

Clean 2-Stream Recycling Trial
Marketing and Communications Report

for
Mindarie Regional Council

Clean **2** Stream
greener recycling



Prepared: May 2010

EXECUTIVE SUMMARY

Mindarie Regional Council (MRC) conducted the Clean 2-Stream recycling trial from 11 February to 8 April 2010, to test a new collection system where household “waste” is placed in one of two bins based on the use of an organic stream and non organic stream.

The trial was conducted within the Town of Cambridge and included more than 1000 premises, both residential and commercial.

MRC enlisted The Hub to manage all marketing and communications aspects of the project, including branding, copywriting and graphic design for direct mail, creation of other educational material such as an instructional video and waste classification stickers, as well as post trial stakeholder research and analysis.

The Hub’s strategy was to use emotional pulls and key messages to highlight why the trial was being conducted from an environmental perspective. The Hub creation of a logo, strapline, project title and DL flyers, assisted in encouraging and promoting the project to the selected target audiences.

All communications materials were produced with the intention of maximising information delivery and positive reinforcement. The Hub created a series of DL flyers distributed through direct mail, which were functional and visually appealing. In keeping with the objective of the trial, all communication materials were printed in 100% recycled stock.

According to the feedback from the stakeholder research the trial was very well received by a majority of the sample survey, a promising result for the Mindarie Regional Council and their commitment to moving “Towards Zero Waste”. Apart from the initial challenges for residents of familiarising themselves with a new system, there were very few complaints recorded and with most respondents said they were willing to make the effort for the initiative which ultimately benefits the environment.



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This report outlines The Hub's involvement in the Clean 2-Stream recycling trial, including the sequence of activities and achieved outcomes, marketing materials produced, and importantly our research strategy, including key trends, findings and way forward recommendations.



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METHODOLOGY / APPROACH

Sequence of Activities

The Hub implemented a five phased marketing communications strategy for the trial:



PHASE ONE – CONFIRM PROJECT OBJECTIVES AND TIMELINE	
TASK	OUTCOME / DELIVERABLES
<p>Meet with Mindarie Regional Council team to confirm project requirements as per this brief and confirm project costs (if alterations are necessary to the brief)</p> <p>Collect database from MRC of 800 participants including post, name and other contact details that are available.</p>	<p>Written confirmation of the project requirements as highlighted in this proposal.</p> <p>Collect database from MRC.</p>

PHASE TWO – WRITE COPY FOR MARKETING MATERIALS AND GAIN APPROVAL	
TASK	OUTCOME / DELIVERABLES
<ul style="list-style-type: none"> ▪ Write copy for the overall key project messages including: <ul style="list-style-type: none"> - Strapline for the project (emotional pull message for participants) - Environmental benefits (if available, factual based info) ▪ Edit existing copy provided by MRC on the project and the two bin trial process. ▪ Write copy for the following materials: <ul style="list-style-type: none"> - Mayor letter* - Q&A sheet - Leaflet information - Invitation for information session - Staged promotional pieces and lead key messages (7 types) - Video Vox Pop – one page brief for video producer and voice over words for bin trial system. - Powerpoint for information session - Closed questions for focus group (9 questions) single page and print required number. - Open ended questions for focus group (3 questions) - Email reminder for focus group participants. <p>MRC is to provide The Hub with images in A4 300 dpi resolution for use throughout the design process.</p>	<p>Strapline</p> <p>Environmental benefits copy</p> <p>Edit existing project copy</p> <p>Copy for all items as listed to the left.</p>

*Please note – The 'Mayor Letter' for the direct mail materials ended up being from the CEO.



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PHASE THREE – MARKETING MATERIALS DESIGN / DEVELOPED AND TIMED FOR SCHEDULED PROJECT DELIVERY	
TASK	ACHIEVED OUTCOME / DELIVERABLES
<p>Based on the brief provided, design, develop and present the following:</p> <ul style="list-style-type: none"> ▪ Covering letter from Mayor*, Town of Cambridge (via post) ▪ Reverse side of letter a Q&A project sheet (cost effective production) ▪ Leaflet with fridge magnet on reverse on project including: <ul style="list-style-type: none"> - Details of trial - The two bin system - Timeline - Participant requirements - Contact details - Personalised visit information - Information session details 	<p>Covering letter Q&A on reverse side of letter Fridge leaflet</p>
<ul style="list-style-type: none"> ▪ Information session invitation (promotion and personalised visit reminder – via post) 	<p>Information session invitation</p>
<ul style="list-style-type: none"> ▪ Staged reminder/encouragement DL double-sided promotional pieces (via post) approx every three weeks throughout the trail including the following. Promotion plan key message focus: <ul style="list-style-type: none"> - Message one – <i>‘Thanks for taking part and promo of personal visit’</i> - Message two – <i>‘Environmental important / impact of program’</i> - Message three – <i>‘Feedback on program (quotes from participants)’</i> - Message four – <i>‘Reminder of program involvement’</i> - Message five – <i>‘Confirm deadlines’</i> <p>Each DL promo piece will be designed differently to ensure they look different every time they are received. On each promo tool the following will be included:</p> <ul style="list-style-type: none"> - Contact details (inc personal visit) - Bin system – how it works and the timeline of project 	<p>Five types of DL double sided promotion pieces for all participants.</p>
<ul style="list-style-type: none"> ▪ Additional reminder/encouragement DL double-sided promotional pieces (via post) for the control group. <ul style="list-style-type: none"> - Message one – <i>‘Incentive promotion’ including the CD promotion</i> - Message two – <i>‘Introducing the MRC personal visit team’</i> 	<p>Two additional DL double sided promo pieces for control group participants.</p>

*Please note – The ‘Mayor Letter’ for the direct mail materials ended up being from the CEO.



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PHASE THREE – MARKETING MATERIALS DESIGN / DEVELOPED CONTINUED...

OPTIONAL MARKETING TOOLS / IDEAS

TASK	OUTCOME / DELIVERABLES
<p>Video Vox Pop of Testimonials and Two Bin Trial System</p> <ul style="list-style-type: none"> ▪ Gather a number of different resident’s thoughts on the trial and the environmental positive impact. Possible residents would include a range of different ages, cultural background etc. ▪ Video the trial system and what it involves for participants. ▪ Voice over on video (create words) for the process. ▪ Design CD cover. ▪ Copy 200 videos for the control group distribution. ▪ Edit the video output for two different communication mediums including: <ul style="list-style-type: none"> - Web based (30 sec promo) - CD promotion (1.5 to 2 minutes max) this can be delivered to the control group as an extra promotion opportunity and also to be used as the lead in promo tool to the Information session. 	<p>30 sec web based production 1.5 to 2 min CD presentation Voice over copy 200 videos copied for control group distribution CD cover designed Two meetings for this task</p>
<p>Instructional sticker for the top of the two bins</p> <ul style="list-style-type: none"> ▪ Design and create one sticker that provides visual and written instructions as to what goes in the bin. Dimensions to be provided by MRC. ▪ Print 1000 x 1 types of stickers ▪ MRC to place stickers on the top of the bins. 	<p>Two types of outdoor bin stickers for the top Production of 1000 types of stickers</p>



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PHASE FOUR – ORGANISE INFORMATION SESSIONS AND PLAN FOCUS GROUPS READY FOR ROLL OUT

