

# Car Park Litter Prevention and Awareness Campaign

## REPORT

March 2011

**An analysis of qualitative and quantitative research and implementation of a car park litter prevention and awareness campaign conducted 2009/10.**



Car Park Litter Prevention  
& Awareness Campaign



<b>Executive Summary .....</b>	<b>4</b>
<b>1. Background .....</b>	<b>6</b>
2.1 Key Objectives .....	6
2.2 Stakeholders .....	7
<b>3. Project Description .....</b>	<b>7</b>
<b>4. Campaign Methodology.....</b>	<b>8</b>
4.1 Age Group Focus .....	8
4.2 Quantitative Data Collection .....	9
4.3 Focus Group 18-24 year olds.....	9
4.4. Qualitative Data Collection .....	9
<b>5. Timeline.....</b>	<b>9</b>
<b>6. Campaign Message.....</b>	<b>10</b>
<b>7. Education Material and Signage .....</b>	<b>11</b>
7.1 Tool Kit.....	11
<b>8. Campaign Case Studies .....</b>	<b>12</b>
8.1 Colonnades Centro .....	12
8.2 Munno Para Centro.....	15
8.3 Jetty Road, Glenelg.....	16
<b>9. Results .....</b>	<b>18</b>
9.1 Pre Campaign Litter Counts & Surveys: Perceptions on Litter .....	18
9.2. Results from Post Campaign Message Recall Survey .....	21
9.3. Results Post Campaign Litter Survey: Dob in a Litterer Campaigns.....	22
9.4. Results Post Campaign Litter counts .....	26
<b>10. Grievances.....</b>	<b>26</b>
<b>11. Media and Launches.....</b>	<b>27</b>
<b>12. Breakdown of Costs.....</b>	<b>27</b>
<b>13. Conclusion.....</b>	<b>27</b>
<b>14. Appendices.....</b>	<b>29</b>
<b>Appendix A – Media release.....</b>	<b>29</b>
<b>Appendix B - Campaign quantitative onsite survey.....</b>	<b>30</b>
<b>Appendix C – Pre Campaign survey.....</b>	<b>31</b>

## 1.Executive Summary

The KAB National Litter Index has consistently shown shopping centres, retail strip street precincts and car parks in public areas to be among the top four littered sites.

KESAB sought funding from the National Packaging Covenant to conduct social research and implement a Car Park Litter Prevention and Awareness Campaign.

The *Car Park Litter Prevention and Awareness Campaign* focused on shopping car parks and precincts linked to public transport hubs:

### AIMS

- Gain a better understanding of community perceptions and triggers influencing litter disposal;
- Engage with car park motorists, public transport users, service providers and shopping centre management, and;
- Improve litter management and disposal outcomes.

The project was a joint initiative between KESAB *environmental solutions*, the National Packaging Covenant, Zero Waste SA, the Cities of Holdfast Bay, Onkaparinga and Playford, Munno Para Shopping Centre and Collonades Shopping Centre.

Partners providing in kind support also included the Local Government Association and Dept. Transport, Energy & Infrastructure (Public Transport)..

Discussion with Shopping Centre Management identified three metropolitan locations: Colonnades Centro Shopping Centre (Southern suburbs), Munno Para Shopping Centre (Northern suburbs) and Jetty Road, Glenelg Shopping and Café Precinct (iconic high-visitation coastal location). These 3 sites covered important project criteria including:

- geographic position,
- links to major public transport hubs,
- inclusion of drive-through food and petrol station facilities,
- high propensity for litter generated at the sites,
- a representative cross section of the community,
- joint under-cover and open-space shopping areas.

To gain an understanding of community perception of litter disposal and litter in the environment and to develop a successful litter campaign messages pre campaign research was undertaken;

### Methodology

1. Focus group to gauge the perception of litter in South Australia (different age groups)
2. Car park user litter surveys conducted at shopping centres
3. Pre-campaign litter counts
4. Focus group to test litter campaign messages (18-24 year olds)
5. Post campaign litter counts

The pre litter survey findings showed that 59% of the public are extremely concerned or very concerned about the negative effect litter has on the environment. Instead of behaviour change being the initial response to improve the litter situation in car parks, the respondents believed

more bins were needed, albeit research showed there were ample bins in each of the selected locations in

The research provided a valuable insight into perceptions of litter in the environment.

The next phase of the project was to develop and test key campaign messages. Research tested a range of options including new and old messages, some being used in previous years

Of the 750 people surveyed, 76% of respondents stated they could not recall a recent campaign about litter. The project working group resolved to develop and test new messages.

Research told us that the age group that were responsible for most litter were 18-24 year olds who drive or take public transport and visit take away restaurants. This age group provided the campaign target audience.

Focus groups were conducted with 18-24 year olds to test new messages about litter disposal. A number of messages were tested to determine which message appealed to this age group and which message was like it to have the strongest impact.

The agreed campaign message was “So where do you think your litter ends up?” supported by images with litter on the beaches, in car park drains and in shopping trolleys.

The message and images were strategically installed on sign posts shopping trolley bays, bus and tram stop shelters, street banners and on sides of the highly visible City to Glenelg tram.

Some signage installed by stakeholders in car parks and Jetty Road are now permanent and remain erected at this point of time.

Post Campaign surveys were conducted testing awareness and recall of the campaign message.

It was encouraging that after only 4 weeks 3% of respondents (from 750 people surveyed) could recall the message. When prompted with a visual, 29% of respondents recalled the message.

Post litter counts showed there was an overall reduction in the number of littered items counted across all locations by 22% (2549 items down from 3232 in pre litter counts).

**Following completion of the campaign (Nov '10) further value adding has since been achieved in January and February 2011 with signage being made permanent in some public locations and an additional 6 weeks of tram panel utilisation (estimated potential reach 350 – 500k people per week)**

## 1. Background

The KAB National Litter Index has consistently shown shopping centres, retail strip street precincts and car parks in public areas to be among the top four littered sites.

South Australia shopping centres, retail and car park locations contributed to approximately 31% of total litter counted and 8% of total litter by volume (KESAB Litter Index Feb '09). Cigarette butts and packets, take-away cups and containers, metal and plastic bottle tops, snack packaging and wrappers, straws, lollipop sticks and shopping docketts were the worst offenders in the car park litter stream.

To focus on this particular issue, KESAB *environmental solutions* was successful in securing, funding from the National Packaging Covenant to deliver the *Car Park Litter Prevention and Awareness Campaign*. The funding package was approximately \$160 000 funded jointly between NPC and Zero Waste SA.

### 2.1 Key Objectives

The *Car Park Litter Prevention and Awareness Campaign* focused in shopping centre and retail area car parks and precincts.

#### Aims

- Gain a better understanding of community perceptions and triggers influencing litter disposal;
- Engage with car park motorists, public transport users, service providers and shopping centre management, and;
- Improve litter management and disposal outcomes.

Section 235 of the South Australian Local Government Act permits authorised officers to issue “On the Spot” expiation notices of \$315 for littering. The provision is rarely enforced. Emphasis has focused on capturing the community’s mood in relation to environmental issues and encouraging modified behaviour in relation to littering.

Three metropolitan locations were identified: Colonnades Centro Shopping Centre (Southern suburbs), Munno Para Shopping Centre (Northern suburbs) and Jetty Road, Glenelg Shopping and Café Precinct (iconic high-visitation coastal location). These 3 sites were chosen to cover a number of important criteria including:

- geographic position,
- links to major public transport hubs,
- inclusion of drive-through food and petrol station facilities,
- high propensity for litter generated at these sites,
- a representative cross section of the community,

- Both under-cover and open-space shopping areas.

Key to the campaign message and supporting education resources was the undertaking of research to better understand community perceptions and triggers that influence improved litter disposal outcomes in relation to common retail and consumer open-space environs.

The project commenced with researching public perceptions and behaviour surrounding litter at the three major shopping precincts through face-to-face surveys and litter counts.

McGregor Tan Research conducted research and presented two papers; *Car Park Litter and Prevention: Qualitative Research Report*, published November 2009 and *Car Park Litter and Prevention: Quantitative Research Report*, published January 2010.

The campaign message was created and tested with three focus groups and preferred options agreed following in depth consultation and discussion through a strategically focused working group.

Signage and an online Tool Box with associated education materials were developed using the data from the pre and post face-to-face surveys, litter counts and focus groups.

The online Tool Box to educate car park users will be made available through the KESAB *environmental solutions* website for use by service providers, interested stakeholders and local councils.

## 2.2 Stakeholders

The project was a joint initiative between KESAB, the National Packaging Covenant, Zero Waste SA, the Cities of Holdfast Bay, Onkaparinga and Playford, Munno Para Shopping Centre and Noarlunga Shopping Centre. Partners providing support also include the Local Government Association and DTEI (Public Transport).



## 3. Project Description

KESAB and key stakeholders (Zero Waste SA and LGA) identified three shopping centres/precincts to participate in the project; Colonnades Centro Shopping Centre (Southern suburbs), Munno Para Shopping Centre (Northern suburbs) and Jetty Road, Glenelg Shopping and Café Precinct (iconic high-visitation coastal location). Sites criteria included:

- geographic position,
- links to major public transport hubs,
- inclusion of drive-through food and petrol station facilities,
- high propensity for litter generated at these sites,

- a representative cross section of the community,
- Both under-cover and open-space shopping areas.

