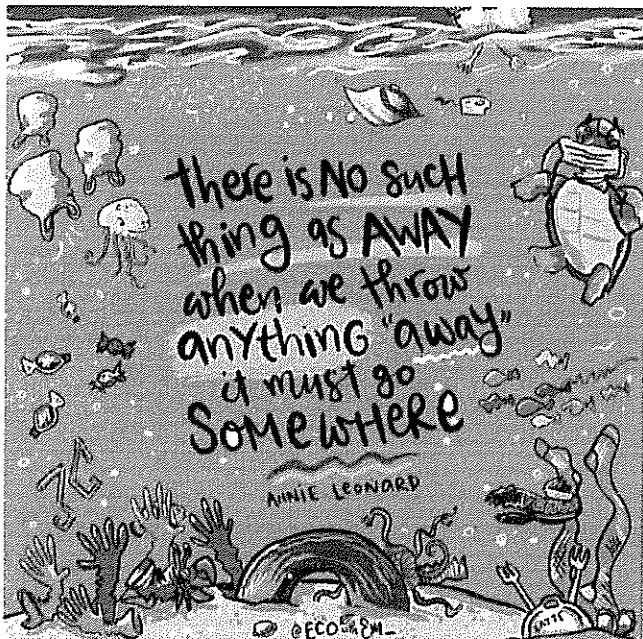




## Love our Clontarf 100 Day Litter Campaign Report (29 January to 8 May 2021)



*Campaign Takeaway: Litter is a silent killer....it just does not disappear after this 100 day campaign - it sits in the environment for up to 100's of years, reentering our food chain - we all play a role to stop littering in our environment for our one and only planet, future generations and these guys*



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Pristine Peninsula CommUNITY Group



25 August 2021

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Attachment 1 – Love our Clontarf Campaign Sponsors and Supporters

Attachment 2 – Love our Clontarf Campaign Plan

Attachment 3 – Clontarf Daily Rainfalls 2021

Attachment 4 – Love our Clontarf Campaign Quiz Response Analysis

Attachment 5 – Campaign to stop littering in our Waterways Media Release

Attachment 6 – Media Reports

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Attachment 8 – Media Report - France demanding cigarette companies pay for butt litter cleanups

## 1. Acknowledgements and Appreciation – *thank you all!* ☺

This litter campaign would not have been a success without the inspiration, energy and drive of two local Waste Warriors, Sue and Phil, who have been collecting litter in this area for around 10 years since the McDonalds Clontarf was constructed, together with the amazing energy and support from the 100+ local community sponsors, volunteers, three levels of government members, local businesses, and community groups. Campaign Contributor details are in **Attachment 1**.

## 2. Executive Summary

The Love our Clontarf 100 Day Litter Campaign, undertaken on the traditional land of the Ningy Ningy people, was a litter baseline study and litter reduction campaign, focusing on a targeted litter hotspot in a 2 km radius of the McDonalds Clontarf, Redcliffe Peninsula.

At the Campaign launch on 29 January 2021, I acknowledged the Ningy Ningy people, the traditional custodians of the land on which we gathered, and I paid my respects to their Elders past, present and emerging. I also stated that this campaign was all about Respect for this land and these local waters, as the ancestors cared for them for 20,000 years.

The Redcliffe Peninsula won numerous Tidy Towns Awards in the early 2000's. Today, it is very clear that there are groups in our community and elsewhere that have no respect and have lost connection with this land and waters. This is backed up by statistics showing 8 Billion cigarette butts are littered every year and 8 Million litter items are tossed every day in Australia (Keep Australia Beautiful, 2019).

This Campaign has provided raw data to show key stakeholders that litter is a serious terrestrial and marine environment issue for this litter hotspot and for the Redcliffe Peninsula, which is surrounded 80% by waterways with sensitive marine ecosystems. Overall, 15,706 litter items were collected from 12 audit sites over 3 months, of which 10,952 items were collected at the main audit site, a 1.6 km stretch of Snook St, Clontarf over 12 weekly audits (approximately 2.83 tonnes), including 4,594 cigarette butts.



Litter was reduced by 45% at the Snook Street audit site over the 12 weeks of audits using various litter awareness and education strategies.

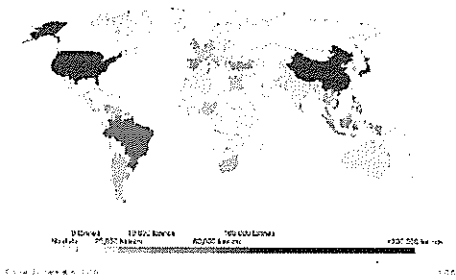
If adequate litter enforcement strategies and resources were available with appropriate technology tools in place, there was potentially up to \$2.9M in litter fine revenue from the 10,952 items littered on just this 1.6 km stretch of Snook Street alone (based on the 1 July 2021 minimum litter fine of \$275).

But, the reality is that there is currently limited local resourcing for Council litter fine enforcement and limited knowledge of the State online public reporting tool. Only 90 infringement notices were issued by the Moreton Bay Regional Council from 1 July 2017 to 25 May 2021 – of these, 47 were issued for littering (average of 1 per month, or \$12,502 in fines), and 43 illegal dumping offences. This is really quite disappointing!

As mentioned, around 8 Million litter items enter the marine environment every day around Australia (Keep Australia Beautiful, 2018). In 2010, Australia emitted 13,889 tonnes of litter into oceans from

Plastic waste littered, 2010

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coastal populations within 50 kms of oceans

<https://ourworldindata.org/grapher/plastic-waste-littered>.

The Love our Clontarf litter campaign collected approximately 2.8 tonnes of litter from 12 sites, just a small portion of litter being collected on the Redcliffe Peninsula, and around Queensland and Australia every day by dedicated volunteers and through organized collections. Other examples of ongoing litter collections (6,582 tonnes of litter and debris collected from a sample of 5 respected environmental groups since 2019) are astounding statistics that all Governments need to look at closely as a priority.

In 2032, Brisbane and Southeast Queensland will host the 'Sustainable' Olympic Games. Unless environmental issues like littering are addressed as a priority before 2032, our Region will have serious credibility issues around sustainability and the environment.

Since the 2018 Asian ban on exporting Australian waste, to their credit, Government's have stepped up to increase recycling rates. However, the reality is that only 60% of what is produced is recycled – the rest ends up in landfill or terrestrial and marine environments.

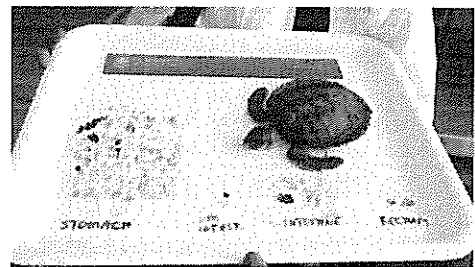
Adding to over consumption issues, the recycling industry admitted on 30 June 2021 that it is not ready for a ban on exporting mixed plastics from 1 July 2021, with the potential for these items to be sent to landfill (Source: [Recycling industry 'not ready' for ban on exporting plastic waste - ABC News](#)).

The 2025 National Packaging Covenant Targets are, frankly, a joke, relying on voluntary action by businesses to achieve these ambitious and useless targets! The Boomerang Alliance, through it's recent Plan B announcement, argues that the targets should be mandatory... 'so the environment does not need to suffer any more wastage and pollution from weak business action.'

Solution: Consumers need to stop buying single use items forcing manufacturers to develop alternative environmentally sustainable materials and packaging as a priority! Producing more environmentally unfriendly single use items only creates more litter!

Frankly, there is enough recent local scientific research showing litter in Moreton Bay and surrounding waterways is a serious issue for marine life, and needs addressing urgently:

- A local 2019 Moreton Bay study reported that 80% of marine debris (including litter) originates from land areas, 33% of local deceased turtles studies between 2006 and 2011 had ingested up to 329 pieces of debris, and microplastics are a threat to human health (Dr Townsend Kathy, 2019, p. 235-236); and
- In a more recent 2020 study, released in 2021, the authors (including Dr Kathy Townsend, USC) highlighted the impacts of Covid-19 litter, confirming earlier research that marine debris and litter has a severe impact on marine wildlife <https://www.usc.edu.au/about/usc-news/news-archive/2021/march/research-shows-impact-of-covid-related-waste>





So, it's time...blatant littering has to be stopped as a priority for the health of our marine life and humans...directly and indirectly!

Multiple strategies are required and recommended (Pages 7-9), needing urgent and priority commitment from the 3 levels of government to tackle serious litter issues in this country created from single use materials and packaging, 40% of which ends up in landfill or in the terrestrial and marine environment.

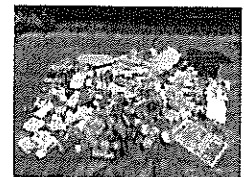
As well as proactive education, awareness and punitive enforcement campaigns targeting litterers, businesses creating these single use materials and packaging need to be held accountable by urgently implementing sustainable technologies, using natural products like hemp and 100% compostable packaging. Continuing to produce materials and packaging that will sit in the environment for 100's of years is unsustainable for the marine life and ecosystems that human survival depends on.

#### **Why do we need urgent education, awareness and enforcement action now?**

The reality is, litterers do not care about whether materials or packaging is 100% reusable, OR 70% recycled or composted, OR made of sustainable materials! They will still toss the items on the footpath, in a stream, or out the vehicle window a combination of these strategies are put into place.

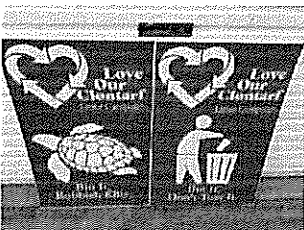
### **3. Overview and Background**

**Project Mission Statement:** *"Create a clean and enjoyable environment for the whole community around a Clontarf litter hotspot, through a 'Love our Clontarf' Litter Campaign".*



Litter on Redcliffe Peninsula is not new. Community members and Waste Warriors have been collection litter off streets, roads, beaches, parks, popular tourist areas, and around shopping centres for many years.

In 2005, Redcliffe won the Overall Tidy Towns Award, following Environmental Innovation Awards in 2001 and 2004, with the Young Legends Award in 2010 (Redcliffe Youth Space) (Honour Roll - Tidy Towns - Queensland - Keep Queensland Beautiful // Keep Australia Beautiful). So, with this incentive, it was time to take action about increasing litter issues, highlighted and driven by the 2020 Covid-19 restrictions requiring greater use of a range of single use takeaway packaging, and the use of masks.



**The campaign challenge** was eliminating single use takeaway packaging and other litter endangering marine wildlife and sensitive ecosystems in Hays Inlet and Moreton Bay.

This Campaign focused on a particular targeted Litter Hotspot in Clontarf, Redcliffe Peninsula where litter is out of control, being collected by volunteer Waste Warriors over the last ten (10) years, mostly on a daily basis.....in parks, on pathways, in street and road gutters, on major roads, around waterways, and around shopping precincts and carparks within a two kilometer radius of the Clontarf McDonalds fast food outlet, built around 2010.

The idea of a litter campaign was tested with key stakeholders from February 2020 through the local Federal, State, and Councillor representatives, Council waste management staff, McDonalds Clontarf Manager and Area Supervisor, Clontarf Beach State High School (CBSHS) Principal, Chamber of

Commerce, Keep Queensland Beautiful, Redcliffe Rugby Union, community residents, and Waste Warriors.

The Litter Campaign was based on the successful 'Love Essex' Litter Campaign supported and endorsed by three hundred local Essex businesses, including McDonalds and other takeaway food chains, where... 'behaviour change was boosted by hard-hitting messaging about fines. Love Essex made it very clear that litter was not welcome' (Zero Waste Scotland.org.uk).

The Campaign was human-centred and had a strong focus on awareness, education, and behavioural change, building on the work undertaken by Waste Warriors in the 'Pristine Peninsula' Community Group. It was recognised that the success of the Campaign would require the diverse perspectives, values and goals of stakeholders to be brought together, reviewed and reconciled to create value.

To minimize Campaign implementation risks, Value Proposition Canvasing and a Business Model Canvas process was undertaken to tighten and focus the Campaign drivers and required outcomes, resulting in a two Phase Campaign:

- **Phase 1:** Controlled 100 day litter campaign involving all key stakeholders in early 2021, and
- **Phase 2:** Review and implementation of recommended changes from the Campaign with key stakeholders in 2021/22, including innovative rubbish and litter infrastructure changes (i.e., litter bins, street path signage, etc).

#### 4. What is the Pristine Peninsula Community Group?

The Pristine Peninsula Facebook Group (<https://www.facebook.com/groups/1371188646349511/about>) was formed on 16 July 2018 by Founder, Les Barkla, who has a sustainable living and environmental science communications background, and a passion for the environment for future generations. The Group Mission is to make Redcliffe Peninsula the cleanest CommUNITY in Australia through environmentally sustainable activities. This Group also supports other Environmental Community Groups and volunteer organisations, such as Redcliffe Environment Forum, Ocean Crusaders, The Moreton Bay Foundation (TMBF), Keep Queensland Beautiful, Redcliffe Rotary Sunrise, Sea Shepherd, Positive Change for Marine Life (PCFML), and numerous local School and Pre School Environment Groups. Les is an Ocean Ambassador for PCFML, and a TMBF Friends Representative.



#### 5. Recommendations - It's Time for Action!

Love our Clontarf 100 Day Litter Campaign Recommended Strategies:

Now that Brisbane and South-east Queensland will host the 2032 'Sustainable' Olympic Games, these Sustainability and Environmental challenges need to be addressed by all levels of Government as a priority.

##### **Federal Government:**

1. Undertake a major National Anti-Litter Campaign, broadening the 2020 Keep Australia Beautiful latest version of the "Do the Right Thing" litter campaign, an iconic Australian environmental campaign first launched in 1979, widely acclaimed as the most successful behavioural-changing campaign in Australian history <https://youtu.be/-gQQy562rjQ>
2. Review the 2025 National Packaging Targets and Plastic Pact to:
  - a. implement mandatory targets, as outlined in the 'Boomerang Alliance Plan B' through 'changes to product design and content, investing in new processing, and place on the

market' to eliminate the weak business voluntary arrangements....and address 'standards and targets for compostability and reuse options', and

- b. Investigate priority technologies for 100% natural compostable packaging (i.e., hemp), the only solution to stop plastic litter decomposing over 500 years+ into microplastics.
- c. Force tobacco companies to:
  - i. Introduce 100% compostable cigarette stick filters, as 8 Billion cigarette butts are littered per annum in Australia (57% of sticks sold), taking 5-10 years to decompose into microplastics
  - ii. Pay for regular cigarette butt clean-ups around Australia. France will make cigarette companies pay for clean-ups (Attachment 8).

