

SA Better Practice Guide: Sustainable Kerbside Services

May 2023



Government
of South Australia

Green Industries SA



Contents



GISA

About Green Industries SA

GISA promotes waste management practices that aim to eliminate waste or its consignment to landfill and promote innovation and business activity in the waste management, resource recovery and green industry sectors.

GISA works with and supports South Australian industry sectors and organisations to improve resource efficiency, waste management, and lean production practices as a way to reduce operating costs, boost productivity, and environmental performance.

Justin Lang

Email: justin.lang@sa.gov.au

Ph: [08] 8204 2634



Rawtec

About Rawtec Pty Ltd

Rawtec is a South Australian-based waste and resource management consultancy. The team includes specialists in waste and recycling, sustainability, engineering, economics and behaviour change.

Kat Heinrich

Email: Kat.Heinrich@rawtec.com.au

Ph: 08 8294 5571



EPA

About the EPA

The EPA is South Australia's independent environment protection regulator. We protect, restore and enhance the environment through the risk-based regulation of pollution, waste, noise and radiation.

Email: yourepa@sa.gov.au

Ph: [08] 8204 2004



LGA

About the LGA

The Local Government Association [LGA] of South Australia is a membership organisation which provides quality service and leadership relevant to the needs of member councils.

Email: lgasa@lga.sa.gov.au

Ph: [08] 8224 2000

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About the guide and toolkit

This guide and toolkit provides practical information to SA councils on introducing the Sustainable Kerbside Service.

What is the Sustainable Kerbside Service?

The Sustainable Kerbside Service provides residents with:

- weekly food and garden organics [FOGO]
- fortnightly comingled recycling
- fortnightly general waste, and
- choice and flexibility options to comply with relevant legislation.

Moving to this service model can greatly improve outcomes for councils, the communities they represent, and the environment.

Which councils is the Sustainable Kerbside Service suited to?

The Sustainable Kerbside Service is most likely to suit metropolitan councils and large regional centres with access to cost-effective organics collection and processing. The City of Holdfast Bay has successfully introduced the service with wide support from its community. Similar services have been introduced in other towns and cities across Australia, with a mix of socio-demographics.

Section 10 provides alternative models likely to suit more regional/ remote councils, which are aimed at diverting food and organic material from landfill.

What's in the guide and toolkit

Inside you will find:

- Section 2 – the rationale for changing kerbside service models
- Section 3 – more information about what the Sustainable Kerbside Service looks like and expected benefits
- Section 4 – a high-level roadmap for transitioning to the Sustainable Kerbside Service
- Section 5 – guidance on engaging with the community and other stakeholders
- Section 6 – considerations for council contracts and procurement
- Section 7 – guidance for piloting the service
- Section 8 – specific considerations for service rollout
- Section 9 – transitioning multi-unit dwellings [MUDs] and businesses
- Section 10 – alternative models to increase food recycling in regional councils
- Section 11 – ongoing implementation of Sustainable Kerbside service
- Section 12 – summary

The toolkit provides further resources including:

- A. Sample transition plan – outlining tasks, responsibilities, and timelines for each step of the transition.

- B. Cost calculator– for estimating potential costs and benefits of transitioning to the Sustainable Kerbside Service.
- C. Example communications collateral from the City of Holdfast Bay
- D. Sample FAQs – for responding to community/ stakeholder queries about the Sustainable Kerbside Service.
- E. Which Bin Resources

Who prepared the guide and toolkit?

This guide and toolkit is an initiative of Green Industries SA [GISA] in collaboration with the Local Government Association of South Australia [LGA of SA] and the SA Environment Protection Authority [EPA]. It was prepared by Rawtec in consultation with the project advisory group, including representatives from: GISA, LGA of SA, EPA, the City of Holdfast Bay, East Waste, and the City of Mount Gambier.

More support

The guide and toolkit provides high-level guidance for councils. Councils should consider their own circumstances before introducing the Sustainable Kerbside Service. Please contact GISA for further information and support.

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Why change kerbside models?

Current kerbside services in SA

Most household waste and recyclables are collected via kerbside services. All 19 metro Adelaide councils offer a 3-bin service to households, including FOGO¹, comingled recycling, and general waste (Table 1). Half of the 49 regional SA councils offer a 3-bin service² (mostly in townships only) and the rest have a two-bin service (17 councils) or a single-bin service (7 councils).

Table 1: Standard kerbside services across Metropolitan Adelaide

	FOGO	Comingled recycling	General waste
Bin lid colour	Green	Yellow	Red/blue
Collection frequency	Fortnightly	Fortnightly	Weekly
Permitted materials	Food waste, garden organics, and certified compostable packaging	Paper, cardboard, metal, rigid plastic, and glass containers	General waste
Processing/disposal location	Composting facilities	Material Recycling Facilities	Landfill

The opportunity to divert organics from landfill

SA councils diverted 51% of material from landfill in 2020–21. Performance varies by council but typically a third of household landfill quantities is organic material. This includes food waste (28% by weight) and garden waste (5% by weight).

There is an opportunity for residents to divert more food and garden waste from landfill. Doing so will:

- reduce landfill volumes and associated greenhouse gas emissions
- increase production of compost/soil improvers for agricultural use, reducing irrigation needs and increasing farm productivity across SA
- increase soil carbon sequestration and climate resilience
- provide more employment in the circular economy
- align with state, national, and international policies, targets, and obligations (Table 2).

¹ FOGO is a term used to describe an organics service that includes both food and garden organics. Alternatively councils may refer to this as an organics or green-bin service.

² Some of these councils offer a garden organics service rather than FOGO (i.e. their service does not accept food waste)

Need for systems change

Despite access to FOGO services across metro Adelaide (and some regional areas), only 11% of food waste is recycled at kerbside state-wide. The rest is disposed in general waste bins and destined for landfill.

Small improvements in food recycling have been achieved through education programs and other initiatives. However, overall landfill diversion has only increased by 1.2% per year state-wide for the past 5 years.

The kerbside model needs to be redesigned to deliver a step change in diversion and achieve state targets.

Table 2: Relevant state, national, and international policies, targets, and obligations

State	National	International
		
<ul style="list-style-type: none"> • SA Solid Waste Levy to incentivise resource recovery • Bans on single-use plastic barrier bags from Sep 2024 (expected shops will move to compostable bags that residents can reuse as caddy liners for food recycling) • Declaration of Climate Emergency in SA <p>Targets:</p> <ul style="list-style-type: none"> • 70% kerbside landfill diversion (currently 51%) for metro Adelaide by 2025 • Zero avoidable waste to landfill by 2030 • Reduce greenhouse gas emissions by more than 50% below 2005 levels by 2030 • Achieve net zero emissions by 2050 	<ul style="list-style-type: none"> • Australia's climate targets to reduce greenhouse gas emissions by 43% below 2005 levels by 2030. • Australian Carbon Credit Units (ACCUs) source separated organic waste method, providing ACCUs for sending organics to composting and other eligible methods. <p>Targets for 2030:</p> <ul style="list-style-type: none"> • 80% average recovery rate of all streams • Halve organic waste to landfill • National bin harmonisation • Achieve a fully circular economy 	<p>Sustainable Development Goals</p> <ul style="list-style-type: none"> • Goal 11: Sustainable cities and communities • Goal 12: Responsible consumption & production • Goal 13: Climate action • Goal 15: Life on land <p>Global climate targets to reduce emissions to stay below a warming of 2 °C and preferably below 1.5 °C.</p>

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About the Sustainable Kerbside Service

What does the Sustainable Kerbside Service look like?

Introducing the Sustainable Kerbside Service changes the default bin collection frequencies to incentivise households to recycle their food waste [Table 3].

Table 3: Sustainable Kerbside Service

Sustainable Kerbside Service	
Default collection frequency	<ul style="list-style-type: none"> Weekly: 240L FOGO Fortnightly 240L comingled recycling Fortnightly: 140L general waste
Collection schedule over a fortnight	 <p>Week 1 [380 litres] Week 2 [480 litres]</p>
Supporting bin services	<ul style="list-style-type: none"> Large households or households with nappies³ have option to upsize to 240L or additional general waste bin. Large households have option to upsize to a 360L comingled recycling bin. Potential for additional recycling collection over peak periods (e.g. over Christmas/ New Year when volumes of containers and packaging is high).
Option to opt out	Provide residents the option to opt out and return to the 'Old Service'. For metro Adelaide councils, the Old Service includes fortnightly FOGO, fortnightly comingled recycling, and weekly general waste collections.
Processing materials	Sending source separated organics and recyclables to their highest and best use. For example, materials collected via FOGO bins are composted and converted into soil conditioners for use in horticulture. SA has strong market demand for compost.

Collected materials are sent to their highest and best use according to the waste management hierarchy⁴ [based on options in the market]. See Figure 1.

³ Councils may set eligibility criteria for bin upsizes at their discretion. As an example, the City of Holdfast Bay said households with five people and/or children in nappies may be eligible for a bin upsize.

