan review		August 2021

## MONITORING & EVALUATION - MEASURE OUTCOMES & DETERMINE FUTURE DIRECTION

OBJECTIVE	PERFORMANCE MEASURE
Remove excuses: Education & spread the word & motivate local communities	<ul style="list-style-type: none"> <li>• Pre and post measurement of illegal dumping stats</li> <li>• Community reporting levels</li> <li>• Public assistance results in successful investigations of illegal dumping.</li> <li>• Public awareness levels of about Council waste services and illegal dumping law as demonstrated by shift to the adoption of acceptable practices of waste disposal</li> </ul>

<p>Reduce the rewards: deny financial benefits</p>	<ul style="list-style-type: none"> <li>• Two hotspot projects are delivered in the 12 Months</li> <li>• Each project to provide a pre and post measurement of waste, community attitudes and use of space and intended behaviour towards illegal dumping to determine success.</li> <li>• Site specific data</li> <li>• Hotspot survey</li> <li>• Illegal dumping clean-up costs</li> <li>• Illegal dumping weight / volume</li> <li>• Enforcement Outcomes i.e. Number of PINs issued</li> </ul>
<p>Increase the risks: of getting caught.</p>	<ul style="list-style-type: none"> <li>• Hot spot data</li> <li>• Community surveillance data</li> </ul>
<p>Increase the effort: make access difficult.</p>	<ul style="list-style-type: none"> <li>• Increase the effort methodology is established.</li> <li>• Site specific data</li> <li>• Illegal dumping clean-up costs</li> <li>• Illegal dumping weight / volume</li> </ul>
<p>Reduce provocations: not giving reasons for people to dump.</p>	<ul style="list-style-type: none"> <li>• Site specific data</li> <li>• Illegal dumping clean-up costs</li> <li>• Illegal dumping weight / volume</li> </ul>