TASK	OUTCOME / DELIVERABLE
<p>Information Session Organisation</p> <ul style="list-style-type: none"> ▪ Determine information session objectives to assist in determining process and key messages. ▪ Create powerpoint presentation for presentation. ▪ Create running sheet for the session. ▪ One meeting prior to information session to go through draft powerpoint presentation and running sheet. ▪ Refreshments provided (not included in this budget). ▪ Venue, presentation and AV equipment to be provided by MRC. ▪ Venue setup by MRC team. ▪ Attendance of two consultants at session. 	<p>Determine info session objectives</p> <p>One meeting</p> <p>Running sheet</p> <p>Powerpoint presentation created</p> <p>Attendance at session</p>
<p>Email based Focus Group Invitation and Reminder*</p> <ul style="list-style-type: none"> ▪ Conduct three focus groups of randomly selected participants. ▪ Aim for between 6 – 8 participants for each focus group. Invite 10 for each focus group due to expected non-turn up rate. ▪ Organise thank you gift from MRC to encourage participation. (Cost not included in this proposal.) ▪ Phone contact randomly selected focus group participants (require min 30 contacts for each segment to secure amt) and gain email address as a reminder method. ▪ Call the day prior to focus group for last reminder / confirmation (if unable to attend ask questions and gain feedback as alternative data gathering method). ▪ Facilitate focus group. 2 Hub consultants, venue and refreshments organised by MRC. ▪ Write focus group report based on conducting one page questionnaire of nine closed questions and three focus group discussion questions. 	<p>Conduct one focus groups of between 6-8 people across single dwellings, and multi-residential premises.</p> <p>Write nine closed questions for focus group intro research.</p> <p>Determine three open ended focus group questions for discussion.</p> <p>Phone invitations – email and phone reminders where possible.</p> <p>Thank you gift to participants.</p> <p>Report based on findings for each objective.</p>

*The focus group / stakeholder research strategy was adapted due to the following:

- Difficulty in accessing contact details for residents.
- MRC no longer required a commercial focus group.

The Hub called more than 60 residents, from which five opted to take part in the focus group. To make up for the focus groups, The Hub conducted telephone surveys. All together approximately 80 residents were called and 21 surveys (including the focus group written surveys) were completed.



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PHASE FIVE – FINAL PROJECT REPORT

TASK	OUTCOME / DELIVERABLE
<p>Prepare final report to include the following information:</p> <ul style="list-style-type: none">- Executive summary- Methodology- Synopsis of findings- Example of all marketing materials- Detailed research (focus group findings)- Conclusion <p>One meeting to present findings of the report to the MRC team.</p>	<p>Final report created and presented.</p> <p>Three colour bound copies of the report are included + a CD electronic soft copy.</p>

MARKETING MATERIALS

The Hub developed all the Clean 2-Stream marketing materials by firstly creating the key messages and general copy and then designing the artwork. The following examples highlight all of the materials designed, using the new logo and branding for the trial while being consistent with the existing style provided by MRC.



Figure 1 – Direct mail program



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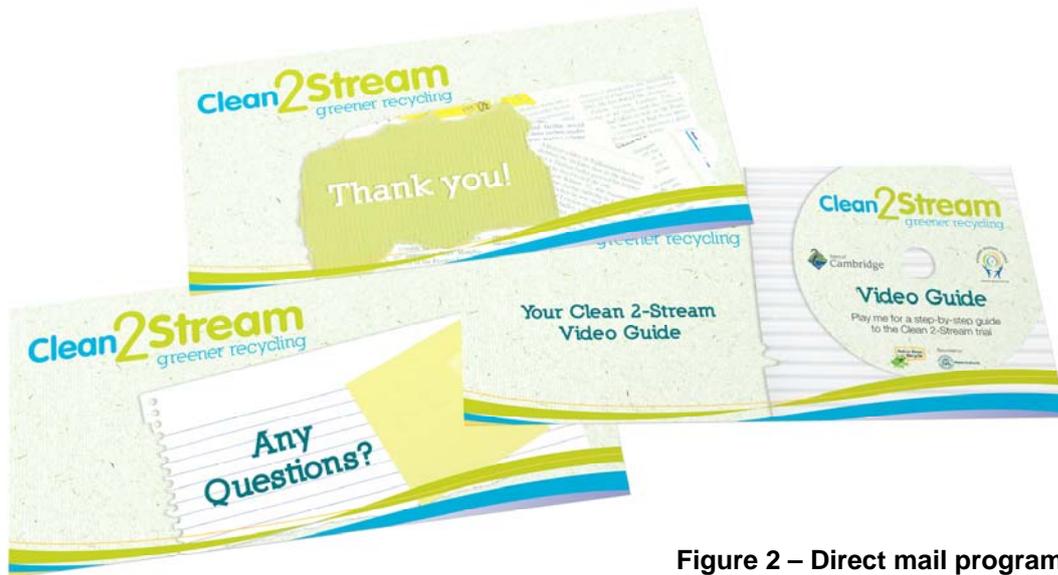


Figure 2 – Direct mail program



Figure 3 – Instructional bin sticker



Figure 4 – PowerPoint Template for information evening



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Figure 5 – CD Design for instructional video



Figure 6 – Invitation, Letter and Envelope



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Clean2Stream greener recycling

- Two new bins delivered
- Information session
- Last day for dark green rubbish bin collection, commence new bin system
- Collection day
- Return to using your green bin and placing allowable items into your 240 litre yellow top recycling bin
- Lime top bin recovered

February 2010

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

April 2010

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

March 2010

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2010

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Supported by:

Collection dates / calendar / key dates

Key trial dates and steps

About the trial

Using your new bin - process

What does and doesn't go in your new bin

Why recycle organic materials? (the benefits)

Quick facts

www.mrc.wa.gov.au

Figure 7 – Fridge Calendar

RESEARCH METHODOLOGY

The Hub conducted one focus group and 16 telephone interviews, with randomly selected residents who participated in the Clean 2-Stream Trial.

The Hub's strategy was to contact as many residents as possible by telephone and encourage them to attend a focus group session and if they were not interested, a telephone survey was completed. The Hub contacted approximately 80 residents, of which five opted to attend the focus group and 16 completed a telephone survey.

The focus group was held on Wednesday 28 April and facilitated by Hub representatives Nicolle Jenkins and Ros Brennan. The five focus group participants completed the same one page survey as the respondents who completed the telephone interviews, the approved questions can be found in Appendix One on page 51.

The facilitators then posed open questions to the focus group to evoke an in depth discussion of their experience with the trial. The open questions serve merely as a starting point to initiate the focus group discussion, which is intended to go off on a range of tangents and uncover details that wouldn't have been revealed in the phone interviews.

In total, The Hub collected the following data from the focus group and telephone surveys:

- 21 surveys
- 45 minute transcript of the focus group discussion

The Hub has used this data to inform research trends and key recommendations for the Clean 2-Stream trial, in reference to the research objectives stated on the following page.

RESEARCH OBJECTIVES

The stakeholder research was conducted to establish the following key objectives for Mindarie Regional Council and the Clean 2-Stream Trial:

1. Gain an insight into a cross section of the trial group's experience with the two-bin organic and non organic waste system;
2. Determine the ease and practicality of the two-bin organic and non organic waste system and how it can be improved;
3. Establish the sentiment from a cross section of the trial group; how many are in favour of the system being implemented and how many are not and why;
4. Determine the effectiveness of the information and communication materials used during the trial.

The research findings will be used as a platform for enhancing any future recycling trials or similar projects conducted by Mindarie Regional Council.

SYNOPSIS OF FINDINGS

The following section pulls out key trends from the stakeholder research for each identified research objective.

Objective One -

Gain an insight into a cross section of the trial group's experience with the two-bin organic and non organic waste system

- 86% of respondents agreed (48%) and strongly agreed (38%) participating in the trial was a positive experience.

