



# COMMUNITY ENGAGEMENT PLAN

## 2020-21



SOUTHERN METROPOLITAN REGIONAL COUNCIL

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Baled aluminium cans

# INTRODUCTION

The Southern Metropolitan Regional Council (SMRC) is a statutory local government authority established in 1991 by local governments in the southern part of metropolitan Perth. The SMRC is responsible for delivering innovative and sustainable waste management solutions for the benefit of our communities and the environment.

The SMRC region encompasses 195 square kilometres within Perth's southern metropolitan area and has a combined population of over 186,000 people.

The SMRC operates a state of the art \$100 million Regional Resource Recovery Centre (RRRC) in Canning Vale, which receives, recycles, and processes waste from some of its member local governments and the community.

We are committed to assisting the State Government to work towards its targets of diversion of waste from landfill. The SMRC employs over 50 staff and provides work for 100 local small businesses and contractors each month.



Community group taking a tour of the RRRC

# DEFINING THE SMRC COMMUNITY

## Our community are:

- Residents adjacent to the RRRC
- Community Groups
- Schools



## Residents of the:

- Town of East Fremantle
- City of Fremantle
- City of Kwinana
- City of Melville

## Residents of the Recycle Right 'Members':

- WMRC (Town of Cottesloe, Town of Claremont, Town of Mosman Park, Shire of Peppermint Grove, City of Subiaco, Town of Cambridge)
- EMRC (Town of Bassendean, City of Bayswater, City of Belmont, City of Kalamunda, Shire of Mundaring, City of Swan)
- City of Canning

# DEFINING THE SMRC STAKEHOLDERS

## Our Stakeholders are:

- Councillors and staff of the SMRC Member Councils
- Councillors and staff of the Recycle Right Member Councils
- Department of Water and Environmental Regulation (DWER)
- The Waste Authority of WA
- Western Australian Local Government Association (WALGA)
- Government Ministers
- Local Members of Parliament
- Potential customers of the SMRC
- Media
- Local Business working with the SMRC



FOGO information stall at Garden City

# RATIONALE

The SMRC's vision is to **deliver innovative and sustainable waste management solutions for the benefit of our communities and the environment**.

Stakeholder relationships (including the community) is one of the three central pillars to achieving this vision.

SMRC is keen to support a community of shared responsibility through ensuring;

- Our communities and stakeholders are at the core of our existence.
- Our communities and stakeholders possess the right level of knowledge and education so that change happens in the household, at the grassroots of our society.

- Education and environmental stewardship play a fundamental supporting role in all areas of the waste hierarchy.
- Education is paramount in the reduction of waste to landfill, and plays a significant role in supporting many of our operational elements

This Community Engagement Plan:

- defines our community.
- outlines the key activities and performance indicators towards achieving the targets articulated on the Corporate Business Plan.



Kwinana's Recycling Hub

# OUR VISION



# STRATEGIES AND ACTIONS

This Engagement Strategy links to the following strategies and actions within the Corporate Business Plan 2020-24.

Strategy: 2.1.3 Rebrand existing entities and operations to reflect vision & objectives				
Business Plan Action	Engagement / Communication Actions	Performance Measure	Due	Who
a. Create and promote a brand that reflects the vision and objectives of SMRC	<ul style="list-style-type: none"> <li>Identify requirement/needs/wants for brand from SMRC Council and SMG</li> <li>Explore rebranding and renaming of SMRC/RRRC to make a more distinct look and feel for the facility</li> <li>Maintain consistency across all reports and promotional material</li> </ul>	<ul style="list-style-type: none"> <li>Options paper presented to Council</li> <li>New brand developed (name, logo, brand guidelines)</li> </ul>	<ul style="list-style-type: none"> <li>30/6/21</li> <li>21/22</li> </ul>	<ul style="list-style-type: none"> <li>CEO</li> <li>CM MEMBERS</li> </ul>