⁴ In line with the waste management objective [Part 2] of the Environment Protection [Waste to Resources] Policy 2010

Opt in versus opt out

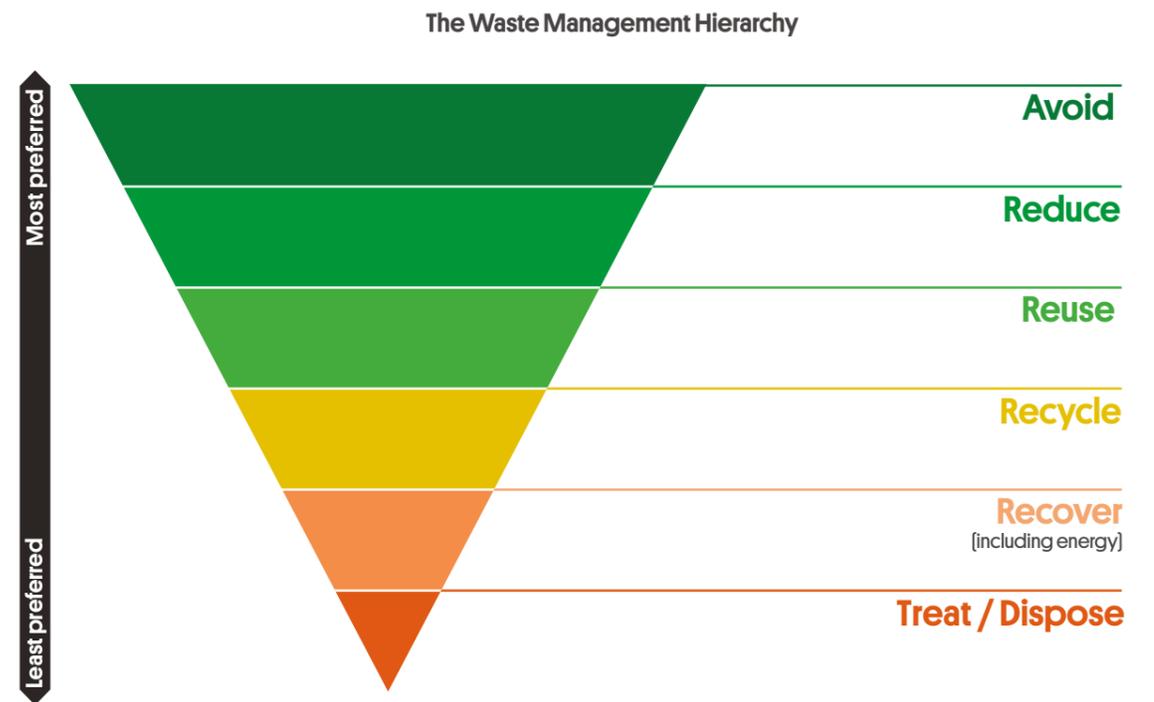
The Sustainable Kerbside Service includes the option for residents to opt out and return to the old service. For metro Adelaide councils, the old service includes fortnightly FOGO, fortnightly comingled recycling, and weekly general waste collections.

Setting the Sustainable Kerbside Service as the default service with the option for residents to opt out drives higher participation and diversion outcomes than an opt in model. The City of Holdfast Bay tested both models and found that:

- **Opt in** – only 25% opted into the Sustainable Kerbside Service
- **Opt out** – more than 75% stayed with the Sustainable Kerbside Service (default service) and the rest opted out and returned to the old service

Providing residents the option to opt out and return to the old service meets the intent of the *Environment Protection [Waste to Resources] Policy 2010* requirement for Metropolitan councils to provide a weekly general waste collection service⁵.

Figure 1: Waste Management Hierarchy



⁵ The Policy is currently under review. Contact the EPA for more information.

The benefits of moving to this model

Benefits of moving to the Sustainable Kerbside Service include:

- making food waste recycling more convenient for residents (by collecting FOGO bins on a weekly basis, and reducing room in the general waste bins)
- lowering landfill volumes
- increasing production of compost (that regenerates nature, improves soil health, reduces irrigation needs and benefits farm productivity) and/or other value-added products
- reducing greenhouse gas emissions
- councils potentially obtaining ACCUs for source separated organic waste⁶

- increasing employment and gross state product
- being fiscally responsible and mitigating against future solid waste levy increases

The scale of the benefits depends on the councils circumstances (e.g. contracts, geography, etc) and how the new model is rolled out (e.g. process for opting out, community engagement, etc).

Rawtec estimated the environmental and economic benefits of all Metropolitan Adelaide councils transitioning to Sustainable Kerbside Services (Table 4). Kerbside landfill diversion could increase by 15 percentage points (up to 66%), primarily from moving food and garden organics into the FOGO bins.⁷

Table 4: Estimated benefits if all Metropolitan Adelaide councils transitioned to Sustainable Kerbside Service

Measure	Impact on performance across Metropolitan Adelaide (baseline year – 2019/20)	
 Kerbside landfill diversion	66% (15 percentage points – pp)	▲
 Organic waste sent to landfill	65.1 kt decrease to 20.9 kt	▼
 GHG emissions change	41.8 kt decrease per year	▼
 Gross State Product (GSP)	\$23.9 million increase per year	▲
 Jobs	63 more jobs	▲
 Material recovery efficiency	Food waste: 71% (+61pp) Garden organics: 99% (+8pp) Comingled recyclables: 59% (+1pp)	▲

⁶ Councils may be eligible for ACCUs under the Source Separated Organic Waste (SSOW) method, but this will need to be determined on a case-by-case basis. Current wording on this method includes that “an increase in the frequency of bin collection of an existing activity is not eligible as an expansion waste diversion activity”. Some SA councils are considering registering a project to test whether the Clean Energy Regulator will issue ACCUs for introducing the Sustainable Kerbside Service. The outcomes of this are not known at the time of writing. Councils should consider any administrative costs of obtaining ACCUs.

⁷ SA's diversion target for metropolitan councils is 70%. Councils transitioning to the Sustainable Kerbside Service are expected to achieve a step change in diversion. However, further household engagement/ initiatives may be needed to reach the target.





Case study: The City of Holdfast Bay's Pilot and Full Rollout of the Sustainable Kerbside Service

The City of Holdfast Bay piloted weekly FOGO, fortnightly comingled recycling, and fortnightly waste collections across 1000 households in a pilot zone in 2020–21. As a first mover in Adelaide, the council took a soft approach asking residents to opt into the pilot. Participating households received a starter pack (caddies, liners, calendar, etc). The pilot was supported by a well-planned and executed communications strategy. Around a quarter of eligible households opted into the pilot and diverted 76% of their kerbside materials.

To increase participation in the pilot, the council ran focus groups to explore options. The research found many residents were open to participating but had not opted in. More residents would participate if it were the default service [i.e. residents need to opt out if they don't want to participate]. The council tested the 'opt out' model with over 300 households in four streets. Residents in the 'opt out' streets were able to return to the old service at any time – but over 75% stayed with the new service.

A survey of 196 pilot participants was undertaken in October 2021. The pilot received overwhelmingly positive feedback. Key survey findings included:

- 98% wanted to continue with the piloted weekly FOGO/fortnightly landfill collections
- 96% of residents were very satisfied or satisfied with weekly FOGO collections
- 94% of residents were very satisfied or satisfied with fortnightly landfill collections

In 2022 the council endorsed a council-wide rollout of the Sustainable Kerbside Service. The rollout was phased in over 2 months from September to November 2022. Less than a quarter of households have opted out of new service, and diversion reached nearly 70% in November 2022 (up from 59% under the old service model) largely due to increase food waste diversion.



Holdfast pilot testimonials

- *As a family of five, I thought we might struggle with fortnightly landfill collections, but in fact it has not been a problem at all. Our kids are more mindful of what rubbish goes in the red bin, and what can go in the green bin that they would normally have just tossed in the landfill. We love our weekly FOGO collections, and think everyone should jump on board with it!*
- *For us now it's the normal and I wouldn't like to go back to the old ways as I can see that it's not required*
- *It's easier than you think.*
- *At the beginning of this I thought it wouldn't work with the rubbish only be picked up fortnightly but as it gone on I found my rubbish has decreased and I'm using more compostable bags without any problems. It just a matter of thinking what goes where*
- *Great initiative, my daughter and friends are now taking part after I discussed it with them*



- *We would highly recommend households join in the FOGO program to reduce landfill. Recycling is easy. Make the most of food scraps going into green waste to be turned into compost providing nourishment to gardens.*



- *Weekly FOGO is really a no brainer – reduce household waste and encourage people to be more mindful with their rubbish. The transition has been seamless for us.*
- *Weekly green waste collection is the way to go long term. I still compost but the weekly collection of smellier waste such as chicken carcasses means I hardly use my red bin. Long may FOGO continue!*

Councils introducing the Sustainable Kerbside Service should start planning their transition at least a year before rollout. Key planning steps are summarised below and illustrated in Figure 1. Timelines are indicative and councils should consider:

- upcoming council elections [preferable to introduce new services early- to mid- term]
- budgeting cycles
- the potential for grant funding to assist with costs of service rollout and communications activities
- kerbside contracts [add extra time if the council needs to procure kerbside collection or processing services]
- completing a pilot before council-wide rollout [add 12+ months if the council wishes to pilot the service], and
- targeting a service rollout in spring or autumn. Avoid introducing new services in summer and holiday periods because they can be a challenging time for the community to transition. Introducing the service in spring or autumn will provide residents with the added benefit of more FOGO bin space when there are high volumes of garden waste.

1. Business case and transition plan

Complete at least 1 year before service rollout

Complete a business case that identifies potential costs, benefits and risks involved with the new service. Consider how this initiative links to other

council objectives [e.g. tackling climate change], the potential to obtain ACCUs and State government grant funding. Model a few options for design of the new service, such as options on levels of support/ incentives provided to the community to stick with the new service [rather than opting out]. Based on the findings, recommend a service model, and prepare a high-level transition plan. The plan should identify whether or not to pilot the service prior to full rollout. If so, add another 12+ months for running the pilot. See Section 7.

2. Sign-off by elected members

10-12 months before rollout

Transitioning to the Sustainable Kerbside Service is a strategic decision involving a significant change to a core council service that will affect all residents. Engage elected members [EMs], share the rationale for the recommended service change and transition model, and get sign-off on next steps.

3. Operational planning and procurement

8-10 months before rollout

Work closely with your kerbside collection provider to prepare for the new services. Consider logistics and contracts for collection and processing [where applicable], and additional resources needed to support the community during the transition. Procure equipment and services as needed, such as caddies, compostable liners, bins and consultancy support. See Section 6 for more guidance.

4. Develop stakeholder and community engagement plan

8-10 months before rollout

Engaging the community and other stakeholders is essential to the success of the service rollout. Develop a stakeholder and community and engagement plan. Once the plan is signed off, begin preparing communications collateral. See section 5 for more guidance.

5. Early consultation

3-6 months before rollout

This stage involves consulting with:

- Community facing council staff, such as customer service, library staff. They will be on the frontline hearing and responding to the community [see step 6]. It is important they understand the new service, the rationale for its introduction and how it will work. See Section 5 for more guidance.
- Community to let them know about the upcoming service change and provide the opportunity for them to ask questions and share any concerns/ feedback for council to consider in the service rollout. Information from engaging the community can be used to refine the rollout and communications materials.
- Champions – residents and other community members [e.g. sporting club leaders] who are passionate about sustainability and are happy to support communications on the rollout of the new service.

- Other stakeholders – them aware of the rollout. Government stakeholders include GISA, EPA and SA LGA.