This statistic reflects how well the trial was received by a large majority of respondents. The remaining 14% of respondents neither agreed nor disagreed the trial was a positive experience, meaning none of the respondents believed it was a negative experience.

This is an excellent result, and it is a credit to the professionalism of Mindarie Regional Council. While there were some areas for improvement that were revealed in the research, it is promising that a large majority still responded with positivity and appreciated that local Government is taking the initiative to develop a greener recycling system.

“While there were certain things that were challenging, there was definitely more positives than negatives in the whole experience. It was a learning curve and I think the aspects which some people may have seen as negative revealed themselves as positive lessons in the end.”

- Focus Group Participant

This positivity towards the trial in terms of its environmental bottom line is backed up by the responses to the open ended question **‘What did you like about the Clean 2-Stream system?’** with the three most common responses being:

- I liked that there was more being recycled / less going to landfill (38% of respondents)
- I liked that it made you think about waste differently and raised awareness about the importance of recycling (38% of respondents)
- I liked that it was good for the environment (29% of respondents)

Objective Two –

Determine the ease and practicality of the two-bin organic and non organic waste system and how it can be improved

- 76% of respondents agreed (43%) and strongly agreed (33%) the Clean 2-Stream system was practical.
- 71% of respondents agreed (38%) and strongly agreed (33%) the Clean 2-Stream system was easy to use.
- 66% of respondents agreed (38%) and strongly agreed (28%) the Clean 2-Stream system was convenient.

The fact that 76% of respondents agree the system was practical indicates that a majority of the respondents can see the feasibility of the system in terms of its benefits in creating more recyclable options and its feasibility as a good system for separating household waste in general.

A significant majority also agreed that it was easy to use, with 71% agreeing. However a combined 24% disagreed that the system was easy to use, with 19% disagreeing and 5% strongly disagreeing. This result can be addressed through improved classification of separating rubbish in the marketing materials and waste education, which is addressed in the key recommendations on page 24.

The lowest affirmative response recorded in relation to this objective was for convenience; with only 66% saying they agreed the Clean 2-Stream system was convenient. This is not surprising; as the system required participants to change their habits and put more time and thought into how they separated their rubbish on a daily basis.

“While I appreciated that initiative was being taken to create a greener waste system, I found there was definitely a line I reached at some points where I thought ‘My life is too busy to spend too much time sorting rubbish’”

- Focus Group Participant

This is a variable that can be improved by ironing out any glitches in the operation, engaging in proactive marketing strategies and waste education and importantly, understanding that people will people become more accepting of a new system with time.

Having said this, there was definitely a mix of sentiments in regards to the ease and convenience of the system with a number of respondents saying they thought it was much better than the current system and there was nothing they didn't like.

“The whole concept of managing waste better and more responsibly to create a greener recycling system was great. It took four or five days to train everyone, but after that we all really liked it.”

- Telephone Survey Participant

The four most common answers which relate to this objective in the open ended question **‘What did you like about the Clean 2-Stream system?’** were:

- I thought the organic waste bin and biodegradable bags worked well (24% of respondents)
- I liked the weekly waste removal (9% of respondents)
- I liked that it was easy and simple (9% of respondents)
- It is better than the present system (9% of respondents)

The four most common answers which relate to this objective in the open ended questions **‘What didn't you like about the Clean 2-Stream system?’** were:

- There was nothing I didn't like (33% of respondents)
- I didn't like keeping the organic waste bin inside / the bio bags were too small (24% of respondents)
- It required a lot of effort and was time consuming (19% of respondents)
- I thought the system was confusing (19% of respondents)

Objective Three –

Establish the sentiment from a cross section of the trial group; how many are in favour of the system being implemented, and how many are not and why.

- 95% of respondents agreed (48%) and strongly agreed (47%) that streamlining council waste removal to improve efficiency and reduce the amount going to landfill is important.
- 72% of respondents agreed (49%) and strongly agreed (23%) they would be in favour of permanently implementing a similar recycling system.

It is excellent to see that 95% of respondents are educated and aware of the importance of streamlining our waste removal systems for the benefit of the environment. This means that some of the work is already done, and encouraging behaviour change can be achieved through ongoing positive reinforcement of environmental messages.

72% in favour of permanently implementing a similar system is also a great result and some extremely positive feedback was recorded. In general, people were positive that the Clean 2-Stream was reducing the amount of potentially recyclable material going to landfill, and that even their organic waste could be recycled into compost.

“While it does take more time than the old system, if it’s for the greater good then that’s ok with me. Mindarie Regional Council is doing a great job.”

- Telephone Survey Participant

As The Hub collected the survey feedback, it became increasingly evident that the people who may need a bit more convincing are the elderly residents, some of whom indicated they found the instructions for categorisation confusing and prefer the old system.



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“It is a learning curve – at least there are steps being made in a positive direction. You can’t expect a huge change overnight. We can’t be too critical; instead we need to encourage people who aren’t so sure.”

- Focus Group Participant

There was a direct correlation between those who said they found the system confusing and the instructions difficult to understand and those who said they were not in favour of permanently implementing the system (14% disagreed and 14% were neutral). Please see The Hub’s key recommendations, which address the issue of educating and communicating with the elderly, as well as other target audiences.

Objective Four –

Determine the effectiveness of the information and communication materials used during the trial.

- 86% of respondents agreed (62%) and strongly agreed (24%) the information sent via mail was informative.
- 81% of respondents agreed (62%) and strongly agreed (19%) the information sent via mail was helpful.
- 76% of respondents agreed (48%) and strongly agreed (28%) that the information sent via mail made participating in the trial easier.

The above statistics indicate that overall, the marketing and communication materials were well received with a majority of respondents agreeing they were informative, helpful and made participating in the trial easier.

“The professionalism and comprehensiveness of the direct mail was very much appreciated, particularly the last ‘Thank you’ card. It was nice to be acknowledged.”

- Focus Group Participant

However, there were some quite specific issues raised in the open ended responses which could be easily rectified to improve the marketing materials and minimise confusion.

The top three responses to the open ended question, **‘How could the trial be improved / do you have any other comments?’** were:

- I thought there was too much information sent in the mail and it was a waste of money (24% of participants)
- How to get more biodegradable bags wasn't clear (9% of participants)
- There needs to be a clearer classification system for separating organic and non organic waste (5% of participants)
- There needs to be a more local drop off point for household hazardous waste (5% of participants)

Information such as how to dispose of plastic bags, how to get more bio bags and where to dispose of household hazardous waste were all listed in the marketing materials, however people still missed them.

“The calendar was very useful, but I think there was too much sent out in the mail overall.”

- *Telephone Survey Participant*

Another common theme in the stakeholder feedback was that there was too much information sent out and that it was counterproductive to the environmental bottom line of the trial. The Hub’s strategy was to maintain continued positive reinforcement and support throughout the trial, to ensure the residents knew there was help available if they had any questions and that their participation was appreciated.

In some respects, it is better to have too much information than too little. However, The Hub recommends next time using email as a form of supplementary communication to avoid ‘information overload’.

“If the trial were to be done again, I think the marketing materials need more pictures, symbols and colour coding to cater for children, the elderly, people with disabilities and migrants who speak English as their second language.”

- *Focus Group Participant*

As a way forwards, simply ensuring the classification system includes all items, uses minimal text (in a large typeface) and more pictures and colour coding will work towards mimimising confusion and ensure that separating the rubbish is easy to understand by a wide range of target audiences. The issue of email communication and tweaking the marketing materials to connect with varied target audiences is addressed in The Hub’s key recommendations.