The project embraced a three stage campaign with objectives to improve litter management and disposal behaviour outcomes. Key to campaign message and support education resources was the undertaking of contemporary research to better understand community perceptions and triggers to influence improved litter disposal outcomes relative to common retail and consumer open space environs.

The following research was undertaken;

1. Focus groups to gauge the perception of litter in South Australia (different age groups)
2. Face to face Litter surveys conducted on site
3. Pre-campaign litter counts
4. Focus group to test litter campaign messages (18-24 year olds)
5. Post campaign litter counts

## **4. Campaign Methodology**

### **4.1 Age Group Focus**

Qualitative research was conducted in three focus groups in the first phase of the project in October 2009 with the key target audiences of teenagers, singles and couples with no children and young families.

Findings of qualitative and quantitative research studies conducted in October and December 2009 provided recommendations to implement the pilot awareness campaign”.

Papers prepared by Davies Hutchens & Blackburn Pty Ltd, 11 March 2010 (Attachment D) were reviewed combined with the research and two papers presented by McGregor Tan Research *Car Park Litter and Prevention: Qualitative Research Report*, published November 2009 and *Car Park Litter and Prevention: Quantitative Research Report*, published January 2010.

*Both the qualitative and quantitative research reports describe a major difference in attitude towards litter in one key respect. Whilst all agree litter is unpleasant, the younger people surveyed felt that litter was inevitable and tended to focus on cleaning it up. By contrast, the older demographic felt that litter should not be dropped in the first place.*

*This suggested that a major decision in target group selection for a communications program was needed.*

The project working group concluded that the age group to target would be 18-24 year olds.



## 4.2 Quantitative Data Collection

Evaluation and assessment of the campaign included pre and post campaign litter count data based on KABN and KESAB Litter Index methodology, in field quantitative surveys on awareness and recall messaging and take up and implementation of the educational Tool Kit by retailers. McGregor Tan Research was commissioned to research perceptions, understanding and tolerance levels for littering in public spaces, and measure communication message used. This included pre and post campaign onsite surveys of 750 car park users supported by pre and post campaign litter counts.

Pre-campaign interviews were conducted on Thursday 10th, Friday 11<sup>th</sup>, Saturday 12th and Sunday 13th December 2009 within three retail study areas conducting 250 interviews at each site.

Post-campaign interviews were conducted on Thursday 18th, Friday 19th and Saturday 20th November 2010.

## 4.3 Focus Group 18-24 year olds

Message concepts and deliveries were designed and presented to three focus groups. The criteria for research respondents were;

- Aged 18-24 years old
- Either drive a vehicle or take public transport

## 4.4. Qualitative Data Collection

Baseline litter counts based on KABN and KESAB Litter Index methodology were undertaken at each site in November 2009 and measured against subsequent litter counts following the trial of the campaign materials in December 2010 to provide some indication regarding the effectiveness of the campaign material. Also interviews were conducted to measure the impact of the campaign.

## 5. Timeline

Funding approved – June 2009

Stage 1 - December 2009

- Conduct qualitative and quantitative research through focus groups and benchmark survey methodology.
- Apply research findings relative to current community understanding of litter disposal, compliance and re-enforcement and expectations of improving litter behaviour.
- Engage shopping centre retail complexes adjacent or attached to car park areas and/or facilitating drive through purchasing facilities and the community in litter awareness and reduction trials.
- Conduct litter counts before litter education messages are delivered
- Engage public transport sector

## Stage 2 – January – October 2010

- Conduct second round research – focus groups- to test messages that are to be used in car parks and the wider community.
- Consult with shopping centres, local councils and other stakeholders seeking access to promotional/advertising locations and high profile space for message installation.

## Stage 3 October 2010 – January 2011

- Launch of Campaign
- Campaign recall survey conducted
- Post Litter count conducted

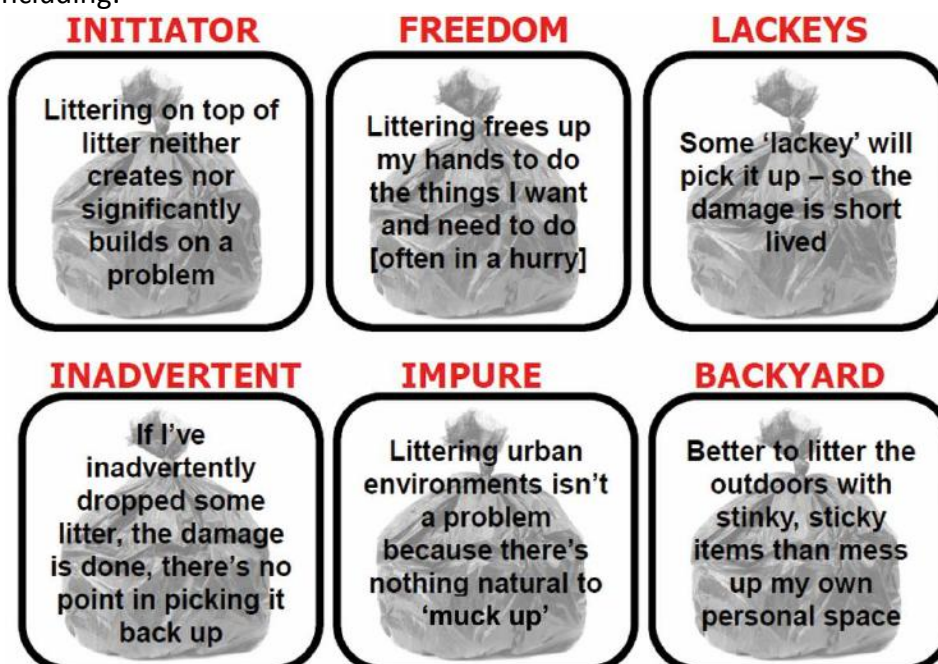
## 6. Campaign Message

A range of campaign messages and two radio advertisements were tested by Square Holes in April 2010 at three 1.5 hour focus groups with males and females aged 18-24 years of age. Criteria for focus group participant were:

- Eat fast food on the run on a semi-regular basis (at least once a week)
- Visit shopping centres with friends at least 2-3 times per month
- Agree with the statement, “I have been known to litter from time to time”.

In addition a minimum of 2-3 participants in each group typically caught public transport to or from shopping centres.

Findings from focus groups ascertained that the target audience provided an array of ‘reasons’ for littering, including:



The target audience however did not link their littering behaviour in an urban context with impacts on natural environments particularly in car parks.

The “So where do you think your litter ends up?” campaign strategy was shown to be the most effective of the campaigns presented to the focus groups as it actively engaged the audience to:

- Highlight ignorance and misconceptions at a personal level
- Break through desensitisation
- Encourage viewers to travel the path of litter and the pollution of natural resources and impact with wildlife that may occur as a result. Using a stormwater drain image showed a clear urban setting with a portal to pristine environments.
- The message had a dual tone – rhetorical and admonishing (parent to child) and questioning (adult to adult).

Although investigated a radio campaign to accompany the highly visual message was not considered appropriate. Money allocated to the radio campaign was redirected to tram signage.

## 7. Education Material and Signage



Main signage for campaign



Campaign signage modified for a coastal location



Campaign signage on tram from Entertainment Centre, Hindmarsh to Glenelg



**PLEASE  
FIND A BIN AND  
DROP IT IN**



### **7.1 Tool Kit**

A Toolkit is available on line, complete with education material, signage, case studies and support material.

The website is accessible via the KESAB website, [www.kesab.asn.au](http://www.kesab.asn.au) .