6. Communications launch

1 month before rollout

Announce the new service change to the community, including what, why, when, and how. See Section 5 for more guidance.

7. Starter kits

2-3 weeks before rollout

Deliver starter kits to the community so that they have the information and materials to transition to the new service.

8. Service rollout

1-4 months

A rollout can be to all properties at same time or phased in by area or collection day over a short period. See Section 8 for more guidance.

9. Support, monitor and manage

Ongoing

Provide ongoing support to the community, monitor results [e.g. through bin audits] and manage any challenges/issues as they arise.

More detailed steps are provided in report sections on stakeholder engagement, procurement, service rollout, and ongoing implementation. A full and detailed list is provided in **Toolkit A – Transition Plan**.

Figure 2: Roadmap for introducing Sustainable Kerbside Services, showing key steps and indicative timing
 NB: This excludes optional step for pilot which would add another 12 months to this process – see Section 7.



5

Stakeholder engagement

Early and ongoing stakeholder engagement is essential to community acceptance of the new service and a smooth transition. Some pitfalls to avoid include:

- not communicating the rationale and benefits of the service change to residents
- not bringing decision makers on the journey
- lack of planning
- having inadequate staff and resources to implement the plan
- being on the backfoot/reactive to media stories about the service change
- miscommunication [or a void of communication] across council staff/contractors about the service change
- sending out communications over major holiday periods when many people are away and will miss communications about the service change.

Developing a stakeholder engagement and communications plan

A well-developed and executed stakeholder engagement and communications plan can prevent many of these pitfalls. The plan should identify:

- who the council will engage
- purpose of engagement
- when to engage them
- how to engage them.

Table 5 provides a high-level guidance on potential stakeholders, purposes of engagement, timelines, and methods.

The plan must be adequately resourced. The budgeting tool [Toolkit B] provides indicative costings for communications to support a rollout. Councils should consider whether they can deliver the plan in-house, or if they require external expertise/resources.

Table 5: Stakeholder engagement – who, why, when, and how

Who	Why	When	How
Elected members	<ul style="list-style-type: none"> • Inform EMs of the findings from the business case, recommended service and transition plan • Get signoff for next steps • Educate EMs on benefits of new system, e.g. by taking them out to see a composting site • Keep EMs updated on progress and community feedback • Include EMs in pilot (if undertaking) so they have firsthand experience and can champion the service • Provide EMs with information and Q&A's so they can respond effectively to resident queries/ concerns • Consider including EMs in promotional material for the new service 	<p>Begin early, 12+ months before service rollout or before pilots [if doing]</p> <p>Engage throughout</p>	Council briefings, workshops, and meetings
Waste collection teams/contractors	<ul style="list-style-type: none"> • Inform waste collection teams and/or contractors of the planned changes to kerbside services • Identify what success looks like and how it will be measured • Obtain pricing and/or agree on price for new service [see Section 6] • Provide transition plan for input/refinement • Determine how to manage special circumstances [E.g. grace period, opt outs, etc] • Request collection teams/contractors to plan for the new kerbside services and identify any additional support/resources needed • Establish responsibility and communications lines for fast and effective resolution of issues and challenges 	<p>8-10 months before rollout [or earlier depending on kerbside contractual arrangements]</p>	Meetings, and written communication to document agreed approach
State government	<ul style="list-style-type: none"> • Inform state government [GISA and EPA] on upcoming service change, transition plan, and community engagement approach • State government to respond to queries and provide support as needed [media, ministerial, etc] 	<p>8-10 months before rollout</p>	Meetings
Community	<ul style="list-style-type: none"> • Inform the community of planned changes to kerbside services • Consider feedback/queries from community and refine approach before rolling out service 	<p>3-6 months before rollout</p>	As per council's community consultation processes, and ensuring that residents are given the opportunity to raise queries/ concerns

Who	Why	When	How
Community-facing council staff	<ul style="list-style-type: none"> Inform staff of the planned changes to the system Educate staff on benefits of new system, e.g. by taking them out to see a composting site Provide staff with information and Frequently Asked Questions [FAQs] so they can help with any resident queries/ concerns 	3-6 months before rollout	Staff briefings and training
Champions	<ul style="list-style-type: none"> Recruit residents/community members to champion the new service (including members from a range of socio-demographics) Include champions in marketing/communications materials about the service transition 	3-6 months before rollout	Direct invites
Media	<ul style="list-style-type: none"> Be prepared for handling /responding to the media Remember council minutes are publicly available Brief councillors and provide media training if needed so they can respond to media Encourage champions to engage with media stories about the new service (e.g. talkback radio) Potentially invite media to launch of new service 	3-6 months before rollout	Media releases, direct engagement
Residents	<ul style="list-style-type: none"> Pilot with a representative sample (if doing) Inform residents about the service change, the rationale, and benefits Provide residents with information and equipment (e.g. caddy, Australian-certified compostable liners, FAQs, etc) Receive feedback from residents on how they are finding the new service Provide opportunities for residents to opt out (back to the old model), upsize their bins and access support Run events to promote and/or celebrate the service transition (e.g. compost giveaway to residents) Share results from the service transition (e.g. improvements in food recycling levels), and invite residents to celebrate the success (e.g. through a celebratory event) 	Start 1-month before rollout	Various– e.g. letters, starter kit delivered to door, council website, council social media / newsletter, other media.
Building/ strata managers and local businesses	<ul style="list-style-type: none"> Consider whether to provide new service to MUDs and/or businesses (or to keep them on the old service) Where transitioning to new service, liaise with businesses and building/strata managers to inform them of upcoming changes. This may require custom communications 	Option to phase transition to after rollout with SUDs	Letters and direct communication with business or building/strata managers

Branding and communications collateral

Strong and consistent branding of the service change can:

- help residents recognise and recall messages from council about the service change (which will come to them from multiple channels)
- set a 'mood' for the change – e.g. playful, positive, ambitious.

Councils should use:

- WhichBin collateral offered by GISA at no cost (e.g. calendars, caddy stickers, caddy brochures and households waste and recycling bin guides)
- other collateral developed in consultation with GISA to communicate the benefits of the new kerbside service.

Branding should be used consistently across communications collateral, such as flyers, letters, banners, website, social media, and videos. Using WhichBin collateral provides consistent messaging statewide and reinforces messaging for residents that move between council areas.

Further resources

The toolkit provides further information and communications resources, including:

- example communications collateral from the City of Holdfast Bay
- sample FAQs – for responding to community/ stakeholder queries about the Sustainable Kerbside Service
- Which Bin resources available free of charge.

6

Contracts and procurement

What services and equipment are needed?

Councils will need a range of services and equipment to transition to the Sustainable Kerbside Service (Table 7). The best method to procure waste and recycling services depends on the size, complexity and scope of the services required. Consider what is right for your council and decide which method is best:

- Seeking quotes — involves requesting quotes from one or more service providers (e.g. for kitchen caddies, bins).
- Competitive tender — usually an open, publicly advertised (but may also be a selective) invitation that invites suppliers to offer, at their best price, services to meet the particular requirement.

Competitive tendering is often used for procuring kerbside collection and processing/disposal services. Competitive tendering will usually return the best result for the council. Refer to your council's procurement framework for rules on approaching the market. For example, some councils may mandate a competitive tender for services valued above a certain threshold. Tendering both the current services and the Sustainable Kerbside Services at the same time will enable the business case to be assessed for the transition.

Table 7: Potential procurement needs – what, how, when

	Kerbside Services	Equipment and materials	Other services
What	<ul style="list-style-type: none"> <input type="checkbox"/> Weekly FOGO collection and processing <input type="checkbox"/> Fortnightly comingled recycling collection and processing <input type="checkbox"/> Fortnightly landfill collection and disposal <input type="checkbox"/> Kerbside services for those who return to Old Service <input type="checkbox"/> Option for additional collections over Christmas 	<ul style="list-style-type: none"> <input type="checkbox"/> Bins (standard and upsize) <input type="checkbox"/> Starter kits (inc. caddies, liners, collection calendar, information) <input type="checkbox"/> Letters, flyers, website, and other communications materials <input type="checkbox"/> Bin stickers (or another way to identify opt-outs/ins) <input type="checkbox"/> Compost (to giveaway to residents at event[s] as part of education) 	<ul style="list-style-type: none"> <input type="checkbox"/> Waste consultancy support <input type="checkbox"/> Bin audits <input type="checkbox"/> Market research (e.g. focus groups, community surveys) <input type="checkbox"/> Communications /marketing specialist support <input type="checkbox"/> Customer service support
When	Begin procurement 12-18 months before rollout.	Begin procurement 3-6 months before new kerbside service rollout.	Begin procurement 1-3 months before services are needed
How	Put new kerbside services out to the market for a competitive tender. If service transition takes place within the council's contract term, then negotiate with your service provider.	Seek quotes from 2-3 providers	Seek quotes from 2-3 providers

What to consider when procuring kerbside services?

When procuring kerbside services:

- Request pricing for different kerbside options, including the council's current kerbside services model and the Sustainable Kerbside Service. This will allow council to compare costs of the two service models.
- Ask for pricing be broken up into 2 components: cost per lift (inclusive of all costs excluding processing/disposal) and a cost per tonne (for processing/disposal cost). This will provide greater transparency on how costs are made up.
- Specify assumptions the contractor should use when providing their pricing. For example, specify a 30% 'opt out' rate (residents choosing the old service model). This will allow council to compare like with like. Request contractors to nominate how their lift rates would change at different opt out rates (e.g. 10%, 20%, 30%, 40%).
- Specify data collection and reporting requirements, such as bin audits, and weighbridge data.
- Specify that trucks must have in-truck camera systems, RFID readers, and other technology (or request pricing with and without this technology).
- Specify how kerbside contractors will identify residents that have opted out (return to the old service) – e.g. using stickers or in-truck systems.
- Include key performance indicators for identifying and reporting gross bin contamination by households. See Section 11 for more information.
- Specify that council may choose to transition to the Sustainable Kerbside Service during the term of the contract by providing reasonable notice (e.g. 6-12 months) to the contractor.

7 Pilots

Should councils conduct a pilot?

Piloting the Sustainable Kerbside Service before a full rollout is beneficial for building community and elected member support for the new service. Residents can be resistant to change. A pilot can ease concerns by allowing people to try the service before doing a full rollout. Consider the costs and benefits of a pilot when planning a Sustainable Kerbside Service [Table 8].

