

A new era for the Bayside Waste and Recycling Centre

Community Engagement Summary

April 2022

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2 Overview

Bayside City Council's transfer station, the Bayside Waste and Recycling Centre (BW&RC) provides a valuable and much-needed service to the Bayside and neighbouring communities. The Centre offers a variety of waste and resource recovery services for both residents and commercial businesses.

However, with rapid innovation currently taking place within the waste and recycling sector and the transition towards a circular economy, there is a significant opportunity to expand and improve the services available at the site.

As part of Bayside's commitment to transitioning to a circular economy, Council is looking at increasing resource recovery at the facility as well as improving the overall customer experience. The current site lease is ending in August 2023, creating an exciting opportunity to expand the service offering and reinvigorate the site.

We undertook a five-week community consultation process to understand how our community use the Centre, what their experience has been, and what type of services they love or want to see added to the Centre in the future.

329 community members responded to the survey while 27 contributed to the Ideas Board on the Have Your Say page. The most common reported uses of the BW&RC were for the 'Recycling of materials' (255 responses of 293 responses) and the 'Disposal of materials to landfill' (187). 49 responses also reported the 'Purchasing of mulch or soil' and the most common 'Other' response (19) related to disposal of paint.

Of these recyclable materials, the top five most frequently reported items dropped off at the Centre were:

- electronic or 'e-waste' (181 of 292 responses)
- cardboard (171), and
- green waste including branches and leaves (101).
- 'General rubbish for landfill' made up 139 responses, and
- polystyrene made up 61.

The majority of 'Other' reported materials (70 responses) were comprised of paint, building materials, and scrap metal.

The majority of respondents reported that the following were the most important services:

- Affordable disposal costs (69.5% of 328 responses),
- Variety of items accepted (77.5%),
- Maximising the sustainability of the Centre through recycling (75%) was very important to them.
- 51.7% of respondents considered 'Quality customer service' as somewhat important.
- Understanding of how and where items are recycled was rated very important by 44.7% of respondents and somewhat important by 27.6% of respondents.

A broad range of items and services were suggested as additions to the BW&C future service offering including (in order of most commonly identified):

- Polystyrene
- Repair centre – in particular the repair of electrical goods.
- Paints
- E-waste (particularly batteries)
- Soft plastics
- Cardboard
- Container Deposit Scheme (CDS)
- Chemicals
- Hard plastics
- Food waste

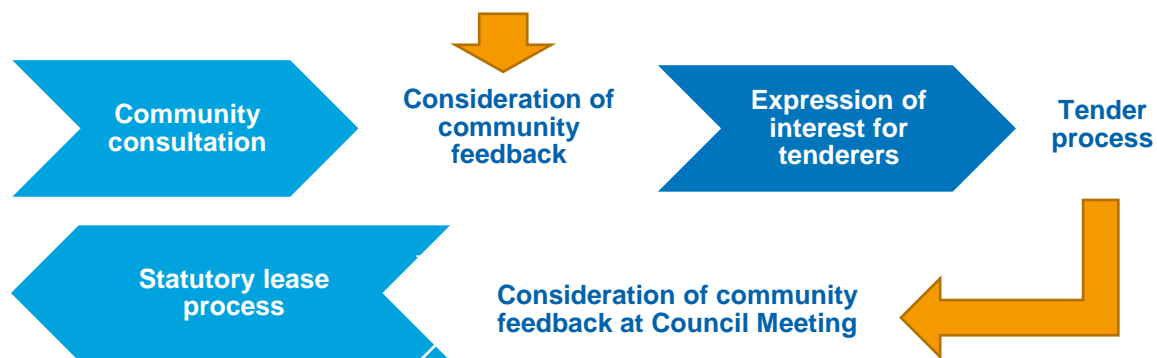
- Textiles and clothing items

Other feedback related about the BW&RC included:

- Access to free disposal or cheaper disposal for all items accepted at the BW&RC – in particular for Bayside rate-payers.
- Longer opening hours/more opening days – including suggestions of opening on the weekend, opening 7-days a week and/or allowing 24-hour access for drop-off.
- Improvement to accessibility and useability of the site in terms of layout and signage.
- Improvement to user safety on the site (reported close proximity to heavy vehicles).
- Improvement to customer service.

