



Executive Summary

Council aspires to become a resource smart city that moves away from the paradigm of a 'take, make, waste' society, and instead advocates and supports a system of 'make, use, return'.

We need to rethink our use of resources and consider the whole life cycle of materials, adopting a circular economy approach to maintain the value of these resources for as long as possible.

In previous strategies, Council focused on essential improvements in waste and recycling. It is now time to set more ambitious targets and become leaders in resource management and recovery.

This strategy examines the achievements of Council in the past decade and outlines the key opportunities and actions to achieve greater resource recovery in the coming years.

Over the past 15 years, Council has made significant headway in the waste and resource recovery space. These achievements include a 59% reduction in recycling contamination, a 6% increase in the recycling rate, as well as a 20% reduction in the overall amount of waste we create, despite a growing population.

While these achievements should be celebrated, there is much still to be done. As a City, our diversion rate is still lower than the metropolitan average, and Council does not collect as much organic waste using the kerbside bins as the average Council in Victoria.

Furthermore, as a City, our patterns of consumption and the volume of waste we produce are both highly influenced by social and climatic effects, such as the drought, and periods of economic downturn.

Council has made significant progress in the past 15 years, however with recent changes in the recycling and waste processing industry, and new technologies available, there is much opportunity to improve and reduce our waste as a municipality.

In line with Waste Management Policy 2019, Council have established aspirational targets to achieve a waste diversion rate of 60% by 2030 and move toward zero waste to landfill by 2050.

To achieve these goals, this strategy identifies seven key waste streams which represent the greatest potential in terms of waste diversion and environmental performance for Council. For each of these waste streams, actions have been developed and aligned with the waste hierarchy.

Towards Zero Waste – Strategic Action Plan

The Towards Zero Waste Strategy identifies seven key waste streams which represent the greatest potential in terms of waste diversion and environmental performance for Council.

For each of these waste streams, actions have been developed and aligned with the waste hierarchy.

Strategic Actions - Organics			
Short Term Actions (within next 3yrs)			
Hierarchy	Action	Detail	Who
AVOIDANCE	Love Food Hate Waste	Conduct educational program on reducing domestic food waste.	OWE
AVOIDANCE	Food Waste Outreach	Promote food waste charity programs (i.e food banks and soup kitchens) to commercial uses such as grocery stores, restaurants, school cafeterias and other food service vendors on to prevent food waste.	OWE
RECYCLING	FOGO Service Collection	Incorporate food organics into the existing user pays green (garden) waste service.	CMW
RECYCLING	Provide universal FOGO Bin to single dwellings	Introduce free Green/FOGO Bin for residential rate payers	SO/ CMW
RECYCLING	Backyard / Neighbourhood Composting	Promote and provide incentives for homes, communities, schools and businesses to set up on-site food and garden waste compost systems via the Compost Community and Share Waste programs	OWE
RECYCLING	Community Gardens	Support the establishment and use of community gardens.	SO
RECYCLING	Coffee Grounds Recycling	Encourage cafes/restaurants to recycle their ground coffee waste via service provider such as reground.	SO
RECOVERY	MUDs On-site Organics Treatment	Develop programs to support the use of communal on-site organics treatment in apartment buildings such as worm farms, compost bins, digesters, dehydrators, etc.	CMW/ SO
Medium Term Actions (within next 5yrs)			
Hierarchy	Action	Detail	
RECYCLING	Trial FOGO in MUDs	Offer a FOGO collection service for multi-unit developments	SO
RECYCLING	Weekly FOGO Service	Investigate feasibility of weekly FOGO collection service.	CMW
RECYCLING	Communal Organics Bins	Introduce communal bins in public spaces and/or parks for the disposal of household organic waste, with particular focus on high-density housing estates.	SO
RECYCLING	Public Place Organics Bin Trial	Trial the implementation of a third bin for organics disposal in prominent public places where food consumption and takeaway dining is common.	SO/ CMW
TREATMENT	Food Disposal Units (Insinkers)	Adopt policy and/or planning guidelines for insinkers to be plumbed into on-site organics treatment (i.e. dehydrator/sludge tank/digester) or sewer system. Managed through planning permit requirements.	CMW
And Beyond... (within next 10yrs)			
RECOVERY	Advanced Food Waste Recycling Technology	Investigate potential to implement/endorse advanced food waste recovery technologies within the municipality (i.e. waste to energy)	CMW/ SO
Acronym Breakdown			
SO	Sustainability Officer	OWE	Officer Waste Education
CMW	Contract Manager Waste	F&ET	Festival & Events Team