Table 8: Pros and cons of a pilot

Pros of piloting	Cons of piloting
<ul style="list-style-type: none"> Build community support – proving the new service can work for most households (including a range of demographics) Reduce ‘fear’ of change (it allows the community to experience the service before the council commits to full rollout) Allow council to test /refine the Sustainable Kerbside Service, to maximise participation, improve diversion outcomes, drive cost-efficiencies, refine communications approaches, and ‘iron out’ challenges involved with the service transition Identify champions and collect valuable information that can be used in the communications for a full rollout (e.g. testimonials, outcomes for diversion, cost outcomes, etc) Helps council to identify and consider the scale of resources needed to support the service transition, such as administrative staff to handle community queries. This can help build confidence internally before the service is rolled out council-wide 	<ul style="list-style-type: none"> Additional time for service transition (add another 12-18 months) Additional cost to run pilot (can add in the order of \$100 -250K depending on size and scope)

Designing a pilot

Table 9 outlines considerations for designing a pilot including length, start date, size, stakeholder engagement, record keeping, measurement and reporting.

Table 9: Considerations for pilot design

Item	Considerations
Pilot length	<ul style="list-style-type: none"> Pilot to run for 6+ months (12 months ideally for all seasons) to allow time for residents to adjust to the service and test at different times of the year.
Pilot start date	<ul style="list-style-type: none"> Aim to start in spring or autumn. This will provide residents with the added benefit of more FOGO bin space when there are high volumes of garden waste. Avoid summer and holiday periods because it can be challenging for the community to transition during this period.
Pilot size	<ul style="list-style-type: none"> Consider piloting across all households in council or a representative sample of households. If piloting a sample of households, consider choosing 1-2 collection days to improve collection and cost-efficiencies.
Stakeholder engagement	<ul style="list-style-type: none"> Invest in communications and stakeholder engagement. Pilots need a similar level of engagement as a full-service rollout (see Section 5). Collect testimonials from pilot participants to support a broader if the pilot is successful. Run community feedback survey (see measurement and reporting).
Record keeping	<ul style="list-style-type: none"> Keep records on opt ins/outs, bin upsizes, bin lifts, complaints, queries, budgets, etc.
Measurement and reporting	<ul style="list-style-type: none"> Measure performance during the pilot, including: <ul style="list-style-type: none"> » weekly bin collections and weighbridge data to track performance over time and observe diversion trends » baseline, mid- and end- pilot kerbside audits to get further insights on bin compositions, contamination, etc » community survey to get feedback on how residents are finding the service, any barriers, and opportunities for improvement. Share findings with stakeholders.
Ending the pilot	<ul style="list-style-type: none"> If transitioning to full rollout of the service, then extend pilot for current participants until the new service begins to avoid disruption.

A full roadmap for introducing the Sustainable Kerbside Service is provided in Section 4. Additional considerations for the weeks leading up to and following the rollout are outlined in Table 10.

Table 10: Considerations for rollout phase

Item	Considerations
Phasing the rollout	<ul style="list-style-type: none"> Rolling out the Sustainable Kerbside Service can be resource-intensive for council administration and the kerbside collection team/contractors. A staged rollout (e.g. over 3 months, phased in by collection day) is a way to help reduce these impacts. On the flip side, a phased rollout can create challenges for communicating with residents about when the service change will take effect. Consider the above pros and cons when deciding on whether to phase the rollout.
Residents opt outs and bin upsize (if applicable)	<ul style="list-style-type: none"> Provide a way for residents to 'opt out' (if applicable). This may include an online form and/or calling/emailing customer service. Consider ways to encourage residents to stick with the new service (minimising opt outs). This could include <ul style="list-style-type: none"> » Incentives for residents to stick with service (e.g. residents being automatically being entered in a prize draw for not opting out within first four months) » providing additional education to residents thinking of opting out so they understand the benefits of the new service and any additional flexibility on offer (e.g. bin upsizes) » financial incentives to stick with the new service, with exceptions for special circumstances. Develop a way to identify households that have opted out (e.g. stickers/ in-truck systems). Councils should discuss and agree on the method with their waste collection team/contractor prior to roll out. Avoid identification methods that make opting out the 'social norm'. Consider time and operational impacts when deciding on the method. For example, letterbox drops of stickers can be time consuming.
Communications with teams/ contractors	<ul style="list-style-type: none"> Establish clear and efficient lines of communication with support teams/contractors to report and handle any issues as they arise. This includes communicating with kerbside collection teams/contractors, customer service, and other relevant teams supporting the rollout.
Announcing the rollout	<ul style="list-style-type: none"> Notify the LGA of SA, EPA and GISA before announcing the roll out, to provide time for government to prepare responses for expected enquiries / requests for comment. Notify residents of the upcoming change to their kerbside services. Councils should write to residents to notify them of the service change, rationale, and benefits. Councils should also consider additional channels to promote the change (e.g. social media, newsletter). Consider sending letters to each residential address to notify them about the service change, rationale, and benefits. Be prepared for handling and responding to the media (see Section 5).

Item	Considerations
Delivering starter kits to residents	<ul style="list-style-type: none"> Starter kits can provide residents with information and tools to help them transition to the new service (e.g. caddy, Australian-certified compostable caddy liners). Kits should include information on what goes in each bin, the new collection schedule, and benefits of the new service, etc. Starter kits should be delivered before the service rollout, but not too far in advance (so they are not lost/forgotten). If feasible, it is best to deliver these starter kits to each doorstep (or as close as practical). Contractors may be available to do these deliveries on behalf of councils. Delivery data should be collected (addresses and date/time delivered) to ensure no households are missed.
Grace period	<ul style="list-style-type: none"> Consider providing a grace period for residents while they adjust to the new bin collection schedule. This could involve picking up incorrectly presented bins for a small period (2 -4 weeks) following the service rollout.⁸ Reinforce messages about service change during this period (e.g. via social media, letters, other). This should include reminders of what goes in each bin and collection days. Grace periods can help the community to ease into the new service. However, they should not continue for too long, otherwise they have the potential to cause confusion. Provides time for delivery of opt out stickers (if using) or upsized bins to households during the initial rollout stage.
Bin upsizes (if applicable)	<ul style="list-style-type: none"> Be clear about eligibility for upsizing bins. Set expectations with residents on delivery dates/times for upsized bins.
Confusion over bin day	<ul style="list-style-type: none"> Provide bin calendars (in starter kits). Provide the new bin collection schedule on the council website/ app, and other channels. Communications should be clear and consistent. Ongoing reminders on new collection schedule – e.g. via social media, newsletter, and other channels.
Special provisions over holiday period	<ul style="list-style-type: none"> Consider providing additional recycling collections over the holiday period. This can help residents to manage additional volumes across this period.
Celebrating success	<ul style="list-style-type: none"> Measure results. Celebrate success with residents and stakeholders, e.g. through newsletters, events, etc.

⁸ The City of Holdfast Bay provided a grace period. During this period 30 to 40% of landfill bins were presented on the FOGO/ recycling week up until the grace period ended.

9

Transitioning MUDs and businesses

Councils introducing the Sustainable Kerbside Service need to decide whether to bring multi-unit dwellings (MUDs) and businesses across to the service. Councils may choose to phase-in MUDs and/or businesses following the rollout across single-unit dwellings (SUDs) to give them more time and resources to manage the transition. A staged rollout gives council more time to engage with strata/building managers.

MUDs

The Sustainable Kerbside Service is likely to suit smaller MUDs where residents have their own bins. Additional challenges may arise in higher density MUDs where residents do not have room to store 3 bins and/or they share bins with other residents. Other challenges include a highly transient population and potential language barriers. Table 11 lists these challenges and potential solutions for rolling out the Sustainable Kerbside Service in MUDs.

Table 11: Potential challenges and solutions for rolling out the Sustainable Kerbside Service across MUDs

Common challenge(s)	Potential solution(s)
Residents don't want a FOGO service because they lack space to store the bin and/or produce only small volumes of organics (garden and food)	<ul style="list-style-type: none"> • Offer residents smaller bins (e.g. 120/ 140 litres) • Explain the benefits of collecting FOGO on a weekly basis (i.e. recycling more organics and reducing smells from more frequent pickups) • Provide shared FOGO bins where development allows
Residents share bins and caretakers are responsible for managing overfull bins. As a result, residents are not incentivised by the new service to change their food recycling behaviours	<ul style="list-style-type: none"> • Provide additional support to caretakers/strata management to educate residents on the importance of source separating their food and garden waste into the FOGO bins, as a way to 1) lower smells and bins overflowing, and 2) increasing recycling • Consider option to swap residual bins for a mix of upsized 240L residual bin and 240L FOGO bins. May consider weekly collection of both residual waste and FOGO to encourage participation
Language barriers with higher numbers of international students and migrants who speak English as a second language (ESL)	<ul style="list-style-type: none"> • Translate communications materials • Work with local community groups to disseminate messages • The above solutions can also be rolled out in SUDs with higher populations of international students and migrants who speak English as a second language
Highly transient population, which means that communications and/or the starter packs may not be available to new residents	<ul style="list-style-type: none"> • Work with real estate agents and property managers to distribute starter packs (caddy, Australian-certified compostable liners, collection calendars, education materials, etc) to new tenants

Businesses

The Sustainable Kerbside Services will not suit the needs of all businesses. For example:

- Some businesses, like restaurants and busy cafes, generate large volumes of food waste and need more frequent collection of organics and general waste due to limited space to store bins.
- Some businesses, like clothing retailers, have small (to nil) volumes of food and garden organics.
- Businesses can also have high staff turnover, which creates additional challenges for using FOGO and other recycling services.

Councils can consider:

- offering the Sustainable Kerbside Service to all businesses and offering bin upsizes for their general waste and recycling bins if needed
- encouraging large food waste generators to arrange commercial services to collect their high volumes food and other organic waste multiple times a week
- rolling out programs to:
 - » help businesses reduce generation of waste (and related operational costs) – e.g. helping restaurants to reduce food waste and helping retailers to reduce incoming packaging
 - » provide induction materials to help businesses educate new staff on what belongs in each waste stream
- offering weekly FOGO to businesses on an opt-in basis. For example, the Fleurieu Regional Waste Authority offers weekly food waste collection to food service businesses for an annual fee.

