



Leaders at the Core of Better Communities.
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2015 Local Government Excellence Awards Program
Program Excellence Awards Nomination Form
(All programs nominated must have been fully operational for a minimum of 12 months, prior to January 31, 2015)

Deadline for Nominations Extended to March 30, 2015

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- Community Health and Safety
- Community Partnership
- Community Sustainability**
- Strategic Leadership and Governance

Name of program being nominated: Manly Council's Litter Prevention Program – LitterGuards

Manly Council NSW Australia

Jurisdiction population(s): 43,331

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented for at least 12 months prior to January 31, 2015, to be eligible. The start date [on or before January 31, 2014] should not include the initial planning phase.)

Month: November Year: 2012

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Seattle, Washington, September 2015. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Henry Wong

Title: CEO Jurisdiction: Manly Council

SECTION 2: Information About the Nominator/Primary Contact

Name of contact: Henry Wong

Title: CEO Jurisdiction: Manly Council

Street address: 1 Belgrave Street

City: Manly State/Province: NSW

Zip/Postal Code: 2095 Country: AUSTRALIA

Telephone: +61 2 9976 1587 Fax: +6 2 9976 1400

E-mail: records@manly.nsw.gov.au

ICMA – Manly Council Submission

Manly Council's Litter Prevention Program "LitterGuards"

Introduction to the Program

One of Australia's most well-known tourist destinations, Manly is often described by locals as "seven miles from Sydney and 1,000 miles from care" – a slogan used by the Port Jackson and Manly Steamship in the 1940s. Today, a 30-minute ferry ride from Circular Quay is still the most popular way to get to Manly.

Manly Beach was heritage listed in 1991 and was formally approved as a World Surfing Reserve in 2011 (joining an elite group of only three reserves in the world). The beach is 2.4 km long, and forms part of a fragile marine environment home to over 160 species of fish supporting a range of important habitats, including seagrass meadows, sub-tidal reefs and kelp forests.

The LGA itself is relatively small, at only 15km², home to 41,000 residents. But it is estimated that Manly Beach receives up to 8 million visitors per year, most of whom come to enjoy its beautiful beaches, diverse activities and to experience Australian culture.

Its popularity does bring with it one big issue - litter. It is unfortunate that when people come to visit Manly's beautiful beaches; they sometimes leave their rubbish behind.

In an attempt to reduce the amount of litter left on Manly's Beaches Manly Council's LitterGuards program was established in 2008. The program involves LitterGuards (Council staff members) interacting with beach goers to encourage them to dispose of their rubbish responsibly. Manly Council's LitterGuard program is run over the summer months. LitterGuards work on public holidays and weekends from 12pm – 4pm and conduct evaluation techniques during each shift.

LitterGuards travel around the main tourist areas in a brightly branded golf buggy and wear distinctive uniforms. Tear drop flags are displayed stating “Manly: we love it litter free” the flags showcase Manly’s local marine life and provide passive education to beachgoers. Council also displays a large banner across the beach front that details “I love Manly Litter Free – help us keep our beaches clean”

LitterGuards approach beachgoers and ask them to sign Council’s “I promise not to litter in Manly” pledge. The pledge requires a signature from each beachgoers to emphasise the personal commitment they are making when taking the pledge. To reinforce the message of the pledge and to engage with adolescents Council developed a range of promotional giveaways including temporary tattoos with the message “I Love Manly Litter Free” and fridge magnets featuring seahorses and penguins with the same message.

Program Evaluation

The 2012/2013 LitterGuard program implemented evaluation techniques into the program for the first time. The techniques were used to measure the effectiveness of the program.

Specifically, we wanted to investigate whether LitterGuards:

1. Reduced litter
2. Changed/ influenced beachgoers behaviour

To measure these variables, the following three methods were implemented.

1) Litter Counts

Using a defined method LitterGuards counted litter in the litter count area at the start and end of each shift. The type and number of litter pieces were recorded. Litter counts were conducted in the same area on hot, busy days when the LitterGuards were not on duty in order to provide data for comparison. The count area is located in the main thoroughfare

for people entering Manly Ocean Beach. This area is a litter hotspot. LitterGuards have a large presence around the count area, as this is where they predominantly engage with beachgoers.

2) Pledges

Beachgoers approached by LitterGuards were asked to sign a pledge form to make a commitment to “promise not to litter in Manly”. Other details gathered were: are you a visitor or local? What is your age group and email address?

3) Post pledge electronic survey

A survey monkey survey was sent out to beachgoers who had pledged and provided their email address. The survey asked whether people who pledged had kept their promise to not litter in Manly and to gather feedback on the program.

Results

During the summer of 2012-13 (the first year the program was formally evaluated) over 1000 visitors to Manly pledged not to litter and evaluation showed that on average litter did not increase in the litter count area when LitterGuards were present.

Over the 2013/2014 summer (the second year of evaluation) the number of pledges grew to 1720 and on average over summer the recorded number of litter pieces was less than the previous year. Therefore the presence of LitterGuards may continually be decreasing litter pieces left on our beaches every year the program continues.

Litter counts over the past two summers suggest that on average there is 21% less litter in the count area when LitterGuards are on duty. Responses from the last two post pledge electronic surveys demonstrated that 100% of respondents kept their promise not to litter in Manly after pledging. The evaluated success of the campaign has secured funding of the project for future years.

Achievements

In 2013-14 the LitterGuards program featured a Litter Bug character in a short video designed to spread the message that 'no one likes a litter bug'. The video has been screened on Australian TV on Channel 10. You can watch the video on YouTube via the link:

<http://www.youtube.com/watch?v=LExwzEa7Mvc>

Some of Manly Council's LitterGuards industry awards include:

1. Winner of Keep Australia Beautiful (KAB) NSW Sustainable Cities Environmental Education Award 2013
2. Winner of state and regional awards in the NSW KAB 2013 Clean Beach Awards - Litter & Waste Management Category.
3. Highly commended in the National KAB Sustainable City Awards – Litter Management Category

Council was invited to present at the first NSW KAB 2014 litter congress on the success of the LitterGuard campaign. The success of the LitterGuard program and Manly's litter pledge, inspired the development of KAB NSW new "Take the Pledge" state wide campaign. Manly Council's LitterGuard campaign was recognised on Australian TV Chanel 7 news in 2014 as being the inspiration for the new KAB NSW "Take the Pledge" campaign.

The program is continually evaluated and reviewed to ensure the continual success of the program.



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