Key Recommendations

The Hub has formulated the following five priority way forward recommendations based on the key findings of the stakeholder research with 21 Town of Cambridge residents. While the feedback we collected relates to all elements of the trial, including the logistics of the waste system itself, these recommendations relate purely to the marketing strategy and materials.

Recommendation One – Email Database

The Hub recommends Mindarie Regional Council start to build an email database, using the contacts they have already gained from the trial feedback. More email addresses could be collected by phoning residents. An email database is a valuable tool for mass communication, because sending out information electronically rather than direct mail is more cost effective and more socially responsible from an environmental point of view.

When communicating to a cross section of the community, who may not all have access to the internet, a mix of email and mail can be used. Moving forwards this is definitely something to consider, as more and more people are using email and appreciate it as a valid medium of communication. This may also help to relieve the sentiment of 'information overload' that was found in the stakeholder research, as email is a less intrusive form of communication.

Recommendation Two – Consider Non-English Speaking Audiences

In light of the stakeholder feedback, it is recommended that the more consideration be taken to ensure the marketing materials cater to a wide range of audiences, including people who do not speak English as a first language, the elderly, children and people with disabilities. This will include less reliance on the English language, with text being kept to a minimum on critical material such as classification systems, and greater use of colours and symbols.

Recommendation Three – Use alphabetical order

Recommendation three will complement the strategy mentioned above, to be more conscientious of a wide range of audiences in the community, with a particular focus on children. This idea was presented by a focus group participant, who mentioned that the trial was a great family oriented experience and a chance to educate her children about the importance of recycling. In this regard, and remembering that the younger generation is an important audience to connect to, it is recommended future marketing materials appeal to children through colour coordination, colours, symbols and alphabetical order.

Recommendation Four – Pull out key information

The stakeholder surveys indicate that many people missed key bits of information in the marketing materials, such as:

- Where to take household hazardous waste
- How to get more biodegradable bags
- How to dispose of plastic bag
- The end date of the trial.

While this information was all included in the materials, it is recommended that future marketing materials make items such as this very clear and repeat them wherever possible to minimise confusion.

Recommendation Five – Adapt the marketing materials to work with stainless steel fridges.

Two of the focus group participants raised the issue that the fridge calendars did not work with stainless steel fridges because magnets don't stick to stainless steel. This is something that should definitely come into consideration for future marketing of a trial or roll out of a new recycling system, as stainless steel fridges will only become more common.

A feasible solution or alternative will have to be investigated, as there is no point sending out magnetised communication materials if they can't be used by residents the way they were intended.

Recommendation Six – Conduct a marketing campaign to encourage visitation to the MRC Waste Education Centre at Tamala Park and Neerabup.

This recommendation centres around the idea that generally, people don't understand what happens to waste once it leaves their home. If people understand the complicated process of waste removal and the importance of greener recycling systems, this may encourage the attitude and behaviour changes required for society to accept a new waste removal system.

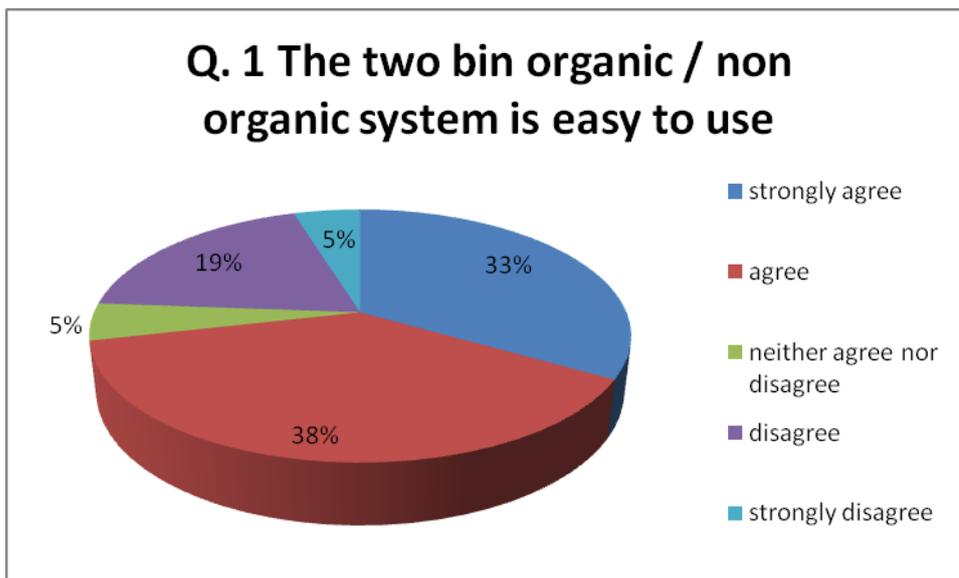
The key target audiences for the education centres are primarily children and the elderly, who may both benefit from being exposed to visual learning tools which encourage them to think differently about waste.

DETAILED RESEARCH

Stakeholder Research Data

The following survey data is collated from the survey responses of 21 Town of Cambridge residents who participated in the Clean 2-Stream trial. The survey included nine closed questions and three open questions (please see appendix one on page 51 for a copy of the survey).

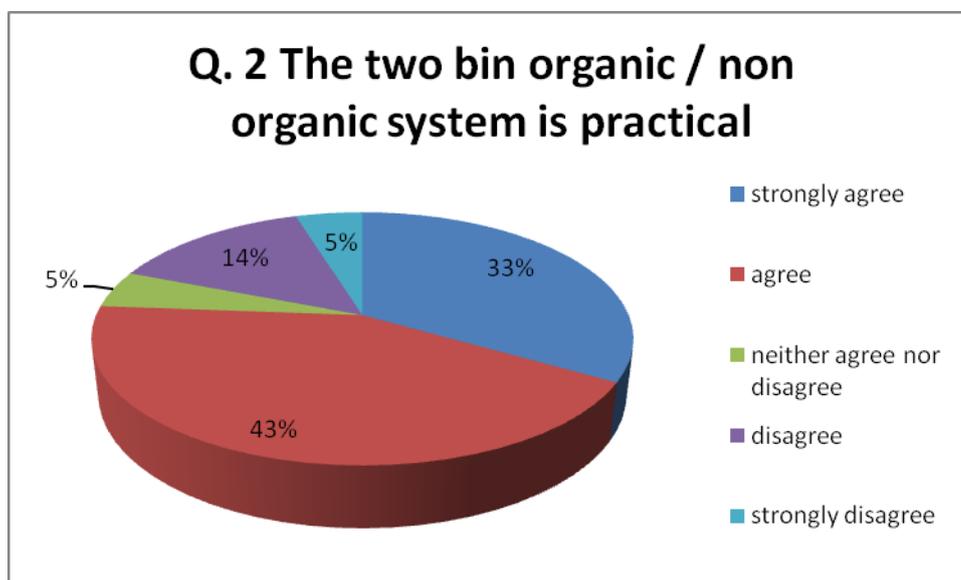
Question 1 – The two bin organic / non organic system is easy to use



- **38%** of respondents **agreed** the system was easy to use and another **33% strongly agreed**.
- **19%** of respondents **disagreed** the system was easy to use.
- **5%** of respondents **strongly disagreed** the system was easy to use and **5%** were **neutral**.