This guide and toolkit helps councils to introduce the Sustainable Kerbside Service. This service will not suit all councils, particularly those with lower population density and limited access to FOGO services. Table 12 provides high-level guidance on potential service models for councils to increase food and garden organics recycling based on population density and service access.

Several regional councils across SA have increased recovery of food and organics by offering fortnightly collection of 3-bin services. For example, Copper Coast Council and the Fleurieu Regional Waste Authority (FRWA) have rolled out fortnightly collections [see case studies overleaf].

Table 12: Potential service models to explore to maximise food waste recycling, while considering differences population density and service access

Type of council	Service access	Potential service model to explore
Metropolitan Adelaide and large regional centres	Access to cost-effective commercial FOGO collection and processing	<ul style="list-style-type: none"> Sustainable Kerbside Service
Low-density regional council	Access to commercial FOGO collections and processing services, but at a higher cost due to low population density and/or greater distance to processing locations	<ul style="list-style-type: none"> Fortnightly collection of three-bin service (FOGO, comingled recycling, and general waste). Collect general waste and FOGO on the same day to encourage residents to place their food waste in the FOGO bin (rather than putting it in whatever bin is collected sooner) User pays option for holiday homes for additional collections during peak seasons to manage higher volumes of waste
Remote regional council	High collection cost due to low density population density no access to commercial FOGO processing	<ul style="list-style-type: none"> Fortnightly collection and/or drop off for three streams Potential that organics service is for garden waste only that is mulched by council, or that council sets up a small composting facility to process food and other organics Rollout program to help residents to recycle their food waste at home – e.g. advice on home composting, feeding it to chooks, etc

Case study: Copper Coast Council's Fortnightly All Streams

Introduction

Copper Coast Council is located in the Yorke Peninsula region of South Australia. Up until July 2021, the council provided residents with the following kerbside services:

- General waste, collected weekly
- Comingled recycling, collected fortnightly
- Garden waste, collected monthly

Waste audits conducted over 3 months in 2020 found 31% landfill diversion using this system.

A Fortnightly All Streams collection schedule was rolled-out in July 2021, introducing a FOGO service in place of the previous garden waste service.

About the transition to Fortnightly All Streams (2021)

Waste audits from July to September of 2021 show that the transition to Fortnightly All Streams almost doubled landfill diversion, from 31% to 59%. This strong performance continued for the rest of the financial year, reaching 67% kerbside landfill diversion in June 2022.

This collection schedule alternated between the general waste on one week, and FOGO and comingled recycling collections on the next week.

The roll-out of Fortnightly All Streams was council-wide, with no staging for different collection days.

Complimentary Initiatives

To aid roll-out, Copper Coast Council introduced some complimentary measures:

- Residents received new waste collection calendars, a kitchen caddy and two rolls of compostable bags.
- A 'Take the pledge' initiative was introduced where residents signed up for random bin inspections, and if passed, would be eligible for a random prize draw of up to \$100 in value.
- Additional bins were made available for residents to purchase to present at fortnightly collections.
- Additional collections were available for residents to purchase as well. These were made available as once-off, ad hoc collections only.
- 'Which bin?' resources were used to help advertise the transition on social media and council publications. Council extensively promoted the service change using:
 - » council's Facebook page
 - » adverts in the local newspaper & local TV and radio ads
 - » information sheet in the quarterly newsletter to ratepayers.



Case study: FRWA's Rollout of Fortnightly All Streams and Summer Recycling Collection Services

Introduction

The Fleurieu Regional Waste Authority (FRWA) was formed by 4 regional councils: Kangaroo Island Council, Yankalilla District Council, City of Victor Harbour, and Alexandrina Council.

FRWA's kerbside landfill diversion was 34% in 2015-16 under its previous collection schedule (weekly general waste, four-weekly comingled recycling, and 4-weekly garden organics [the latter in City of Victor Harbour and Alexandrina Council only]). FRWA started its move to 'Fortnightly All Streams' including FOGO in 2016, and landfill diversion increased to 58% when the rollout ended in 2019-20.

FRWA councils have a high transient population of holidaymakers, particularly in summer, resulting in additional waste volumes across this period. To address this challenge, the authority introduced a 'Summer Recycling Collection' for 2022–23. This service included weekly comingled recycling and FOGO, and fortnightly general waste. Landfill diversion increased to 68% during this period.

About the transition to Fortnightly All Streams (2016)

To increase kerbside landfill diversion, FRWA piloted 'Fortnightly All Streams' with 630 households for 4 months in 2013–14. FOGO bin use:

- increased food in FOGO bins by 500%
- decreased food to landfill by 57%
- increased garden waste in FOGO bins by 77%.

The roll-out was staggered a council at a time, for 4 years. During the roll-out, diversion increased every year, leading to a total increase of 25% once completed (from 34% in 2014–15 to 58% in 2019–20).

Despite these positives, the Fortnightly All Streams performed poorly during the summer period. FRWA faced difficulty communicating with holidaymakers, and more unrecovered resources (e.g. food) were presented in general waste bins during summer.

Introducing a Summer Recycling Collection (2022)

To combat these challenges, FRWA piloted a 'Summer Recycling Collection' in the summer of 2020–21 in 3 suburbs. These areas increased diversion to 74% [from 65%] during the pilot.

The Summer Recycling Collection was rolled out to all FWRA residents during the 2022–23 summer. The region's diversion the previous summer was 54%, increasing to 68%. FOGO and comingled recycling increased (by 19% and 61% respectively), while general waste decreased by 20%.

There were still communication challenges with some holiday makers despite multi-media campaigns.

Complimentary Initiatives

FRWA used 'complimentary initiatives' to educate the public in both transitions. 'Complimentary initiatives' are additional tools that can aid in an overall kerbside collection change, such as moving to 'Fortnightly All Streams' or a 'Summer Recycling Collection'.

Complimentary Initiative	Fortnightly All Streams	Summer Recycling Collection
Community Pilot	Yes [2014]	Yes [2020-21]
Kitchen Caddies	Pilot & ¼ Councils	Pilot Only
Compostable bin liners	Pilot Only	Pilot Only
Recycling and Compost stickers	No	Pilot Only
Bin Calendars	Yes	Yes
Online, Print & Postal Campaigns	Yes	Yes [Prior and during roll-out]
Holiday Rentals contacted	Yes	Yes [Prior to roll-out]
Community Groups contacted	Yes [During roll-out]	Yes [Prior to roll-out]
Roadside Advertising	No	Yes [During roll-out]
Purchase Additional Collections	Yes [During roll-out]	Yes [During roll-out]

Councils can take the following steps to support continued success of the Sustainable Kerbside Service.

Ongoing support

Provide ongoing support to residents and businesses, such as offering bin upsizes to properties that need it, delivering collection calendars, and working with real estate agents to ensure that all new residents get a starter kit when moving into the neighbourhood. This will require customer service resourcing.

Councils may consider providing discounted Australian-certified compostable caddy liners to residents in the short term. Supermarkets are phasing out single use plastic barrier bags (in line with announced bans on plastic barrier bags in September 2024) and some are replacing these with certified compostable alternatives. Select supermarkets have already undertaken this initiative. These bags can be reused by residents as bin liners for their caddies.

Reducing opt outs

The cost and environmental performance of the Sustainable Kerbside Service improves with higher participation levels. Councils can work with the community to reduce opt outs, by providing ongoing support (see above) and additional education.

Councils may also consider financially incentivising residents to stick with the Sustainable Kerbside Service. This could involve transitioning to a separate waste/recycling charge within the rates system whereby residents can choose their preferred model (default is Sustainable Kerbside Service) with cost recovery pricing for those that opt out and return to the old service. Councils may provide exemptions for residents with a genuine need for weekly collection of general waste for a specified period or ongoing basis.

Measure performance

It is helpful to track performance to check that the new system is working as expected. Methods include using truck payload data to track volumes and diversion at a high level on a weekly basis, and kerbside audits for detailed stream composition. Interesting metrics include overall landfill diversion, waste generation per household [kg/hh/yr], food waste generation [kg/hh/year], food organics efficiency [% of kerbside food organics in FOGO bins], and bin contamination levels [% weight].

Feedback loops

Provide feedback to residents (and businesses, if applicable) on how they are performing. Methods include bin tagging programs, truck bin weighing, and camera systems. It is helpful for residents to understand how their household is performing relative to other households of a similar size, and to complement this information with tips to further improve performance.

Contamination

Ongoing management to reduce bin contamination is important. Research suggests that most bin contamination is caused by a small number of households who are grossly contaminating their bins (Fight Food Waste et al, 2022). Councils can use feedback loops (above) to identify and notify households of gross contamination instances. Councils may need to provide additional support to households that continue to contaminate their bins despite feedback. This could include home visits to identify the reason for the resident not acting on the issue.

Potential solutions include translating communications (to overcome language barriers), offering bin locks (if neighbours are contaminating bins) or providing additional education. In rare instances where households choose to continue contaminating their bins despite being given multiple opportunities, councils can consider moving these households onto a contamination service (large or multiple general waste only services), to prevent them from affecting the quality of the collected organics and recyclables.

12 Summary

Transitioning to the Sustainable Kerbside Service has the potential to drive a step change in kerbside diversion, moving closer to the State landfill diversion targets. It can also help councils to reduce greenhouse gas emissions and deliver a range of other environmental benefits.

The Sustainable Kerbside Service is suited to most metro councils and large regional centres. The guide identified alternative models for more regional/remote councils to consider that can help increase diversion of food and organics from landfill.

Good planning, community and stakeholder engagement, and adequate resourcing is essential to a successful service transition. Councils are encouraged to use this Better Practice Guide and Toolkit to help with service planning and rollout. Councils are also encouraged to:

- seek support from GISA and EPA
- engage with councils that have introduced the service to obtain further insights, and
- obtain external support/expertise as required to support a successful transition.