Next steps

The outcome of the consultation findings will be used to inform a two-stage procurement process: (1) Expression of Interest (EOI) to gauge interest in the site and shortlist interested parties, and (2) a subsequent tender for a new lease of the site.



3 Background

Bayside City Council's transfer station, the Bayside Waste and Recycling Centre provides a valuable and in-demand service to Bayside and neighbouring communities. The Centre offers a variety of waste and resource recovery services for residents, visitors, and commercial businesses. This includes recycling services for e-waste, green waste, oils, gas bottles, paint, and more as well as general waste disposal.

With the rapid innovation currently taking place within the waste and recycling sector and the focus on transitioning towards a circular economy, there are many opportunities to expand and improve the services available at the site.

The current lease is due to expire in August 2023 and Council want to understand how our community use the service and what opportunities exist for improvement. This feedback will inform an Expression of Interest process and a subsequent tendering process to issue a new lease for the site.

This is an exciting opportunity to expand the service offering and reinvigorate the site to ensure customers have a safe and enhanced experience, whilst maximising resource recovery.

4 Definitions and scope

This report presents the findings from the analysis of community feedback gathered during community engagement from 17 March to 21 April 2022.

The table below informed the scope of engagement and was published as part of community consultation:

Table 1: Scope of influence

Negotiables	<ul style="list-style-type: none"> What services are offered at the Bayside Waste and Recycling Centre to maximise resource recovery. For example, the types of material accepted at the Centre, which on-site recycling services are available at the Centre and so on. Updates or refurbishments to the site which improve transparency, customer experience, and accessibility.
Non-negotiables	<ul style="list-style-type: none"> The site must operate as a resource recovery centre. The site must maximise resource recovery (reduce waste to landfill). The site will be leased by Council but not operated by Council. Must be a commercial operation.

4.1 Community and stakeholders

Table 2 lists the community members and stakeholders identified as having an interest or impact from the project to be considered in the consultation.

Table 2: Community and stakeholders

Stakeholder	Interest	Impact	Influence
Frequent users of the facility (residents/customers)	H	H	Consult
Home owner-occupier	M	M	Consult
Renters/tenants	M	M	Consult
Landlords not living in the area	L	M	Consult
Landlords that are living in the area	M	M	Consult
Multi-unit development not serviced by Council	M	M	Consult
Retirees (aged 55 -74)	H	M	Consult
Residents with a lived experience of disability	M	M	Consult
Residents living with a chronic illness or medical conditions	M	M	Consult
Residents experiencing financial difficulty	M	M	Consult
Older residents (aged over 75)	M	M	Consult
Young people (under 30)	M	M	Consult
CALD communities (Culturally and Linguistically Diverse)	M	M	Consult
Traders/small businesses	M	M	Consult
Environmental interest groups	H	M	Consult
Gardeners/landscapers	M	H	Consult
Depot tenants	H	H	Consult
Traditional landowners	L	L	Consult
Metro Waste Resource Recovery Group (MWRRG)	M	L	Inform
Sustainability Victoria, and Recycling Victoria	M	L	Inform
Local State and Federal members	M	M	Inform
Other Councils	M	L	Inform

The level of influence for engagement was assigned at the 'consult' level on the IAP2 Public Participation spectrum for stakeholders identified as having a high impact from this project, and 'inform' level for those with a lesser impact.

This is consistent with Council's application of the IAP2 Spectrum for community engagement on strategy and policy development. This report on Phase 1 engagement results, and the engagement plan overview, is publicly available via the Have Your Say website.