**Queensland Government and Local Government:**

3. Increase litter fines to a minimum of \$500 per offence, with community litter cleanup service requirements for repeat offenders (84% of survey respondents support \$500+ litter fines, 26% - \$1,000, 32% - \$4,002)
4. Increase cigarette butt litter fines by 500% (8 Billion butts are tossed per annum in Australia)
5. State Litter Laws be reviewed to allow 'Authorised Persons' the powers to demand required identification from litterers for on-the-spot fines to be issued (at present, it is understood that where obvious identification is not evident, Authorised Officers cannot demand identification without a Police Officer's presence)
6. Review the State Online Litter and illegal Dumping Reporting Tool, to make it a user-friendly App, encouraging greater community reporting of litter - 58% of survey responses stated they did not know they could report litterers online
7. Allocate Queensland State Waste Levy Funds to more targeted Litter and Marine Debris Clean Up activities as a priority, through:
  - a. A targeted Statewide litter reduction education and awareness media campaign, (through focused audience segmentation, in media, social media, advertising, use of Queensland Transport major road electronic and static signs, etc), to frame and address the long term affects of litter and microplastics to human health and the survival of marine life and ecosystems. Messages should target the environmental effects of major litter items: cigarette butts, plastics, fast food packaging, polystyrene, and building/construction/trades materials from uncovered vehicle loads. *Footnote: A Keep Queensland Beautiful (KQB) Litter Campaign in 2016 on Channel 10, online and through cinemas resulted in a 19% reduction in littering (Source: Keep Queensland Beautiful)*
  - b. Reduce litter from vehicles through a mandatory campaign for compulsory:
    - i. cigarette butt containers in smokers vehicles, to be disposed of responsibly (many new vehicles do not have ash trays)
    - ii. litter bags in all vehicles, to be disposed of responsibly
    - iii. reinforce cover your load requirements, due to the volume of building and trade litter items.
  - c. Permanent Variable Message Signage (VMS):
    - i. Utilise the State owned VMS Boards more effectively with anti-littering messages: Littering is illegal; \$266+ litter fines apply; Cover your trailer load, litter fines apply; Bin your butts, \$266+ fines apply
    - ii. Temporary message boards during Litter campaigns
  - d. Expansion of State and Council controlled CCTV and the new Mobile Phone capture cameras to catch litterers to enable the issue of on-the-spot fines
  - e. Funding of anti-smoking campaigns to reduce the smoking habit, resulting in less butt litter.
  - f. Funds for an expanded Tidy Towns Award Scheme leading up to the 2032 Olympics
  - g. Regional and 'Love our Suburb/Town' litter reduction campaigns, engaging community members in activities, focusing on targeted education and awareness campaigns on the



consequences of litter, particularly micro plastics, with collective community and individual actions that can be taken

- h. Funded Local Government organised monthly community litter clean-ups through Clean Up Australia [Clean Up Australia : Register \(cleanupaustaliaday.org.au\)](http://CleanUpAustralia.org.au), similar to UK Councils and in Hawaii
- i. Organised Corrective Services Community Litter Cleanups – eg., through Keep Queensland Beautiful, an authorised community service provider with the Queensland Corrective Services
- j. State trained Community Volunteers as Authorised Officers to enable them to issue on the spot litter fines. A local survey resulted in community members wishing to participate.
- k. Mandatory litter and debris clean ups by:
  - i. Contractor and Council mowing and roadside maintenance crews statewide before any mowing is undertaken, to eliminate additional mower litter being created
  - ii. Tow Truck Operators/Councils at vehicle accident sites due to the numerous amounts of vehicle parts collected (large and small fragments which are dangerous to marine life – see Scientific Research)
  - iii. Road repair teams, who frequently leave their litter and rubbish on the roadside

#### **Local Government Authorities:**

8. State funding for the Moreton Bay Regional Council (MBRC) to join the Boomerang Alliance 'Plastics Free Places' Program to reduce the purchase of plastic items and subsequent disposal in our local environment [Government Overview | Plastic Free Places | Boomerang Alliance Australia](#)
9. Targeted litter campaign strategies through:
  - a. 'Love our Suburb' Litter Campaigns, modelled off the Love our Clontarf Litter Campaign
  - b. Love our Suburb Super Weekend Litter Challenges – café incentives for a bag/bucket of litter
  - c. Targeted KQB #traskbucketcampaign pilot on Redcliffe Peninsula with cafes
  - d. A Butt Free Moreton Bay Program, under investigation through the Positive Change for Marine Life (PCFML).
10. Local Government staff with the authority to issue parking fines to be given authority to issue on-the-spot litter fines
11. Local Government enforcement of devolved litter fine powers (MBRC has only issued 47 litter fines since 2017 (average of 1 per month).
12. Expansion of the LGAQ/Keep Queensland Beautiful MOU training and insurance coverage for volunteer litter Waste Warriors
13. Local Government (Councillors and Councils) fund and organise frequent litter collection sessions, similar to UK Councils.

## **6. Strategies in place and planned after the Love our Clontarf Campaign**

### **Strategies in Place:**

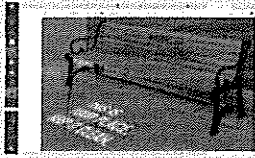
~ Keep Queensland Beautiful Adopt-A-Spot Site Agreement in place:

- Snook Street (between King St & Macdonnell Rd), Elizabeth Ave and adjacent Bill Rogers Park, King St (up to Thomas Street), Silcock St, Frawley Fields area
- Pelican Park and Hornibrook Esplanade, Clontarf
- Inlet Terrace, Hornibrook Pier Carpark, Hornibrook Bridges Park areas
- Crockatt Park, Woody Pt
- Parks & Streets within the boundary of Oxley Ave, Anzac Ave, Lamington Dve, Portwood Sts, Redcliffe



~ Ongoing litter pickup sessions by local Waste Warriors at strategic litter hotspots on Redcliffe Peninsula.

### Planned and proposed Strategies in discussion:



~ Keep Queensland Beautiful sponsored Cigarette Butt Bin Trial at 1 or 2 sites, through Cr Karl Winchester, Moreton Bay Regional Council, with community involved in strategic messages

~ Trial footpath and litter bin litter message stencilling program, through Cr Karl Winchester and Moreton Bay Regional Council

~ Corrective Services Community Litter Cleanups, through Keep Queensland Beautiful, an authorized community service provider with the Queensland Corrective Services

~ #Trashbucketchallenge trial at local cafes, through Keep Queensland Beautiful

~ Nominate for the 2021 Tidy Towns Award.

## 7. What was the 100 day litter campaign Plan?

A number of sponsored and supported strategies, key activities, interventions and channels were implemented through the detailed Campaign Plan (Attachment 2).

## 8. Was the Campaign effective?

Yes. Success factors were:



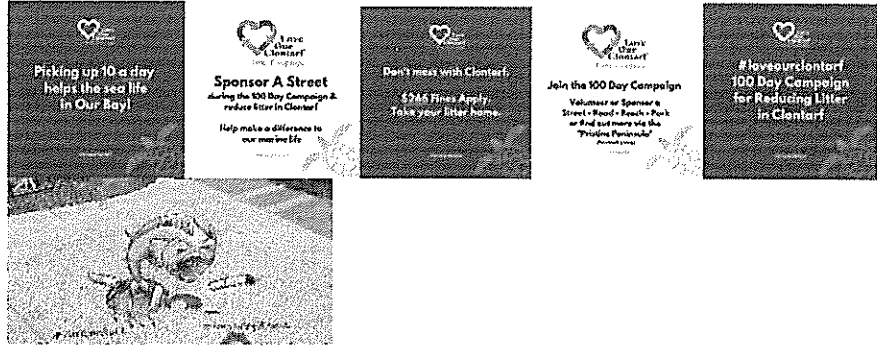
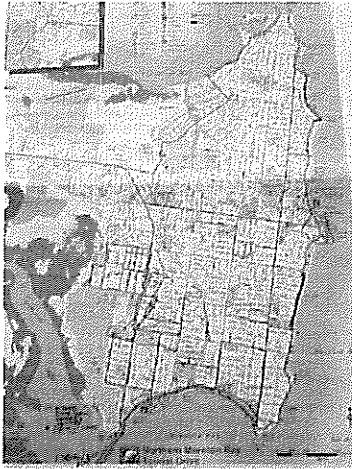
- A 45% reduction in litter at the Snook Street site from the Baseline litter audit
- Community, local businesses and three levels of Government coming together to support the Campaign, through:

- 15,706 litter items collected at 12 litter sites within a 2 km radius of the cnr Snook St and King St, Clontarf

- 5,264 plastics, 4,691 cigarette butts stopped from reaching Hays Inlet
- Every day, Waste Warriors collected litter at numerous other sites on Redcliffe Peninsula during the campaign
- Clontarf Beach State High School Redcycle Program - 1,081 items (79%) kept out of landfill, of which 931 (68%) were recycled as Redcycle items
- Over 100 campaign participants:
  - 21 financial & in-kind Campaign Business and Community Sponsors and 25 Campaign Supporters
  - 17 volunteers involved in audit site litter collections and counts
  - 11 local businesses participated in the Super Weekend Litter Challenge
  - 12 Snook Street weekly litter collections/counts, 6 Roadside sign vigils, over \$800 in Containers 4 Change funds donation to Moreton Bay Koala Rescue

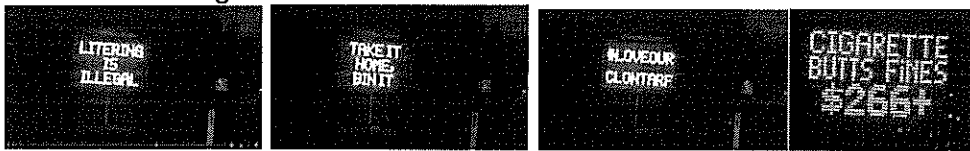


- 40 Street Sponsors cleaning up their local streets – approximately 50%+ of Clontarf streets were sponsored



- \$7,000+ in sponsorship and in-kind contributions
- Social Media Campaign templates with focused messages
- Electronic Message Board signs used to provide strong messages

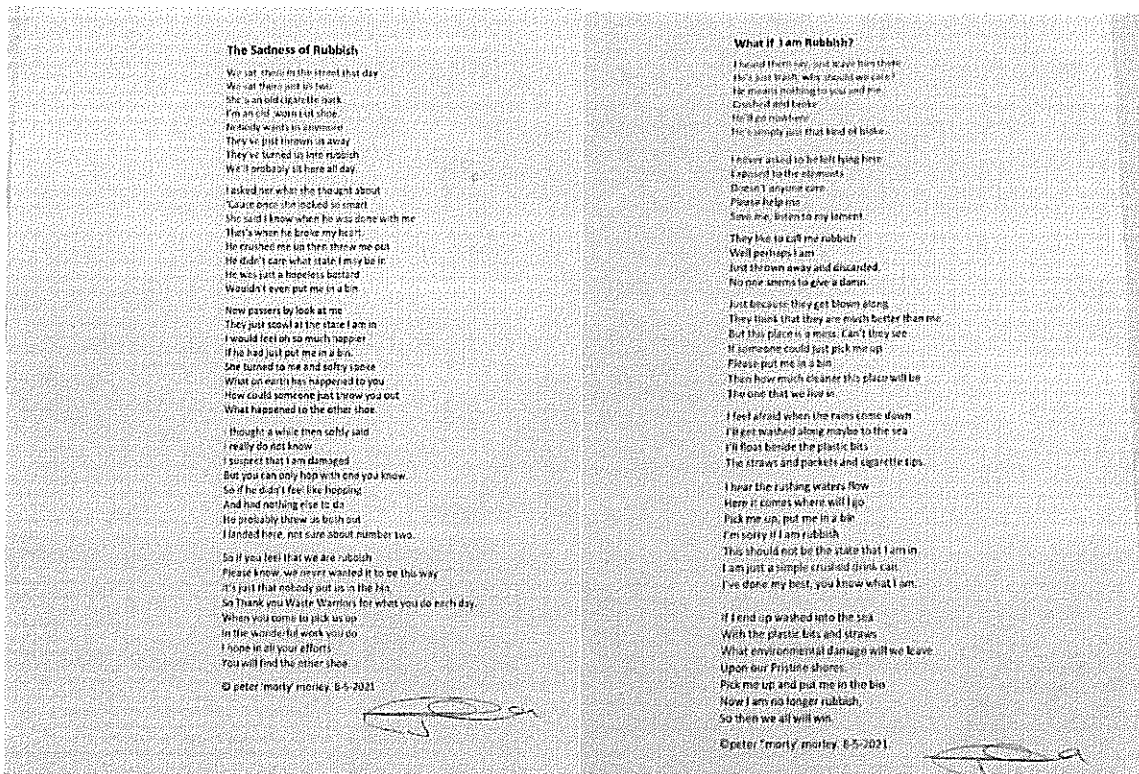
about littering



- Coreflute message boards used at strategic locations, households, businesses, roadside vigils



- McDonalds Clontarf committed to and made changes, including bin litter awareness messages, single napkins handed out to customers, increased site litter collections increased from 3 to 4 per day including collection outside the site perimeter, transitioning to wooden cutlery and spoons, paper straws, reduced straw distribution. McDonalds Australia has been requested to introduce packaging/container return incentives to discourage littering around the 2 klm litter hotspot area, and is undertaking packaging change trials, including a paper version of sundae cups and compostable product wraps.
- And...2 litter Poems, specially written for the Campaign.



## 9. How we implemented the Plan

### 9a. Methodology and Data Collection

A number of litter hotspot sites were identified within the 2 km radius of the McDonalds, Clontarf. A litter data collection process was undertaken at 12 hotspot sites, 11 of which were leading up to the Campaign Launch on 29 January 2021. During the Campaign (29 January to 8 May 2021), volunteer resources focused on one major hotspot site, collecting litter on average on a weekly basis over 12 weeks, on the western and eastern verges at the 1.6 km audit site on Snook Street, Clontarf (from King Street to Macdonald Road). A separate program with a recycling, Redcycle, and education and awareness focus was conducted at the Clontarf Beach State High School (CBSHS).

Data recording was undertaken on an excel spreadsheet based on the categories and specific litter types in the standard Clean Up Australia (CUA) Annual Reporting Spreadsheet. This process was undertaken to enable our data to be reconciled and analysed against trends in annual CUA Litter Reporting.

Heavy rain, due to El Nino, affected the litter items collected in some weeks, because litter evidence was washed away down drains into Hays Inlet through the drainage system (smaller and lighter items like cigarette butts). We are confident that the litter figures for the Snook Street Audit Site would have been greater. Rainfall received: February 2021 (115.8mm, All Years Mean Average: 166.1mm), March (322.2mm/141.8 mm), April (131mm/111.8mm), May (127.2mm/98.7mm), hampering Snook Street audit site litter collections. Daily Rainfalls are in Attachment 3. (Source: [http://www.bom.gov.au/jsp/ncc/cdio/weatherData/av?p\\_nccObsCode=136&p\\_display\\_type=dailyDataFile&p\\_startYear=&p\\_c=&p\\_stn\\_num=040965](http://www.bom.gov.au/jsp/ncc/cdio/weatherData/av?p_nccObsCode=136&p_display_type=dailyDataFile&p_startYear=&p_c=&p_stn_num=040965))

### 9b Target Audiences:

1. Litterers by age groups
2. Community at large
3. Local Businesses
4. 3 levels of Government
5. Visitors to the Region.

### 9c Data Analysis and Major Issues

A total of 15,706 items were collected, equating to an average of 157 litter items dropped every day over the litter campaign over the 12 audit sites. This is equivalent to 62,000+ litter items per annum in a 2 km radius in the Suburb of Clontarf. However, 130 of those items were dropped on average per day on the 1.6 kilometer stretch of Snook Street, Clontarf...every day over 12 weeks! Most of these items are single use items used within 15 minutes of purchase and consumption!

#### 9ci Overall:

Of the 15,706 items collected, 86% (13,523) of items were collected from two key audit sites (1.6 km stretch on Snook St, Clontarf (69.7%), and Clontarf Beach State High School – CBSHS (16.36%)). The CBSHS audit details are addressed separately below, as this site addressed recycling, Redcycle, and education and awareness specifics.

The **litter audit totals from all sites** for Plastics, Polystyrene, Rubber, Wood and Miscellaneous items are consistent with the CUA 2020 Cleanup Benchmark. Plastics (33.52% excluding cigarette butts), to be expected, were the largest category item collected, ranging from plastic containers, scrunchable plastics, construction and trade pieces, numerous types of vehicle accident parts, etc. Cigarette butts (29.87%) were by far the biggest single use item collected, 14% above the CUA Benchmark of 16%. The Paper/Cardboard percentage (16.98%) is considerably higher, as expected due to the fast food packaging litter prevalent within the 2 km radius of McDonalds Clontarf.

Waste Warrior observations are that fast food packaging is used and thrown out of vehicles and on footpaths within 1.6km of this fast food outlet, consistent with observations around other fast food outlet sites in the Region. Although the volume of metal items is lower, the majority of metal items collected were from trade vehicles (bolts, screws, nuts, metal offcuts/wire, etc). As expected, glass litter is considerably lower because the Snook St site is a major through road.