Strategic Actions - Plastic

Short Term Actions (within next 3yrs)

Hierarchy	Action	Detail	Who
AVOIDANCE	Single Use Plastics Council Ban	Adopt a policy to prevent/ban the use of single use plastics such as disposable shopping bags, plastic straws, balloons, disposable coffee cups/pods within Council operations, facilities, functions and events.	SO/ FET
AVOIDANCE	Single Use Plastic Prevention	Conduct educational program on preventing the use of single use plastics across the wider municipality/community.	OWE
AVOIDANCE	Develop Local Wash Against Waste Trailer	Investigate option to develop or support hire of local wash against waste trailer for events to avoid the use of single-use items at food related festivals and events.	OWE/ SO/ FET
AVOIDANCE	Update Local Law – Bagging Rubbish	Change Local Law requiring all general waste to be bagged before disposing of in kerbside bin.	SO
REUSE	Recycled Plastic Infrastructure	Introduce and/or prioritise the use of recycled plastic materials and items for new or replacement public place infrastructure within the municipality (i.e. park bench, street planter boxes, playground equipment, etc.)	CMW
RECYCLING	Kerbside Soft Plastics Recycling	Investigate option to integrate soft plastics disposal into the comingled recycling bin for residents using the ‘bag the bag’ concept (soft plastic items collected within a plastic bag, tie bag at top and place in recycling bin).	SO/ CMW
RECYCLING	Soft Plastics Drop-off Hubs	Partner with REDcycle (or similar local organisation) to incorporate soft plastics drop-off provisions in addition to the existing clothing and electrical drop-off hubs across the municipality.	SO/ CMW
RECYCLING	Container Deposit Scheme	Investigate viability for municipal level Container Deposit Scheme.	

Strategic Actions – Textiles

Short Term Actions (within next 3yrs)

Hierarchy	Action	Detail	Who
REUSE	Reuse Initiatives	Better promote initiatives for the reuse of textile/charity waste such as Buy it Back Day, Flea Markets, Garage Sales, Buy Swap Sell Social Media Groups and Clothing Swaps.	OWE
REUSE	Reuse Facilities & Workshops	Advocate and support repair/reuse facilities (i.e. repair café, community shed) and workshops with local community organisations.	OWE/ SO
RECYCLING	Increase Drop-off Hub Locations	Establish more clothing drop-off hubs throughout the municipality to improve accessibility for residents.	CMW
RECYCLING	Charity Goods Kerbside Collection Service	Expand and promote Thread Collect service, or clothing collection service across Council	SO/ CMW

Strategic Actions – Electrical Waste

Short Term Actions (within next 3yrs)

Hierarchy	Action	Detail	Who
REUSE	Reuse Initiatives	Better promote initiatives for the reuse of e-waste items and products such as Buy it Back Day, Flea Markets, Garage Sales, Buy Swap Sell Social Media Groups and online market places (e.g. Gum Tree).	OWE
RECYCLING	Increase Drop-off Hub Locations	Establish more e-waste drop-off hubs throughout the municipality to improve accessibility for residents.	SO/ CMW
RECYCLING	E-waste Recycling Campaign	Launch educational campaign to provide clarity on what e-waste is and how to dispose of it appropriately. Advertise appropriate drop-off locations, take-back facilities etc.	OWE

Medium Term Actions (within next 5yrs)

Hierarchy	Action	Detail	Who
RECOVERY	Innovative E-waste Technology	Investigate opportunities to implement and/or endorse advanced e-waste recovery technologies within the municipality.	SO

Strategic Actions – Hard Waste

Short Term Actions (within next 3yrs)