### **8. Campaign Case Studies: Colonnades, Munno Para and Jetty Road, Glenelg**

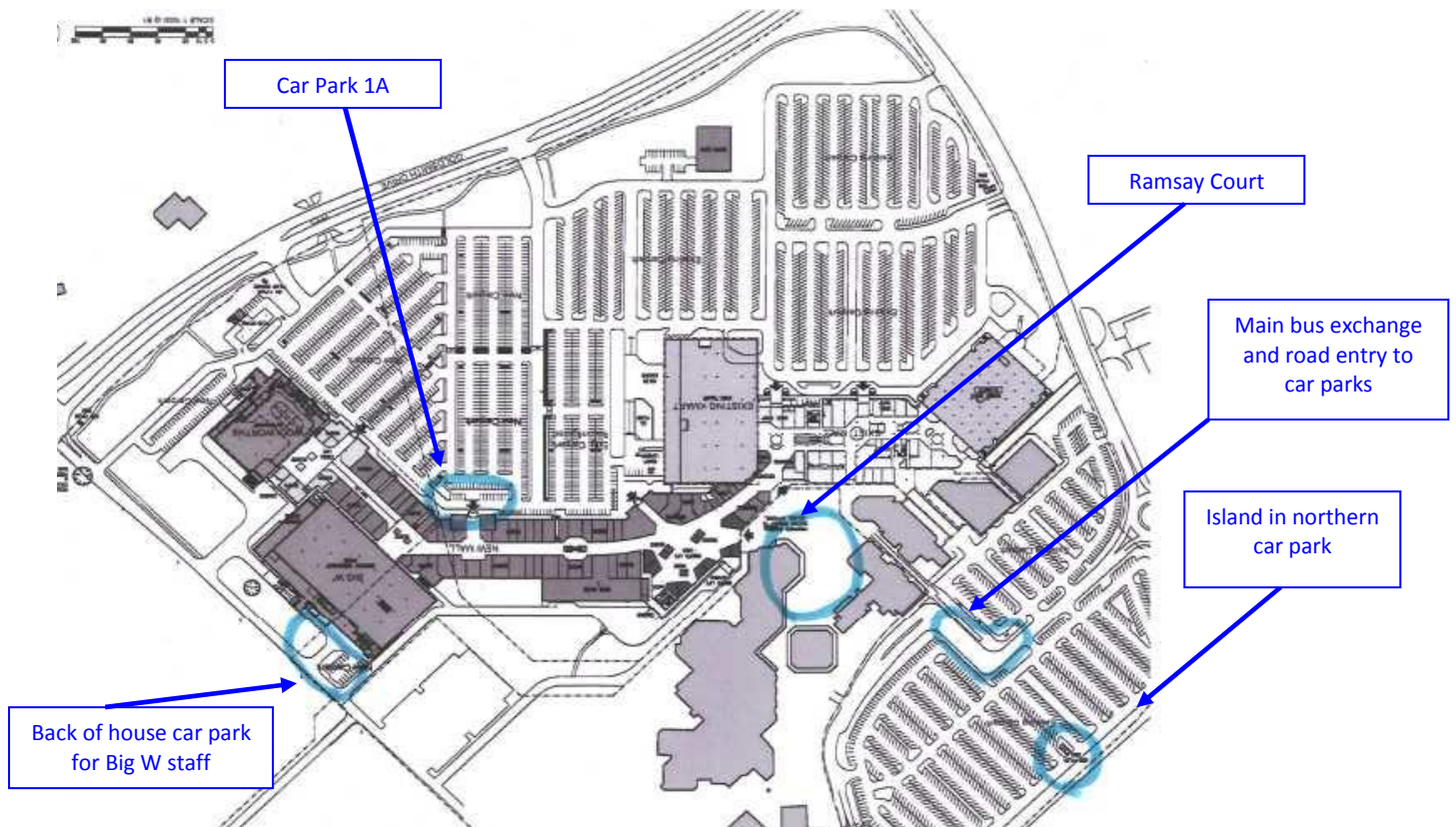
Prior to the campaign hot spots for litter were identified in the three shopping precincts.

All signage placed in hot spots were sheet metal with anti-graffiti coating allowing for permanency should the shopping precincts choose to keep signage in place permanently.

#### **8.1 Colonnades Centro**

Hotspots in the Colonnades shopping precinct included:

- Ramsay Place – an outdoor meeting space, amphitheatre linking the local pub, shopping precinct, art theatre and council buildings;
- Three designated car parks: one back of house Big W, one close to a main entrance and another in close proximity to fast food outlet and drive through – Red Rooster.
- Bus exchange and entrance to Colonnades via council buildings and Ramsay Place



**Signage placement:**

- In Ramsay Place thirteen (13) signs were evenly distributed on poles and bins surrounding the amphitheatre.
- In Car Park 1A four (4) signs were placed on benches to the entrance of the mall, two (2) signs placed on bins directly adjacent to the mall entrance, a large sign 1600mm (height) x 1000mm (length) placed under the 1A sign and two (2) trolley bay signs 400 mm high x 1.108 mm wide.
- Three (3) signs were placed on poles in the northern car park island
- One sign was placed on a pole in the small back of house car park for Big W
- At the main bus exchange two (2) large and prominent 1600 mm high by 2100 mm wide signs were placed on the southern and western bus stop shelters facing into the bus shelters.



*Signage in Car Park 1A*



*Signage in Ramsay Place*



*Signage on benches in Car Park 1A*



*Signage on bins in Car Park 1A*



Signage on trolley bays in Car Park 1A

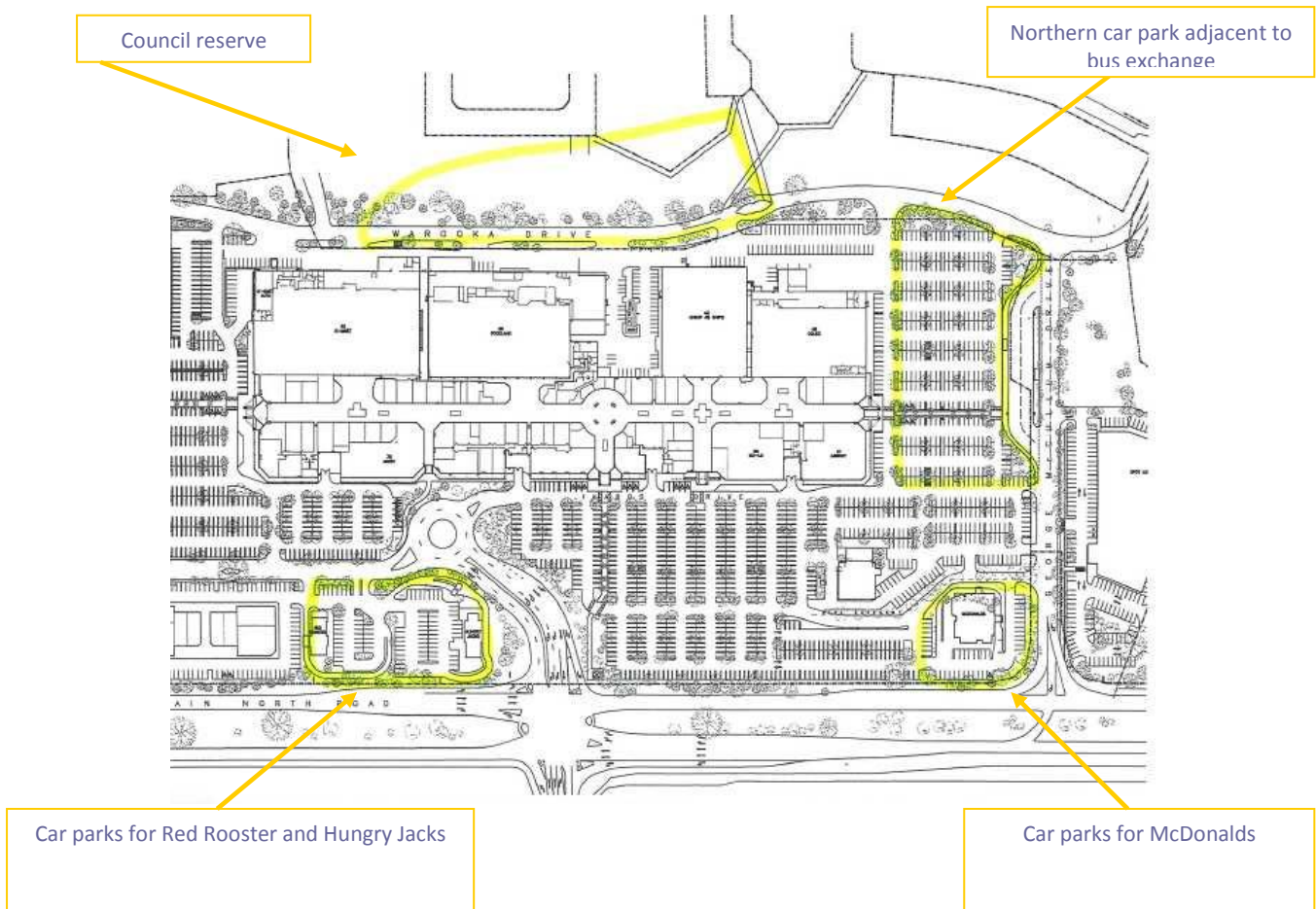


Signage on bus shelters

## 8.2 Munno Para Centro

Hotspots in the Munno Para shopping precinct included:

- Large northern car park close to the bus exchange
- Car parks for Hungry Jacks, McDonalds and Red Rooster adjacent to the shopping precinct
- Reserve along Warooka Drive where litter from back of house tends to blow



## Signage placement



*Signage on bus shelters*



*Signage on poles in car parks*

- In the northern tour (4) trolley bay signs 400 mm high x 1.108 mm wide, seven (7) signs on poles distributed evenly across the car park, and two (2) large signs were placed on the bus shelters; one on the southern side of George McCullum Drive to face into the car park (back of the shelter) and the other on the northern side of George McCullum Drive to face the road (inside the shelter).
- In the McDonalds car park 4 adjacent to bins.
- In the Red Rooster and Hungry Jacks car park seven (7) signs were placed on poles including one on the entrance to the Hungry Jacks drive through.