Love our Clontarf Litter Campaign - All Audit Sites (including CBSHS) collected litter, Redcycle, recycle, etc (29/1/21 to 6/5/21 - 13 weeks)

Litter Summary by Sub-Category - all Sites			CUA 2020 Benchmark Report		Litter Summary by Categories			CUA 2020 Cleanup Benchmark	
	Totals	% of Total	% by CUA Categories			Totals	% of Total		
Plastics (Soft)	3,077	19.59%	19.59%	14%	Plastics	5,264	33.52%	32%	
Plastic bottles/containers	666	4.24%	13.92%	18%	Polystyrene foam	808	5.14%	5%	
Plastic miscellaneous	1,521	9.68%			Glass	118	0.75%	18%	
Polystyrene foam	808	5.14%	5.14%	5%	Rubber	64	0.41%	1%	
Glass	118	0.75%	0.75%	18%	Paper/cardboard	2,667	16.98%	8%	
Rubber	64	0.41%	0.41%	1%	Metals	876	5.58%	10%	
Paper/cardboard	2,667	16.98%	16.98%	8%	Wood	27	0.17%	1%	
Metal/aluminium cans	184	1.17%	5.58%	10%	Cigarette Butts*	4,691	29.87%	16%	
Metal/aluminium miscellaneo	692	4.41%			Miscellaneous	1,191	7.58%	9%	
Wood	27	0.17%	0.17%	1%					
Miscellaneous	5,882	37.45%	37.45%	25%	* Cigarette Butts seperated out of Miscellaneous Items				
Total Litter Items Collected	15,706	100%	100%	100%	Litter Items dropped per day =		157		
Annual Equivalent Litter Items	62,824					15,706	100.00%	100%	
						Annual Equivalent Litter Items*	62,824	Cigarette Butts Annual Equivalent**	8,764

**9cii Major Audit Site # 1: The litter audit totals from the Snook Street site** show that on average, of the total of 10,952 items collected (approximately 2.83 tonnes), 130 items were dropped per day, or 912 items per week, or 6,845 items per klm on this 1.6 kilometer stretch of Snook Street, Clontarf. That's equivalent to 47,000+ litter items per annum.....LITTERally! Imagine the combined litter issues and environmental damage from the 226,600 kilometres of roads in Queensland (Source: Statista.com)!

The counts for Polystyrene, Rubber, Wood and Miscellaneous items are consistent with the CUA 2020 Cleanup Benchmark. However, the 808 polystyrene items collected was concerning, as this packaging material breaks down into small pieces over time.

Cigarette butts (41.95% - 4,594 butts dropped, 55 per day or 19,000+ per annum) were by far the greatest single litter item collected, 26% above the CUA Benchmark of 16%. The Plastics volume is lower as most single use packaging was paper based. However, numerous amounts of car parts (large and small sharp fragments) were collected at busy accident sites and at the roadside, many of which are sharp items detrimental to marine wildlife as highlighted by the scientific research undertaken in dead turtle necropsies (Page 23). Numerous industrial plastics (229) dropped from vehicles were also collected.

The Paper/Cardboard percentage (16.01%) is considerably higher, as expected due to the fast food packaging litter prevalent within the 2 klm radius of McDonalds Clontarf. Waste Warrior observations are that fast food packaging is used and thrown out of vehicles and on footpaths within 1.6klm of this fast food outlet, consistent with observations around other fast food outlet sites. Although the volume of metal items is lower, the majority of metal items collected were from trade vehicles (bolts, screws, nuts, metal offcuts/wire, etc), clearly as a result of uncovered loads.

Disappointingly, most recyclable litter (except for Containers for Change refundable items) was contaminated in some form from road dirt and weather deterioration, so it was not recycled/Redcycled.

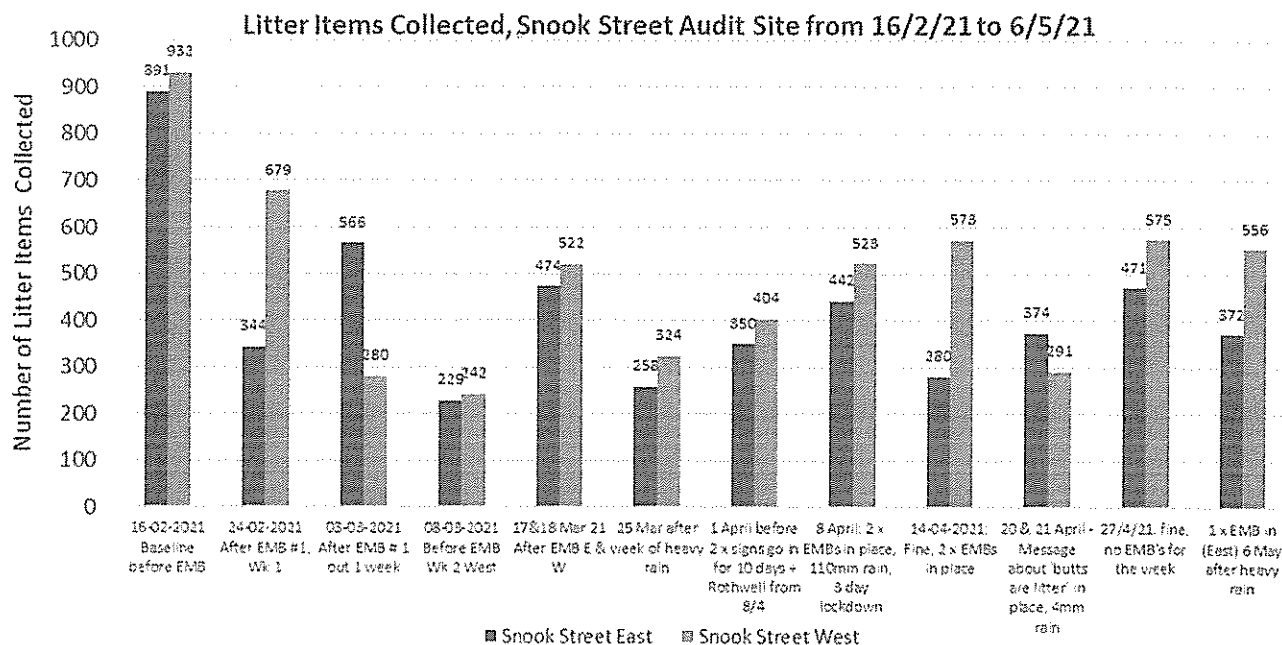
**Love our Clontarf Litter Campaign - Snook St Site collected litter (16/2/21 to 6/5/21 - 12 weeks)**

Litter Summary by Sub-Category - Snook Street	Totals	% of Total	% by CUA Categories	CUA 2020 Benchmark Report	Litter Summary by Categories - Snook St	Totals	% of Total	CUA 2020 Cleanup Benchmark
Plastics (Soft)	918	8.38%	8.38%	14.00%	Plastics	2,091	19.09%	32%
Plastic bottles/containers	288	2.63%	10.71%	18.00%	Polystyrene foam	708	6.46%	5%
Plastic miscellaneous	885	8.08%		0.00%	Glass	73	0.67%	18%
Polystyrene foam	708	6.46%	6.46%	5.00%	Rubber	57	0.52%	1%
Glass	73	0.67%	0.67%	18.00%	Paper/cardboard	1,753	16.01%	8%
Rubber	57	0.52%	0.52%	1.00%	Metals	654	5.97%	10%
Paper/cardboard	1,753	16.01%	16.01%	8.00%	Wood	26	0.24%	1%
Metal/aluminium cans	123	1.12%	5.97%	10.00%	Cigarette Butts*	4,594		
Metal/aluminium miscellaneo	531	4.85%		0.00%	Miscellaneous	996	9.09%	9%
Wood	26	0.24%	0.24%	1.00%	* Cigarette Butts seperated out of Miscellaneous Items			
Miscellaneous	5,590	51.04%	51.04%	25.00%	Litter Items dropped per day =	130		
<b>Total</b>	<b>10,952</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>		<b>10,952</b>	<b>100.00%</b>	<b>100%</b>
<b>Annual Equivalent Litter Items</b>	<b>47,459</b>				Annual Equivalent Litter Items =	47,459	Cigarette Butts Annual Equivalent =	19,907

The 2016 'Love Essex' Litter Campaign targets and results were a benchmark for this Campaign targets, that is 40% reduction in litter, with a 2/5 reduction in fast food litter. Using the 16 February 2021 Baseline audit count (1,823 items collected), litter at this site was reduced by 45.52%, based on the average (830 items) over the remaining 11 weeks of data collection.

Litter collection data for the Snook Street site was affected by heavy rain during the 12 weeks of collection. Sponsored weekly Electronic Message Boards (EMBs) were strategically placed, facing

north and south at each end of this 1.6 km stretch, gauging the effects of messages on littering. The results using the EMBs messages are not definitive, but we are confident the messages attributed to less litter on average at this site during the campaign.



**Cigarette Butt Litter:** Cigarette butts have been separated out from the 'Miscellaneous Category' of statistics because the volume of butts collected warrants highlighting. A total of 4,691 cigarette butts were collected from all audit sites over the full campaign (29.87% of total litter items collected). Disturbingly, at the 1.6km Snook Street site, 4,594 butts were found over the 12 weekly audits (41.95% of the total litter items collected at this site – equivalent to 19,000+ butts per annum!).

Cigarette butts on the East and West side of Snook Street were counted, with the effects of the electronic sign board messages analysed to gauge message effectiveness. Eight of the 11 weekly audits resulted in less than 400 butts collected, compared to the 860 butts collected in the 16 February 2021 Baseline Audit. The 20 & 21 April figures, with 'butts are litter' messaging, was the 4<sup>th</sup> lowest weekly count. Because of heavy rain, electronic message board messages did not definitively result in less butts. However, overall the reduced number of butts each week from the Baseline Audit was a good overall result.

Litter Categories Statistics - Snook St

	16-02-2021 Baseline before EMB	24-02-2021 After EMB #1, Wk 1	03-03-2021 After EMB # 1 out 1 week	08-03-2021 Before EMB Wk 2 West	17&18 Mar 21 After EMB E & W	25 Mar after week of heavy rain	1 April before 2 x signs go in for 10 days + Rothwell from 8/4	8 April: 2 x EMBs in place, 110mm rain, 3 day lockdown	14-04-2021: Fine, 2 x EMBs in place	20 & 21 April - Message about 'butts are litter' in place, 4mm rain	27/4/21. fine, no EMB's for the week	1 x EMB in (East) 6 May after heavy rain	Totals
Cigarette butts, Snook Street													
Snook St East Cigarette Butts	420	87	129	69	241	98	161	214	95	122	339	166	2141
Snook St West Cigarette Butts	440	111	137	73	202	124	186	220	300	112	356	192	2453
Total	860	198	266	142	443	222	347	434	395	234	695	358	4594

## **9ciii Major Site # 2: Clontarf Beach State High School**

The school, as part of its 2021 Environment activities program, agreed to participate in a Redcycle program in the Grade 7 playground as a targeted awareness and education program. Because of the generosity of bin sponsors Woolworths Redcliffe and Margate and Coles Kippa-Ring, we allocated specifically branded Redcycle bins in the Grade 7 playground (2 bins), Grade 12 play area (1 bin), and the Home Economics class (1 bin). The Redcycle program recycles scrunchable plastics (What To Redcycle – Redcycle), to be made into recycled park furniture and bollards by Replas (Home Replas - Australia's Leading Recycled Plastic Manufacturer), installed on the Redcliffe Peninsula. Redcycle, Replas. Woolworths and Coles were Campaign Sponsors.

### **Redcycle Bin Project Outcomes:**

Overall, the program was a success, resulting in:

- 4 x School Redcycle bins: Of the 1,360 items in the 4 Redcycle bins, 931 (68%) of the items are Redcycle, with 150 other recyclable items, resulting in 1,081 items (79%) kept out of landfill – well done!
- Items going to landfill in the Redcycle bins was 279 (21%)
- 2 x Grade 7 Playground bins: Of the 729 items in the 2 Redcycle bins, 457 (63%) of the items are Redcycle, with 96 other recyclable items, resulting in 553 items (76%) kept out of landfill – well done!
- A total of \$8.60 was donated to the Moreton Bay Koala Rescue from the 10 cent containers refund scheme.

### **Recommendations provided to CBSHS:**

1. Work together to reach the required Redcycle plastics recycle requirements and source a Replas furniture Sponsor/Donor
2. TARGET ZERO on ground litter after completion of the Love our Clontarf Litter Campaign
3. Greater awareness and education about what should go in the Redcycle bins, reducing contamination issues
4. Reduce the recycling and landfill bin items going into the Redcycle bins to ZERO, to eliminate contamination issues
5. Over time, consider introducing Redcycle and yellow lid recycling bins throughout the school grounds, to maintain or improve the 79% of items not going to landfill
6. Encourage children to bring food to school in reusable containers to reduce all bin volumes – moving towards a ZERO WASTE culture
7. Introduce a Containers for Change program, with funds raised used for school environment projects, or donate the funds to Moreton Bay Koala Rescue

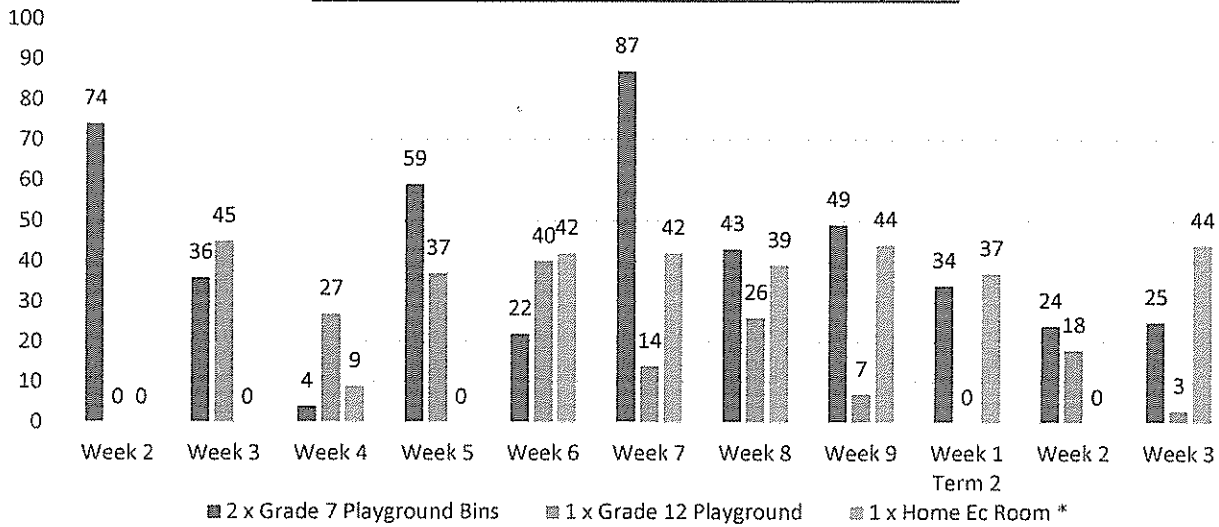
### **Overall School Results (On ground litter, 4 x Redcycle bins)**

- Of the 2,571 items collected at the School (Baseline Ground Litter Audit and weekly audits – Ground litter, 4 x Redcycle bins, recyclable and other), 1,211 items (47%) were on ground litter found in the Grade 7 Playground, only counted up to and including Week 8, with the school arranging cleanups thereafter (it is noted that this playground is used by children of all ages)



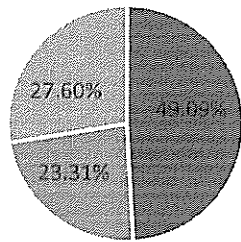


### CBSHS 4 X Redcycle Bin Summary - by Site



\* Plus numerous bags of donated plastics from school community.

### CBSHS 4 x Redcycle Bin Summary by site (%)



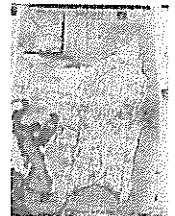
■ 2 x Grade 7 Playground Bins ■ 1 x Grade 12 Playground ■ 1 x Home Ec Room \*

#### **9civ Stakeholders and Sponsors**

A full list of the 111 Sponsors, Supporters and Volunteers is in Attachment 1. Without their support and engagement, this Campaign would not have been such a success....thank you all once again!

#### **9cv Campaign Initiatives Undertaken**

**9cv1 Street/Road/Park/Beach Sponsors** – 40 enthusiastic residential and businesses sponsored areas cleaning up litter, many on a daily/weekly basis in Clontarf (30, covering approximately 50% of the Suburb), Woody Point (3), Margate (3), Redcliffe (3), Scarborough (1).