Hierarchy	Action	Detail	Who
REUSE	Reuse Facilities & Workshops	Advocate and support repair/reuse facilities (i.e. repair café, community shed) and workshops with local community organisations.	OWE/ SO
REUSE	Rental Businesses & Reuse Centre	Support programs and facilities that provide reuse and rental services for household goods and appliances, furniture, tools, sports equipment, and party equipment (tables, chairs, serving utensils).	SO/ OWE
REUSE	Buy Back / Tip Shop	Investigate option to provide a buy back/tip shop (i.e. second hand shop) facility where residents can drop-off re-purposeful goods for free conditional). This can also double as a facility for the resale of used goods back to the community.	SO/ CMW
REUSE	Reuse Initiatives	Better promote initiatives for the reuse of hard waste items such as Buy it Back Day, Flea Markets, Garage Sales, Buy Swap Sell Social Media Groups and Clothing Swaps.	OWE
REUSE	Reuse Workshops and Education Events	Include repair and reuse workshops in the Sustainable Living program which help residents to avoid waste and disposal of items.	SO

Medium Term Actions (within next 5yrs)

Hierarchy	Action	Detail	Who
RECYCLING	Student Accommodation Move In/Move out Services	Investigate option to develop and provide tailored hard waste collection services to student accommodation and boarding facilities that repeatedly have high turnover of occupants on an annual basis, resulting in surplus quantities of charity and hard waste. Similar service could potentially be tailored to high rise apartment buildings.	OWE/ CMW

Strategic Actions – Litter

Short Term Actions (within next 3yrs)

Hierarchy	Action	Detail	Who
AVOIDANCE	Anti-litter education campaign and bin wraps and signage	Expand the use of anti-litter bin wraps and signage in public areas to discourage littering and promote responsible care for the environment in parks and open spaces.	OWE
AVOIDANCE	Review and expand the location of public place bins	Review current location and service levels of public bins and develop a Policy and Strategy to install bins in high use places, including waterfront locations to reduce the incidence of litter.	SO/ CMW
AVOIDANCE	Investigate Solar compacting bins	Investigate suitable locations to install solar compacting bins, such as high use parks and public spaces, to reduce the incidence of overflow and litter.	SO/ CMW
AVOIDANCE	Investigate litter prevention aids and bin designs	Investigate options to install litter prevention aids along waterways, such as barriers, litter traps and new bin designs which prevent overflow and animal-interference.	SO/ CMW
REUSE	Promote reusable containers to help avoid commonly littered items	Advocate and promote the use of reusable and refillable items to help reduce the incidence of litter such as empty bottles, and promote public water stations to refill bottles.	OWE
RECYCLING	Increase number of public place recycling bins	Install public place recycling bins in all high-use parks and public areas to increase the capture and diversion of recyclable products.	CMW/ SO
RECYCLING	Support local clean up groups	Investigate options to support local clean up groups through an adopt-a-street program.	OWE

Medium Term Actions (within next 5yrs)

Hierarchy	Action	Detail	Who
AVOIDANCE	Expand use and location of litter traps	Investigate litter hotspots and appropriate locations to install litter traps to prevent storm water pollution and collect data on types and quantities of materials collected.	SO

Strategic Actions – Other Streams

Short Term Actions (within next 3yrs)

Hierarchy	Action	Detail	Who
AVOIDANCE	Ban/Promote Alternatives to Disposable Coffee Pods	Adopt a policy that bans coffee pods from council-run buildings/events; promote the use of refillable coffee pods and the recycling of aluminium coffee pods.	SO/ OWE
AVOIDANCE	Cloth nappy rebate program	Investigate option to provide a rebate to residents who purchase cloth/reusable nappies and sanitary items.	SO
REUSE	Promote Alternatives	Promote the use of alternative products to in replacement. For example, reusable cloth nappies, reusable crate packaging for food/goods, etc.	SO/ OWE
REUSE	Reuse Cupboard	Encourage storing of unwanted office supplies for re-use by community members	OWE
RECYCLING	Center for Hard to Recycle Materials	Establish and promote collection hubs in the community for hard to recycle items, e.g. batteries, pharmaceuticals, CDs and DVDs, light bulbs etc. Encourage management of collected items by manufacturers or retailers.	SO/ OWE/ CMW
RECOVERY	Reuse Policy	Adopt policy for Council to reuse material content such as glass fines in public infrastructure and construction works.	SO
RECOVERY	Home Detox	Facilitate programs that provide for the safe disposal and recovery of highly toxic, unwanted household chemicals such as solvents, poisons, and cleaning products via collection facilities and campaigns.	SO/ OWE