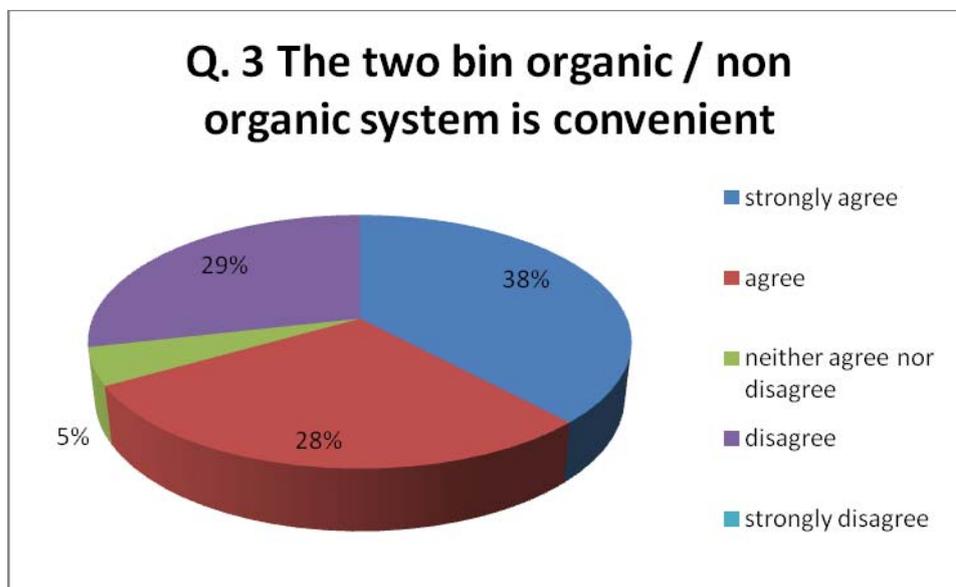
Question 2 – The two bin organic / non organic system is practical



- **43%** of respondents **agreed** the system was practical and another **33% strongly agreed**.
- **14%** of respondents **disagreed** the system was practical.
- **5%** of respondents **strongly disagreed** the system was practical and **5%** were **neutral**.



Question 3 – The two bin organic / non organic system is convenient

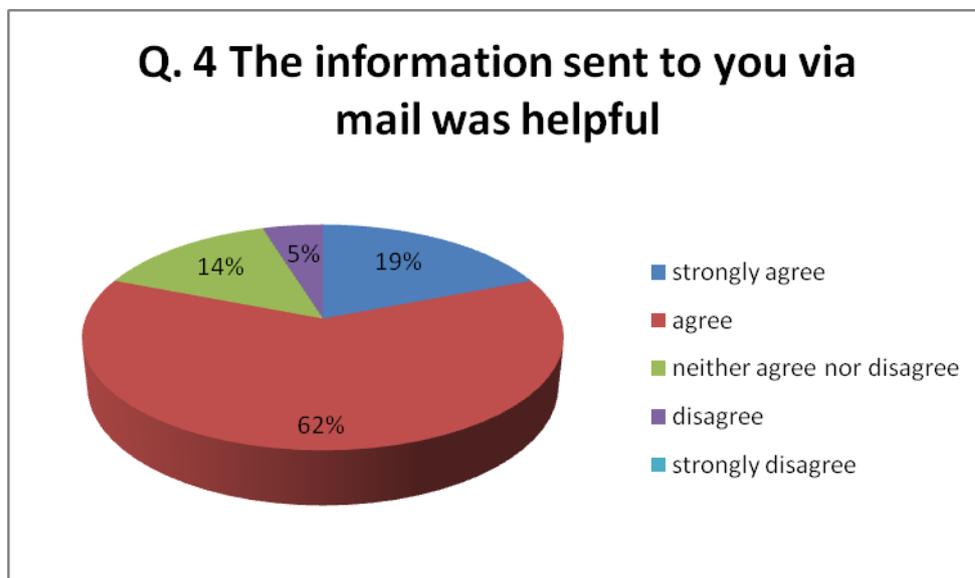


- **38%** of respondents **strongly agreed** the system was convenient and another **28% agreed**.
- **29%** of respondents **disagreed** the system was convenient.
- **5%** of respondents were **neutral**.



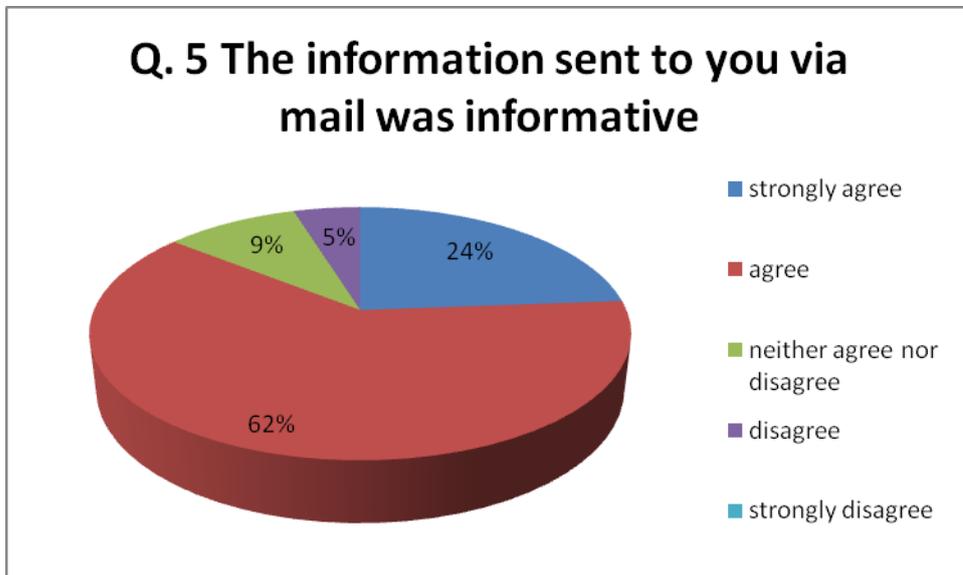
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Question 4 – The information sent to you via mail was helpful



- **62%** of respondents **agreed** the information sent via mail was helpful, and another **19% strongly agreed**.
- **14%** of respondents were **neutral**.
- **5%** of respondents **disagreed** the information sent via mail was helpful.

Question 5 – The information sent to you via mail was informative



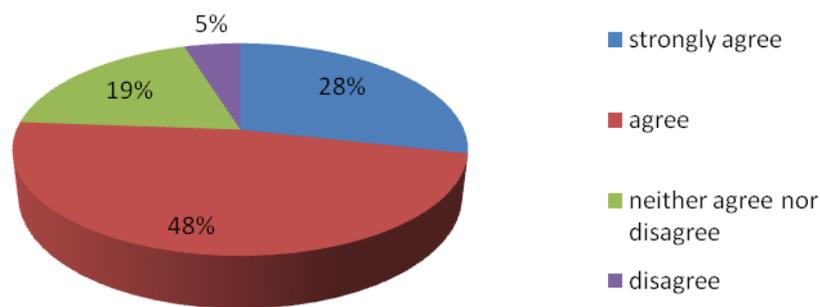
- **62%** of respondents **agreed** the information sent via mail was informative and another **24%** **strongly agreed**.
- **9%** of respondents were **neutral**.
- **5%** of participants **disagreed** the information sent via mail was informative.