4.2 Glossary

Table 3: Definitions

Item	Definition
BW&RC	Bayside Waste and Recycling Centre

4.3 Related Council documents and consultations

- **Council Plan 2021-2025** Theme 1 The living environment/natural environment, Theme 5 Nurturing creativity, Theme 6 Promoting Innovation, and Theme 7 Council operations and accountability
- **Environmental Sustainability Framework 2016-2025** - Environmental Citizenship - Increase community awareness and engagement in environmental sustainability to increase waste diversions
- **Recycling and Waste Management Strategy 2018-2027** - Waste reduction, avoidance, and re-use - Increase waste avoidance and recycling: Landfill diversion target rate: 80% 2021/22, 90% 2022/23
- **Bayside 2050 Community Vision:** Living Environment/Natural Environment, to create a sustainable community that prioritizes recycling and reusing at the local level
- **Climate Emergency Action Plan 2020 – 2025**, Theme 6 Transition to a Circular Economy to avoid waste

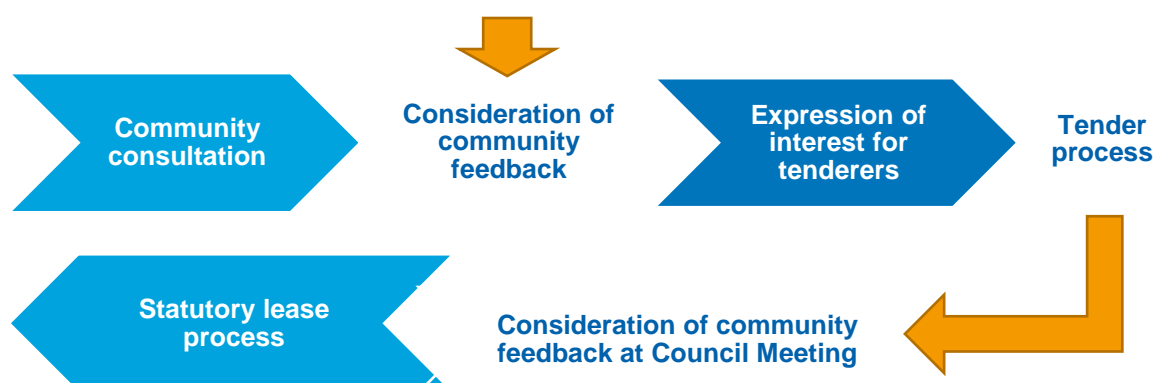
5 Consultation process

5.1 Consultation purpose

The consultation sought to understand how stakeholders and the broader community use the Centre, what their experience has been, and what type of services they love or want to see added to the Centre in the future.

The outcome of the consultation findings will be used to inform a two-stage procurement process: (1) Expression of Interest (EOI) to gauge interest in the site and shortlist interested parties, and (2) a subsequent tender for a new lease of the site.

5.2 Consultation methodology



The tools and techniques selected for this project are informed by the project content, stakeholders and type of feedback sought.

The unpredictable impact of COVID-19 restricts our ability for drop-in sessions, as well as slower distribution of mail.

Key methods for gathering feedback

- Online engagement through Have Your Say, including opportunities to ask questions and provide feedback.
- Drop-in or pop-up engagement sessions at major activity centres, local community centres and events (subject to COVID restrictions).
- Liaison with community representatives, including Committees of Council, local interest and reference groups.
- Printed survey and consultation materials available upon request.

5.2.1 Consultation phase

Community consultation was open from 17 March to 21 April 2022, with 356 contributions received from community members.

Details	Activity
Online survey <i>329 respondents</i> 17 March – 21 April	Online engagement through Have Your Say project page, including opportunities to ask questions and provide feedback via a survey.
Ideas forum <i>27 contributions</i> 17 March – 21 April	An ideas forum on Have Your Say received 27 posts from community members with suggestions for future use of the BW&RC.
Pop-up information sessions <i>545 interactions</i>	4 pop-up engagement sessions were held at major activity centres/shopping precincts. Events focused on providing information about the engagement and directing community members to the Have Your Say platform.
Print survey	A print survey was available upon request and at pop-up engagement events. The survey was also available in accessible formats on request.
Facebook and Instagram comments/replies <i>94 interactions</i>	3 social media posts received 72 reactions, 19 comments, and 3 shares.