Medium Term Actions (within next 5yrs)			
Hierarchy	Action	Detail	
AVOIDANCE	Promote alternative products as these become available	Monitor development of alternative products and continue to promote these to the community. Investigate opportunities to subsidise alternative products where possible.	SO/ OWE
RECYCLING	Center for Unique Waste Stream Recycling	Investigate option to establish a facility where residents can drop-off difficult to recycle products such as hazardous waste, medical waste, oil, anti-freeze, paint, tyres, pharmaceuticals, etc.	SO/ CMW
RECOVERY	Polystyrene Melter	Investigate opportunities for Council to implement polystyrene melter in combination with polystyrene collection hub.	SO

Strategic Actions – Commercial

Short Term Actions (within next 3yrs)			
Hierarchy	Action	Detail	Who
AVOIDANCE	Packaging education	Undertake education program for traders on avoiding excess packaging.	OWE
		Work with Traders to have a 'Packaging free' precinct where carry bags are not offered. 'Boomerang Bags' would be available instead.	OWE
AVOIDANCE	Food Organics Reduction	Undertake education program for traders on avoiding excess food organics waste. Including shelf life and ordering.	OWE
REUSE	Food Organics Sharing	Work with traders and charity partners to establish 'second-bite' program for excess usable food within municipality.	SO
RECYCLING	Trader Recycling Hubs	Investigate option to establish trader recycling hubs for food organics and commingled Example: Degraives Precinct City of Melbourne.	SO/ CMW

Strategic Actions – Policy

Hierarchy	Landfill Diversion Strategies	Description
INFRASTRUCTURE & SERVICES		
AVOIDANCE	Pay-To-Landfill	Investigate options to adopt a weight-based fee structure for residual waste in the landfill bin. This encourages residents to avoid excessive waste generation.
RECYCLING	Kerbside Collection Optimisation	Investigate options to optimise or encourage greater diversion from landfill by enhancing municipal kerbside recycling services, e.g. offer free increased recycling bin capacity.
RECYCLING		Review collection frequencies of all kerbside bins as material moves from landfill bin into alternate bins or drop off locations.

EDUCATION & ENGAGEMENT		
AVOIDANCE	Website Content - Green Products & Services Directory	Develop or facilitate an online local/regional directory of specific businesses and industry sectors that offer sustainable ("green") products or services, including vendor contact information.
AVOIDANCE	Waste Education Strategy	Facilitate educational/marketing tools and programs to promote best practice social/behavioural changes to encourage residents and businesses to reduce, reuse, recycle and compost.

Strategic Actions – Policy

Hierarchy	Landfill Diversion Strategies	Description
AVOIDANCE	Zero Waste Venues & Events	Adopt and implement zero waste goals and action plans to encourage public and private venues and events. Provide information and assistance to venue and event coordinators, including examples of displays and appropriate signage.
AVOIDANCE	Sustainable Business Program	Develop a towards zero waste tool for businesses and promote and/or reward participating businesses. i.e. Green Star rating concept but on a local/precinct scale. Example: City of Stonnington – Green Businesses Program
ENFORCEMENT		
AVOIDANCE	Registration of Private Waste Contractors	Develop a register of all private waste collection contractors that service the municipality. Request biannual data reports to enable improved tracking of waste quantities and movement to enable development of actions to address private waste collections.
AVOIDANCE	Service Provider Training	Develop a service provider training program to report recycling and organic contamination and excessive landfill volumes presented to reduce landfill and maximise recycling.
PLANNING		
AVOIDANCE	Planning Scheme Requirement	Introduce waste and recycling requirement into Section 22 of the Maribyrnong Planning Scheme including requirements for Waste Management Plan (WMP) similar to Sustainability Management Plan (SMP) requirement.

Hierarchy	Landfill Diversion Strategies	Description
ADVOCACY		
AVOIDANCE	Fees on disposable Items	Advocate government programs that place a fee on the sale of certain disposable items, such as disposable shopping bags.
AVOIDANCE	Sustainable Procurement Policy for Businesses	Develop a procurement policy template for businesses to reduce consumption and encourage purchasing of sustainable goods and equipment.
AVOIDANCE	Product and Packaging Redesign	Promote the use of sustainable packaging campaigns to local businesses to reduce or eliminate non-reusable packaging, transport containers, and service-ware from their operations and retail stock. Examples: Closed Loop, Review-Audit-Redesign.
AVOIDANCE	Lead by Example - Zero Waste Procurement	Incorporate Zero Waste objectives into Council contractual purchases and services, e.g. avoiding purchase of disposable goods, minimal waste in product and packaging design, product take-back services, and lifecycle analysis.
AVOIDANCE	Landfill Ban - Organics	Promote the diversion of organics from landfill. Advocate for government policy relating to food organics ban from landfill.
DATA & REVIEW		
AVOIDANCE	Waste Audits	Undertake annual waste audits to continually track waste composition.
AVOIDANCE	Analysis of Audit Result	Prepare strategic actions to address waste audit results in particular waste going to landfill.