## 8.3 Jetty Road, Glenelg

Hotspots on the Jetty Road, Glenelg shopping strip included:

- Sites 1 & 2: Moseley Square
- Site 3: Cowper Street car park
- Site 4: From the tram stop near Byron Street to Nile Street
- Site 5: Street frontage from Chapel Street to Milton Street

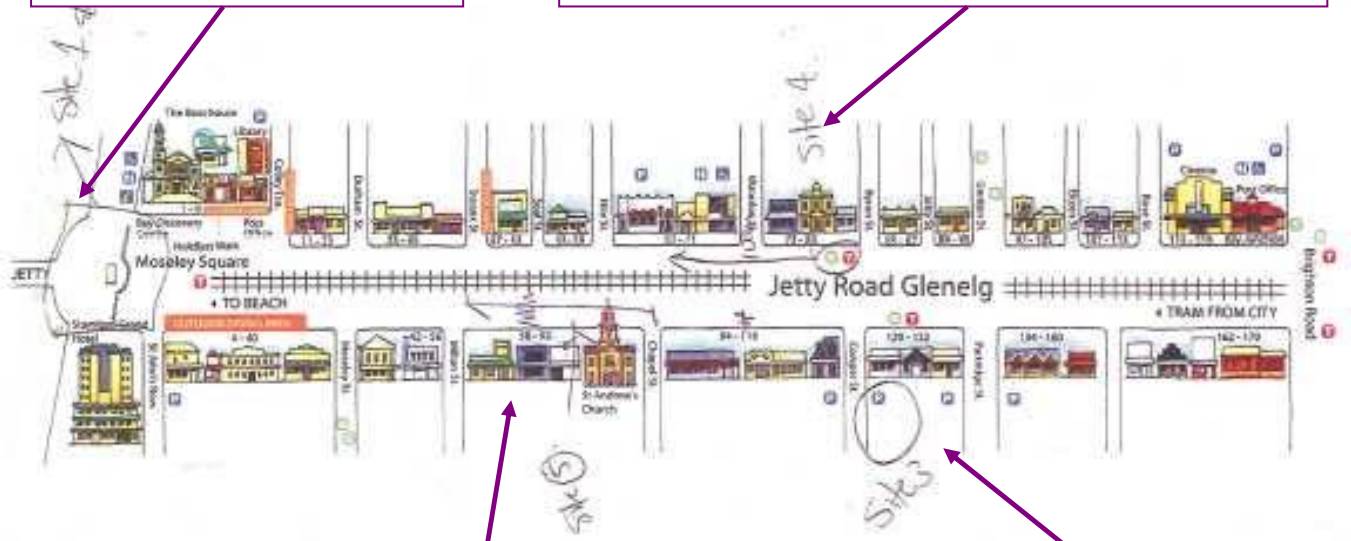
### Signage placement

- Due to signs already placed in Moseley Square above bins, a large vinyl banner 900 mm high x 8000 mm wide was placed across the entrance to the Square to complement the signage on the tram and tram stop adshells
- Three (3) signs were placed on bins along the street frontage from Chapel Street to Milton Street and three (3) signs on bins from the tram stop near Byron Street to Nile Street.
- Three (3) signs were placed above ticket machines in the Cowper Street Car Park.



Sites 1 & 2: Moseley Square

Site 4: From the tram stop near Byron Street to Nile Street



Site 5: Street frontage from Chapel Street to Milton Street

Site 3: Cowper Street Car Park



Banner at Moseley Square



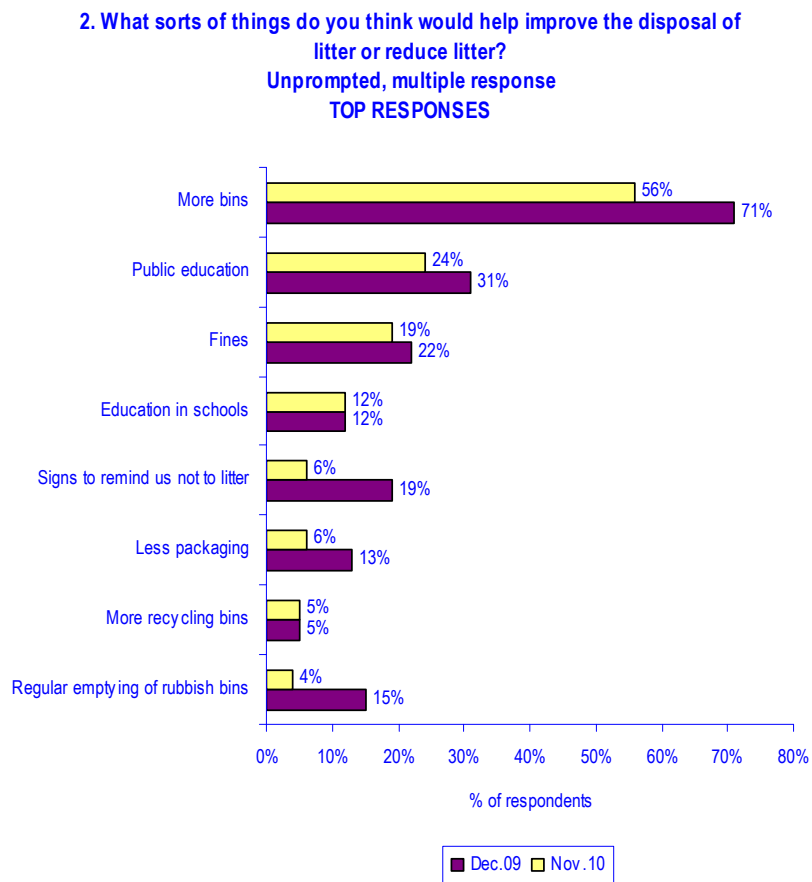
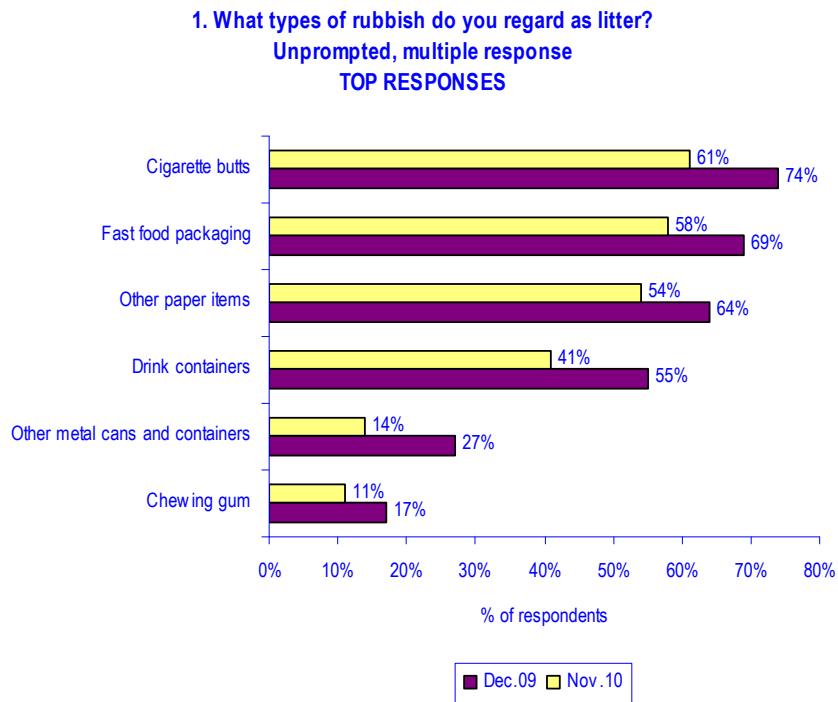
Signage above ticket machines in Cowper St Car Park



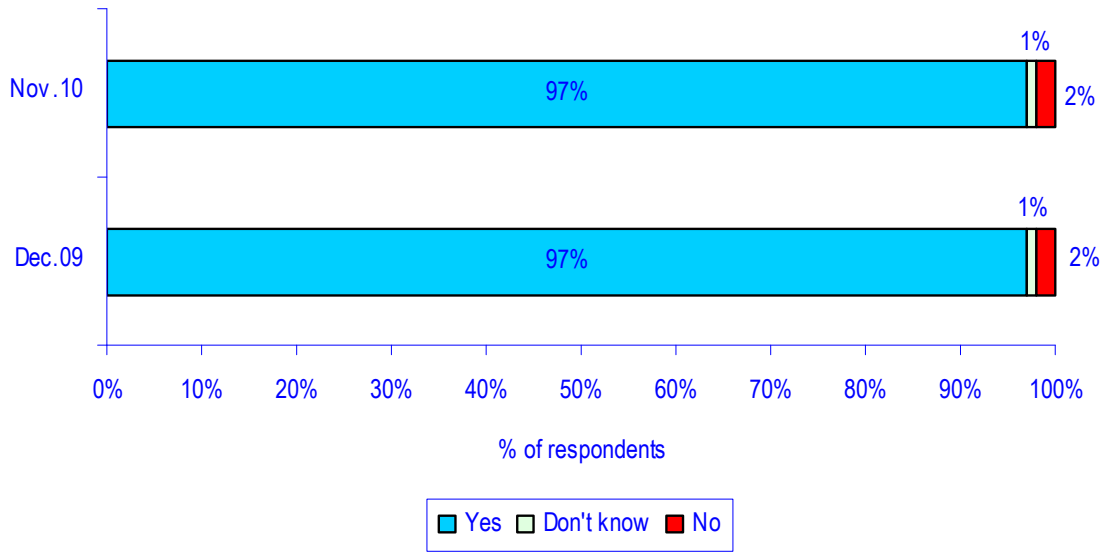
Signage on bins along Jetty Road street frontage