5.2.2 Communication tools and reach

Key tools for communicating the project

Information about this consultation was directly promoted to more than 20,000 community members through the following communication channels:

- Email notification to Have Your Say members (3,237).
- Council website news stories (421 views) and e-newsletter, This Week in Bayside (10,382).
- Social media, including sponsored posts to increase audience reach (10,149).
- Pop-up information sessions in shopping precincts (545 interactions)
- 500 Postcards/flyers distributed through Bayside libraries, Corporate Centre, etc.

6 Participant profile

6.1.1 Participant relationship to Bayside municipality

The majority (96%) of respondents identified as a Bayside resident, with 11 respondents identifying as a visitor to Bayside. 2.7% (9) of respondents also identified as an owner of a business in Bayside.

6.1.2 Participant demographics

	Demographic	Bayside 2016 Census	Participants (%)
Gender	Male	47.6%	47.26%
	Female	52.4%	50.91%
	Unknown	-	1.83%
	Other identity	-	0%
Age	15-24	11.5%	0.91%
	25-39	13.6%	8.54%
	40-49	16%	17.68%
	50-59	14.4%	29.27%
	60-69	11.5%	24.09%
	70-84	9.9%	17.38%
	85+	3.7%	0.30%
	Undisclosed	-	1.83%
Suburb	Beaumaris	13.5%	15.29%
	Black Rock	6.5%	11.62%
	Brighton	24.1%	16.21%
	Brighton East	15.9%	7.34%
	Cheltenham	3.7%	6.42%
	Hampton	13.6%	11.93%
	Hampton East	5.0%	2.45%
	Highett	7.2%	7.03%
	Sandringham	10.5%	18.65%
	Outside Bayside	-	3.06%

74.7% of the 328 respondents reported living in a 'House', 12.2% in a 'Townhouse', and 13.1% in a 'Unit or apartment'.

7 Consultation findings

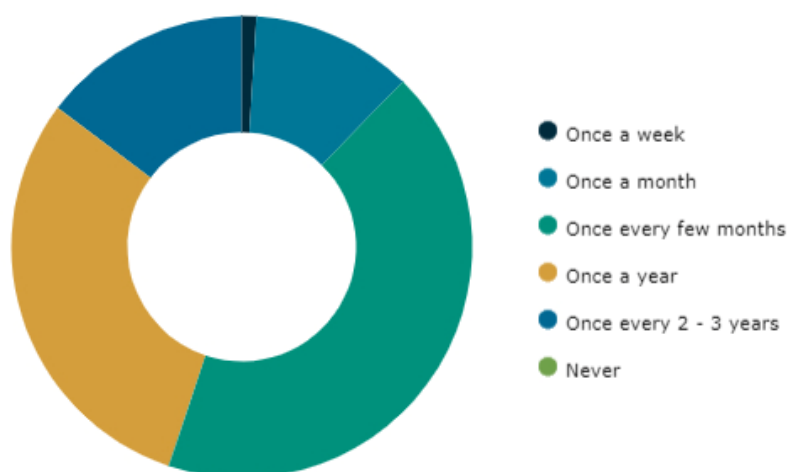
7.1 Usage of the Bayside Waste and Recycling Centre (BW&RC)

7.1.1 Have you used the BW&RC before?

The majority of respondents 89.4% (294) reported having used the Bayside Waste and Recycling Centre (BW&RC) previously, with 8.8% (29) having never used the Centre and the remaining 1.8% (6) unsure of whether or not they had used the Centre before.