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Toolkit A: Transition Plan

Timeline	Function	Task(s)	Who	Notes
1+ years before service rollout	Business planning	Prepare business case and transition plan	Sustainability team	
1+ years before service rollout	Communications & engagement	Present recommended service model and transition plan to elected members (EMs)	Sustainability & EMs	
1+ years before service rollout	Procurement	Get pricing for Sustainable Kerbside Service vs current model	Sustainability team	Method depends on current contract arrangements. If toward end [or at end] of contract, then go out to competitive tender, otherwise get pricing from current provider.
1+ years before service rollout	Business planning	Engage with organics processor [if required] to identify any operational and cost considerations associated with service change	Sustainability team	This step only needs to be completed if organics processing contract/arrangement is separate from collection services [the latter would be identified in above step]
1+ years before service rollout	Business planning	Update business case and transition plan based on findings from above steps	Sustainability team	
If a pilot is part of the transition plan, then add another 12+ months for pilot planning and implementation before proceeding with steps below.				
10-12 months before service rollout	Authorisation	Sign off by elected members on kerbside model to rollout	EMs	
8-10 months before service rollout	Communications & engagement	<ul style="list-style-type: none"> Develop stakeholder and community engagement plan Begin preparing communications collateral 	Communications team & sustainability team	
8-10 months before service rollout	Operational planning	Liase with waste collection teams/contractors to: <ul style="list-style-type: none"> Inform them of the planned changes to kerbside services Provide transition plan for input/refinement Determine how to manage special circumstances [E.g. grace period, opt outs, etc] Request collection teams/contractors to plan for the new kerbside services and identify any additional support/resources needed Establish responsibility and communications lines for fast and effective resolution of issues and challenges 	Sustainability team & waste collection team/contractors	
8-10 months before service rollout	Procurement	Procure equipment and services to support rollout [e.g. bins, starter kits, award succesful kerbside tenderer if applicable, etc]	Sustainability team	
3-6 months years before service rollout	Communications & engagement	Engage community facing council staff: <ul style="list-style-type: none"> Inform staff of the planned changes to the system Educate staff on benefits of new system, e.g. by taking them out to see a composting site Provide staff with information and FAQs so they can help with any resident queries/ concerns 	Communications team & sustainability team	
3-6 months years before service rollout	Communications & engagement	Engage community: <ul style="list-style-type: none"> Inform community of planned changes to kerbside services Consider feedback/queries from community and refine approach before rolling out service 	Communications team & sustainability team	

Timeline	Function	Task(s)	Who	Notes
3-6 months years before service rollout	Communications & engagement	Engage champions: <ul style="list-style-type: none"> Recruit residents/community members to champion the new service (including members from a range of socio-demographics) Include champions in marketing/communications materials about the service transition 	Communications team & sustainability team	
3-6 months years before service rollout	Communications & engagement	Engaging the media: <ul style="list-style-type: none"> Be prepared for handling /responding to the media Remember council minutes are publicly available Brief councillors and provide media training if needed so they can respond to media Encourage champions to engage with media stories about the new service (e.g. talkback radio) Potentially invite media to launch of new service 	Communications team & sustainability team	
3-6 months years before service rollout	Communications & engagement	Finalise communications collateral	Communications team & sustainability team	
1 month before service rollout	Communications & engagement	Residents: <ul style="list-style-type: none"> Pilot with a representative sample (if doing) Inform residents about the service change, the rationale, and benefits Provide residents with information and equipment (e.g. caddy, liners, FAQs, etc) Receive feedback from residents on how they are finding the new service Provide opportunities for residents to opt out (back to the Old Model), upsize their bins and access support Share results from the service transition (e.g. improvements in food recycling levels), and invite residents to celebrate the success (e.g. through a celebratory event) 	Communications team & sustainability team	
2-3 weeks before service rollout	Operations	<ul style="list-style-type: none"> Deliver starter kits Start delivering bin upsizes as people opt out 	Customer service & sustainability team	
2-3 weeks before service rollout	Communications & engagement	<ul style="list-style-type: none"> Liaise with media - media releases, talkback radio, etc Promotion of new service Liasing with Media Customer service to manage resident queries, upsizes and opt outs 	Communications team, sustainability team, community-facing council staff, & EMs	
during service rollout	Transition support	<ul style="list-style-type: none"> Service rollout Customer service to manage resident queries, upsizes and opt outs 	Customer service & sustainability team	
Ongoing	Monitor and manage	<ul style="list-style-type: none"> Collect data - community surveys, bin audits, opt outs, weighbridge data, etc Analyse and report on data - landfill diversion, participation in new service Refine rollout/ messaging as needed to address any challenges / further improve outcomes Celebrate success 	Sustainability team	

Toolkit B: Cost Calculator

Purpose and limits of this calculator

This calculator helps councils to identify potential costs (or savings) of moving to the Sustainable Kerbside Service model. It is a high-level tool and does not consider all the specific circumstances of individual councils and their community. It does not include cost estimates of internal staff/resources to support the transition to the service (e.g. customer service) or costs if measuring outcomes (e.g. doing kerbside audits).

This calculator does not replace a detailed business case or feasibility study. Councils should conduct appropriate due diligence before making any changes to kerbside services and contracts. Additional support and advice may be required to understand the costs and opportunities of the Sustainable Kerbside Service.

This document is based upon sources, experimentation and methodology believed to be reasonably reliable at the time of publication. The accuracy of this information after this date may change. The information is not to be relied upon or extrapolated beyond its intended purpose.

When complete, the information in this document may be confidential and commercially sensitive and should not be shared beyond the council.

This calculator has been prepared by Rawtec for Green Industries SA.

Calculator instructions

Inputs & Values tab

Enter input data and assumptions in this tab. Any orange cell can be edited with a value. Some cells have been populated with average values as a starting point and can be overwritten. Other cells cannot be edited. This information may be obtained from a range of sources, such as kerbside audits, waste collection/processing contract(s), tender responses and other sources.

Sustainable Kerbside Model

This tab shows the detail of the modelling. All cells are locked and cannot be edited.

Modelling Summary

This tab summarises and compares the current services and the Sustainable Kerbside Service. It includes estimated waste generation, annual operational costs, transition costs and the environmental and state benefits. All cells are locked and cannot be edited.

The calculator provides an annual cost estimate for kerbside services instead of forecasting savings over time. There are many variables that will change and the actual costs and savings will be subject to these changes.

Calculator example with sample data

To use calculator, visit:
www.greenindustries.sa.gov.au/sustainable-kerbside-services

Modelling Summary	Current Services	Sustainable Kerbside Service
	<i>Weekly general waste, fortnightly comingled recycling and FOGO</i>	<i>Default weekly FOGO, fortnightly general waste, fortnightly comingled recycling with a service charge to opt-out to old service</i>
Waste generation		
General waste	kg/SEP/week	8.8
Comingled recycling	kg/SEP/week	2.7
FOGO Recycling	kg/SEP/week	7.3
Total kg/SEP/week	kg/SEP/week	18.7
General waste	tonnes/year	6,150
Comingled recycling	tonnes/year	1,900
FOGO Recycling	tonnes/year	5,100
Total kerbside tonnes	tonnes/year	13,150
Diversion rate	%	53%
Annual kerbside service costs		
Collection cost total	\$/year	\$ 1,200,000
Processing/disposal cost total	\$/year	\$ 1,607,000
Kerbside system cost (without cost recovery income)	\$/year	\$ 2,807,000
Collection cost difference to current	\$/year	\$ 79,000
Processing/disposal difference to current	\$/year	-\$ 289,000
Kerbside service cost difference	\$/year	-\$ 210,000
Service charge income	\$/year	\$ 81,000
Total kerbside cost difference	\$/year	-\$ 291,000
Cost difference % of current kerbside total	%	-10%
Overall SEP cost/saving	\$/SEP/year	-\$ 21.56
Kerbside service cost per SEP		
Residents on Sustainable Service (weekly FOGO)	\$/SEP	\$ 190
Residents on Old Service (opt-out to weekly general waste)	\$/SEP	\$ 238
Transition costs		
New FOGO bins	\$ for rollout	\$ 9,000
Upsized general waste bins	\$ for rollout	\$ 23,100
Upsized comingled recycling bins	\$ for rollout	\$ 14,100
Caddies roll out	\$ for rollout	\$ 67,500
Compostable bags rollout	\$ for rollout	\$ 67,500
Delivery cost	\$ for rollout	\$ 33,800
Communications	\$ for rollout	\$ 202,500
Consultancy support	\$ for rollout	\$ 20,000
Capital costs	\$ for rollout	\$ 46,200
Operational budget costs	\$ for rollout	\$ 391,300
Total transition costs	\$ for rollout	\$ 437,500
Costs per SEP	\$/SEP	\$ 32.41
Transition cost payback period	years	2.1
Additional environmental/state benefits from current		
Total CO2-e saved/potential ACCUs available as offset	tonnes CO2-e/year	860
Equivalent cars removed from the road	# cars/year	200
Equivalent trees planted	# trees/year	1,290
Potential ACCU income (7 year market value if sold)	\$/year	\$ 24,000
Waste levy savings	\$/year	\$ 239,000
Contribution to Gross State Product	\$/year	\$ 646,000
Additional jobs	ongoing FTE jobs	1.2

IMPORTANT CHANGE TO YOUR WASTE COLLECTION SERVICE

From Thursday 1 September and Friday 2 September, your green-lid FOGO (food organics garden organics) bin will be collected weekly and your red-lid landfill bin collected fortnightly. Your fortnightly yellow-lid recycling bin collections will remain the same.

There are many benefits in this change to weekly FOGO/fortnightly landfill collections including:

- Reducing smell from the green FOGO bins, by collecting food and garden organics on a weekly basis
- Increasing food recycling rates
- Reducing landfill greenhouse gas emissions
- Assisting in growing the circular economy through the processing and return of nutrient-rich compost back into our South Australian soil
- Households have an extra 240 litres capacity for their food and garden waste each fortnight, which is especially useful for those with a big garden and around spring time

You will receive a welcome pack containing a new kitchen caddy, a roll of compostable bags and a new waste collection calendar between 14 and 30 June. If you think your house has been missed please contact us on 8229 9999.

Already have a kitchen caddy and don't want a new one?

The caddy can be returned to the Brighton Civic Centre (24 Jetty Road, Brighton) or the Glenelg Library (2 Colley Terrace, Glenelg).

Thank you for doing your part for the environment by giving weekly FOGO a gogo!

Have a larger family or a household with nappies? Additional landfill and recycling services options are available for large households or households with nappies, hygiene or medical products requiring more landfill bin space. For more information, please email fogo@holdfast.sa.gov.au or call 8229 9999.

Want to stick with the old service?