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Question 6 – The information sent to you via mail made participating in the trial easier

Q. 6 The information sent to you via mail made participating in the trial easier



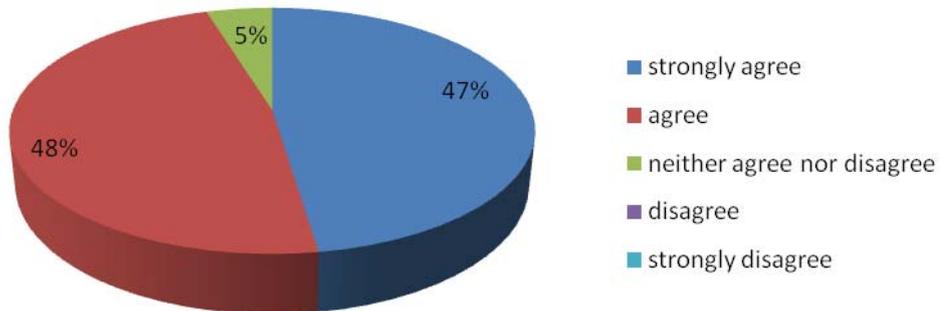
- **48%** of respondents **agreed** the information sent via mail made participating in the trial easier, and another **28% strongly agreed**.
- **19%** of respondents were **neutral**.
- **5%** of participants **disagreed** the information sent via mail was made participating in the trial easier.



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Question 7 – Streamlining waste removal systems to reduce the amount going to landfill is important

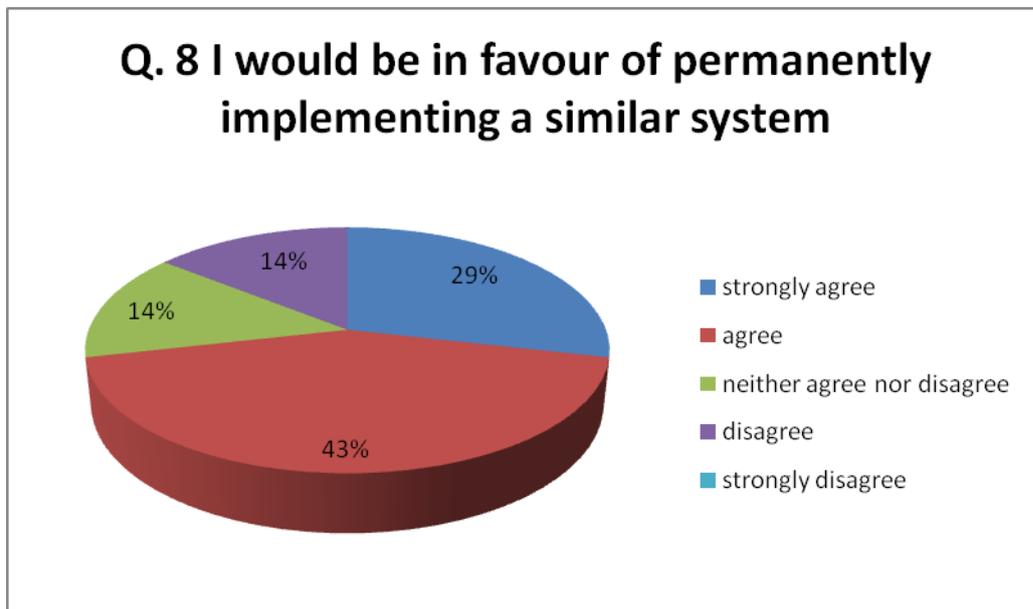
Q. 7 Streamlining waste removal systems to reduce the amount going to landfill is important



- A combined **95%** of respondents **agreed and strongly agreed** it is important to streamline council waste removal to reduce the amount going to landfill.
- **5%** of respondents were **neutral**.



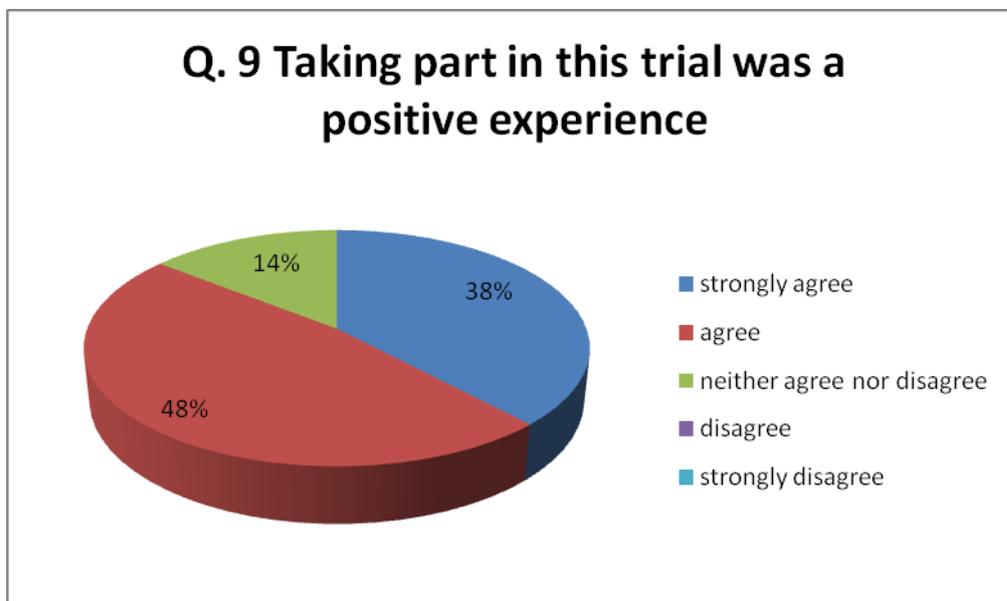
Question 8 – I would be in favour of permanently implementing a similar system



- **43%** of respondents **agreed** they would be in favour of permanently implementing a similar system and another **29% strongly agreed**.
- **14%** of respondents were **neutral** and the remaining **14% disagreed**.



Question 9 – Taking part in this trial was a positive experience



- **48%** of respondents **agreed** taking part in the trial was a positive experience and another **38%** **strongly agreed**.
- **14%** of respondents were **neutral**.

Question 10 – What did you like about the two bin organic / non organic system?

Most Common Responses*	
Responses	Percentage of Respondents
I liked that there was more being recycled / less going to landfill	38%
I liked that it made you think about waste differently and raised awareness about the importance of recycling	38%
I liked that it was good for the environment	29%
I liked the organic waste bin and bio bags	24%
I liked the weekly waste removal	9%
It liked that it was easy and simple	9%
It is better than the present system	9%
I liked that you could create your own compost	9%
I liked that council rates might be reduced	9%
I liked that it was a family oriented process	9%

*This table relates to responses from the telephone surveys, written surveys completed in the focus groups and focus groups discussion

Respondent one: It was very good having the recycling bin collected every week and I liked the idea that council rates for waste could be reduced through a system like this. The bio bags were good – I like this idea; however, if this system was permanently introduced we would need more availability of bio bags. It made you think a lot more about waste than you would otherwise because you had to put more time into separating it. While it does take more time than the old system, if it's for the greater good then that's ok with me. Mindarie Regional Council is doing a great job.

Respondent two: *No response.*

Respondent three: Education our children and myself about the importance of recycling.

Respondent four: That all our household waste fell into two categories to be disposed of.

Respondent five: Really made me more aware of recycling and I kept a much closer watch on what went into the bins.

Respondent six: The idea that less waste goes to landfill and it facilitates recycling which is good for the environment.

Respondent seven: I liked the idea of making compost out of organic waste and the idea of saving more recyclable items from going to landfill. The way the system is now you are throwing too much in general waste.

Respondent eight: That the system is benefiting the environment. If people are aware of the environmental benefits they will be much more likely to take it up.

Respondent nine: *No response.*

Respondent ten: We had one very empty bin and one quite full bin which meant we were not wasting items that could potentially be recycled and there was less going to landfill.

Respondent eleven: *No response.*

Respondent twelve: It was easy and simple.