Those who had never used the BW&RC before (28 responses) reported a variety of reasons, the most frequent (42.9%) being they didn't know about the Centre and its services, also expressed as being 'new to the municipality' (10.7%). Others reported not needing the BW&RC due to available Bayside kerbside services and other drop-off locations (14.3%), being unsure if their items were accepted at the Centre (10.7%), unfavourable opening hours (10.7%), high expense (3.6%), and being unsure how to access the site (3.6%).

7.1.2 How often do you use the BW&RC?

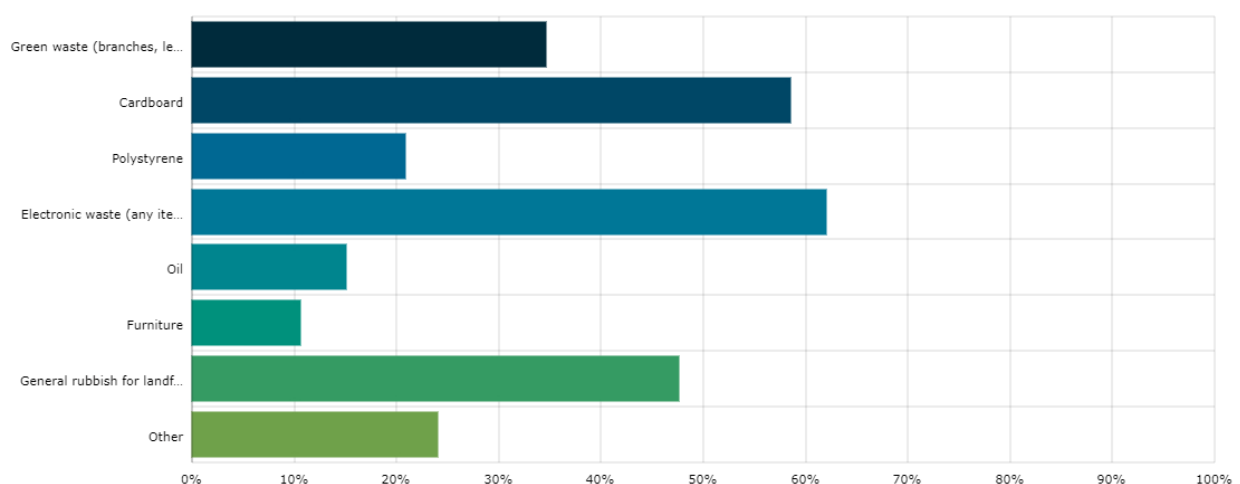


Reported usage of the BW&RC tended to be more infrequent, with the majority of the 292 respondents visiting the BW&RC either 'Once every few months' (42.8%) or 'Once a year' (30.14%). 14.7% reported using the Centre 'Once every 2-3 years' and 11.3% reported using the Centre 'Once a month'. 1% (3 respondents) reported using the Centre 'Once a week'.

7.1.3 What do you use the Bayside Waste and Recycling Centre for?

The most common reported uses of the Centre of the 293 responses were for the 'Recycling of materials' (255 responses) and the 'Disposal of materials to landfill' (187). 49 responses also reported the 'Purchasing of mulch or soil' and the most common 'Other' response (19) related to disposal of paint.

7.1.4 What types of materials do you typically take to the Centre?



Of these recyclable materials, the most frequently reported items were electronic or 'e-waste' (181 of 292 responses), cardboard (171), and green waste including branches and leaves (101). Following these, 'General rubbish for landfill' made up 139 responses, and polystyrene made up 61.