**9cv2 Super Litter Pickup Challenge Weekend** – 11 local businesses and 11 community families participated, resulting in litter collected in bags all over Redcliffe Peninsula, shown to local cafes/eateries in return for a free treat, with the litter then disposed of responsibly.

**9cv3 Locally promoted Campaign Awareness Quiz** - 12 questions were asked. Based on feedback, the community was positive about the Love our Clontarf slogan and litter campaign. Quiz Question Responses are in Attachment 4, main responses were:

- 93% had seen our electronic message boards located on Snook Street, Clontarf
- 97% agreed with our electronic message board messages
- Only 42% knew that could report litterers online
- 87% support tougher litter fines
- 84% support litter fines of \$500 or more, 26% support \$500 fines, 26% support \$4,002 fines (same as Covid)
- 100% support more resourcing and stronger powers to Council Rangers to issue 'on the spot' litter fines
- 97% had not littered in the last 5 years (error input means actual of 100%)
- 100% support 100% compostable food packaging
- 94% said they would volunteer in a future 'Love our Suburb' Litter Campaign.

**9cv4 Locally promoted Polls:**

1. "Should community members (those who wish to) be trained as Authorised Officers to issue on-the-spot litter fines?" **Result: Of the 36 responses, 32 said yes, 25 of whom support the concept, provided Council and the Justice system back them up in Court in case of assaults.**

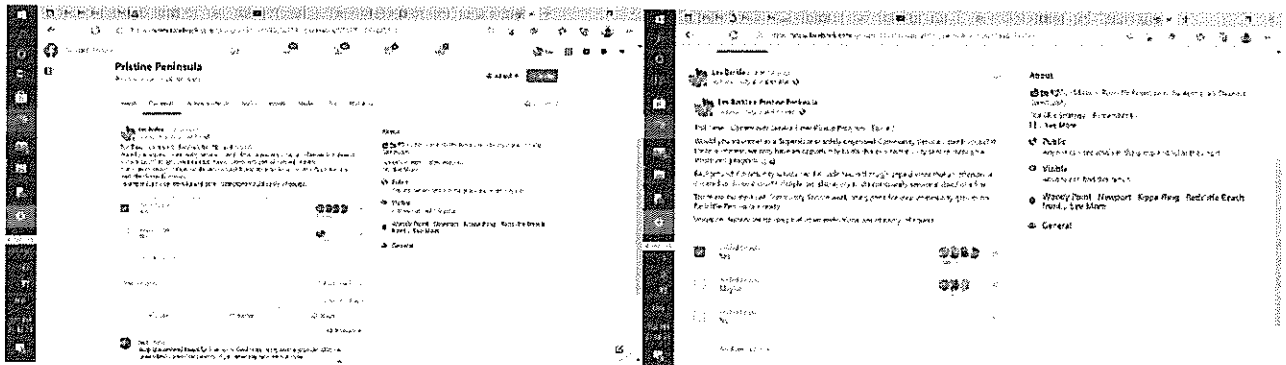
The screenshot shows a Facebook poll interface. At the top, it says "Les Barkla created a poll." followed by "Admin · June 21 at 11:36 AM ·". The poll title is "POLL: LITTER FINES". The question is "Should community members (those who wish to) be trained as Authorised Officers to issue on-the-spot litter fines?". Below the question, there is explanatory text: "At the moment, Council Rangers can issue litter fines but they cannot be everywhere all the time. In our recent #loveourclontarf litter campaign, we picked up 15,706 litter fineable items (including 5,264 plastics, 4,691 cigarette butts). Since the campaign we have picked up a further 5,000+ butts and other litter from 3 sites in Clontarf. LITTER is a huge problem!".

The poll results are as follows:

Response	Number of Votes
Yes, Only if the Council & the Justice system backs them up in Court in case of assaults	25 votes
Yes	7 votes
No	4 votes

On the right side of the screenshot, there are several group settings and information sections: "Learn about key updates to your group", "Membership" (People can join right away, but you control post), "Visitors" (By default, people who haven't joined can), "New Tools" (There are now more ways to keep your group), and "About" (Our Mission: Redcliffe Peninsula to be Aust... Community, Our 6R's Strategy – Remember to: RE... See More, Public (Anyone can see who's in the group and what th...), Visible (Anyone can find this group.)).

2. "Would you support Community Service Litter Pickup unpaid work that an offender is ordered to do by a court?. People can also apply to do community service instead of a fine. There are examples of Community Service work being done for local community groups on Redcliffe Peninsula already. Volunteer Supervisor training and other restrictions would apply, of course." **Result: 21 of the 22 respondents support the proposal.** A follow up Poll resulted in **7 community members volunteering (3 said maybe) to supervise safely organised Community Service Litter Pickups.** Keep Queensland Beautiful, who has a MOU with Queensland Corrective Services has offered to lead a co-ordinated Community Service Litter Pickup Program with Corrective Services Queensland. This Program is being further developed with community.



## 9cv5 Social Media and Media Reports

Campaign Launch Media Release – Attachment 5.

Medial Reports – Attachment 6.

Campaign Results Snapshot – Attachment 7

Social Media posts during the Campaign – in the Pristine Peninsula Facebook Group (1) Pristine Peninsula | Facebook

## 10. Post Love our Clontarf Litter Campaign...the litter issues continue....



The litter just does not stop after a 100 day campaign, many litter tossers do not care and have not been engaged with our Campaign. We have numerous examples of litter posted to the Pristine Peninsula Community Facebook page, an example:



Sue's litter post 24 June 2021 – at our Snook St Audit site and Ray Frawley Fields, Clontarf – areas where prolific litter from McDonalds Clontarf is dropped every day

<https://www.facebook.com/groups/1371188646349511/permalink/2533660160102348/>

## 11. Australian and Redcliffe Peninsula Cigarette Butt Litter Analysis

Since the Campaign, we have undertaken numerous organized Waste Warrior litter pickups at these Clontarf sites, showing the issues will not just disappear until a strong government led and community

driven campaign is recognized as a priority:

**Litter Collections on Redcliffe Peninsula in 2021 since the Love our Clontarf 100 Day Litter Campaign (29/1-8/5/21)**

Litter Collections	Butts		Litter Bags	Location
22-May-21	500	++	8	Pelican Park/Hornibrook Esp, Clontarf
29-May-21	1605		6	Pelican Park
05-Jun-21	1597		4	Pelican Park
09-Jun-21	582		5	Snook St (Macdonnell to King)
16-Jun-21	1495	++	6	Hornibrook Bridges Carpark area
23-Jun-21	914	+	5	Hornibrook Bridges Carpark area
25-Jun-21	81	Plus 2xCig packets, minor litter items		Pelican Park 9 Trial Bins
27-Jun-21	1059		12	Crockatt Park Woody Pt
04-Jul-21	446		1	Snook St (between King & Duffield Rd
07-Jul-21	733		1	Snook St (between Duffield Rd & Macdonnell Rd)
12-Jul-21	87		0	Pelican Park 9 Trial Bins
14-Jul-21	280		1	Hornibrook Bridges Carpark area
31-Jul-21	341		0.5	Pelican Park 9 Trial Bins
15-Aug-21	867		3	Pelican Park
<b>Totals</b>	<b>10587</b>		<b>52.5</b>	<b>14</b>



As a consequence of the volume of cigarette butts, 10 butt bins have been strategically placed around Pelican Park, Clontarf by our Waste Warriors as a trial, to gauge commitment and participation in the use of the butt bins.

It is obvious that cigarette butts are a major environmental and health issue for residents and visitors to Redcliffe Peninsula, and elsewhere.

Accordingly, I have undertaken some intensive research and analysis...there's some really scary Australian and Redcliffe Peninsula cigarette butt (stick) statistics:

- In 2017, 14 billion cigarette sticks were sold in Australia at a value of \$14.5 billion (Source: ABS Statistics).
- Cigarette butts make up 50% of Australian litter per annum. National 2019 estimates predict 8 Billion cigarette butts get littered in Australia each year (Source: [Do The Right Thing Campaign - Keep Australia Beautiful \(kab.org.au\)](http://www.kab.org.au)). The Keep Australia Beautiful 2019 National Litter Index research revealed cigarette butts are Australia's most littered item with an average of 16 cigarette litter items per square kilometre.
- Smokers make up 14% of the Australian population, equating to 3.67 Million smokers in AUS smoking on average of 12.3 sticks per day.
- In 2018, 11% of Queensland adults smoked daily. That is approximately 6,600 Redcliffe Peninsula residents smoking 81,000+ cigarettes per day, or 29 Million cigarettes per annum.
- Based on the 2019 butt litter statistics for Australia (KAB), and ABS smoker statistics for 2017, approximately 16 Million+ cigarettes smoked on Redcliffe Peninsula are littered on Redcliffe Peninsula per annum (Australian average is 57% of total sticks sold), equivalent to 444,000+ per km<sup>2</sup> per annum....that is scary!. Potentially 10% (1.6 Million) of butts end up in our waterways.
- The 8 Billion butts littered, is an increase by 1 Billion from a 2011 Keep Queensland Beautiful Report highlighting that 'cigarette butts were the most littered item, with Queensland topping the mainland states. An estimated 7-Billion butts are littered in Australia each year, with one-in-10 of those – 700 million – ending up in the ocean' (Source: [National-Litter-Index \(keepqueenslandbeautiful.org.au\)](http://www.keepqueenslandbeautiful.org.au), 2011).

## 12. Human Values, Behaviour and Littering

Humans have lost touch with their local terrestrial and marine environments.

On reflection, the ancient indigenous Ningi Ningi people of this traditional land, now Clontarf, had values that respected and nurtured their local environment for over around 20,000 years. Of course, other indigenous peoples of Australia have had the same principles for up to around 60,000+ years.

Through another reflection, in 1217, the 'Charter of the Forests' was signed (as a sister to the Magna Carta), to set down rights for people to access the sustainable benefits of the woods, trees and grazing lands of the Royal Forests in England, for everyday life for firewood, building material and food.

A new 'Charter for Trees, Woods and People' was launched on 6 November 2017 on the 800th anniversary of the Charter of the Forest. The Tree Charter aims to bring the discussion of the importance of woods and trees to people back to the forefront of public consciousness, as a set of guiding principles, to which politicians, organizations, community groups and individuals can be held to account regarding environmental values. The Charter addresses the 'historical link between land and people....where the environment is too often seen by some as being 'other' and on the periphery of modern cultural value' (Thinking Country, 2016).

It is clear that in 2021, human values and environmental values are very different.

So, we need to look closer at human values. Singer (2001) highlights the nature of environmental values through the 1970's environmental movement, challenging the dominant human species attitude towards animals and nature, with some environmental groups pushing equal consideration to the interests of all life on earth, humans or otherwise (sentient beings). Yet, modern western tradition and neoliberals would argue God's word, in that 'humans are the only moral members in this world...and that nature itself is of no intrinsic value, and the destruction of plants and animals cannot be sinful, unless....we harm human beings' (P 417).

All things on this planet have intrinsic values and therefore we need to care for all things equally for the future of all beings. This is even more relevant now with the release of the 2021 IPCC Report on Climate Change.

It is argued in 'Intrinsic versus Extrinsic Values' through William Frankena's work that environmental entities or qualities have intrinsic values (nature and animals) (Zimmerman, 2010).

With this historical background and academic research, it is clear that the issue of human values also applies to littering, where litterers have lost connection and respect for the land and water (ecosystems) that actually contribute to their human survival.

Therefore, these attitudes and behaviours need to be changed for the good of all sentient beings on this planet.

## 13. Scientific Evidence and Studies

### 13a Research on Littering Culture

#### Studies on the impacts of marine debris on Marine Life

Geller defined litter as 'any piece of misplaced solid waste' (Schultz, L et, al., 2013, p. 36). The problem has been recognised by this UN Global Partnership on Marine Litter Policy Statement: 'By 2025, prevent and significantly reduce marine pollution of all kinds, particularly from land-based activities, including marine debris and nutrient pollution.' (2018, p. 2).

Local issues from litter are reflected in the following:

- A local 2019 Moreton Bay study reports that 80% of marine debris (including litter) originates from land areas, 33% of local deceased turtles studies between 2006 and 2011 had ingested up to 329 pieces of debris, and microplastics are a threat to human health (Townsend K, 2019, p. 235-236)
- A more recent 2021 study by Dr Kathy Townsend on the impacts of Covid-19 litter confirms earlier research that marine debris and litter has a severe impact on marine wildlife in our Region <https://www.usc.edu.au/about/usc-news/news-archive/2021/march/research-shows-impact-of-covid-related-waste>
- Food & beverage packaging and related litter was 44% of litter collected in Queensland in the 2019 Clean Up Australia Cleanup (CUA, 2019). Furthermore, the Queensland Government highlights that litter is a critical visible indicator of pollution and is one of the many waste source streams in Queensland (State of the Environment website).

#### International Research on Littering Culture

**Why do people litter?** UK research (2021) indicates that we have all littered at sometime in our lives, and "...it's partly driven by our desire to be rid of rubbish quickly, dubbed 'the ick factor' by the researchers." For example, "we'll convince ourselves it'll decompose in the bushes anyway." [Why Do People Litter? We Find Out The Reasons | HuffPost UK Life \(huffingtonpost.co.uk\)](https://www.huffpost.com/entry/why-do-people-litter-we-find-out-the-reasons-uk-life). The study goes on to state..."There is evidence to suggest that people rationalise their littering behaviour through excuses in order to alleviate the associated guilt,"....."The extent of our littering and the frequency of such behaviour is influenced by a number of factors, though, including where we are, who we're with, and how we feel about our setting."

A key influence is our sense of responsibility for litter, which can be stronger or weaker depending on the environment. The study show that people are more prepared to litter on council land because of the perception that someone else will pick up after them. People are also less likely to litter in front of people who are 'respectable company', like family, associates.

The Report goes on to state "The presence of peers seems to drive littering behaviour among the young, but correct disposal among older age groups." This is evidentiary at our Snook Street Audit site, where Waste Warriors have witnessed blatant littering by school children with their peers, and by younger people throwing litter at them from vehicles in the presence of others in the vehicle.

"Unsurprisingly, people litter less frequently in places they care about and feel connected to. In contrast, it can be a form of rebellion for those who feel disenfranchised or alienated from their community", it was reported.

It was reported that Mariajose Algarra, founder of the US movement 'Clean This Beach Up', thinks "entitlement" and plain old "laziness" also contribute. "Some litterers have a feeling that other people, especially those who get paid to, should clean up after them"...."Others litter due to laziness and believe that disposing of trash properly is an inconvenience."

A 2016 Defra-funded study by Keep Britain Tidy, concluded "people [are] more likely to litter in areas where litter is already present". There's also evidence that neat, tidy places encourage better behaviour, while people simply add to piles of litter in places they already consider unkempt.

The Report also suggests that large, more salient items of litter (e.g. branded or brightly coloured items) may attract more littering in that area. More research is needed here around Waste Warriors focusing on picking up these items to deter more littering.

**Zero Waste Scotland 2017 Study** [Rapid Evidence Review of Littering Behaviour and Anti-Litter Policies \(zerowastescotland.org.uk\)](https://www.zerowastescotland.org.uk)

### **Why do people litter?**

A Brook Lyndhurst review identified a wide variety of potential causes of littering behaviour. **Individual factors** frequently cited as causes of littering include: • people's perception of space (if it is seen as "clean" and "cared for" littering is less likely); • the item in question, with some people more likely to litter items they think (wrongly) do not 'count' as litter (such as an apple core), or that they wish to "get rid" of quickly; and, • laziness and the inconvenience of using an available bin or taking waste home. In practice, most littering actions are habitual, rather than the result of a conscious decision. **Social factors** are influenced both by what people see (the state of the location they are in, and the behaviour of others) and what people believe is expected of them (the extent to which they think the issue matters to wider society). The most obvious **material factor** in the context of litter is bin provision. Adequate provision of well serviced facilities can certainly reduce the incidence of littering. But littering still occurs in well provisioned areas, so they should not be considered the whole solution. More broadly, people's perception of how clean a place is of course partly dependent on the general condition and maintenance of that place.

