



Keep Australia Beautiful
WESTERN AUSTRALIA

Annual Report
2002-2003

Letter of Transmittal

In accordance with section 66 of the Financial Administration and Audit Act 1985, I hereby submit for your information and presentation to Parliament the Annual Report of the Keep Australia Beautiful Council WA for the twelve months ending 30 June 2003.

The Annual Report has been prepared in accordance with the provisions of the Financial Administration and Audit Act 1985.

Trevor Wright
CHAIRPERSON

Vision

To strive for a litter-free Western Australia.

Mission

To help reduce litter and littering in WA through the development and implementation of effective policy, education and enforcement.

Values

- **Customer Focus** - *We are committed to providing excellent service to our customers.*
- **Innovation** - *We initiate changes to enhance our performance.*
- **People** - *We value teamwork, integrity and effort.*
- **Resources** - *We aim to maximise the use of the resources invested in us.*
- **Performance** - *We strive to achieve high results on a continuous basis.*
- **Quality** - *We work hard to achieve quality exceeding expectations.*

Chairman's Overview

This year has been a period of review and consolidation for the Keep Australia Beautiful Council (WA) following the merger with the Department of Environmental Protection (DEP) and the Water and Rivers Commission (WRC).

The merger has proved challenging for Council and staff but has been very beneficial in that it has significantly reduced KABC's operating costs and overheads. KABC now has direct access to the resources of a large Government agency, including its community education, public relations, media, administration, finance, human resources and information technology functions.

The merger has also allowed for the rationalisation of competing programs previously undertaken by the separate agencies. And as a result several exciting new programs, such as Waste Wise Schools and the WA Environment Awards have been developed that will help to develop and reinforce anti-littering behaviours and values in Western Australians.

The programs retained by KABC have also been significantly improved. For example Sandra McKenzie, our Tidy Towns Manager, has undertaken a comprehensive review of the program for the first time in many years. Sandra consulted widely during the review with Tidy Towns Committees, Local Government staff and members of the Regional Development Commission. The changes made to Tidy Towns will help to ensure that it remains Western Australia's premier regional community action program.

KABC has also demonstrated strong leadership through litter abatement policy development. For example Council recently released the Litter Abatement Discussion Paper which will be the precursor to the development and implementation of a comprehensive and holistic Litter Abatement Strategy for WA. The strategy will be developed in partnership with Government agencies, Local Government, the education sector, the business community, non-government organisations and the community,

I am very proud to report that the dedicated staff of KABC (WA), members of Council and the community all made significant efforts to make Western Australia litter-free and environmentally healthy.

Trevor Wright
Chairman
Keep Australia Beautiful Council (WA)

Authority

The Keep Australia Beautiful Council (WA) was established in May 1980 following the proclamation of the Litter Act 1979. The Act established a body corporate with perpetual succession and provided a constitution and proceedings for the Council in the First and Second Schedules.

Fifteen people from business, community and government, conservation, consumer and workplace interests form the Council. The Keep Australia Beautiful Council (WA) reports to the Minister for the Environment.

Statement of Compliance

Keep Australia Beautiful Council WA has complied with public sector standards in Human Resource Management, the Western Australian Public Sector Code of Ethics and the Keep Australia Beautiful Council's own Code of Conduct and the requirements of the Financial Administration and Audit Act 1985.

KABC has exercised controls providing reasonable assurance that the receipt and expenditure of moneys and the incurring of liabilities have been in accordance with the legislative provisions.

KABC is not aware of any circumstances which would render the particulars included in this statement misleading or inaccurate.

Compliance Report

KABC is an equal opportunity employer.

No claims for job related injuries were received during the reporting period.

No Freedom of Information requests were received during the reporting period.

The applications made for breach of standards review and the corresponding outcomes for the reporting period are:

Number lodged	Nil
Number of breaches found	Nil
Number still under review	Nil

The Council adopted a Risk Management Program in September 1994. This program is monitored to ensure that the program addresses adequately Council's exposure to risk.

Customer Services Charter

A Customer Services Charter was established in 1995. The KABC surveys members of the public to determine the extent to which its programs meet their needs. This feedback assists the KABC to assess the success of the programs and allows for our customers needs and expectations to be met.