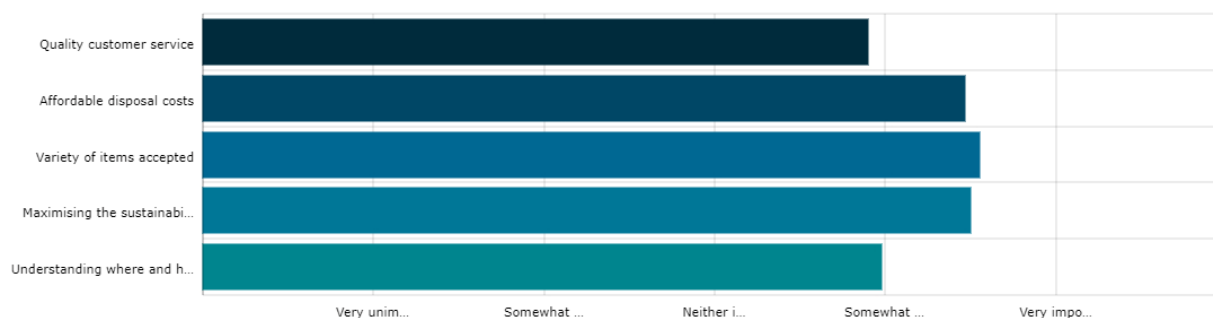
The majority of 'Other' reported materials (70 responses) were comprised of paint, building materials, and scrap metal.

7.2 User experience of the BW&RC

7.2.1 How would you rate your experience(s) at the BW&RC?

Overall, there was a positive hesitance present in responses rating user experiences at the Centre. Respondents reported majority 'Good' experience(s) in regard to customer service (45.5%), accessibility of the site (52%), safety of the site (42.9%), and variety of available recycling services (37%). 31.5% reported the layout of the site and directional signage was 'neither good nor bad'. However, a more significant proportion of respondents reported the cost of disposal was either 'Poor' or 'Very poor' (46.5%).

7.2.2 Which services offered at the BW&RC are most important to you?



The majority of respondents reported that 'Affordable disposal costs' (69.5% of 328), 'Variety of items accepted' (77.5%), 'Maximising the sustainability of the Centre through recycling' (75%) were very important to them. 51.7% of respondents considered 'Quality customer service' as somewhat important. Understanding of how and where items are recycled was rated very important by 44.7% of respondents and somewhat important by 27.6% of respondents.

7.2.3 Does the BW&RC accept all the materials you wish to dispose of or recycle?



The majority of the 328 respondents (42.4%) did not feel that the BW&RC accepted all the materials they wished to dispose of. 31% reported feeling unsure, and 26.5% reported that the BW&RC accepted the materials they wished to dispose of.

7.3 Future use of the BW&RC

7.3.1 If you could choose a service or accepted material to add to the BW&RC what would it be?

A broad range of items and services were suggested in the 265 responses, including:

- Polystyrene (45 mentions)
- Repair centre (39 mentions) – in particular the repair of electrical goods
- Paints (38 mentions)
- E-waste (particularly batteries) (36 mentions)
- Soft plastics (22 mentions)
- Cardboard (19 mentions)
- Container Deposit Scheme or CDS (15 mentions)
- Chemicals (14 mentions)
- Hard plastics (13 mentions)
- Food waste (7 mentions)
- Textiles and clothing items (5 mentions)

Feedback to improve the service not related to materials which was reported in this question included a strong desire for cheaper and/or free disposal, improved hours (some suggestions of 24 hour access), clearer signage, and improved accessibility at the site.

Responses gathered via the Have Your Say survey were reflected in contributions to the ideas' forum, with additional mention of x-ray disposal and a second-hand wood yard where residents could access recovered wood for DIY projects.

7.4 Additional feedback

7.4.1 Would you like to provide any other feedback to Council about the BW&RC?

The 172 responses to this question covered topics addressed in other areas of the survey including:

- Access to free disposal or cheaper disposal for all items accepted at the BW&RC – in particular for Bayside rate-payers.
- Longer opening hours/more opening days – including suggestions of opening on the weekend, opening 7-days a week and/or allowing 24-hour access for drop-off.
- Improvement to accessibility and useability of the site in terms of layout and signage.
- Improvement to user safety on the site (reported close proximity to heavy vehicles).
- Improvement to customer service.

A small number of responses also reported satisfaction with the service and a desire for current service levels to be maintained.

8 Project evaluation

Community consultation was open from 17 March to 21 April 2022, with 356 contributions received via Have Your Say from community members.