**Countermeasures:** Education and awareness campaigns, highlighting the negative consequences of litter, and that littering actions are considered socially unacceptable. Communication can also play a key role in enforcement, where awareness is a key component of effective deterrence.

### **13b. Comparative Australian and Overseas Studies**

The Snook Street, Clontarf Audit Site litter statistics were collected and accurately counted by volunteers on a weekly basis over 12 audit weeks. The statistical results from this well defined urban major road site (TMR Road of Regional Significance) are very different to other Australian and Queensland litter statistics taken over numerous sites across different demographic areas.

The stark difference in results show that consistent weekly audits at a controlled site (Snook Street site) appear to give more consistently accurate results.



## Australia and Queensland

No.	Country	Queensland
1	Australia	61
2	Queensland	61
3	Queensland	61
4	Queensland	61
5	Queensland	61
6	Queensland	61
7	Queensland	61
8	Queensland	61
9	Queensland	61
10	Queensland	61
11	Queensland	61
12	Queensland	61
13	Queensland	61
14	Queensland	61
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20	Queensland	61
21	Queensland	61
22	Queensland	61
23	Queensland	61
24	Queensland	61
25	Queensland	61
26	Queensland	61
27	Queensland	61
28	Queensland	61
29	Queensland	61
30	Queensland	61

The Queensland Government reports 'The average number of litter items at urban sites in Queensland has been consistently higher than the average across Australia. There has been a gradual decline in the number of litter items and volume of litter recorded since 2005 in both Queensland and Australia.' Number of litter items in Queensland | State of the Environment (Department of Environment and Science) (des.qld.gov.au) (dated 12 February, 2020).

The average number of litter items on Queensland 'Highways' is 61 items per 1,000 metres. However, the single Snook Street site (an urban major road site) equates to 29,662 litter items per 1,000 metres (1 km) over one year (6,845 items per meter), far in excess of the Queensland average urban site. The Snook Street figures are based on the actual 10,952 litter items collected over 1.6 km over the 12 weekly audits, converted to 6,845 items over 1,000 metres.

**Queensland State Government Litter Projects:** [Projects | Environment, land and water | Queensland Government \(www.qld.gov.au\)](#)

### Attitudinal Survey:

Gillies Range Project: "The attitudinal survey confirmed what was found in the South West project—that respondents believed locals were the group most likely to litter roadsides. Respondents thought that providing more bins, advertising, education, penalties and keeping areas well maintained and clean were effective ways to stop littering on roadsides." (Gillies Range Project Report, January 2020, p, 8).

1. Understanding the problem

1.1 Attitudinal survey

A Facebook-based survey was conducted in August 2018. The survey aimed to gather a summary of the awareness and knowledge of litter and illegal dumping issues in the region. The post was boosted to the towns and suburbs that surround the Gillies Range Road. In total 484 respondents were from Queensland and 35 were from the target area.

Key findings from the survey:

Survey question	Calish/Talibada	Queensland
Believed that littering was a problem in their area	83%	83%
Had never thrown rubbish from their car	93%	96%
Keeping roadside litter free was important to people	88%	93%
Have ability report littering to police/council/roadside car	55%	61%
Thought it was likely that drivers would get fined	55%	66%
Knew they could report littering to DES	22%	35%

A limitation and potential bias of this survey was that it relied on interested

"In the 2018/2019 financial year, when the Gillies Range Road campaign was running, there was a 14.7% increase in the reporting of littering and illegal dumping across Queensland to DES, a significant and unusual increase. Continuing to raise awareness of the ability of the public to report to DES is crucial as there are further gains to be made, as only 39% of the public knew they could report to DES." (Gillies Range Project Report, January 2020, p, 30).

In our Campaign Quiz, 58% of respondents did not know they could report litterers.

**A 2009 Keep America Beautiful Inc. (KAB) National Visible Litter Survey** indicates litter statistics much closer to the Love our Clontarf Snook Street site results. The USA Survey 'found that more than 51 billion pieces of litter are released on American roadways each year - 6,729 items per mile of roadway annually, 91% of it less than 4 inches in size. The largest category of all litter (38%), regardless of size, is that of tobacco products, which included packaging as well as cigarette ends.' [Keep America Beautiful: Litter Research | Hampton, VA - Official Website.](#)

Comparing and converting the total USA Survey statistics to Snook Street, we collected 10,952 items per mile, or 1.6 km (38% more items). The USA Survey cigarette butt results (38%) are consistent with the Snook Street audit site butt statistics (42%).

**Littering in Singapore:** Littering is taken very seriously in Singapore, one of the world's cleanest cities. Under the Environmental Public Health Act, anyone who commits a littering offence is liable to a fine of up to S\$2,000 (2,025 AUD) for a first conviction, S\$4,000 for a second conviction and S\$10,000 for third and subsequent convictions (sighted 6 July 2021). Correctional community service work is common for offenders... *A repeat offender was fined S\$3,600 and sentenced to perform 12 hours of corrective work for throwing a cigarette butt in a public place (May 12, 2021)* Man fined and sentenced to corrective work for throwing cigarette butt; caught littering 8 times in 12 years - CNA ([channelnewsasia.com](http://channelnewsasia.com))

**Littering in USA:** in California the punishment for first-time littering starts at a minimum \$250 fine (\$331 AUD) and eight hours of picking up roadside litter. A defendant's third offense and all subsequent offenses are punished with a maximum penalty of a \$3,000 fine (\$3,976 AUD) and 24 hours of litter cleanup (per offense).

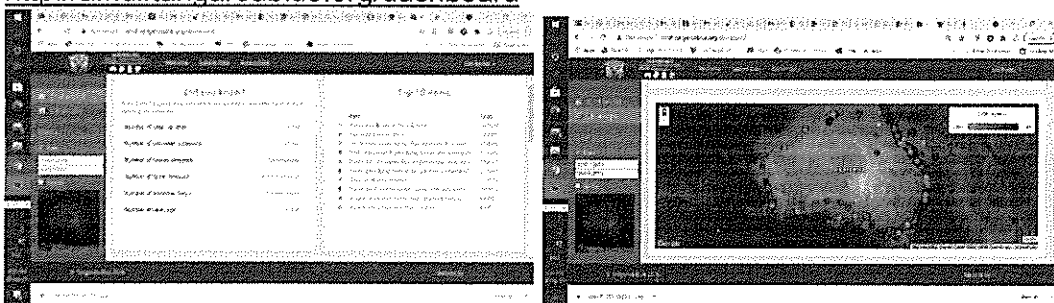
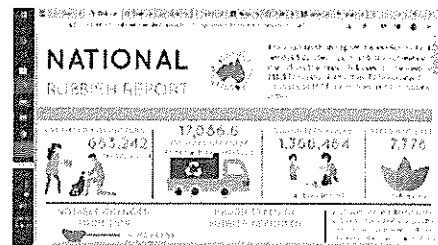
**Littering in Calgary, Canada:** Fines for the improper disposal of cigarette litter ranges from \$250 to \$500, with a maximum fine of \$750 for throwing a butt out of a car window Bylaws related to littering ([calgary.ca](http://calgary.ca))

**14. How much rubbish goes into our terrestrial and marine environments?**

Worldwide, it is expected that by 2050, there will be more plastic than fish in the oceans (World Economic Forum, 2016, p. 7). Around 8 Million pieces of litter enter Australian waterways every day.

Closer to home, two Australian litter reporting tools and local environmental groups show:

- Clean Up Australia 2020 Report – 17,087 ute loads of litter (approximately 4,887 tonnes) collected in 2020 Clean Up Australia
- Australian Marine Debris Initiative – 1,510 tonnes (18,715,832 items) collected in 2019-21. Interestingly, most litter sites are around the Australian coastline <http://amdi.tangaroablue.org/dashboard>



- Ocean Crusaders retrieved approximately 166 tonnes of marine debris in 2019-20 Ocean Crusaders | Facebook
- Redlands Litter Legends - between 23/08/2020 to 27/06/2021 - 17.5 tonnes removed from 40 volunteer clean-ups Litter Legends | Facebook
- Positive Change for Marine Life (PCFML) River Warriors — Positive Change for Marine Life ([pcfml.org.au](http://pcfml.org.au)) – 2 cleanup programs in Tingalpa Creek in 2019 - 8,646 pieces of debris, weighing in at 1.195 tonnes:

- Clean-Up Australia Day: Redlands River Warriors team and Redland Kayaks - the extent of marine debris in the upper reaches of Tingalpa Creek - 3-hour survey - 61 volunteers - 450kg (3,482 pieces) of rubbish found across a very small section of the river
- 12 surveys over 9 months - 5,164 pieces of debris, weighing 745kgs (equivalent to around 206 pieces of debris per kilometre travelled).

These results, just from 5 groups (around 6,582 tonnes from 2019-2020), are astounding litter and debris retrieval statistics from different terrestrial and marine environments that all Governments need to look at closely as a priority!

## 15. What is being done about litter and waste problems – and Response?

There are Government Driven Changes in Place.....but, will they make a difference to Litterers? **The answer is a big NO!**

Litter prevention and reduction campaigns do work. But, they address the end of product cycle issues – littering and dumping. Research has proven that litter prevention programs work best. For example, the “Do the Right Thing” litter campaign, an iconic Australian environmental campaign first launched in 1979, has been widely acclaimed as the most successful behavioural-changing campaign in Australian history. A Keep Queensland Beautiful (KQB) Litter Campaign in 2016 on Channel 10, online and through cinemas resulted in a 19% reduction in littering (Source: Keep Queensland Beautiful).

The National Waste Report 2020 states that 60% of Australia’s waste (74.1 million tonnes) was recycled in 2018-19, up 2% from the 2 previous years (including 22.9 Mt of masonry materials, 14.3 Mt of organics, 12.5 Mt of ash, 7.8 Mt of hazardous waste (mainly contaminated soil), 5.9 Mt of paper and cardboard, 5.6 Mt of metals and 2.5 Mt of plastics.....equivalent to 2.94 tonnes (t) per capita). This assumes that the remaining 40% of the 76 million tonnes of waste created (29 million tonnes) goes to landfill. Source: [National Waste Report 2020 \(environment.gov.au\)](https://www.environment.gov.au/national-waste-report-2020)

There is an obvious gap in these statistics, where waste in the environment does not appear to be captured or published in these statistics.

The issues and litter statistics highlighted in the 2021 Love our Clontarf Litter 100 Day Campaign support the ongoing annual statistics reported by Clean Up Australia and Australian Marine Debris Initiative. The litter issues are a consequence of historically weak Environment Policies and Legislation of the three levels of government in Australia.

However, the pressures of Asia banning the importation of Australia’s waste for recycling since 2018 has resulted in positive Government initiatives, such as:

### 15a Federal Government Initiatives

#### a. **National Waste Policy Action Plan and Targets** [National Waste Policy Action Plan 2019 \(environment.gov.au\)](https://www.environment.gov.au/national-waste-policy-action-plan-2019):

- ban the export of waste plastic, paper, glass and tyres, commencing in the second half of 2020
- reduce total waste generated in Australia by 10% per person by 2030
- 80% average recovery rate from all waste streams by 2030
- significantly increase the use of recycled content by governments and industry
- phase out problematic and unnecessary plastics by 2025
- halve the amount of organic waste sent to landfill by 2030

- make comprehensive, economy-wide and timely data publicly available to support better consumer, investment and policy decisions.
- b. **Australian Packaging Covenant** Australian Packaging Covenant - National Waste Policy (environment.gov.au) and Australia's four 2025 National Packaging Targets to 'create a new sustainable pathway for the way we manage packaging in Australia.':
  - 100% of packaging being reusable, recyclable or compostable
  - 70% of plastic packaging being recycled or composted
  - 50% of average recycled content included in packaging
  - The phase out of problematic and unnecessary single-use plastic packaging
- c. **ANZPAC Plastics Pact** Join ANZPAC (anzpacplasticspact.org.au); Major companies sign 'radical' deal to drastically reduce plastic waste by 2025 - ABC News

**Response:** Boomerang Alliance (BA) states that only 13% of plastic packaging is actually being recycled and just 4% with recycled content. Through its 2021 Plan B announcement, BA states that *'if all necessary (target) measures are not in place by mid-2022 and an independent review reporting by then....(BA) is not confident all the targets can be met by 2025 - then all targets should be mandated, by the start of 2023. This gives three years to achieve the targets - that is change product design and content; invest in new processing; and place on the market.'* Furthermore...*'The only target that will assuredly be met - the phase out of problematic and unnecessary single-use plastics items - is entirely due to states passing laws to ban such items - not the voluntary approach!'* (Source: Boomerang Alliance 18 May 2021

[https://www.boomerangalliance.org.au/plastic-pact-don-t-get-too-excited-plan-b-released?utm\\_campaign=newsletter-july-2021&utm\\_medium=email&utm\\_source=boomerangalliance](https://www.boomerangalliance.org.au/plastic-pact-don-t-get-too-excited-plan-b-released?utm_campaign=newsletter-july-2021&utm_medium=email&utm_source=boomerangalliance)).

The 2025 National Packaging Covenant Targets are, frankly, a joke, **relying on voluntary action** by businesses to achieve these ambitious and useless targets! BA goes on by stating *'There is also a lack of standards and targets for compostability and reuse options'... 'so the environment does not need to suffer any more wastage and pollution from weak business action.'*

This Boomerang Alliance position is 100% supported. However, the reality is, not 100% natural and compostable packaging is the only solution, long term, because litterers do care about whether an item is 100% reusable, OR 70% recycled or compostable! They will still toss the items on the footpath, in a stream, or out the vehicle window!

#### 15b Queensland Government Initiatives

- d. Litter and Illegal Dumping Management Framework (LIDMF)  
<https://wetlandinfo.des.qld.gov.au/wetlands/management/pressures/litter-illegal-dumping/litter-framework/>
- e. Waste Management and Resource Recovery Strategy Waste Management and Resource Recovery Strategy (www.qld.gov.au)
- f. Litter and Illegal Dumping Plan 2021  
[https://www.qld.gov.au/data/assets/pdf\\_file/0024/176262/keeping-qld-clean-lid-plan.pdf](https://www.qld.gov.au/data/assets/pdf_file/0024/176262/keeping-qld-clean-lid-plan.pdf)
- g. Tackling plastic waste: Queensland's Plastic Pollution Reduction Plan Waste Management and Resource Recovery Strategy (www.qld.gov.au)

**Response:** The Queensland Government's plan to reduce plastic waste and litter by introducing a ban on the supply of single-use straws, cutlery, bowls and plates, stirrers and expanded polystyrene takeaway food containers and cups from on 1 September 2021 is a good start.

However, again, the reality is that litterers do not care about the more sustainable replacement packaging from 1 September....the new items will still be litter in our terrestrial and marine environments!

**15c MBRC Plan 2021-26:** Littering and Illegal Dumping Plan 2021-2026 (moretonbay.qld.gov.au)

MBRC has an Illegal Dumping and Littering activities annual budget of \$4.8M (2019/20), clearly not enough to combat the litter and illegal dumping issues. It is pleasing to note in the Plan that MBRC will review investigations, fines, penalties, recovery processes and resources required.

In an early 2015 article, it was reported that from February 2012 (assumed to end of 2014), of 4,120 cigarette butt fines issued in southeast Queensland, 435 were issued in the Moreton Bay Regional Council area (this would average approximately 12 per month)  
<https://www.couriermail.com.au/questnews/moreton/moreton-bay-region-litter-bugs-cop-fines-for-discarding-cigarette-butts/news-story/c53a22a221e4d00434ab0ea4297ab26a>. Who instigated the fine process is not clear in the article.

**Response:** But, the reality is, since 2017, there is limited local litter fine enforcement - 90 infringement notices were issued from 1 July 2017 to 25 May 2021. Of these, 47 were issued for littering (average of 1 per month), and 43 for illegal dumping offences. This is frankly, pathetic!

**Clearly, there needs to be a greater focus on Authorised Officer resources to issue litter fines, through:**

- national and state enforcement, education and awareness strategies
- a review of state litter laws to allow authorized officers the powers to demand identification from litterers
- greater resourcing to Councils to combat litter issues.