## 9. Results

### 9.1 Pre Campaign Litter Counts & Surveys: Perceptions on Litter

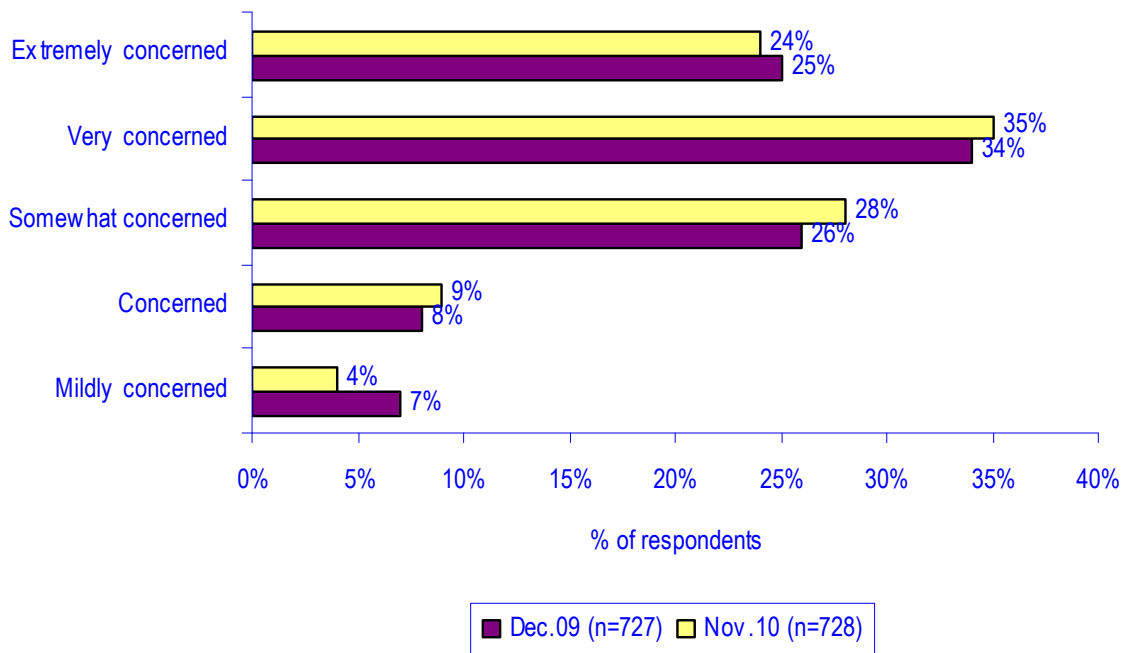


### 3. Do you think litter has a negative effect on the environment?



### 4. How concerned are you about litter having a negative effect on the environment?

BASE: Has negative effect



Findings from the survey responses to Questions 3 and 4 that the general public clearly understands that litter has a negative impact on the environment and are concerned to varying degrees. Interestingly, as Graph 1 shows, the public view cigarette butts as the most common littered item which is in fact correct.

More bins remain the Number 1 response to reducing litter however it should be noted that there were ample bins in each of the locations in which the campaign was tested.

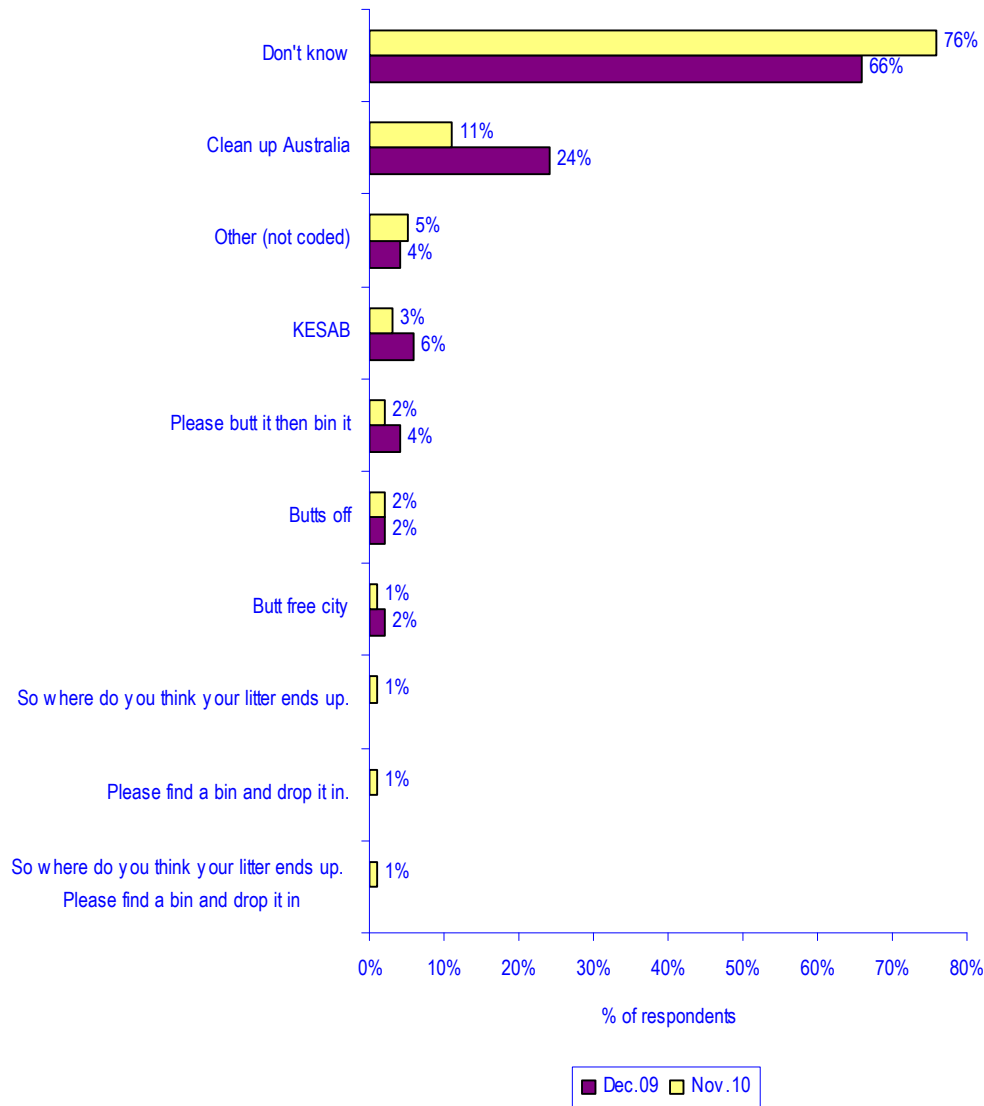
## 9.2. Results from Post Campaign Message Recall Survey: Success of the Campaign

Recall of the “So Where Do You Think Your Litter Ends Up?” campaign was very successful.

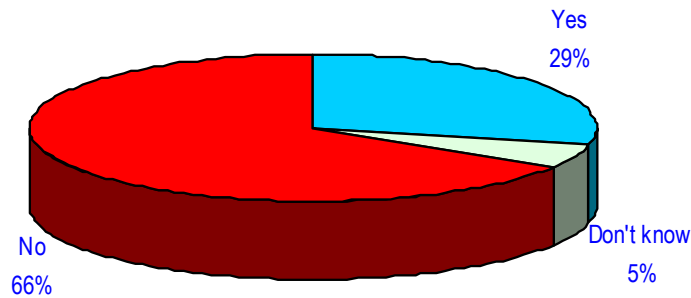
In response to the question “Can you recall any recent campaigns about litter?” 3% of respondents could recall at least some part of the recent “So where do you think your litter ends up? Please find a bin and put it in”.

Considering the campaign had only been in place for 4 weeks, it is impressive to note that 1% of these were able to recall the message in full with no prompting. 29% were able to recall the campaign with prompting citing they had seen the signs on bus shelter/bus stop signs (18%), signs on trams (9%), signs at trolley bays (7%), signs on bins (6%), signs in car parks (5%) and on street banners (3%) of which there was only one in Glenelg.