If you would like to return to the old services of your red-lid landfill bin collected weekly and green-lid FOGO bin collected fortnightly, please let us know by completing the 'Old Service' request form at holdfastfogo.com, email us at fogo@holdfast.sa.gov.au or call 8229 9999.

Following a trial of weekly FOGO/fortnightly landfill collections in Holdfast Bay more than 95% of households who took part wanted to continue with the new service. If you want to opt back to the old service of weekly landfill collections or your circumstances change, you can do so at any time.

To celebrate the switch to weekly FOGO, you can grab a free bag of Peat's Soils compost (made from FOGO bin contents!) on Saturday 9 July, Saturday 13 August and Saturday 10 September between 9am – noon from the Council Depot at 16 Seaforth Avenue, Somerton Park.

For more information on weekly FOGO please visit holdfastfogo.com or call us on 8229 9999.

holdfastfogo.com



YOUR BIN COLLECTION SCHEDULE IS CHANGING

CONTACT OUR FRIENDLY TEAM
8229 9999 or fogo@holdfast.sa.gov.au

Holdfast Bay is moving to weekly green FOGO bin (Food Organics Garden Organics) collections.
Green FOGO bin → WEEKLY
Yellow recycling bin → FORTNIGHTLY
Red landfill bin → FORTNIGHTLY

QUESTIONS OR WANT TO OPT OUT?
CALL 8229 9999 EMAIL fogo@holdfast.sa.gov.au
VISIT holdfastfogo.com

THE DIFFERENCE IT MAKES WHEN YOU PUT YOUR FOOD SCRAPS IN THE GREEN BIN VS RED BIN

FOGO	LANDFILL
Picked up by council and sent to a commercial composter	Picked up by council and sent to landfill
Turned into compost (a valuable product)	Rots and produces methane (a potent greenhouse gas)
Employs more people (more SA jobs)	Employs less people (less SA jobs)
Compost is used by SA food growers to: • Return nutrients to the soil • Reduce water use • Reduce synthetic fertilisers • Improve crop yields	No compost produced: Nutrients in the food scraps are lost in landfill (not applied to agricultural land where they can add value)

Help the SA economy and environment by putting **ALL** your food scraps in the green bin (including meat, fish, bones, fruit, vegetables, bread, etc)

Say Yes to Weekly FOGO

DISPEL THE SMELL

Tips for disposing of nappies and other hygiene products

The move to weekly green FOGO (Food organic garden organic) collections and fortnightly red landfill bin collections will divert food waste from landfills and reduce greenhouse gas emissions.

Some products including nappies and other hygiene products however can't be recycled or turned into high quality compost and must still be put in your landfill bin.

A fortnightly landfill bin service shouldn't affect bin odour.

A nappy trial undertaken by Lake Macquarie City Council found that the average odour of a landfill bin with nappy waste for a week was approximately the same as the average odour rating of a nappy bin the end of the fortnight.

The amount of nappies in the bin also did not have a significant effect on the odour rating of the bin.

DISPEL THE SMELL

If you are worried about the smell of nappies or other hygiene products in your landfill bin follow these tips:

- Dispose of as much solid waste as possible before placing the nappy in the landfill bin
- Wrap dirty nappies tightly in a nappy bag
- Store your landfill bin in the shade
- Make sure your lid closes properly
- Place a small amount of odour control agent in the bottom of your bin to repel flies and odours. You can use natural products such as vinegar, eucalyptus/mint oils or crystals
- Try cloth nappies and or reusable menstrual items. Households can also access up to \$50 subsidies on cloth nappy and reusable menstrual items through our Green Living Subsidies program. Find out more at holdfastfogo.com

Households with children in nappies or people who that have a medical condition requiring more landfill bin space may be eligible for a landfill or recycling bin upsize.

To register your interest call us on 8229 9999 or email your name and address details to fogo@holdfast.sa.gov.au

Toolkit D: Sample FAQs

The following FAQs were adopted from the City of Holdfast Bay for the roll out of its weekly FOGO/fortnightly waste service to residents. The term 'FOGO' is used throughout these sample FAQs. Alternatively councils may choose to use the term organics or green bin.

What does FOGO mean?

FOGO stands for 'Food Organics Garden Organics' and is the green-lid bin at home. Anything that grows (or once grew) belongs in the green-lid FOGO bin. This includes all food waste (including meat, fish, bones, dairy/eggs, fruit, vegetables, and bread), soiled paper products (shredded paper, paper towel, tissues, and pizza boxes), Australian-certified compostable packaging, and all garden organics (e.g. grass clippings). Material placed in the green-lid FOGO bin is collected by council contractors and taken to a commercial facility where it is turned into compost.

What are the benefits of the Sustainable Kerbside Service?

There are many benefits including:

- Reducing associated smell from green bins / FOGO bins, by collecting food and garden organics on a weekly basis
- Reducing waste to landfill, and associated greenhouse gas emissions and leachate
- Increasing food recycling rates
- Assisting in growing the circular economy through the processing and return of nutrient rich compost back into our South Australian soils

- More bin space/collections for organics and compostable material/ FOGO, especially useful for those with a big garden and during springtime

What do households need to do to move to the Sustainable Kerbside Service?

Nothing! The Sustainable Kerbside Service will become the default service starting <insert date>. Households will receive a letter and welcome pack including a new kitchen caddy and roll of compostable bags 2-3 weeks before the new begins in their area.

What foods can I put in FOGO bin?

All food scraps are good to go:

- All fruits and vegetables including citrus
- Meat
- Bones
- Dairy
- Seafood
- Eggshells
- Teabags, tea leaves, and coffee grounds
- Bread and cake
- Cooked food
- Rice and pasta

- All other food

You can also include:

- Tissues
- Paper towel
- Hair, including pet hair
- Pizza boxes
- Shredded paper
- Straw/hay
- Pet poo
- Australian-certified compostable food packaging

Only Australian-certified compostable bags can be used in the green bin/FOGO bin. Biodegradable bags should NOT be used in the FOGO bins as these disintegrate into micro-plastics.

Where can I get more compostable bags?

Supermarkets are phasing out single use plastic barrier bags (in line with announced bans on plastic barrier bags in September 2024) and some are replacing these with certified compostable alternatives. These bags can be reused by residents as bin liners for their caddies. All Woolworths and some Foodlands already offer fruit and vegetable bags that are compostable and fit perfectly in your kitchen caddy.

Additional rolls of compostable bags can be purchased at the <insert councils supply options>

When is My Bin Collection Day?

Download our Waste Collection calendar to find out when your collection day is. The Waste Collection Calendar is distributed to residents every year.

With the exception of Christmas and New Year's Day, collections will occur as normal on public holidays.

<insert other options for accessing bin collection calendar, e.g. app >

Remember to bring your bin in within 24 hours of it being emptied.

Are there options to have larger bins for big families or family members in nappies or with medical conditions?

We understand that not all households are the same. The weekly FOGO model gives choice and flexibility to households if they need a bigger bin. Households that stay on weekly FOGO and fortnightly landfill collections and have more than five people and/or children in nappies may be eligible for a bigger landfill bin and/or bigger recycling bin.

We recommend residents try the Weekly FOGO model and after a few weeks if there are capacity concerns, contact customer service or email <insert email address>.

What about extra waste over Christmas and New Year?

We understand that Christmas and New Year are busy times at home with lots of extra entertaining. For this reason, an additional weekly recycling bin collection will be available giving households three weeks in a row to place their recycling bin out for collection. This is in addition to weekly FOGO.

Why aren't we moving to a weekly collection of the yellow recycling bin?

Residents across Metropolitan Adelaide are already putting 80% of their co-mingled recycling (glass, plastic, cardboard, etc.) into their yellow recycling bin. This compares to less than 20% of food scraps going into the green FOGO bin. A move to weekly FOGO will have the biggest impact by keeping food and other organic waste out of landfill.

I don't have a green bin/FOGO wheelie bin, how do I get one?

If your property has never had an organics/ FOGO green-lid wheelie bin<insert instructions> to set up a new service. If your green bin/ FOGO bin has been stolen please <insert instructions>.

What about nappies?

Some products including nappies and other hygiene products cannot be recycled or turned into compost and still must be put into your landfill bin.

A nappy trial undertaken in Lake Macquarie City Council found that the average odour of a landfill bin with nappy waste for a week was approximately the same as the average odour rating of a nappy bin at the end of the fortnight.

The number of nappies in the bin also did not have a significant effect on the odour rating of the bin.

Wrapping soiled nappies in at least one nappy bag and keeping the bin out of the sun both help in managing odours.

Tips on dispelling the smell

If you are worried about the smell of nappies or other hygiene products in your landfill bin follow these tips:

- Dispose of as much solid waste as possible before placing the nappy in the landfill bin
- Wrap dirty nappies tightly in a disposable bag (can be a reused bag)
- Store your landfill bin in the shade
- Make sure the bin lid closes properly
- Place a small amount of odour control agent in the bottom of your bin to repel flies and odours. You can use natural products such as vinegar, eucalyptus/mint oils or crystals.
- Try reusable cloth nappies and / or reusable menstrual items.