This 100 day litter campaign has reinforced the reality....the enormous amount of litter on our streets, in our parks, on our beaches and in our waterways will not reduce without all the above arrangements in place.

## **16. Fundamental Legislation and Delegated Powers Issues and Inconsistencies**

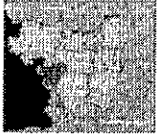
### **Litter Fine levels:**

**Powers to issue litter fines:** As stated above, MBRC Rangers issued 90 litter and illegal dumping infringement notices during the period 1 July 2017 to 25 May 2021 (47 were issued for littering and 43 for illegal dumping offences). That is the equivalent of approximately 1 litter fine per month since 1 July 2017.

**Power to require a person's name and address:** It has been verified by a local Police Officer, a MBRC Council Officer and Keep Queensland Beautiful that, where there is no obvious identification evidence available to issue a litter fine, It is understood that Council Rangers cannot ask for litterer identification without the presence of a Police Officer. Yet, MBRC staff at Transfer stations are allowed to ask for name and address as proof that they are a resident and not a business wishing to dispose of items at transfer stations.

## 17. Current and Future Pressures on the local environment

Brisbane and Southeast Queensland will host the 2032 Olympic Games, bringing greater human impacts and stresses on an already fragile and struggling environment. This, together with the following Moreton Bay Region statistics will result in more pressures on infrastructure and littering:



- Third largest council in Australia, by population
- The Redcliffe Peninsula, on the environmentally sensitive Moreton Bay, is 80% surrounded by waterways and is a major tourist attraction.
- Redcliffe Peninsula Population at 30 June 2018: 62,500
- Predicted population growth of 34% by 2041 in the Moreton Region (Moreton Bay Regional Council Economic Dashboard Outlook Report (2019)).
- 88,000 new homes in the next 10-20 years (Mayor, Peter Flannery on ABC Radio 17 March 2021, Steve Austin Show).

## 18. References:

Dead, sick baby turtles wash up on central Queensland beaches after eating plastic, ABC News, 17 February 2021 [Dead, sick baby turtles wash up on central Queensland beaches after eating plastic - ABC News](#)

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<b>Love our Clontarf Litter Campaign - Sponsors and Supporters</b>	<b>Attachment 1</b>
<b>Name</b>	<b>Activity</b>
Alina Crosbie	Street Sponsor
Amelia	Street Sponsor
Andrew Reibelt	Street Sponsor
Bec Joyce	Street Sponsor
Brian Shapland	Street Sponsor
Chrissy Foreman	Street Sponsor
Cr Karl Winchester	Street Sponsor
Dean Philpot & Moreton Bay Restoration Initiative	Street Sponsor
Emma & Florence Kindy, Margate	Street Sponsor
Express Recycling Clontarf, Michael Smith	Street Sponsor
Fran Ashfield	Street Sponsor
Gabriela Morales	Street Sponsor
Graham Pukallus	Street Sponsor
Janice Logan	Street Sponsor
Jenni & Ron Tavinor	Street Sponsor
Jill Sparks	Street Sponsor
Karen Allen	Street Sponsor
Karen Dickson	Street Sponsor
Keith	Street Sponsor
Kirsten Robinson (via Wendy Sadler post on TRP, 31 Jan 2021)	Street Sponsor
Kirsty Adelaide	Street Sponsor
Kirsty Fields & Social Ocean	Street Sponsor
Lauren Rogers Family	Street Sponsor
Leanne Blaney	Street Sponsor
Les & Cath	Street Sponsor
Lorraine Hollitt & Bruce Mitchell, Redcliffe Business Network & Luke Howarth, MP	Street Sponsor
Lyn Mather, FMG Hair (via Sue)	Street Sponsor
Merge Café	Street Sponsor
Michelle Pitman	Street Sponsor
Moreton Bay Regional Council	Street Sponsor
Peninsula Metal Recycling (Michelle)	Street Sponsor
Scott Lowe	Street Sponsor
Sesame Lane Kindy, Lucinda St, Clontarf (Therese Thomson)	Street Sponsor
Simon Mills	Street Sponsor
Sue & Phil Johnson	Street Sponsor
Susan Jones	Street Sponsor
Tina Maria	Street Sponsor
Vai Graham	Street Sponsor
Wesche, Jones & Co (Tania Wesche)	Street Sponsor
Sue & Phil Johnson	Campaign Volunteers
Kirsty Fields	Campaign Volunteers
Kathryn & Bryce Claire	Campaign Volunteers
Kris Cameron	Campaign Volunteers
Brian Shapland	Campaign Volunteers
Jenni & Ron Tavinor	Campaign Volunteers

Freda & Neville Wood	Campaign Volunteers
Trisha Lewis	Campaign Volunteers
Catherine Donaldson	Campaign Volunteers
Graham Pukallus	Campaign Volunteers
Chrissy Foreman	Campaign Volunteers
Simon Mills	Campaign Volunteers
Scott Lowe	Campaign Volunteers
Les Barkla	Campaign Volunteers
Social Ocean (Kirsty Fields)	Campaign Sponsor
Image Property Consultants Redcliffe	Campaign Sponsor
SPOT ON [VMS HIRE] (Alex)	Campaign Sponsor
Austek Roads (Peter) - Austek Asphalt Services	Campaign Sponsor
Cr Karl Winchester	Campaign Sponsor
Yvette D'Ath, MLA	Campaign Sponsor
Luke Howarth, MP	Campaign Sponsor
Express Recycling, Clontarf (Michael)	Campaign Sponsor
Jumping Goats Bar (Peta & Nigel)	Campaign Sponsor
The Sign Cellar (Jason)	Campaign Sponsor
McDonalds Clontarf	Campaign Sponsor
Woolworths Redcliffe	Campaign Sponsor
Woolworths Margate	Campaign Sponsor
Coles Kippa-Ring	Campaign Sponsor
Replas Recycled Plastic Products	Campaign Sponsor
Sue & Phil Johnson	Campaign Sponsor
Keep Queensland Beautiful (David Curtin)	Campaign Sponsor
Hypnobalance Hypnotherapy & Celebrant's Promise (Lesley McConnell & Peter)	Campaign Sponsor
Virtual Safety Manager (Michelle Pitman)	Campaign Sponsor
Jan Jones Real Estate (Heather)	Campaign Sponsor
Rotary Club Redcliffe Sunrise	Campaign Sponsor
Colin Scobie	Campaign Supporter
Hugh Thomson	Campaign Supporter
Peter Morley	Campaign Supporter
Brittany Mary	Campaign Supporter
3J's Coffee & Gifts (Judy)	Campaign Supporter
Brew Buggy	Campaign Supporter
Citipointe Church Clontarf	Campaign Supporter
Clontarf Beach State High School	Campaign Supporter
Creative Kids Clontarf (Regina)	Campaign Supporter
Graham Davis	Campaign Supporter
Merge Café	Campaign Supporter
Neli Coffee	Campaign Supporter
Peninsula Metal Recycling (Michelle)	Campaign Supporter
Pilpel Express (Adiel)	Campaign Supporter
Pilpel Restaurant (Adiel)	Campaign Supporter
Redcliffe Chamber of Commerce (Brad Flynn)	Campaign Supporter
Redcycle	Campaign Supporter
Sesame Lane Kindy Clontarf (Therese Thomson)	Campaign Supporter
Simon Mills	Campaign Supporter
Soul Harvest Wholefoods Café	Campaign Supporter
Suttons Beach Pavilion (Oli)	Campaign Supporter
Tarts & Beans (Bec & Michelle)	Campaign Supporter
The Point Ice Cream Parlour	Campaign Supporter
Wesche, Jones & Co (Tania)	Campaign Supporter
Bob Crudgington, President, Redcliffe Environment Forum	Campaign Supporter
Moreton Bay Koala Rescue	Sponsored Organisation







Daily Rainfall (millimetres)

Attachment 3

CLONTARF

Station Number: 040965 · State: QLD · Opened: 2005 · Status: Open · Latitude: 27.24°S · Longitude: 153.09°E · Elevation: 29 m

2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1st	20.8	0.6	0	0	70.6	0	7.0	0				
2nd	5.6	45.6	0	5.4	28.4	0.6	7.8	0				
3rd	0.2	21.4	52.0	1.8	0	0	18.4	0				
4th	2.0	0	1.8	8.0	0	3.2	6.6	0				
5th	0	0	3.0	12.6	0.4	0	0	0				
6th	0.8	0	0	71.0	14.4	0	0	0				
7th	2.2	0	16.0	19.4	0	0	0	0				
8th	1.4	1.6	3.2	0	0	0	1.4	0				
9th	13.4	0	3.6	0	0	1.2	9.0	0.8				
10th	1.4	0	0	0	0	0	1.6					
11th	2.0	1.4	0.4	0	0	0	0					
12th	0	0	2.6	0	1.8	0	0					
13th	0	0	0	0	11.6	0	0					
14th	0	3.0	0.4	0	0	0	0					
15th	0	0	1.6	0	0	0	0.4					
16th	0	0	5.2	0	0	14.2	0					
17th	8.8	5.6	13.0	0	0	0	0					
18th	0	5.6	21.4	3.8	0	0	0					
19th	46.4	7.8	1.0	0	0	0	0					
20th	0	0	0.6	0	0	0	0					
21st	0	0	3.0	0	0	0	0					
22nd	0	0	124.0	0	0	0	0					
23rd	0	1.2	54.6	0	0	0	0					
24th	0	17.0	14.6	0	0	2.8	8.2					
25th	1.6	0	0	0	0	6.6	0					
26th	0	5.0	0	0	0	6.4	0					
27th	0	0	0	0	0	0	0					
28th	5.0	0	0	0	0	0	0					
29th	0.4		0	2.4	0	0	0					
30th	0		0	6.6	0	4.6	0					
31st	4.0		0.2		0		0					
<b>Highest daily</b>	46.4	45.6	124.0	71.0	70.6	14.2	18.4	0.8				
<b>Monthly Total</b>	116.0	115.8	322.2	131.0	127.2	39.6	60.4					

↓ This day is part of an accumulated total

Quality control: 12.3 Done & acceptable, 12.3 Not completed or unknown

Product code: IDCJAC0009 reference: 77489510

## Daily Rainfall (millimetres)

### CLONTARF

Station Number: 040965 · State: QLD · Opened: 2005 · Status: Open · Latitude: 27.24°S · Longitude: 153.09°E · Elevation: 29 m

#### Statistics for this station calculated over all years of data

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Mean</b>	129.8	166.1	141.8	111.8	98.7	67.7	38.7	35.8	34.7	90.8	92.6	128.0
<b>Median</b>	92.2	141.8	134.5	59.3	70.2	39.6	23.9	21.5	27.0	70.1	89.7	113.0
<b>Highest daily</b>	252.0	189.0	153.0	135.0	185.0	90.0	50.2	49.2	69.2	132.0	117.6	92.0
<b>Date of highest daily</b>	25th 2012	22nd 1992	17th 1992	26th 1989	2nd 2015	30th 2005	8th 2008	24th 2007	5th 2008	11th 2010	26th 2016	24th 1995

#### 1) Calculation of statistics

Summary statistics, other than the Highest and Lowest values, are only calculated if there are at least 20 years of data available.

#### 2) Gaps and missing data

Gaps may be caused by a damaged instrument, a temporary change to the site operation, or due to the absence or illness of an observer.

#### 3) Further information

<http://www.bom.gov.au/climate/cdo/about/about-rain-data.shtml>.

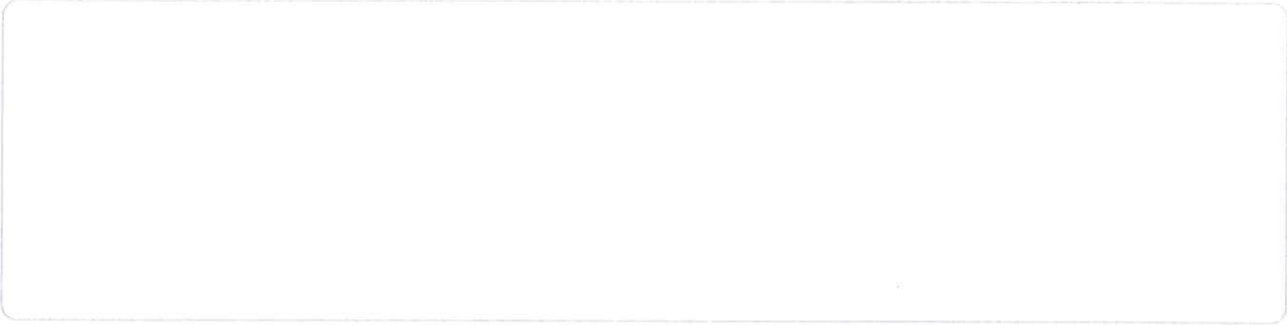
Product code: IDCJAC0009 reference: 77489510 Created on Mon 09 Aug 2021 18:28:54 PM AEST

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Prepared using Climate Data Online, Bureau of Meteorology <http://www.bom.gov.au/climate/data>

Contact us using details on <http://www.bom.gov.au/climate/how/contacts.shtml>.

We have taken all due care but cannot provide any warranty nor accept any liability for this information.



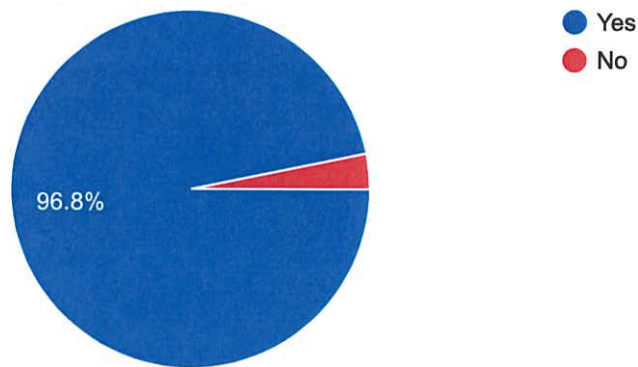
# 'Love our Clontarf' 100 Day Litter Campaign Quiz

31 responses

[Publish analytics](#)

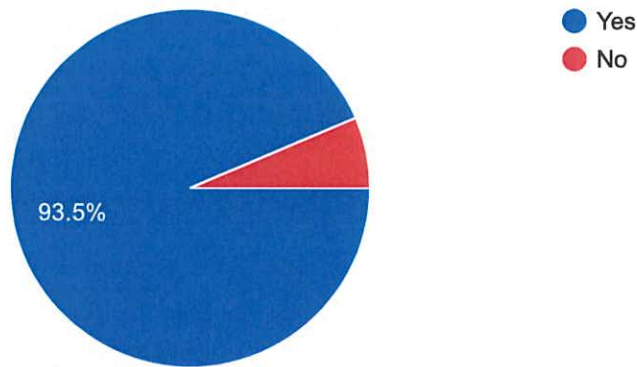
1. Have you heard of our #Love our Clontarf #100daylittercampaign?

31 responses



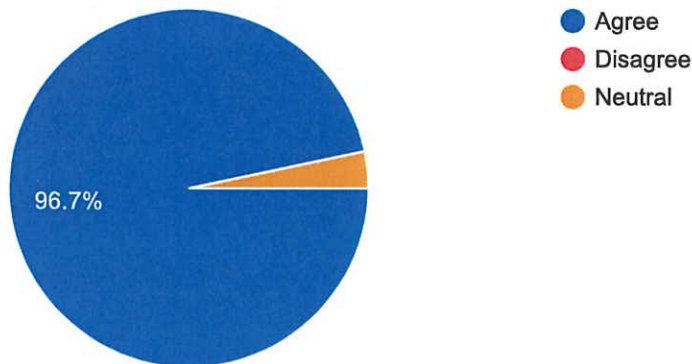
2. Have you seen our sponsored electronic message boards on Snook Street Clontarf (northbound and southbound), and Anzac Ave, Rothwell? The messages are about littering is illegal, litter fines apply, take it home or bin it responsibly, litter fines \$266+, cigarette butts are litter.