9. Can you recall any recent campaigns about litter?  
Unprompted, multiple response

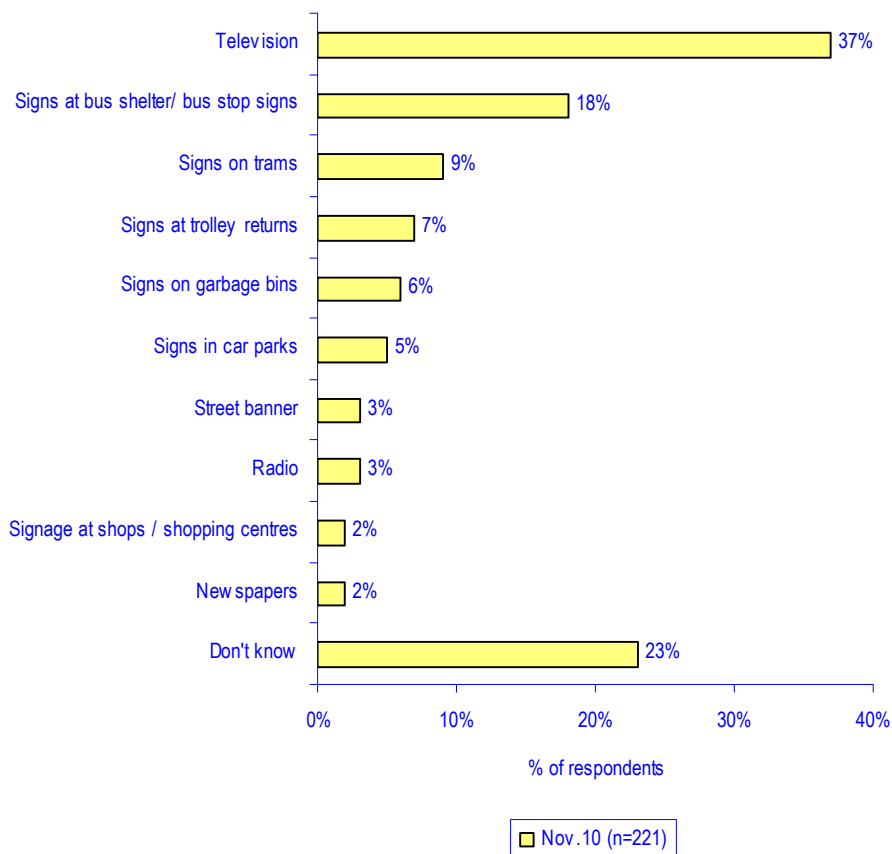


**12. Can you recall the recent campaign about litter?  
 “So where do you think your litter ends up. Please find a bin  
 and drop it in.”**



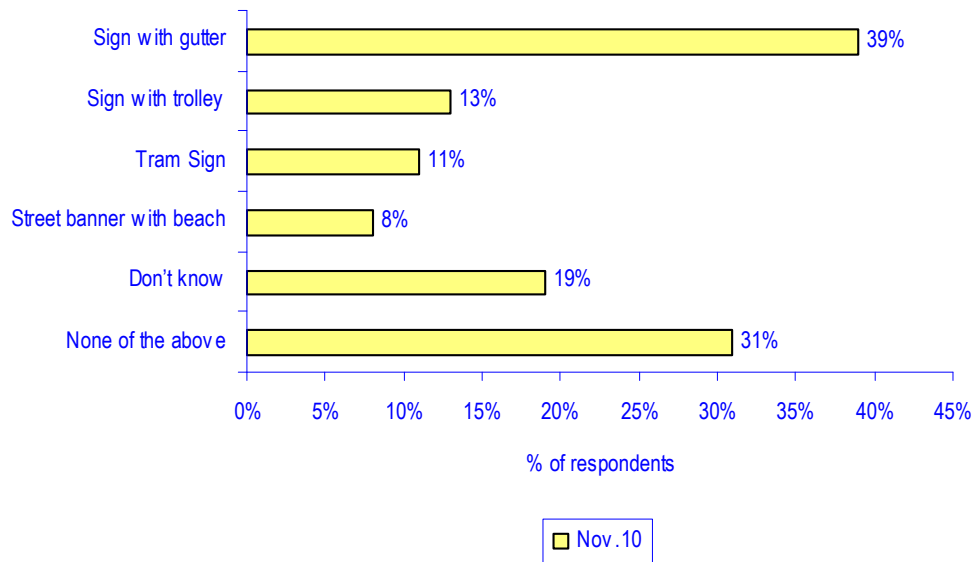
Curiously more than a third (37%) stated they had seen the campaign on television as well as radio (3%) and newspapers (2%). However, this correlates with the fact that respondents from the same survey stated they expected to find information about a litter campaign on television (91%), radio (62%) and newspapers (22%).

**13. Where have you seen or heard the slogan  
 “So where do you think your litter ends up. Please find a bin and drop it  
 in.” for the litter campaign? Unprompted - multiple response  
 BASE: Can recall the recent litter campaign (n=221)**



When participants were shown pictures of the campaign and asked if they could recall seeing them, 50% had seen at least one of the signs.

**15. Can you recall seeing any of the following advertisements for the recent litter campaign - "So where do you think your litter ends up. Please find a bin and drop it in. "?  
Show card. Multiple response**



It is particularly encouraging that trolley bay signs of which there were only 2 at Munno Para and 2 at Colonnades rated highly in the recall. Signs on the inside of trolleys may help to reinforce this message; however, it is clear that participants that returned their trolley bays did engage with these signs.

Also pleasing was the high number of participants (11%) that recalled seeing the sign on the tram considering only one tram contained the signage (potential reach 350 – 500k persons per day) the single banner at Moseley Square in Holdfast Bay received a high recall rate at 8%.

This shows that the campaign message has been effective in capturing the minds and hearts of the public.

Further to this, there was an overall reduction in the number of littered items counted across all locations by 22% with post campaign litter counts down to 2549 items from 3232 in pre litter counts.

The volume of litter also reduced across all locations by just over half (51%). The average post litter volume was 0.054m<sup>3</sup> down from an average pre litter volume of 0.111m<sup>3</sup>. This was most notable in Munno Para where the post litter volume was 0.03m<sup>3</sup> down from a pre litter volume of 0.093m<sup>3</sup>.

### 9.3. Results Post Campaign Litter Survey: Fines and Dob in a Litterer Campaigns

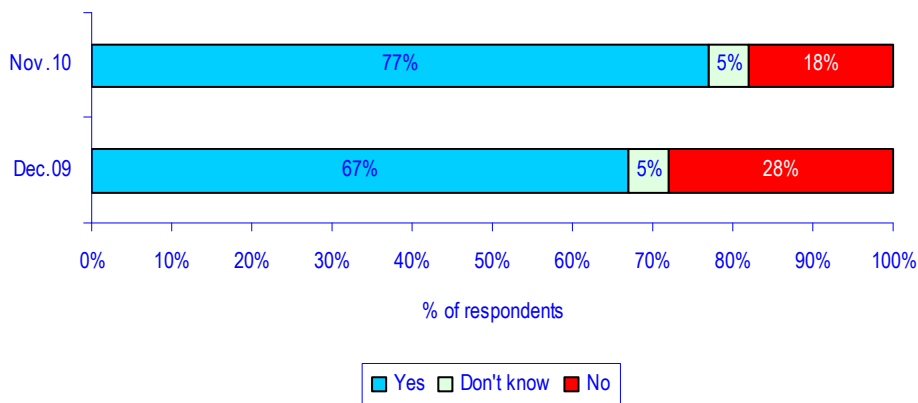
An average of 14.5% of survey respondents identified, without prompting, policing through patrols, security and inspectors as a means to discouraging littering.

When prompted, the majority of respondents, with an average of 80%, identified fines as the main way to change littering behaviours.

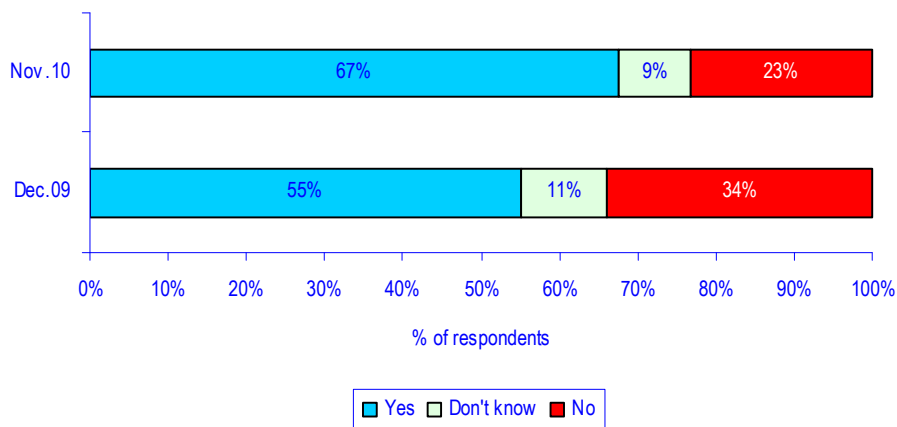
Interesting 77% of respondents in the post campaign surveys indicated that they would support a *Dob in a Litterer* scheme similar to that in Victoria being introduced to South Australia. In this scheme the general public can report the number plate of a car that has thrown litter from the window, resulting in the owner being issued with a fine for littering.

67% of these respondents went on to indicate that they would be prepared to dob in a litterer if such as scheme was introduced. The rise in the year between surveys in people supporting a DOB in a litterer scheme shows a significant shift in public perceptions towards fines.