Language Service Outcomes

The KABC has acknowledged the requirement to meet the needs of our customers, especially those of a non-English speaking background and endeavors to meet their special needs.

Organisational Structure at 30 June 2002

**Minister for Environment and Heritage
The Hon J Edwards MLA**

Keep Australia Beautiful Council

Chairman: Mr Trevor Wright

Cr Deborah Hopper

Mr Glen Bennett

Ms Judith Shields

Mr Mark Fogarty

Ms Virginia Scott

Mr Jamie Young

Mr Mike Roddy

Mr Gordon Houston

Ms Margaret Buckland

Ms Valerie Moylan

Mr Jeff Anderton

**Manager,
Community
Education Section,
DoE
Greg Allen**

Enforcement
Officer
Val Miller

Tidy Towns
Program
Sandra
McKenzie

Environment
Awards
Program
Ceidwen
Pengelly

Captain
Cleanup
Quintin
George

Litter Abatement Programs

Litter Abatement Policy

Objective: to develop and implement strategic long-term actions to reduce littering.

During 2002/03 KABC demonstrated strong leadership in the area of litter abatement policy development and implementation. It is estimated that approximately \$16 million is spent per annum on litter abatement. It is also estimated that most of the expenditure is directed at clean up activities and very little directed at litter prevention strategies.

Building on a comprehensive investigation of litter management in WA by consultants Nolan-ITU KABC has released a Litter Abatement Discussion Paper. The purpose of the paper is to stimulate debate and discussion about littering and to encourage key stakeholder participation in the development and implementation of a comprehensive Litter Abatement Strategic Plan for WA.

KABC on behalf of the Darling Range Rubbish Group and with financial support from the Waste Management Board has developed a five-year business plan for illegal dumping. A key stakeholder task force has been established to oversee the implementation of the Business Plan.

Tidy Towns Program

Objective: To foster and encourage community action in rural towns to protect their natural and built environs.

The Keep Australia Beautiful Council, through Tidy Towns, encourages communities to embrace the concepts of sustainability and rewards their efforts through the annual Tidy Towns awards.

One hundred towns entered the 2002 Tidy Towns program and as usual it was very difficult to select category winners and the State winner because of the quality of each entrant.

Wyalkatchem was selected as the State winner because of the amazing work undertaken by the local community. So good were Wyalkatchem's efforts that they were selected as Australia's Tidiest Town for 2003.

The category winners and runners-up for Tidy Towns 2003 were:

Tidiest Town Category A	Winner	Bindoon
Tidiest Town Category A	Runner-up	Yealering
Tidiest Town Category B	Winner	Greenbushes
Tidiest Town Category B	Runner-up	Woodanilling
Tidiest Town Category C	Winner	Wyalkatchem
Tidiest Town Category C	Runner-up	Mingenew
Tidiest Town Category D	Winner	Wagin
Tidiest Town Category D	Runner-up	Mt Barker
Tidiest Town Category D	Runner-up	Quairading
Tidiest Town Category E	Winner	Denmark
Tidiest Town Category E	Runner-up	Bridgetown
Tidiest Town Category F	Winner	Geraldton
Tidiest Town Category F	Runner-up	Albany
Resource Conservation and Waste Management	Winner	Toodyay

Friendly Tourism and Townscape	Winner	Wagin
Local Government Leadership	Winner	Bridgetown
Environmental Innovation	Winner	Cue
Cultural Heritage Conservation	Winner	Wagin
Natural Heritage Conservation	Winner	Denmark
Bush Spirit	Winner	Nyabing
Young Legends	Winner	Denmark
Community Action	Winner	Denmark
Litter Prevention	Winner	Exmouth

Tidy Towns has existed in one form or another since 1968. During this time it has developed into one of the WA Government's key programs for community development in WA and has become somewhat of an icon for travelers across Western Australia.

During its 35 years the program has gone through an amazing evolution. At the same time conditions have changed dramatically for many regional communities with dwindling populations, drought and salinity to name just a few. During 2002/03 it seemed pertinent to take stock of Tidy Towns and to review the objectives of the program and make adjustments to ensure it continues to suit the community's needs.

The Program Manager, Sandra McKenzie consulted widely within the rural community during the year and meet and interviewed Tidy Towns Committee Members (past and present), Local Government staff, Regional Development Commission staff, WA Tourism Commission staff and also regional Department of Environment staff.