Respondent thirteen: The fact that some effort is being made to create a greener recycling system and reduce the amount going to landfill.

Respondent fourteen: It was good to know you were helping the environment and that more was being recycled. The recycling bin was always full! The bio bags were a good size and the organic waste bin fit under my sink nicely.

Respondent fifteen: It is much better than the present system because there is a wider option of recyclables. I liked the idea of putting food scraps in the little bin. The system really suited us and the whole household was very positive about it; it really made you think carefully about waste. We thought the whole operation was very efficient and well organised.

Respondent sixteen: It is much better than the current system because we knew the waste we produced was being disposed of more efficiently and effectively. The whole concept of managing waste better and more responsibly to create a greener waste removal system was great; and it removed the guilt factor for us as consumers. The weekly removal was fantastic. It really makes you think about waste differently. It took four or five days to train everyone, but after than we all really liked it.

Respondent seventeen: I thought the separation of recyclables and organic material was terrific and very easy to separate. I also liked the small kitchen bin and found it easy to use.

Respondent eighteen: *No response.*

Respondent nineteen: I liked that there was a clear distinction between items to go in each bin and that it gave you an understanding of the amount of 'waste' produced. I liked knowing that even our organic waste was being recycled (into compost).

Respondent twenty: *No response.*

Respondent twenty one: It is hard to say what I liked about it because it was an experiment. I do hope it worked out well for them. I wouldn't mind it being permanently implemented, but I'm not passionate about it.

Question 11 – What didn't you like about the two bin organic / non organic system?

Most Common Responses*	
Responses	Percentage of Respondents
There was nothing I didn't like	33%
I didn't like keeping the organic waste bin inside / bio bags were too small	24%
It required a lot of effort and was time consuming	19%
I thought the system was confusing	19%
It wasn't clear where to put plastic bags	19%
The instructions for separating organic / non organic waste weren't clear	14%

*This table relates to responses from the telephone surveys, written surveys completed in the focus groups and focus groups discussion

Respondent one: There were some items I came across which I felt didn't belong in either bin, which was quite tricky. It was almost as if there needed to be a third bin just for 'waste', items that aren't organic and can't be recycled.

Respondent two: We found the trial quite confusing, particularly where to put plastic bags and other plastics. I think there needs to be a clearer classification system to show what goes where. From our own comfort point of view, we would rather keep the current waste removal system as it stands, unless the Council can prove the new system is environmentally viable.

Respondent three: Instructions for categorisation – throwing out rubbish became a much longer process!

Respondent four: That plastic bag disposal was not clearly defined.

Respondent five: There was nothing I didn't like.

Respondent six: There was nothing I didn't like.

Respondent seven: There was nothing I didn't like.

Respondent eight: The bio bags were too small and they filled up too quickly. When you are cleaning food out of jars, for example, it can be quite fiddly and requires a lot of effort.

Respondent nine: It was too much work and too time consuming, particularly for elderly people like myself. For younger people it may have been ok.

Respondent ten: Nothing, the system is fine as it was.

Respondent eleven: It was difficult with house guests – we had to keep an eye on the lawnmower man. We didn't like having to keep the small bin inside.

Respondent twelve: There was nothing I didn't like.

Respondent thirteen: It takes a while to get used to. The inside bin was very smelly and you had to take it outside, so the system was quite high maintenance in that regard.

Respondent fourteen: Adjusting from the old system was a bit tricky; some people in my house were confused.

Respondent fifteen: There was nothing I didn't like.

Respondent sixteen: The only thing I wasn't thrilled about was the little basket sitting on the kitchen bench. We had no space to stash it away which meant it was in the way of our bench space.

Respondent seventeen: There was nothing I didn't like.

Respondent eighteen: Being older, I found the trial quite difficult. Change worries me. I thought: "This is not going to work". It was quite confusing and too fiddly for me. I was confused about where to put plastics.

Respondent nineteen: Getting started was difficult (understanding which item goes into each bin). We spent a lot of time going backwards and forwards to empty the non-organic waste because it filled up too quickly.



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Respondent twenty: It was all fine; however I believe you are 'closing the gate after the horse is gone.'

Respondent twenty one: *No response.*

Question 12 – How could the trial be improved for next time / other comments?

Most Common Responses*	
Responses	Percentage of Respondents
Too much information sent in the mail / waste of money	24%
How to get more bio bags wasn't clear	9%
There needs to be a clearer classification system for separating organic and non organic waste	5%
There needs to be a more local drop off point for household hazardous waste	5%

*This table relates to responses from the telephone surveys, written surveys completed in the focus groups and focus groups discussion

Respondent one: I thought there was too much information sent out in the mail, the calendar was very useful though.

Respondent two: I think we need to try and eliminate plastic shopping bags altogether, the Government should make it compulsory for retailers to only carry biodegradable plastic bags. I also thought there was too much information sent out in the mail and it was a waste of money.

Respondent three: *No response.*

Respondent four: *No response.*

Respondent five: *No response.*

Respondent six: *No response.*

Respondent seven: *No response.*



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Respondent eight: Make the bio bags and the inside bin bigger.

Respondent nine: I don't know.

Respondent ten: The marketing materials were a waste of money and didn't tell you anything. There needed to be a more local drop off point for things like gas bottles and batteries.

Respondent eleven: There was too much information in the mail.

Respondent twelve: No changes.

Respondent thirteen: Not sure.

Respondent fourteen: *No response.*

Respondent fifteen: There used to be a place where you could take clean rags to recycle them?

Respondent sixteen: How to get more bio bags was not obvious in the mail out information, it would better to spell this out more clearly.

Respondent seventeen: No, the only thing I would like to know is where you can buy biodegradable bin liners. This is a great idea.

Respondent eighteen: There was too much information sent out, you were too busy patting yourselves on the back. There needed to be more emphasis on what to put where and ensuring people understood the classification system.

Respondent nineteen: *No response.*

Respondent twenty: *No response.*

Respondent twenty one: I was quite happy with the current system.



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Focus Groups Transcript

The following is feedback from the Clean 2-Stream recycling trial focus group, held on Wednesday 28 April. The participants filled out the same questionnaire as the telephone survey participants; hence the results have been amalgamated above.

In addition to the questionnaire, the five focus group attendees were asked the following open ended questions to encourage detailed discussion on their experience with the trial.

- 1. What did you like about the two bin organic / non organic system?**
- 2. What didn't you like about the two bin organic / non organic system?**
- 3. How could the system be improved?**

Positive / Neutral Responses

Key Trends:

- The fact that they could create compost from their household organic waste.
- Family oriented experience / educating children about the importance of recycling.
- Learning curve – that requires an attitude *and* behavioral change. There is currently a lack of understanding in the community about the importance of waste and recycling.
- It was an 'eye opening' experience that changed the way they saw waste.

Compost:

"It's really a paradigm shift about how society sees waste. I like the idea of being able to create my own compost, it opened my eyes to how easy it could be and how a slight change in behaviour could have such an impact."

"I liked the idea of the organic waste being turned into compost. I have been a fan of recycling for a long time and this is another step in a positive direction."

Rates Reduced:

"I liked the idea of council waste rates being reduced because there is less going to landfill."

Eye Opener:

"It is eye opening how much organic waste you produce."

Family and Kids:

"The trial became a really family oriented process, it was nice to be able to involve the kids in the process and try and instil some positive environmental messages at the same time."

Positive Lessons:

"While there were certain things that were challenging, there was definitely more positives than negatives in the whole experience. It was a learning curve and I think the aspects which some people may have seen as negative revealed themselves as positive lessons in the end."