**16. In Victoria there is a campaign called DOB in a litterer. Would you support a similar scheme being introduced in South Australia?**

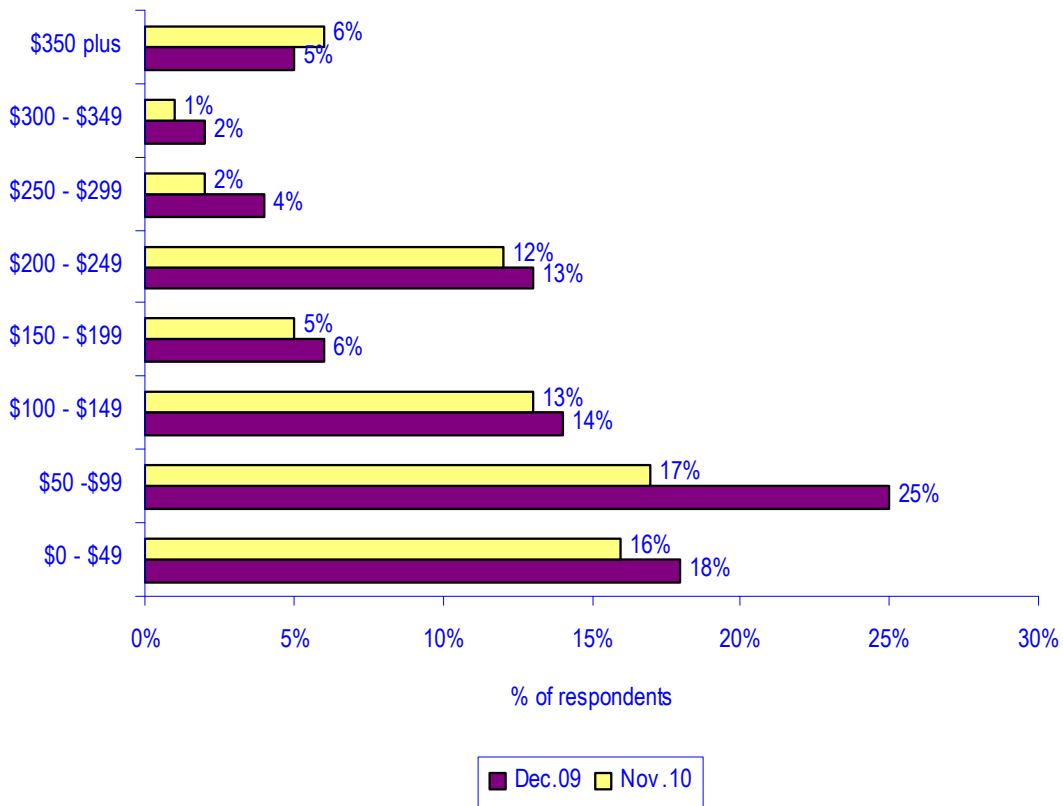


**17. If a DOB a litterer campaign was introduced in South Australia would you be prepared to DOB in a litterer?**

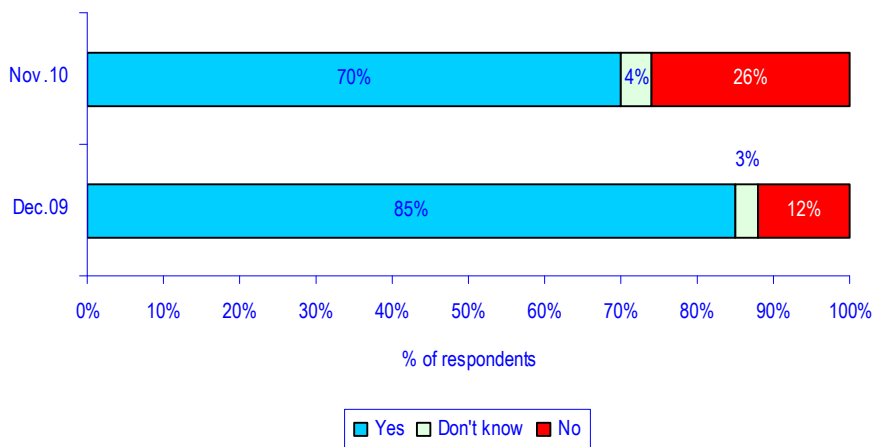




**7. How much do you think the fine for littering is?  
Unprompted, single response**



**8. Do you think if the public was aware that the fine for littering was \$315  
it would discourage them from littering?**



Interestingly the number of people able to pinpoint the correct amount for a littering fine was an average of 1.5% across the two surveys. This indicated a significant lack of knowledge by the general public as shown in question 8. It was perceived that a better understanding of the fines was a way to discourage littering.

Education about fines for littering could be included in future campaigns.

## 9.4. Results Post Campaign Litter counts

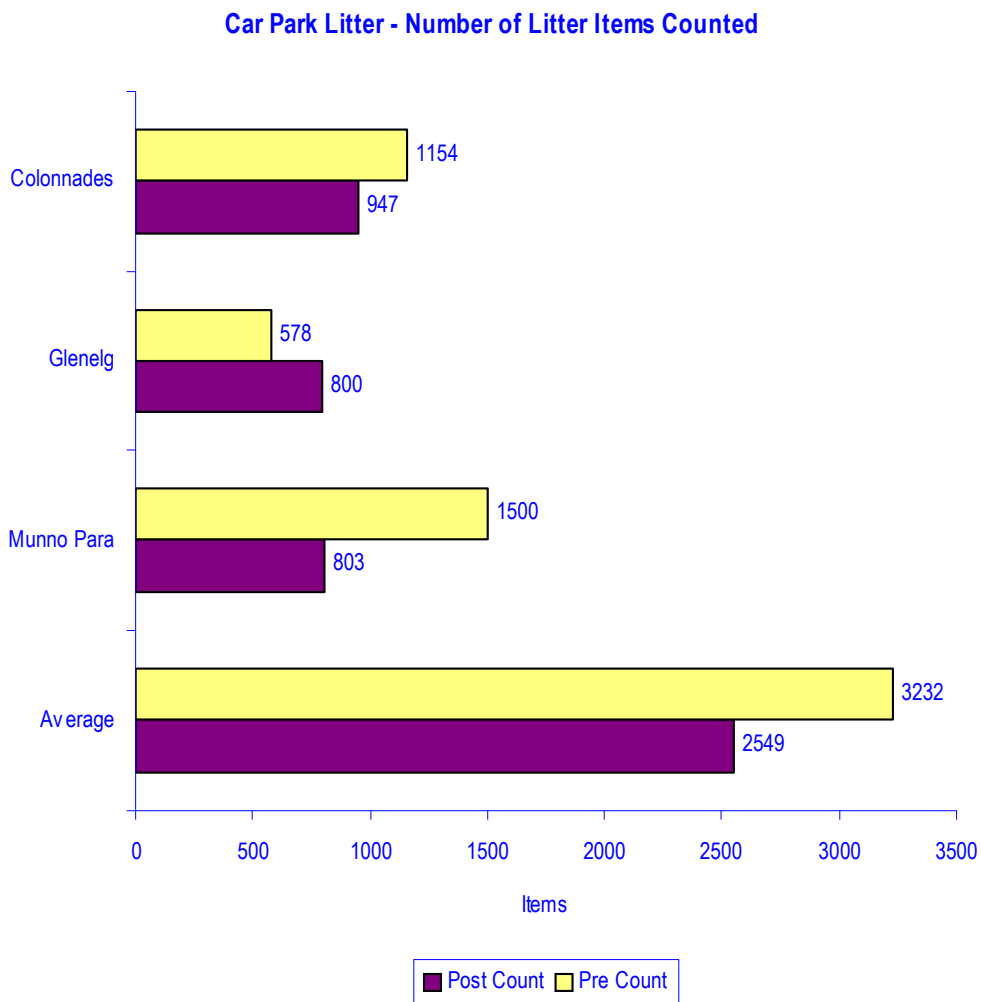
The post campaign litter counts show a drop in litter at 2 sites, Colonnades and Munno Para. Glenelg had a slight increase.

Munno Para Shopping Centre demonstrated the highest decrease in litter, almost by 50%.

Litter at the Glenelg site increased after the campaign was delivered by 28%. There could be a number of factors why a decrease in litter was not achieved, one notable reason being seasonal and the litter count was conducted during warmer weather with significant increases in beach goers.

Colonnades Shopping Centre demonstrated a decrease in litter in the car parks by 18%.

Overall campaign achieved a decrease of litter across all sites (average) by 683 litter items or 22%.



## 10. Grievances

The project was successful and no major grievances were reported. The project scope firmed direction following the working group resolution to add a third focus group to test messages. This caused slight delay to project delivery. However it proved critical as the final outcome shows the campaign was a success.

## 11. Media and Launches

The National Packaging Covenant released a media release in July 2009 introducing the campaign. No other media releases or launches were held.