As a result of the consultation a number of significant changes were made to the Program. For example towns will now compete at a regional level and will be assessed by a panel of regional judges. The regional winners will compete for the title WA's tidiest Town. The State winner represents Western Australia in the National Tidy Towns Awards.

Captain Cleanup

***Objective:** To foster antilittering values in young students.*

Captain Cleanup has remained popular with both students and teachers during the past twelve months with demand increasing for school performances.

The 25,250 students who participated in the program were provided with entertaining but powerful performances that helped them understand the environmental impacts on the environment of littering. Captain Cleanup has continued to improve and enhance the performances with new material and broader environmental messages.

Captain Cleanup also participated at events such as the Royal Show and Perth Glory soccer games to promote anti-littering and recycling.

WA Environment Awards

***Objective:** To publicly acknowledge the environmental protection achievements of Western Australian organisations and individuals.*

In 2002/03 the Minister for the environment launched the inaugural WA Environment Awards. The new awards were a result of the combination of the State 3R Awards, the Perth Environment Awards and Perth's Best Beaches. The Sustainable Energy Development Office (SEDO) also chose to combine the Energy Awards with the WA Environment Awards.

To further profile the excellence of the entrants WA Environment Awards category winners are automatically entered in the prestigious Australian Banksia Awards. This year six WA Environment Awards winners were selected as finalists in the 2003 Banksia Awards.

Over a 110 organisations and individuals entered the WA Environment Awards in 2002/03. The quality and caliber of the entrants' work is testament to the outstanding contribution many Western Australians are making to environmental protection.

The 2002 Winners and Finalists were:

Overall Winners:

- Denmark Environment Centre
- St John of God Healthcare Subiaco

Individual Winner:

- Alex Campbell

Category Winners:

Community Group

- Denmark Environment Centre

Business and Industry Leading by Example

- St John of God Healthcare Subiaco

Small Business and Industry Leading by Example

- Atlas Dry Cleaners

Government Leading by Example

- City of Fremantle

Bush, Land and Waterways

- Town of Cambridge

Resource Management

- Southern Metropolitan Regional Council

Air Quality

- Woodside Energy

Energy Efficiency

- Amcor Fibre Packaging, Spearwood Mill

Water Conservation and Management

- R Moore and Sons

Eco Building

- Murdoch University Technology Centre

Infrastructure and Services

- B.I.T.E.S. (Wormall Group)

Communications

- Motor Trades Association of WA

Rural Roadside Litter Removal

Objective: *To encourage community organisations to participate in the removal of roadside litter in rural areas.*

During the financial year, the KABC approximately 40,000 litterbags were provided free of charge to Tidy Towns Committees, other voluntary or community groups and Local Governments.

Enforcement

Objective: *To deter littering through the application of appropriate penalties.*

Local Government rangers, and officers from the Department of Conservation and Land Management, Fisheries WA and WA police officers are Authorised Officers under the Litter Act and therefore have the power to issue Infringement Notices to offenders.

Additionally KABC has nearly 1000 active anti-litter 'volunteers' who regularly report littering from motor vehicles. The offenders are sent infringement notices and warning letters however they are not pursued through court action because litter reporters are not asked to act as witnesses in order to protect their identity.

During 2002/03 831 infringement notices were issued of which 384 were paid.

Cleanup Australia Day

***Objective:** To promote the impact of littering and encourage community volunteers to participate in clean up of specific sites.*

To reduce duplication the KABC abolished the Tidy WA in May campaign in 2002/03 and developed a strong partnership with the Cleanup Australia Day Foundation and undertook to manage Cleanup Australia Day in Western Australia.

Cleanup Australia Day 2003 was well supported with over 5,000 community volunteers cleaning up 202 sites throughout Western Australia. Many Local Governments also participated by coordinating sites, providing additional resources and by collecting full litterbags.

Corporate Partners and Sponsors

The KABC wishes to acknowledge the following Corporate Partners. Without this support the KABC would not have been able to provide the programs detailed in this report.

Beverage Industry Environment Council
Main Roads WA
Western Australian Newspaper Holdings
Water Corporation of WA
Waste Management Board of WA
Sustainable Energy Development Office
Publishers National Environment Bureau