31 responses



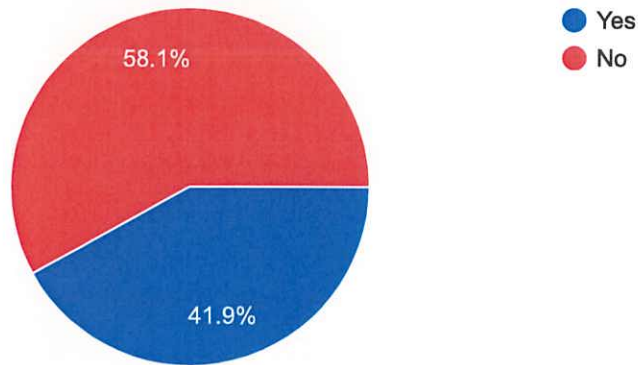
3. What are your thoughts on the messages?

30 responses



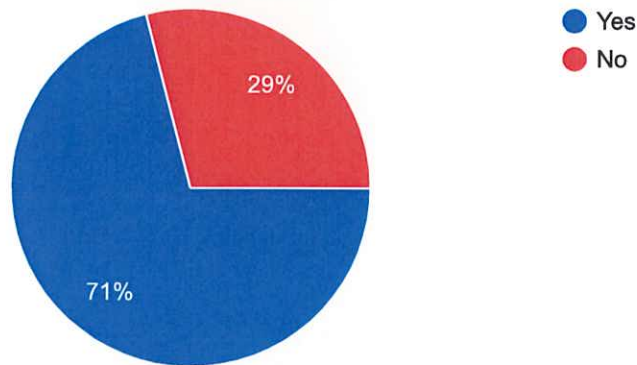
4. Did you know you can report litterers online? Link: <https://report-littering-dumping.ehp.qld.gov.au/>

31 responses



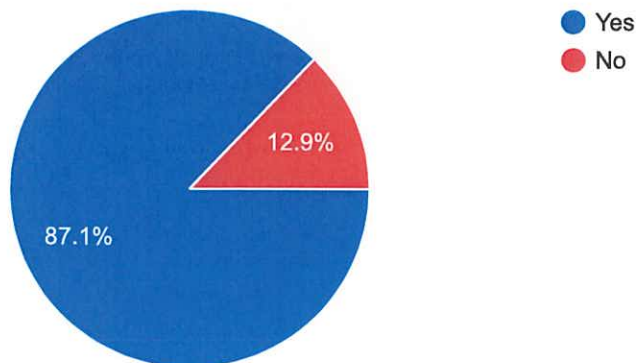
5. Did you know there are littering fines of a minimum of \$266 in Queensland?

31 responses



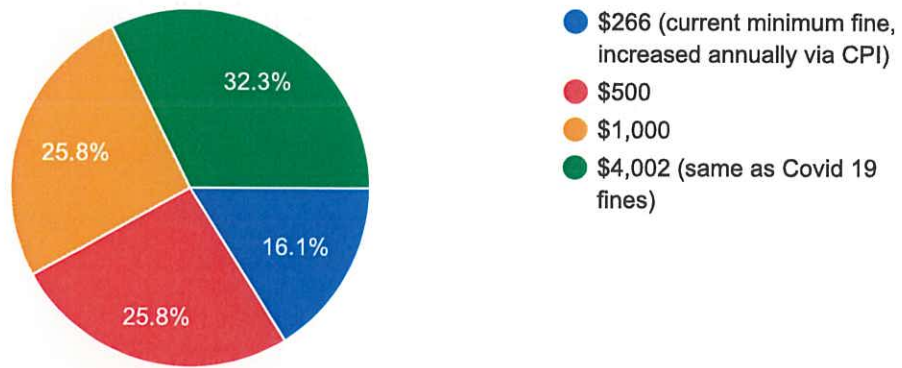
6. Would you support tougher litter fines?

31 responses



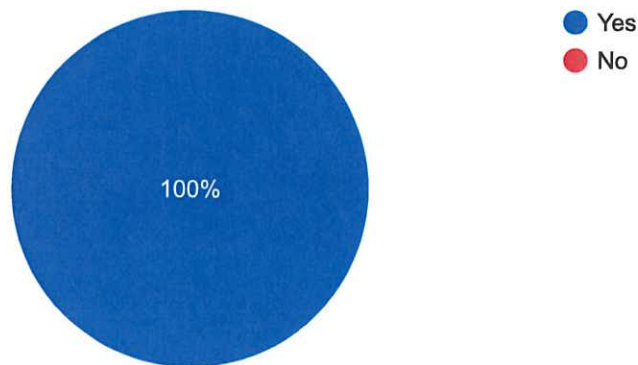
### 7. Which of these would you support as suitable litter fines?

31 responses



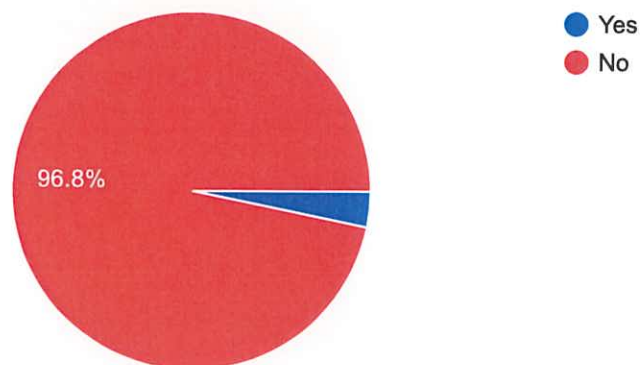
### 8. Would you support more resourcing and stronger powers to Council Rangers to issue 'on the spot' litter fines?

31 responses



### 9. Have you littered in the last 5 years?

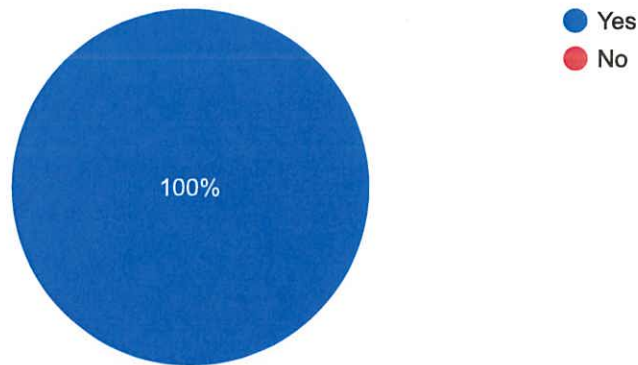
31 responses





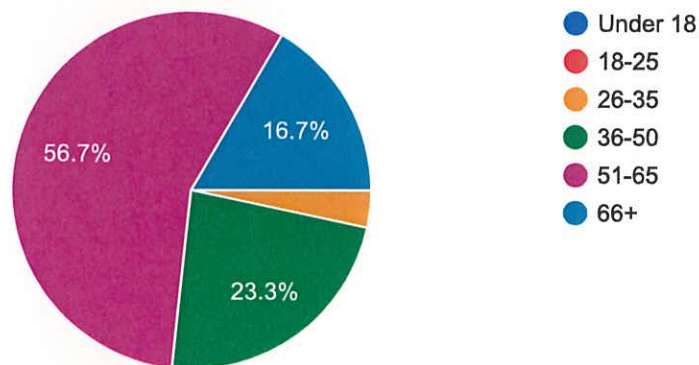
10. To help reduce plastics and other litter in our environment, would you support 100% compostable food packaging?

31 responses



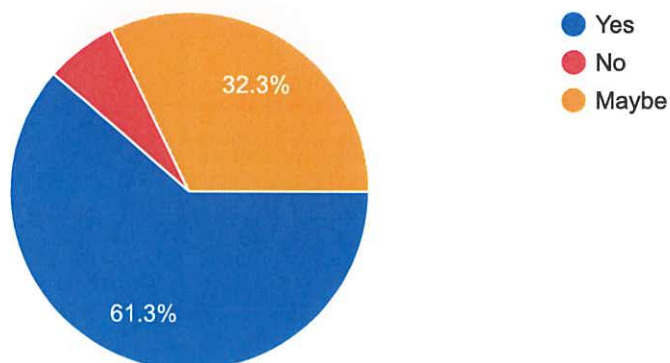
11. Quiz demographics - what is your age group?

30 responses



12. Would you volunteer in a future 'Love our Suburb' Litter Campaign?

31 responses



Thank you for undertaking this quiz, your time is appreciated. Do you have any further comments to add?

20 responses

I only wouldn't participate because I don't live in the area, but would if I lived there!  
You are all doing such an amazing job of changing attitudes and increasing awareness of the problems that litter causes. Well done to all the Waste Warriors! We need more of you!

It concerns me how much litter is left behind by those fishing in the area - I often pick up plastic bait wrappers and bits of fishing line on my waterfront walks !

My personal littering was unintentional- quite by the wind and I was unable to retrieve it. Still it was littering :(

You are doing a fantastic job !

100% support your cause. Thank you for being proactive

#loveoursuburb has to happen around the country, get serious about big litter fines, litter fine enforcement, and stop all this unenvironmental packaging being produced ASAP

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Google Forms





## **100 Day Campaign - reducing litter in Clontarf**

### **'Love our Clontarf' Litter Campaign Launch, 11:30am, Friday 29 January 2021, Cnr Snook St & Oasis Ct, Clontarf**

A bold 100 day plan to reduce litter in a 2 kilometer radius of a key litter hotspot in Clontarf on the Redcliffe Peninsula is about to hatch.

Les Barkla, Founder of the Pristine Peninsula Community Group, is driving this campaign with support from the local residents, Councillor Karl Winchester, State Member Yvette D'Ath, Federal Member Luke Howarth, Social Ocean, Moreton Bay Regional Council, Clontarf Beach State High School, McDonalds Clontarf, Citipointe Church, Woolworths Redcliffe and Margate, Coles Kippa Ring, Express Recycling Redcliffe, Redcycle, Replas, and other local businesses.

Les said, 'I've modelled the 100 day campaign on the successful UK 'Love Essex' campaign, involving a combination of litter awareness and education, consequences of litter, and enforcement warnings. The Essex Campaign involved Council, McDonalds, KFC, Dominos and around 300 businesses.

'The Essex Campaign reported 'a two-fifths reduction in fast-food litter and a 41% reduction in litter overall' (Source: Zero Waste Scotland, 2020).



'We are aiming for similar or better litter reduction results during our campaign', Les said.

'The 'Love our Clontarf' Litter Campaign is targeting a 2 kilometre radius of the Snook and King Streets intersection, Elizabeth Avenue, and Frawley Fields precinct, where Sue and Phil do daily litter collections.

The 100 day litter campaign initiatives, supporters and sponsors include:

- Baseline hotspot litter audits leading up to the campaign launch
- Weekly litter collections and audits throughout the campaign
- Litter warning messaging on Snook & King Sts, Elizabeth Ave and Ray Frawley Fields
- CBSHS recycling and environment initiatives in 2021
- Woolworths and Coles sponsored Redcycle bins to recycle scrunchable plastics in the CBSHS Grade 7 playground
- Replas recycled plastic furniture bollard stand at the CBSHS
- McDonalds Clontarf store and carpark litter awareness signage and additional litter bags for drive-thru customers
- Citipointe Church bin on the adjacent drain
- A proposed Keep Queensland Beautiful Adopt A Spot Plan
- Local community 'Adopt a Road/Street/Park/Beach' cleanups - 9 sites already...with more coming
- Michael from Express Recycling Clontarf & Containers for Change QLD: donate your litter pick containers to Moreton Bay Koala Rescue (Ref: C10079710) or a charity of your choice
- A Redcycle Community Awareness Podcast on Pristine Peninsula Community Page about scrunchable plastics recycling

- Community suburban litter and rubbish collection trailer, sponsored by Andrew Reibelt & Image Property Consultants Redcliffe, and Simon Mills
- Social Media support from Kirsty Fields, Social Ocean
- Clean Up Australia Day cleanups for community, schools, businesses from 2-7 March 2021.

Local Waste Warriors like Sue and Phil Johnson, Chrissy Foreman, Scott Lowe and Jill Sparks are passionate about keeping their neighbourhood clean from litter, for future generations and our marine wildlife.

Sue said 'we fill our 240 litre council bin every week from litter in our local streets. We're sick of picking up after people who just don't have any respect for the environment and their neighbourhood.

Les said it's these Waste Warriors, and others all over Redcliffe Peninsula, who are helping every day to keep litter out of the sensitive Hays Inlet and Moreton Bay marine ecosystems.

'Sue and Phil inspired me to run this litter campaign because it's just not fair that these dedicated locals have to clean up after others on a daily basis.

I also have to give a shoutout to our local Council as they are responding to the litter issue with regular cleanups in this litter hotspot area.

'There are important marine habitats for turtles, dugong and other marine life that are struggling from litter and other pressures from humans.

'The huge litter problem is highlighted by the recent summer rains where so much litter has been washed up on our Redcliffe Peninsula beaches and foreshores, from careless littering.

'Sadly, Covid-19 restrictions has seen a large increase in takeaway packaging and mask litter.

'Litter, like fast food packaging and cigarette butts, is tossed out carelessly from vehicles and by pedestrians onto our streets and into street gutters, every day.

'Unfortunately, people just don't care about their litter at our parks, beaches, creeks, streams drains and shopping centres as well.

'All this litter has to go somewhere, it doesn't just disappear.

'In heavy rain, the litter flows down gutters and drains into our waterways, potentially not breaking down for hundreds of years.

'We now have microplastics back in our foodchain.

'A local 2019 Moreton Bay study reports that 80% of marine debris (including litter) originates from land areas, and 33% of local deceased turtles studies between 2006 and 2011 had ingested up to 329 pieces of debris, and microplastics (Source: Townsend K, et al., 2019, p. 235-236).

Over 1,500 litter items have been itemized in preliminary baseline audits. Major litter items are fast food takeaway packaging, cigarette butts, polystyrene, chip and confectionary packaging and utensils, straws and plastic sleeves, fast food paper packaging, odd/broken plastics and metals, and small tradies items like screws, nuts, bolts, cable ties, etc.



The 100 day campaign is all about litter awareness and education, consequences of litter, and enforcement warnings.

Les is campaigning for changes to the weak 2025 National Packaging Policy, much stronger State litter laws and fines (currently \$266), and more resourcing and enforcement of local devolved litter powers to Councils.

We are encouraging local community and businesses to get involved in this campaign, said Les.

For more details on this Pristine Peninsula Community Group Campaign, contact Les Barkla E: [Pristinepeninsula4u@gmail.com](mailto:Pristinepeninsula4u@gmail.com); P: 0410207879; Facebook – Pristine Peninsula.

## **END of Media Release**

### **Reference:**

'7 of the Best Litter Prevention Campaigns from Around the World', Zero Waste Scotland.org.uk viewed 20 August 2020 <<https://www.zerowastescotland.org.uk/litter-flytipping/top-campaigns>>

Townsend K, Baduel C, Hall V, Loder L, Matthews V, Mueller J, Nasplezes R, Schuyler Q, Taylor H, van de Merwe J, Villa CA, Weijs L. 2019. The impact of marine pollutants and marine debris in Moreton Bay. In: Tibbetts IR, Rothlisberg PC, Neil DT, Homburg TA, Brewer DT, & Arthington AH (Eds). Moreton Bay Quandamooka & Catchment: Past, present, and future. The Moreton Bay Foundation. Brisbane, Australia, viewed 18 August 2020 < <https://moretonbayfoundation.org/wp-content/uploads/2019/08/Moreton-Bay-Quandamooka-and-Catchment-227.pdf>>

**Attachment 6 – Media Reports**

Moreton Daily 29 January 2021 Campaign

[Moretondaily.com.au](http://Moretondaily.com.au)



PHOTOS DOMINICA US | Waste warriors Phil Johnson, Les Barkla and Sue Johnson at the campaign launch.

# Labour of love

STORY BY LUCY BRIGHT

A BOLD 100-day plan to reduce litter in a 2km litter hotspot at Clontarf is off and racing, and organisers hope it catches on. Les Barkla, founder of the Pristine Peninsula community group, is driving the Love Our Clontarf campaign.

"I've modelled the 100-day campaign on the successful UK 'Love Essex' campaign, involving a combination of litter awareness and education, consequences of litter, and enforcement warnings. The Essex campaign involved council, McDonald's, RFC, Domino's and around 200 businesses," Mr Barkla said.