Strategy: 3.1.1 Participate in Federal, State and Local Government forums to support the development of regional and metropolitan waste management policies and legislation				
Business Plan Action	Engagement / Communication Actions	Performance Measure	Due	Who
a. Continue to develop existing relationships with Waste Authority and DWER	<ul style="list-style-type: none"> <li>CEO update Waste Authority</li> <li>CEO &amp; CM contact with DWER</li> <li>Collaboration and use of WasteSorted brand</li> <li>Maintain attendance at the Waste Educators Networking Group (WENG)</li> <li>Maintain reporting on funding acquittals</li> <li>Identify opportunities to partner on initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Number of meetings</li> <li>Incorporation of WasteSorted into Recycle Right promotional and educational materials</li> <li>Number of WENG meetings attended</li> <li>Number of funding applications/acquittals</li> <li>Number of initiatives partnered</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>CEO</li> <li>CM</li> </ul>
b. Advocate for extended producer responsibility and circular economy principles	<ul style="list-style-type: none"> <li>Presentations/webinars on circular economy</li> <li>Advocate importance of producer responsibility at meetings with Ministers, Govt reps etc</li> </ul>	<ul style="list-style-type: none"> <li>Number of presentations</li> <li>Number of meetings</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>CEO</li> <li>CM</li> </ul>
c. Advocate for legislation that supports the State's waste hierarchy	<ul style="list-style-type: none"> <li>Meetings with Ministers and the opposition</li> <li>Present submissions and position papers to government departments</li> </ul>	<ul style="list-style-type: none"> <li>Number of meetings held</li> <li>Number of position papers submitted</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>CEO</li> </ul>

Strategy: 3.2.1 Develop and implement an effective community education program				
Business Plan Action	Engagement / Communication Actions	Performance Measure	Due	Who
a. Implement community education actions	<ul style="list-style-type: none"> <li>Continue with existing activities</li> <li>Create evidence-based messages and activities for Recycle Right</li> <li>Expand school incursions/community program with new activities</li> <li>Revamp of the Education Centre</li> </ul>	<ul style="list-style-type: none"> <li>Number of new activities developed</li> <li>Number of tours, school incursions and events attended</li> <li>Successful revamp of Education Centre</li> </ul>	<ul style="list-style-type: none"> <li>KPI Report – 6 monthly</li> </ul>	<ul style="list-style-type: none"> <li>CM</li> <li>CEO</li> </ul>
b. Undertake an annual review of the community education plan	<ul style="list-style-type: none"> <li>Align Community Engagement Plan and Communication Plan to Corporate Business Plan and Community Strategic Plan</li> </ul>	<ul style="list-style-type: none"> <li>Plans reviewed</li> <li>Plans correctly aligned and identified through Communications Audit</li> </ul>	<ul style="list-style-type: none"> <li>Annually</li> </ul>	<ul style="list-style-type: none"> <li>CM</li> </ul>

# STRATEGIES AND ACTIONS

## Strategy: 3. 2.2 Partner with member Councils and complementary organisations to promote behavioural change towards waste recovery and reuse

Business Plan Action	Engagement / Communication Actions	Performance Measure	Due	Who
a. Continue to work with and provide support to waste reduction groups	<ul style="list-style-type: none"> <li>Develop partnerships with national initiatives (e.g. Plastic Free July, Garage Sale Trail)</li> <li>Investigate collaboration with organisations to be a collection point (e.g. Fairgame – sporting equipment, Give Write – stationery items, Total Green Recycling – electrical items)</li> <li>Monitor the role and direction of the WREN to ensure connection to emerging needs</li> </ul>	<ul style="list-style-type: none"> <li>Number of partnerships developed</li> <li>Number of successful collaborations</li> <li>In line with Terms of Reference</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Annually</li> </ul>	<ul style="list-style-type: none"> <li>CM</li> <li>CM</li> </ul>
b. Promote the Recycle Right Program amongst member councils as the regional recycling initiative	<ul style="list-style-type: none"> <li>REG meetings</li> <li>Meeting with Mayors, Councillors and CEOs</li> <li>Presentations to Councils</li> <li>Conducting regular meetings with Waste Educators (esp. for upcoming campaign planning)</li> <li>Recycle Right plan meetings</li> <li>Maintain, update and promote Recycle Right website and app</li> <li>Maintain trademark of Recycle Right branding</li> </ul>	<ul style="list-style-type: none"> <li>Number of meetings held</li> <li>Number of presentations</li> <li># of hits to SRMC and RR website</li> <li># app downloads</li> <li>Social media engagement</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>CEO</li> <li>CM</li> </ul>
c. Promote the benefits of source separation for 3-bin systems	<ul style="list-style-type: none"> <li>Continue bin tagging program</li> <li>Promote 3-bin system via social media and other media</li> <li>Have stalls/booth at public events and conferences</li> </ul>	<ul style="list-style-type: none"> <li>Number of households tagged via bin tagging</li> <li>Social media engagement</li> <li># stalls/booths</li> <li># people in attendance at events (stalls/booths)</li> <li># worksheets distributed</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>CM</li> <li>CM</li> <li>CM</li> <li>CM</li> <li>CM</li> </ul>
d. Actively pursue funding and partnership opportunities for educational programs	<ul style="list-style-type: none"> <li>Identify sources of funding</li> <li>Develop project priorities in consultation with members council waste educators and Recycle Right 'members'</li> </ul>	<ul style="list-style-type: none"> <li>Number of funding applications</li> <li>Number of projects funded through Recycle Right</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>CM</li> </ul>
e. Lead trial projects to reuse recycled materials	<ul style="list-style-type: none"> <li>Promotion of FOGO processing</li> </ul>	<ul style="list-style-type: none"> <li>Video on FOGO production</li> </ul>	<ul style="list-style-type: none"> <li>31/12/20</li> </ul>	<ul style="list-style-type: none"> <li>CM</li> </ul>