329 contributions were collected online via the Have Your Say survey, 27 contributions collected via the Have Your Say ideas board, 545 in-person interactions at 4 pop-up events, and 94 online interactions via Facebook and Instagram.

Targets set for participation, attention and actions, based on previous similar projects, were all exceeded

- Overall contributions: target 300 contributions, actual 356 contributions.
- Feedback (% of visits where at least 1 contribution is made): target 10%; actual 31%
- Attention (% of visits that lasted > 1 minute): target 35%; actual 52%
- Actions (% of visits where at least two actions were performed): target 15%; actual 43%

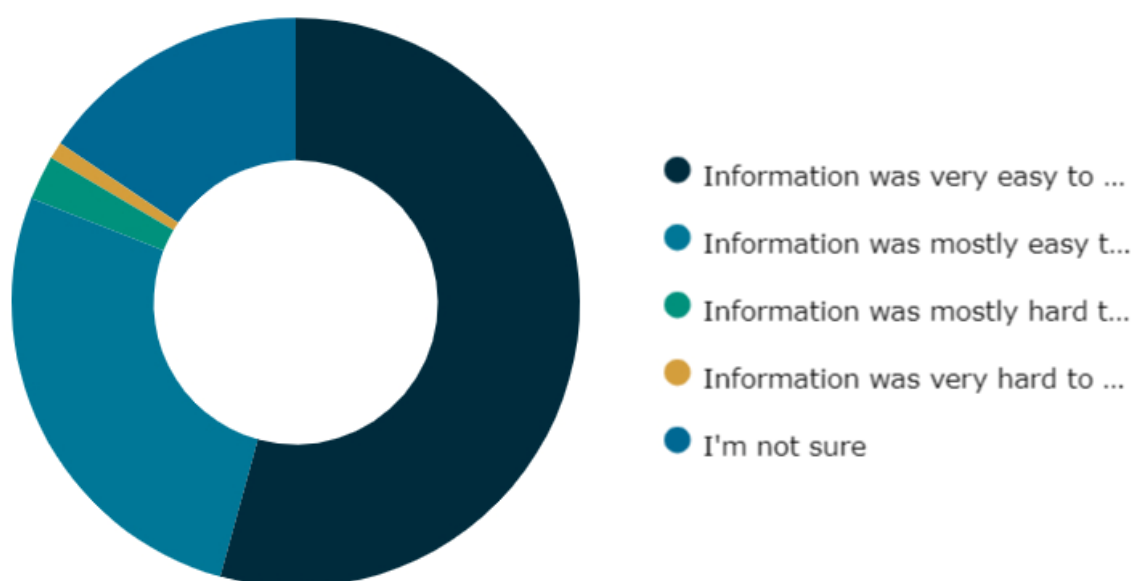
The community engagement project was not a random sample survey of the community, rather it was a self-selection consultation with a focus on Have Your Say website participants.

The demographic profile of the survey respondents was skewed towards older over younger respondents, which will have an impact on the results.

54.3% (171 of 315 respondents) reported that information about the consultation was 'Very easy to find and understand', 26.7% (84) reported information was 'Mostly easy to find and understand', 3.5% (11 respondents) reported that information was 'Very hard' and 'mostly hard to find and understand', and 15.6% (49 respondents) were unsure.

The results of the consultation reflect the views of those in the community sufficiently engaged with both Council and/or recycling and waste management issues who choose to participate in the consultation.

Participant satisfaction



54.3% (171 of 315 respondents) reported that information about the consultation was 'Very easy to find and understand', 26.7% (84) reported information was 'Mostly easy to find and understand', 3.5% (11 respondents) reported that information was 'Very hard' and 'mostly hard to find and understand', and 15.6% (49 respondents) were unsure.

8.1.1.1 Limitations

The Participant Profile outlines that the community engagement project was a self-selection consultation via Have Your Say and not a random sample survey of the community. The results of the consultation reflect the views of those in the community sufficiently engaged with both Council and/or recycling and waste management issues who choose to participate in the consultation.