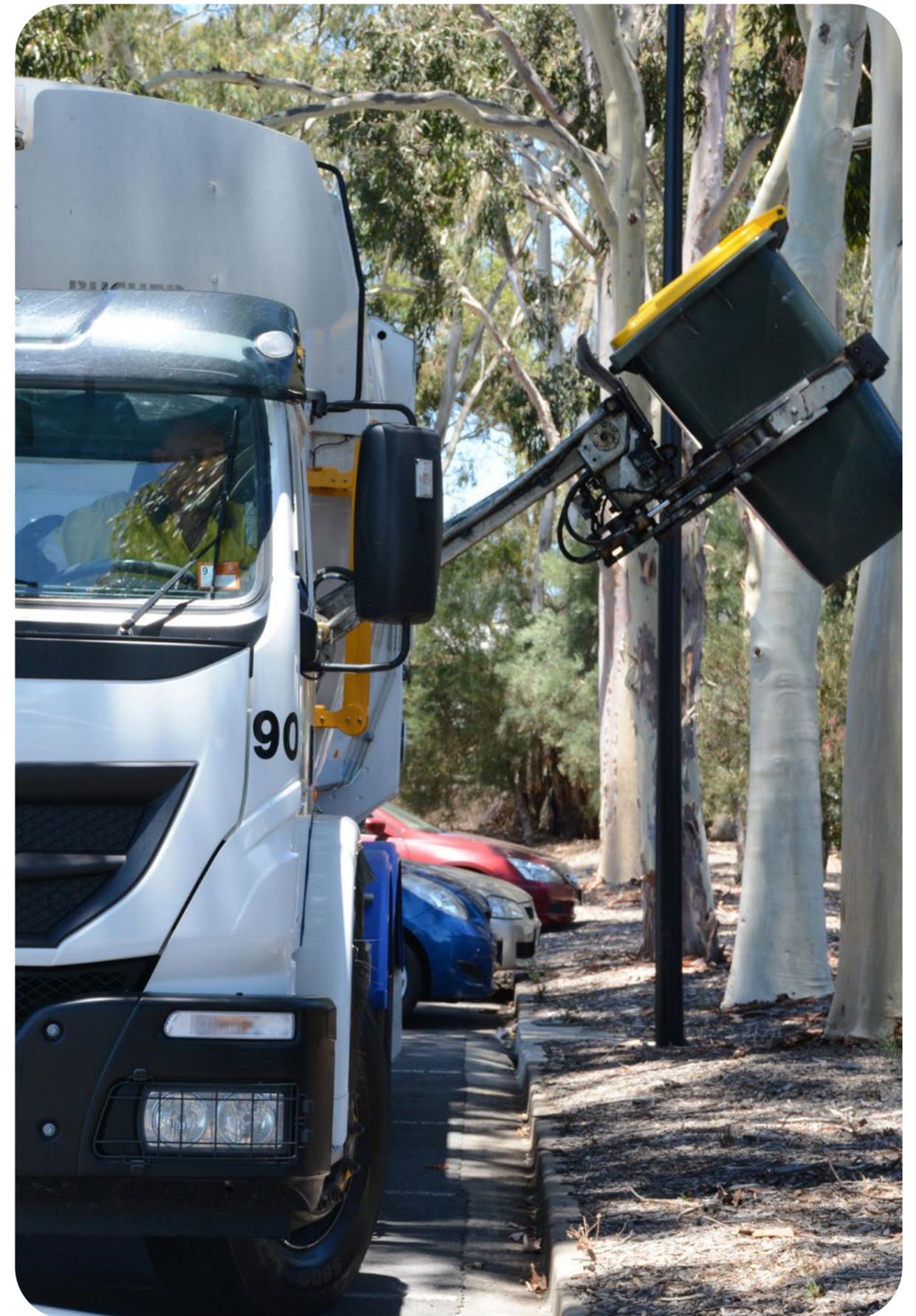
Will the additional truck for weekly FOGO lead to more greenhouse gas emissions?

When organic matter breaks down in landfill it creates methane, a greenhouse gas that is 25 times more potent than carbon dioxide. The emissions associated with an additional bin truck are insignificant compared to the methane emissions saving made from the switch to weekly FOGO.

A truck filled with 25 tonnes of Food and Garden Organics (FOGO) can be driven 15,444km to a composting facility before it emits the same amount of greenhouse gases as that same truckload put into landfill.

What kind of compostable liners packaging can go in the FOGO bin?

Liners and packaging must be Australian certified compostable to Industrial Composting Standards [AS4736]. If in doubt, do not put it in the FOGO bin.



Toolkit E: Which Bin

Branding

Using one consistent message or brand in behaviour change and education is particularly important when it comes to improving recycling and reducing landfill. The state government brand suite for 'Which Bin' is currently the most widely used and recognised recycling and waste avoidance brand for householders. Recycling and waste reduction efforts are complex issues requiring individuals to change behaviours and habits, often over a long period of time and requiring constant repetition in a variety of mediums. By using the Which Bin brand as a consistent anchor message, educators and advocates can help to simplify the behaviour and make it easier for individuals to understand and remember the desired behaviour.

A consistent brand creates a sense of identity and community around recycling and waste reduction efforts, providing a recognisable message that individuals associate with the larger movement towards reducing waste. This builds a sense of shared values and goals among individuals, increasing motivation and participation in recycling and waste reduction efforts.

Consistent branding and messaging builds trust and credibility among individuals. When individuals see the same message or brand repeated consistently over time, it helps to establish the message as reliable and trustworthy. This can lead to greater buy-in and participation in recycling and waste reduction efforts.

By consistently communicating the same message or brand, individuals are more likely to internalise and adopt the desired behaviours or attitudes, such as separating recyclables from non-recyclables, reducing waste, and using compostable products.

Using one consistent message or brand in behaviour change and education is crucial for simplifying the message, building a sense of community, establishing trust and credibility, and reinforcing key messages over time. This can lead to greater participation and success in not just weekly organics trials but all recycling and waste reduction efforts, ultimately helping to reduce the amount of waste that goes to landfill and increasing valuable resources recovered in South Australia to contribute towards our circular economy.

GISA will provide design and creative support services for all councils looking to move to a more sustainable model. 'Which Bin' creative assets to support a transition to weekly organics collection and fortnightly waste collections are available at no cost to councils. Branded assets to communicate to residents include printed brochures, flyers, magnets, social media assets, video and animations.

GISA's Engagement and Communications Unit can provide further examples, and best practice assets that can be co-branded with council and waste collection service provider logos and contact details.

Please contact GISA to discuss your needs and communication ideas. We are always looking for new and interesting ways to spread the Which Bin message.

Nigel Wapper

Communications Adviser

Email: nigel.wapper@sa.gov.au

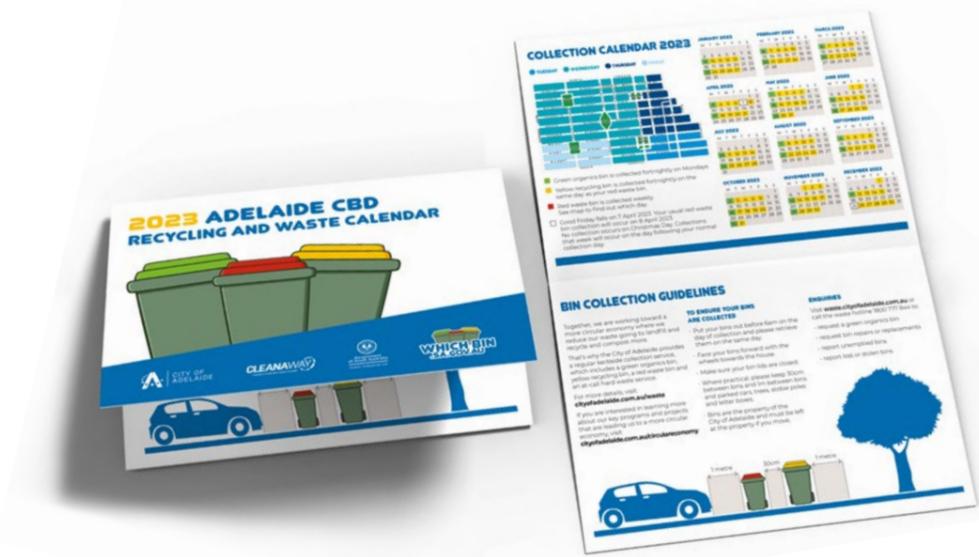
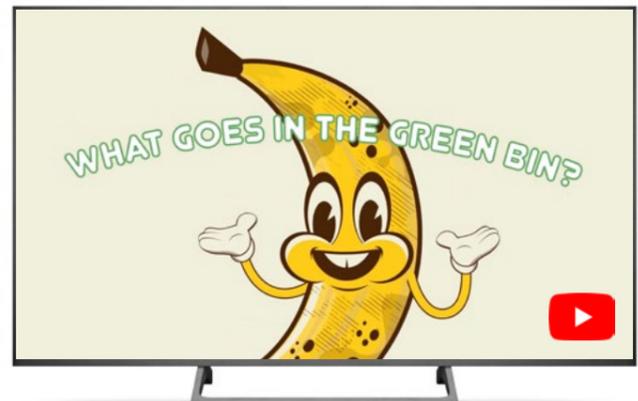
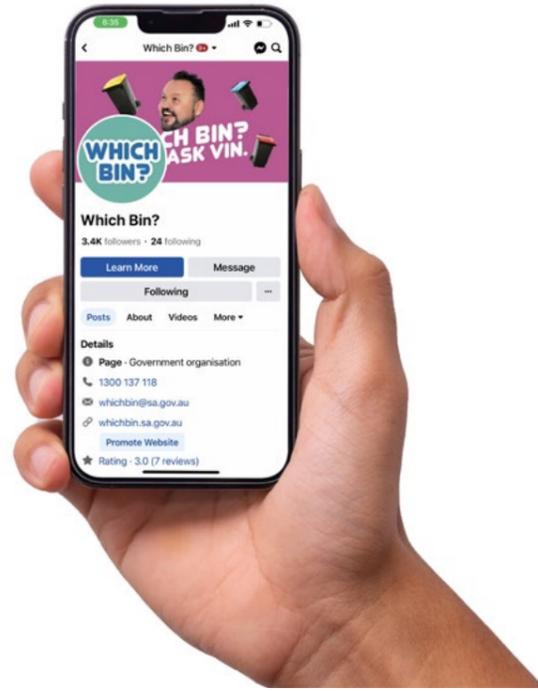
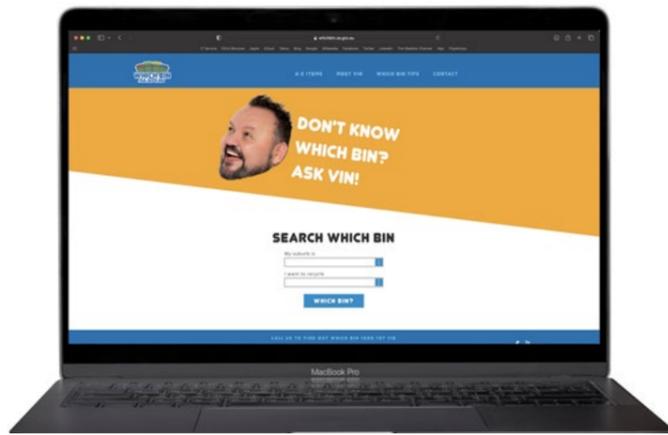
Ph: 0488 257 168



Which Bin / FOGO asset samples



Which Bin asset samples





**Government
of South Australia**

Green Industries SA