# WREN / COMMUNITY ADVISORY GROUP

The SMRC Waste Reduction, Recycling Education Network (WREN) is an independent group of community volunteers from SMRC member councils, established to help increase community understanding of the importance of waste, recycling, and greater awareness of the activities of the SMRC.

The WREN is a valued advisor to the SMRC and seek to engage the community in behavioural change with respect to waste and recycling by residents in the south metropolitan region for a more sustainable community.

The WREN aims to:

- increase community understanding of the importance of waste reduction, recycling and sustainable living through education;
- increase awareness of the operations and programs of the SMRC;
- gather community feedback and suggestions to assist with education and decision making regarding waste reduction and recycling; and
- proactively assist the SMRC to respond effectively to issues and concerns arising in the community and industry.

The WREN will achieve this by:

- actively engaging with local businesses and the community to provide support through events and activities;
- providing feedback to the SMRC on the activities of the WREN through regular meetings;
- passing on any community concerns to the SMRC; and
- assisting the SMRC to achieve its goals.

The WREN meets bi-monthly between February and December with members also participating in planning workshops as required.

- Members take part in community events and are always willing to listen to residents' questions and comments concerning waste, recycling, and sustainability.



Recycle Right tour guide Isabelle Marie with members of the WREN

# COMMUNITY FEEDBACK HOTLINE

The SMRC welcomes feedback from the community about operations at the Regional Resource Recovery Centre in Canning Vale. With the help of the community, we can improve how we work and achieve our vision of delivering sustainable waste management solutions for the benefit of our communities and the environment.

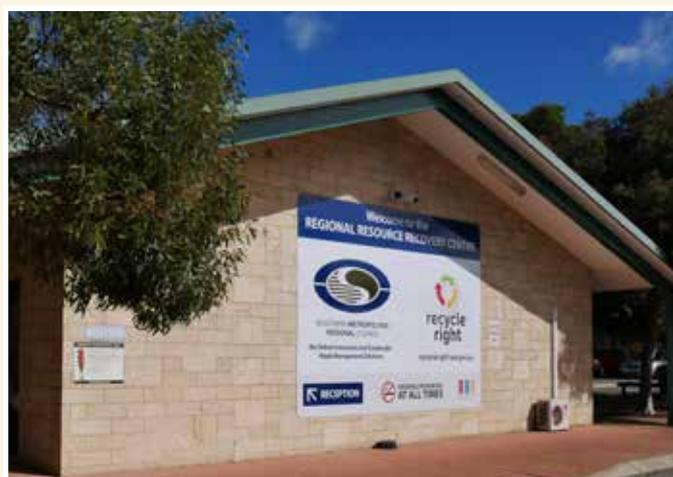
The SMRC's Community Feedback Hotline is open to the public 24 hours a day, 7 days a week, 365 days a year. You can use the Community Feedback Hotline to:

- Report an odour that may be coming from the RRRC.
- Tell us what you think about recycling in the Southern Region of Perth.
- Give us feedback about a tour you have been to at our facility.
- Give us feedback about your waste calendar and how you would like to receive your information about recycling.

Once an odour is reported to the Community Feedback Hotline, details such as the location, time and character of the odour will be immediately sent to the staff at the RRRC, who will conduct an inspection of the Waste Composting Facility, as well as investigate the location where the odour was reported.

The Community Feedback Hotline, **1300 556 726**, is answered 24 hours a day, 7 days a week, all year round.

Feedback is also possible via our email **hello@recycleright.wa.gov.au**.



# DOCUMENT REVIEW

This is a living document that will be presented to and reviewed by the Stakeholder Relations Committee (SRC) at its meetings in February and October of each year.

REVIEWED BY	DATE	APPROVED BY CEO	APPROVED BY SRC	APPROVED BY COUNCIL
T. Davis	14-5-14	15-5-14	19-5-14	
T. Davis	5-6-14	6-6-14		26-6-14
T. Davis	18-8-16	19-8-16		
T. Belcher	21-10-20	28-10-20	29-10-20	



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