## 12. Breakdown of Costs

<b>Income</b>	<b>\$ '000</b>
ZWSA	\$78,000
NPC	\$78,000
KESAB	\$22,000
In Kind	\$60,000
<b>Total</b>	<b>\$238,000</b>

<b>Expense</b>	
Research	\$75,000
Toolkit/signage	\$40,000
Project Management	\$22,000
Media and Public transport advertising	\$60,000
Litter monitoring workshops	\$13,000
Project Evaluation	\$ 8,000
IT	\$ 6,000
Print	\$ 6,000
Administration	\$ 8,000
<b>Total</b>	<b>\$238,000</b>

## 13. Conclusion

The aim of the campaign was to engage the community and to change behaviour resulting in a reduction in litter in shopping centre car parks/precincts participating in the campaign.

Pre campaign litter survey demonstrated that 59% of the public were extremely concerned or very concerned about the negative effect litter in the environment.

The public believe more bins need to be installed despite there being ample bins in each of the locations in which the campaign was tested.

The second phase of the project developed strong key messages. KESAB tested messages that had been previously used in litter campaigns. Of the 750 people surveyed, 76% of respondents said they could not recall a recent campaign about litter and no single message stood out to “reinvent”. The working group resolved to develop a new message.

Research findings showed the age group that were most likely responsible for most litter were 18-24 year olds who drive or take public transport and visit take away and convenience restaurants.

Focus groups were held with this age group to test new messages about litter. The outcome was “So where do you think your litter ends up” accompanying images with litter on the beaches, in drains and in car parks.

The message and images were installed in a variety of high profile locations including shopping trolley bays, car park, bus shelters, and banners and on City to Glenelg trams.

Signage in some car park areas and along Jetty Road are permanent and remain erected.

Post Campaign surveys were conducted on the recall of the campaign messages and it was encouraging that after only 4 weeks 3% of respondents (from 750 people surveyed) could recall the message. When prompted with a visual, 29% of respondents recalled the message.

Further to this, there was an overall reduction in the number of littered items counted across all locations by 22% with per cent with post campaign litter counts down to 2549 items from 3232 in pre litter counts.

Results show the Car park Litter Prevention and Awareness campaign was a successful trial and would welcome the opportunity to deliver the campaign for other shopping centres/precincts.

## 14. Appendices

### Appendix A – Media release

#### Media Release

#### National Packaging Covenant



#### ***“New Litter Reduction Campaign in the Making”***

**KESAB environmental solutions** announced today they were pleased to receive \$156,000.00 of funding from the National Packaging Covenant (NPC) to support a new South Australian litter reduction project.

This project will be a **Car Park Litter Prevention and Awareness Campaign** which aims to educate shopping centre car park users and motorists of the impacts of litter, and how they can actively play their part to reduce it.

This joint initiative between KESAB, NPC, Zero Waste SA and Local Government Association will commence in October 2009 and extend through June 2010.

The National Litter Index shows that shopping centres, retail strip street precincts and car parks in public areas are consistently amongst the top 4 littered sites.

Shopping centres participating in the campaign will include high volume car park areas that are serviced by public transport and have drive-through food and petrol station facilities. The locations have been selected due to high propensity of litter generated at these sites, as well as providing a representative cross section of the community. The shopping complexes will include ones with both under cover and open space shopping areas.

The initial stage of the campaign will undertake targeted research at three (3) major urban shopping centres to gauge the general public’s perceptions and behaviour with regard to litter. From research findings an education campaign will be developed to engage and target shoppers and motorists about litter in adjacent car parks with the primary campaign aim of reducing litter in these high traffic areas.

KESAB is currently finalising details with the proposed participating centres.

The National Packaging Covenant is a unique initiative between governments and industry, to reduce the environmental impacts of packaging, encourage and support increased recycling and divert waste from landfill.

Through strategic partnerships, the Covenant works with the packaging supply chain, brand owners, manufacturers and retailers, governments and the community to find better ways to recycle, reuse, recover and re-design packaging including litter reduction initiatives.

Covenant CEO, Mr Ed Cordner, said: “The proposed Car Park Litter Prevention and Awareness Campaign is an excellent example of how the National Packaging Covenant works together with companies and community stakeholders to improve the environmental performance and outcomes of packaging.”

Mr Cordner said, “The Covenant currently funded more than 50 projects across Australia worth \$47 million which investigate better ways to divert packaging from landfill. These projects have the potential to stop more than 500,000 tonnes of consumer packaging from ending up in landfill each year”.

**For interviews and more information please go to;**

[www.kesab.asn.au](http://www.kesab.asn.au)

John Phillips  
08-8234 7255  
M 0413-877-875

Ms Grace Barila  
08-8234 7255  
M 0406 001 216

## Appendix B - Campaign quantitative onsite survey

1. What types of rubbish do you regard as litter? Unprompted, multiple response
2. What sorts of things do you think would help improve the disposal of litter or reduce litter? Unprompted, multiple response
3. Do you think litter has a negative effect on the environment?
4. How concerned are you about litter having a negative effect on the environment on a scale of 1 to 5, where 5 means extremely concerned and 1 means mildly concerned.
5. What types of things would discourage people from littering in car parks at shopping centres during the day and night? Unprompted, multiple response
6. From the following list what do you think would help discourage people from littering in car parks at shopping centres during the day and night? Read out, multiple response
  - 1.... Cameras
  - 2.... Fines
  - 3.... Lighting
  - 4.... More bins
  - 5.... Signs about littering
  - 6.... Don't know
7. How much do you think the fine for littering is? Unprompted, single response
8. Do you think if the public was aware that the fine for littering was \$315 it would discourage them from littering?
9. Can you recall any recent campaigns about litter? Unprompted, multiple response
10. Can you recall any campaigns over the last ten years about litter? Unprompted, multiple responses.
11. Where would you expect to see or hear information about a campaign about litter? Unprompted, multiple responses.

## Appendix C – Pre Campaign survey

1. Which **one** of the following slogans about litter do you prefer the most? single response
  - 1 ..... Do the right thing
  - 2 ..... Don't be a tosser
  - 3 ..... Don't be a tosser, do the right thing
  - 4 ..... Dropped something sport
  - 5 ..... Keep the scene clean
  - 6 ..... Litter is pollution, you're the solution
  - 7 ..... Someone's watching you
  - 8 ..... None of the above
  - 9 ..... Don't know
  
2. And which other slogans about litter do you like? multiple response
  - 1 ..... Do the right thing
  - 2 ..... Don't be a tosser
  - 3 ..... Don't be a tosser, do the right thing
  - 4 ..... Dropped something sport
  - 5 ..... Keep the scene clean
  - 6 ..... Litter is pollution, you're the solution
  - 7 ..... Someone's watching you
  - 8 ..... None of the above
  - 9 ..... Don't know
  
3. 14. Which **one** of the following messages about litter do you prefer the most? single response
  - 1 ..... Litter.... It's Just Ugly
  - 2 ..... Litter Costs Us Al
  - 3 ..... Litterers Just Don't Care
  - 4 ..... Litterers Are Lazy
  - 5 ..... Hey! Pick It Up
  - 6 ..... Thanks For Not Littering
  - 7 ..... Please Put Your Litter In The Bin
  - 8 ..... None of the above
  - 9 ..... Don't know
  
4. And which other messages about litter do you like? multiple response
  - 1 ..... Litter.... It's Just Ugly
  - 2 ..... Litter Costs Us All
  - 3 ..... Litterers Just Don't Care
  - 4 ..... Litterers Are Lazy
  - 5 ..... Hey! Pick It Up
  - 6 ..... Thanks For Not Littering
  - 7 ..... Please Put Your Litter In The Bin
  - 8 ..... None of the above
  - 9 ..... Don't know

In the post-campaign surveys the following additional questions were asked in relation to the campaign. Surveyors carried with them show cards of the various campaign signs.

1. Can you recall the recent campaign about litter?  
*“So where do you think your litter ends up. Please find a bin and drop it in.”* Show card
2. Where have you seen or heard the slogan *“So where do you think your litter ends up. Please find a bin and drop it in.”* for the litter campaign?
  - 1.... Signs at bus shelter/ bus stop signs
  - 2.... Signs in car park signs
  - 3.... Signs on garbage bins
  - 4.... Signs on trams
  - 5.... Signs at trolley returns
  - 6.... Street banner
  - 7.... Other – **specify** .....
  - 8.... Don’t know
3. What images or pictures do you recall about the litter campaign?
  - 1.... Beach
  - 2.... Car Park
  - 3.... Bus shelter
  - 4.... Litter
  - 5.... Rubbish
  - 6.... Tram
  - 7.... Trolley
  - 8.... Other – **specify** .....
  - 9.... Don’t know
4. Can you recall seeing any of the following advertisements for the recent litter campaign?  
 Show card 2, multiple response
  - 1.... Street banner with beach
  - 2.... Sign with trolley
  - 3.... Sign with gutter
  - 4.... None of the above
  - 5.... Don’t know
12. In Victoria there is a campaign called DOB in a litterer. This is where the general public report the number plate of a car that has had litter thrown from the window and they are then issued with a fine for littering. Would you support a similar scheme being introduced in South Australia?
13. If a DOB a litterer campaign was introduced in South Australia would you be prepared to DOB in a litterer?
14. If a DOB a litterer campaign was introduced in South Australia would you be prepared to DOB in a litterer?