"The Essex Campaign reported a two-fifths reduction in fast-food litter and a 41 per cent reduction in litter overall. We are aiming for similar or better litter reduction results."

He has the support of local residents, Councillor Karl Winchester, State Member for Redcliffe Yvette D'Ath, Federal Member for Petrie Luke Henshaw, Moreton Bay Regional Council, Clontarf Beach State High School, McDonald's Clontarf, Citipointe, Woolworths Redcliffe and Margate, Redcycle, Beglas, and other local businesses.

The Love our Clontarf lit-

## THE 100-DAY CAMPAIGN

- Weekly litter collectors and audits throughout the campaign
- Litter warning message signs on Snook and King streets, Elizabeth Avenue and Frazer Park
- Clontarf Beach State High School recycling and environment activities in 2021
- Clontarf Beach State High School Year 11 playground to include:
  - Waste sorting educational displays
  - Bins to recycle non-recyclable plastics
  - Beglas recycled furniture before and after stand at the Clontarf Beach State High School
- McDonald's store and carpark litter awareness signage and additional litter bags for drive-thru customers
- Here Queensland Real Estate Adopt-A-Street plan
- Local community adopt a street clean-ups
- Agencies: Redcycle Awareness Pack and Pristine Peninsula Community Bags and a searchable plastic recycling program
- Community subsidised litter collection trailer



ter campaign is targeting a 2km radius of the Snook and King streets intersection, Elizabeth Ave, and Frazer Fields precinct, where Sue and Phil Johnson collect litter each day.

Mrs Johnson said, "we fill our 240 litre council bin every week from litter in our local streets. We're sick of picking up after people who just don't have any re-

spect for the environment and their neighbourhood". Mr Barkla said it was these waste warriors, along with Chrissy Pereman, Scott Lowe and Jill Sparks and others all over Redcliffe peninsula, who were helping keep litter out of the sensitive Hags Inlet and Moreton Bay marine ecosystems.

"Sue and Phil inspired me to run this litter campaign because it's just not fair that these dedicated locals have to clean up after others on a daily basis. I also have to give a shoutout to our local Council as they are responding to the litter issue with regular clean-ups," he said.

"These are important marine habitats for turtles, dugong and other marine life that are struggling from litter and other pressures from humans." There are 14 individuals or businesses who have ad-

opted a street in Clontarf and surrounding areas, and Mr Barkla is keen to involve more areas as momentum grows. "This is about bringing the community together and making people aware and making people aware. We all have to do something about it. I want my grandchildren to see live turtles," he said. "Sadly, Covid-19 restrictions have seen a large increase in takeaway packaging and unashamed litter. Litter, like fast food packaging and cigarette butts, is tossed out carelessly from vehicles and by pedestrians onto our streets and into street gutters."

For more details on the Pristine Peninsula Community Group Campaign contact Les Barkla via email [Prishpeninsula4u@gmail.com](mailto:Prishpeninsula4u@gmail.com), phone 0410 207 879, or via the Pristine Peninsula Facebook

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**ITEMS COLLECTED**

From January 29 - April 14

- 4604 plastics
- 3404 cigarette butts
- 2167 paper/cardboard
- 799 metals
- 685 polystyrene foam
- 102 glass
- 45 rubber
- 13 wood

The Pristine Peninsula Group has just about finished a 100 day campaign

# Fight to stop littering goes on

**STORY BY KYLE KNIGHT**

THE Love Our Clontarf 100-day litter campaign might be drawing to a close, but the battle to stop littering and increase fines is only just ramping up.

The campaign, launched by the Pristine Peninsula Group earlier this year, focused on Clontarf and aimed to raise awareness of the problem while mobilising residents and businesses to take action.

Founder Les Barkla said he had not been surprised by

the large volume and types of litter collected throughout the campaign, but he hoped others might be.

On the day Dolphins News met volunteers at Snook St, they collected almost 700 cigarette butts on just a 1.6km stretch of the road.

Mr Barkla said there was 226,000km of road across the state, so the high number of discarded cigarette butts was a huge problem.

"It's a cultural thing in this country, we have to change. Litter does not disappear, it can stay in the environment - especially

plastic - for over 500 years before it breaks down to microplastics," he said.

By Mr Barkla's count, there could be as many as 70,600 pieces of litter each year, just in the small area the group has targeted in the past 100 days.

"I wanted to have some data to show stakeholders that this is a pretty serious problem we have," he said.

Mr Barkla has launched a survey for peninsula residents and so far, 90 per cent of people support higher litter fines, and fines of \$500 or more. The mini-

mum fine at present is \$266.

He has also launched an e-petition calling for the Queensland Parliament to undertake a statewide litter education campaign, increase litter fines, strengthen litter laws to enable council rangers to issue on-the-spot fines, and adequately resource councils to enforce litter laws.

The campaign officially ends on May 8, but the group is already discussing ways it can continue.

To sign the petition or complete the survey, search Pristine Peninsula on Facebook

**ABOUT US**

Dolphins News is published under the umbrella of Moreton Bay Region Industry and Tourism's Moreton Daily news service, which provides local news from across the Moreton Bay Region every day.

It's your daily dose of good news, written by experienced journalists, with a passion for community news. Visit moretondaily.com.au to read breaking news, lifestyle news, community news, sporting news, information about events and the digital edition of Dolphins News.

To find out more, visit moretondaily.com.au.

**RECYCLE ME**

Dolphins News will always arrive in pristine condition and stand up to the elements - thanks to its heat-sealed biowrap bagging.

Readers are asked to dispose of it responsibly and take it to a retailer that recycles soft plastics, including some major supermarkets.

To find the one closest to you, visit moretondaily.com.au/dolphin/home and click on the 'find a soft plastic recycle location button'.

Super Weekend Litter Challenge Weekend Social Media – 11 local cafes involved, 11 community participants receiving a treat for a bag of litter

## Attachment 7

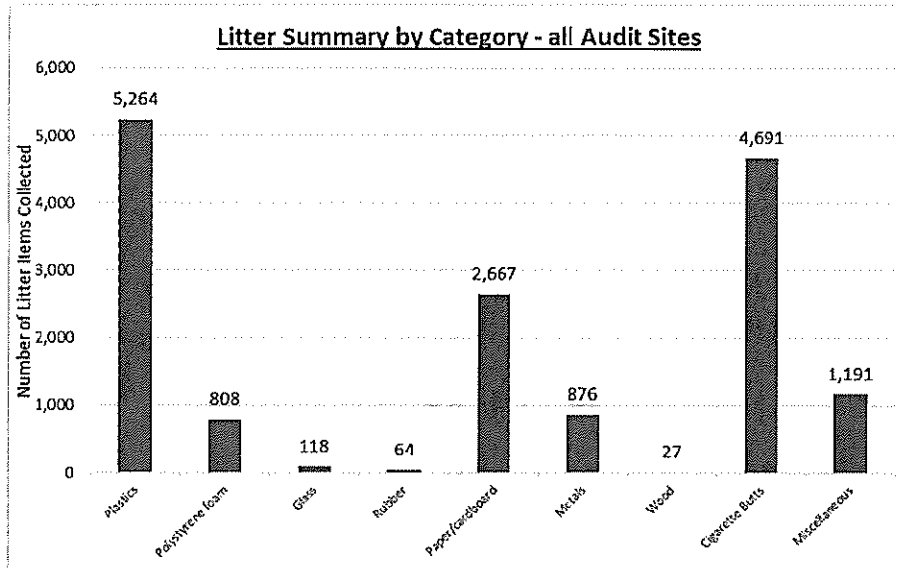


# Love our Clontarf 100 Day Litter Campaign (29/1/21-8/5/21)



SNAPSHOT #loveourclontarf #100daylittercampaign

*Campaign Takeaway: Litter is a silent killer....it just does not disappear after this 100 day campaign- it sits in the environment for 100's of years, reentering our food chain - we all play a role to stop littering in our environment for our one and only planet, future generations and these guys ☺☺☺☺*



- 15,706 litter items collected at 12 litter sites within a 2 km radius of the cnr Snook St and King St, Clontarf
- 5,264 plastics, 4,691 cigarette butts stopped from reaching Hays Inlet
- Waste Warriors collected litter at numerous other sites on Redcliffe Peninsula during the campaign, every day
- 22 financial & in-kind Campaign Sponsors and 24 Campaign Supporters
- >\$7,000 sponsorship and in-kind contributions
- 40 Street Sponsors; 17 volunteers involved in audit site litter collections and counts
- 11 local businesses participated in the Super Weekend Litter Challenge
- 12 Snook Street weekly litter

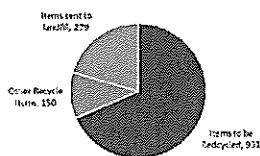
collections/counts, 6 Roadside sign vigils, Containers 4 Change funds donation to Moreton Bay Koala Rescue

### Audit Site # 1 – 1.6 km stretch of Snook Street, Clontarf (between King St & MacDonnell Rd)

- 10,952 items on a 1.6 km stretch of Snook St, Clontarf (between King St & MacDonnell Rd) over 11 weeks = approximately 50,000 items tossed mainly from vehicles on 1.6km of road yearly
- 4,594 cigarette butts (41%)
- 2,091 plastics, 1,753 paper/cardboard, 654 metal/plastic building materials (from utes/trailers)



### Clontarf Beach State High School 4 x Redcycle Bins Audit Summary



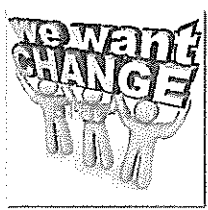
### Audit Site # 2 – Clontarf Beach State High School Grade 7 Playground – Redcycle awareness trial to reduce landfill bin rubbish

- 2,571 items collected
- 1,360 (64%) in 4 x Redcycle bins
- 931 (68%) were Redcycle items
- 150 (11%) were recycled
- 79% diverted from landfill.

### Survey Results (@ 7 May 2021):

- 87% support tougher litter fines;
- 83% support \$500 or more litter fines;
- 100% support 100% compostable food packaging

*Survey respondent comment....."Agencies responsible for enforcement to be proactive....i.e., penalty camera in hotspots."*



### What we need:

- 2025 National Packaging Targets changed to 100% natural or compostable packaging
- National and Statewide Litter Education and awareness campaigns, focusing on plastics, cigarette butts, fast food packaging, polystyrene, trailer load litter
- Statewide #Love our Suburb/Town Litter Campaigns
- Tougher State litter fines, particularly for cigarette butt & vehicle/trailer load litter
- Greater resourcing and powers to Local Government to reduce littering.

For more information, contact Les Barkla, Founder, Pristine Peninsula P: 0410 207 879; E: [Pristinepeninsula4u@gmail.com](mailto:Pristinepeninsula4u@gmail.com). Details as at 7 May, 2021





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HOME > FRENCH NEWS > TOBACCO MANUFACTURERS TO PAY FOR CIGARETTE BUTT CLEAN-UP

# Tobacco manufacturers to pay for cigarette butt clean-up in France

Government says estimated €100million annual cost of reducing environmental pollution caused by cigarette butts will mainly be met by firms, rather than taxpayers

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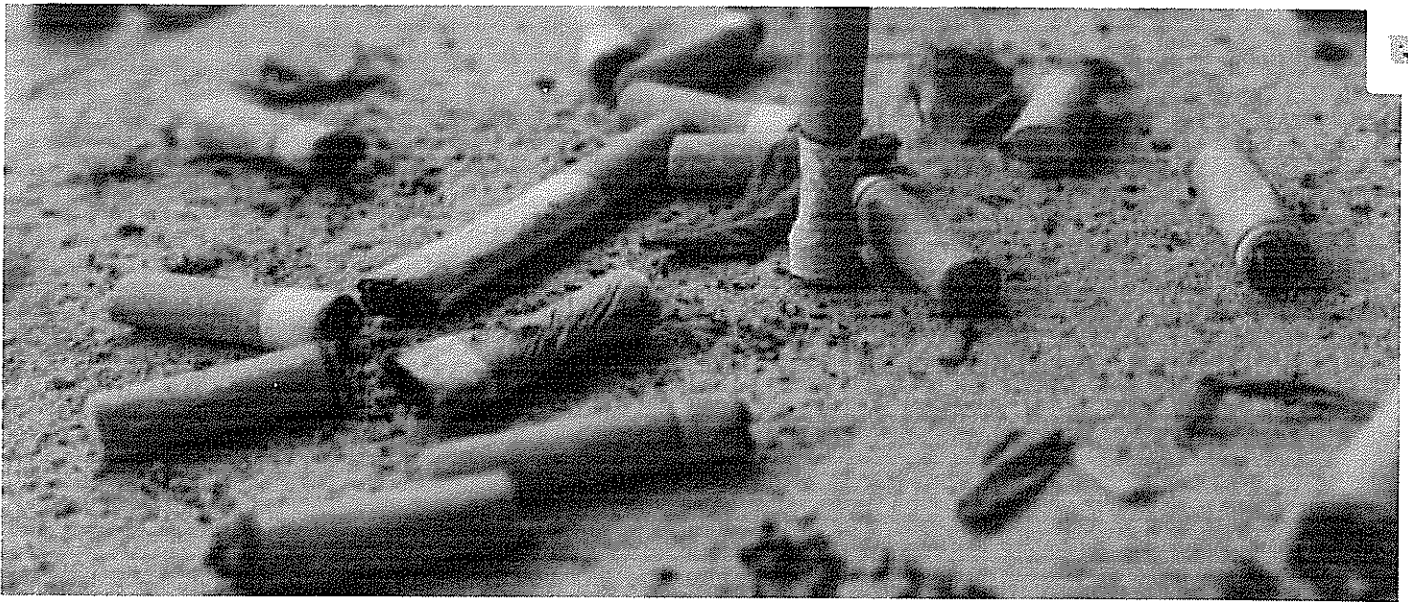
9 July 2021

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Feedback



Pic: shutterstock.com / Ta Klong Indy (<https://www.shutterstock.com/fr/image-photo/cigarette-butts-all-over-street-1178103817>)

By Eleanor Fullalove

Tobacco manufacturers will have to pay for the environmental pollution caused by cigarette butts, the government has announced.

Every year, some 23 billion cigarette butts are improperly disposed of, Ecology Minister Barbara Pompili told *RTL*.

It results in water pollution and harm to marine life, she said. Each cigarette butt can pollute 500 litres of water, they can take years to break down and often end up being eaten by fish.

The clean-up operation will cost about €100million annually, according to Ms Pompili. To this end, an organisation will be created under the 'polluter pays' principle to contribute €80million towards the collection of cigarette butts, the distribution of ashtrays and communication initiatives.

Explaining that it was normal for "manufacturers to pay for the waste produced, rather than our taxes", Ms Pompili insisted that the cost would not be passed on to



consumers via increases in the price of packs.  
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**Pocket ashtrays given out in French towns**

Some towns in France have been launching their own initiatives to tackle pollution caused by cigarette butts.


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In the spring, Montbéliard in Bourgogne-Franche-Comté introduced pocket ashtrays at venues such as cafés and restaurants.



The personal pocket-sized ashtrays can accommodate eight cigarette butts and can be endlessly reused after they are emptied in the bin.

A similar initiative is coming to the seaside resort of Royan this summer. As well as pocket ashtrays, special conical-shaped ashtrays have been developed for use on the beach, allowing them to be stood up in the sand.

Educational cigarette bins have also been brought into force, encouraging smokers to engage by using their cigarette ends like voting tokens. Cigarette butts can be disposed of by using one side of the bin or the other in answer to a question like 'Do you prefer surfing or bodyboarding?'.  


## Smoking in decline

Every year in France, there are 75,000 deaths from smoking, accounting for 13% of deaths in France annually.

However, national health agency Santé publique France notes that smoking is becoming less popular, especially among women.

Statistics for 2019 showed that 30.4% of those aged 18-75 were smokers, accounting for 10 million people. Some 34.6% of men and 26.5% of women were still smoking in 2020.

## Related articles:

Meet the company making furniture from cigarette butts

(<https://www.connexionfrance.com/Practical/Environment/Meet-the-French-company-making-furniture-from-recycled-cigarette-butts>)

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