The geographical profile of the sample of respondents was relatively reflective of the Bayside community, with over-representation in Sandringham and under-representation in Hampton East and users from outside the Bayside municipality.

The survey sample was generally reflective of the gender profile of the community; however, older residents were over-represented.

9 Appendix

9.1.1 Appendix 1: Survey



We're looking to modernise and improve the Bayside Waste and Recycling Centre.

We want to know how you use the Centre, what your experience has been, and what type of services you love or want to see added to the Centre's service offering.

Consultation will close on Thursday, 21 April.



Which of the following best describes you?

- ☐ Bayside resident
- ☐ Visitor to Bayside
- ☐ Owner of a business in Bayside
- ☐ Other

Have you used the Bayside Waste and Recycling Centre before?

- ☐ Yes ☐ No

How often do you use the Bayside Waste and Recycling Centre?

- ☐ Once a week
- ☐ Once a month
- ☐ Once every few months
- ☐ Once a year
- ☐ Once every 2 - 3 years
- ☐ Never

What do you use the Bayside Waste and Recycling Centre for? (Please select all that apply)

- ☐ Disposal of materials to landfill
- ☐ Recycling of materials
- ☐ Purchasing of mulch or soil
- ☐ Disposing of commercial or business waste
- ☐ Other

What types of materials do you typically take to the Centre? (Please select all that apply)

- ☐ Green waste (branches, leaves)
- ☐ Cardboard
- ☐ Polystyrene
- ☐ Electronic waste (any item with a battery, cord, or plug)
- ☐ Motor oil
- ☐ Furniture
- ☐ General rubbish for landfill
- ☐ Other

We have an opportunity to improve the Bayside Waste and Recycling Centre and we want to hear your ideas. If you could choose a service or an accepted material to add to the Centre, what would it be?

How would you rate your experience at the Bayside Waste and Recycling Centre?	Very good	Good	Neither good nor bad	Poor	Very poor
Customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility of the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety of the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of disposal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of available recycling services (variety of items able to be recycled)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout of the site and directional signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which services offered at the Bayside Waste and Recycling Centre are most important to you?	Very good	Good	Neither good nor bad	Poor	Very poor
Quality customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable disposal costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of items accepted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maximising the sustainability of the centre through recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding where and how items are recycled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Does the Bayside Waste and Recycling Centre accept all the materials you wish to dispose of or recycle?

☐ Yes ☐ No ☐ I'm not sure

Do you have any other feedback you would like to provide about the Bayside Waste and Recycling Centre?

Survey continued on back page

Which gender do you identify as?

- ☐ Female
- ☐ Male
- ☐ I prefer to self-describe

Please specify:

- ☐ I'd prefer not to say

What is your age group?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-49
- ☐ 50-59
- ☐ 60-69
- ☐ 70-84
- ☐ 85+
- ☐ I'd prefer not to say

Your suburb

- ☐ Beaumaris
- ☐ Black Rock
- ☐ Brighton
- ☐ Brighton East
- ☐ Cheltenham
- ☐ Hampton
- ☐ Hampton East
- ☐ Highett
- ☐ Sandringham
- ☐ Other

Please specify:

Your household type

- ☐ House
- ☐ Townhouse
- ☐ Unit or apartment

Would you like to be kept informed of this and/or other waste-related projects?

- ☐ No ☐ Yes Email:

Thank you for your feedback

Please return your survey to:
Bayside City Council
76 Royal Avenue,
Sandringham, Victoria, 3191
By 15 April 2022

Have your say online

yoursay.bayside.vic.gov.au/RecyclingCentre



Privacy Statement: Council will use the personal information collected on this form solely for the Bayside Waste and Recycling Centre project. All personal information collected will be stored and maintained in line with Council's Privacy Policy. For more information please visit Council's website at bayside.vic.gov.au/privacy or contact the Privacy Officer at privacy@bayside.vic.gov.au