Not Smelly:

"I was a bit worried about the inside bin getting stinky, but It didn't. The bags were quite small, which meant you had to take them out regularly, so the smell wasn't a problem."

Teaching kids:

"It was an interesting process with children and they definitely needed a lot more guidance and support in terms of where to put what. They found it challenging, and there were certain things our kids couldn't manage the classification of such as foil, so it took time to get it right."



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“While it was a good exercise for our kids to think about waste in a different way and learn about the importance of waste removal in an environmental sense, I must say that they weren’t happy about the whole thing. I am not surprised; because they come from a generation that is all about speeding up, not slowing down. However, I am fully aware that in order to make this viable we need to put more time into it, it is all about a change in attitudes and behaviours. It was a real learning curve.”

Initially Difficult:

“Having used the original 2 bin system for so long did make it hard to adjust to the new system at the start. It took a while to get used to and required a more complicated thought process but we got the hang of it after a while.”

Attitude Change:

“While the outside bin did smell a bit, I think people will just need to realise that waste is stinky – it requires an attitude change.”

Kitchen Setup:

“Your ability to organise the rubbish and get a good system going I think depends on your kitchen set up, modern kitchens often have more room to separate rubbish. This is increasingly becoming a standard feature.”

Encourage Change:

“It is a learning curve – at least there are steps being made in a positive direction. You can’t expect a huge change overnight. It’s ok for people to make mistakes. I guess you can’t be too critical, you need to encourage people who aren’t so sure.”

Negative Responses

Key Trends:

- Confusion with plastic bags – which bin they belong in and difficulties encountered with sorting rubbish in bathroom / personal bins with plastic bin liners.
- Setup / storage – if you didn't have a good kitchen setup to sort rubbish it negatively affected your experience with the trial.
- Reluctance of some people to accept change and / or understand the requirements of the trial – such as the elderly, children and people with difficulties reading English.

Too Busy:

“While I appreciated that initiative was being taken to create a greener waste system, I found there was definitely a line I reached at some points where I thought ‘My life is too busy to spend too much time sorting rubbish’, particularly when it came to items such as dog poo.”

Plastic Bags:

“The plastic bin liners situation was confusing. We weren't sure whether we were able to throw these in the bin or whether we could only use biodegradable bin bags.”

“Having to go through the kids personal bins to separate the rubbish became tricky, particularly because they had plastic bin liners. I think if we had biodegradable bin liners this would make it a lot easier.”

Smell:

“The outside bin was very stinky – but this was to be expected because of all the organic material sitting in the sun. It meant you had to clean it out more than normal. I wonder if there could be a solution for this or a way to alter the bin so that it locks in the smell better?”

Storage:

“We found it frustrating to be carting the recyclables outside all the time, because we didn't have a good set up in the kitchen to store them”

Educating the Elderly:

“Educating the elderly is going to be a big issue. Particularly the fact that you don't put recyclables in sealed plastic bags – many of them were taught to do it this way to secure the items and reduce any smell. They can be quite set in their ways and don't realise that doing it this way is a total waste. They are reluctant to change to a new system – some people in our block flatly refused to do so.”

Guests:

“It was difficult with house guests, such as our cleaner and lawnmower man, who weren't accustomed to the system. It became frustrating having to repeatedly explain to them how it works and reorganize the rubbish. Particularly with the cleaners, who are Macedonian and don't speak English very well and couldn't read the instructions.”

Council Pickup:

“The council pick up the week after the trial had finished was out of whack in our street. Everyone thought the regular bins were getting picked up but they weren't and we had to drag them in again.”

Responses about Marketing Materials

Key Trends:

- Consideration of different types of audiences who may have trouble reading / understanding the marketing materials.
- Communication material should raise people's awareness of the complicated process behind waste removal and the environmental implications
- Information about where to dispose of household hazardous waste needs to be more obvious.

Appreciated:

"The professionalism and comprehensiveness of the direct mail was very much appreciated, particularly the last 'Thank you' card. It was nice to be acknowledged."

Alphabetical Order:

"We constantly referred to that pivotal one pager of information. While this information was easy to follow for adults it would have been better to put the information in alphabetical order and use more colour coding to appeal to children."

Household Hazardous Waste:

"I just wanted to raise the issue of the items that you can't put in either bin, such as household hazardous waste. We found the information on the brochures wasn't clear enough on this topic; it needed to be more obvious, including information about council household hazardous waste collections."

"I guess it would be a good idea to pull out key bits of information, such as where to put household hazardous waste, and make them really obvious, because it's on those kinds of items that people make mistakes if they are ignorant. If the information is right there in front of them they are more likely to take initiative."

Visual:

"It might be an idea to create some kind of visual learning tool to educate people about what happens to waste at the other end. Perhaps if people realized how complicated the process was of separating rubbish, and that a person actually had to manually sort the recyclables on a conveyor belt, they would put more thought into separating their rubbish."

"This could take the form of a video or an advertising campaign, something that has emotional triggers to cause an attitude change."

"If the trial were to be done again, I think the marketing materials such as stickers and instructional brochures need to be more accessible and rely less on the English language. They need more pictures, symbols and colour coding to cater for children, the elderly, people with disabilities and migrants with English as their second language."

Marketing is Important:

"It's all about people's willingness to take it on, which is why the marketing is so important. It will take time to create the kind of attitude change necessary for people to accept a new system."



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Reminder of End:

“It would have been better to include a reminder of the end date in the direct mail. I lost track of the end date and kept separating my rubbish in accordance with the trial system a week after it ended. I only realized it was over when I received the final “Thank you DL”.

Fridge Magnet

“The fridge magnet calendar doesn’t stick to my fridge, because it’s one of the newer style fridges. I had to stick it on the side of my coffee machine.”

Title:

“The name ‘Clean 2-Stream’ is too ambiguous; it doesn’t really make any sense.”

Ideas to improve the system

Key Trends:

- Should encourage the use of worm farms.
- Should encourage the use of biodegradable bags wherever possible.

Worm Farm:

“Get a worm farm – they’re fantastic. It is a great way to recycle your own household organic waste at home. We already had one and used it throughout the trial, and we hardly had to throw anything out.”

“I think it would be a good idea to include information or a brochure about how easy it is to recycle your own organic waste and create compost at home with a worm farm.”

Bio Bags

“It would be better if there was more availability of biodegradable bags or more information about where to get them.”

Trial a Different Area:

“I think it would be a good idea to do it in another area to see if you get the same results.”

Too Short:

“I think the trial period was too short, is eight weeks really enough to see a behaviour change? I think three months would have been better; you need time to get into the rhythm. It felt like we were just getting used to it and then it stopped.”



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APPENDIX 1

Mindarie Regional Council

Clean 2-Stream Questionnaire

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
1. The two-bin organic / non organic system is easy to use	1	2	3	4	5
2. The two-bin organic / non organic system is practical	1	2	3	4	5
3. The two-bin organic / non organic system is convenient	1	2	3	4	5
4. The information sent to you via mail was helpful	1	2	3	4	5
5. The information sent to you via mail was informative	1	2	3	4	5
6. The information sent to you via mail made participating in the trial easier	1	2	3	4	5
7. Streamlining council waste removal to improve efficiency and reduce the amount going to landfill is important	1	2	3	4	5
8. I would be in favour of permanently implementing a similar organic / non organic waste system to replace the current system	1	2	3	4	5
9. Taking part in this trial was a positive experience	1	2	3	4	5

10. What did you like about the two bin organic / non organic waste system?

11. What didn't you like about the two bin organic / non organic waste system?

12. What could be improved about the system?