Objectives and Goals

Overall aspirational target is to achieve a waste diversion rate of 60% by 2030 and move toward zero waste to landfill by 2050.



The City of Maribyrnong Council Plan 2017- 2021 includes six key objectives:

- Objective 1: Strong Leadership
- Objective 2: Healthy and Inclusive Communities
- Objective 3: Quality places and spaces
- Objective 4: Growth and prosperity
- Objective 5: Mobile and connected city
- Objective 6: Clean and Green

This strategy has been developed to deliver several actions within Objective 6. The high level strategies included in the Council plan that relate to Waste Management are listed below.

Council Plan Objective 6: Clean and Green		
Council will strive for a clean, healthy city for people to access open spaces, cleaner air and water and respond to climate change challenges.		
Strategies achieving the objective		Strategic indicators measuring success
6.3	Progress Zero Carbon Maribyrnong	Annual compliance with zero carbon corporate emissions
6.4	Improve the visual presentation, cleanliness and amenity of the city	Improved cleanliness in Footscray CBD with less graffiti, dumped rubbish and complaints
6.5	Substantially increase Council's waste diversion rate	Kerbside waste diversion improved from 34% to 46% by 2019-20
6.7	Incorporate Ecologically Sustainable Design and measures in Council buildings	Improved building energy efficiency and thermal comfort levels
6.9	Educate the community on environmental issues and best practice in waste management	Increased number of community members participating in environmental education programs



Waste Management Policy (2019)	
Key Objectives	
1	Comply with the intent of the applicable Commonwealth and State environment legislation, regulations, standards, policies and initiatives.
2	Maintain a safe, transparent, affordable and sustainable approach to all Council waste management and resource recovery services and provide a consistent level of service to ratepayers and eligible properties (as detailed in Appendix B).
3	Ensure Council provide innovative solutions and strive for best practice waste and recycling services to process all types of waste generated across the municipality.
4	Keep pace with emerging technologies and actively participate with peak industry bodies, operators and organisations to advocate an improved and competitive waste and resource recovery industry.
5	Increase recycling and recovery rates, and reduce contamination across the municipal waste stream.
6	Reduce the amount of litter, illegal dumping, and stormwater pollution across Council.
7	Prioritise waste avoidance by reducing the consumption of goods and packaging.
8	Communicate with and educate our community about effective ways to reduce, reuse and recycle waste whether at home, work or play.
9	Continue to monitor, collate and report quality waste and recycling data across the municipality.
10	Adopt greater use of recycled materials and resources across all aspects of procurement.
11	Protect public health and minimise the environmental impacts associated with waste management services.



Towards Zero Waste Goals			
The key goal to achieve a Toward Zero Waste Maribyrnong is to reduce overall waste generation.			
Strategies achieving the objective	Strategic indicators measuring success	% Change	
1	Increased Avoidance	Kerbside waste generation decreases from 637 kg per household per year to 570 kg household per year by 2022 (a 10% decrease).	-10%
2	Increase Reuse	Kerbside and drop-off reuse items increase from 110 tonnes/year to 133 tonnes per year by 2022 (an increase in 20%).	+20%
3	Increase Recycling	Kerbside recycling (Commingled and green waste) diversion from landfill rate increase from 34% per year to 40% per year by 2022.	+6%
4	Decrease contamination	Kerbside recycling contamination rates decrease from 7% to 5% by 2022.	-2%
5	Decrease recyclables in landfill	Kerbside landfill bin decreases percentage of recyclable items from 9% to 5% by 2022.	-4%
6	Increase source separation	Range of destinations for reusable and recyclable products increases by 20%	+20%
7	Increase use of recycled content in construction	Council construction contracts to increase requirement for recycled content target 25% recycled content by 2022.	+25%
8	Increase use of recycled content in public realm	Council assets to increase requirement for recycled content by 25% by 2022.	+25%

