

## ReefClean Online Workshop

<b>Date of Workshop:</b>	11 May 2020
<b>Location:</b>	Online
<b>Project:</b>	ReefClean <i>Litter Hero</i> campaign
<b>Campaigner:</b>	Tom Godfrey
<b>Coordinator:</b>	Jodi Jones

### Introduction

Tangaroa Blue ran an online ReefClean Source Reduction Project (SRP) workshop on 11 May 2020 with the aim of reducing public space litter around The Great Barrier Reef. The event attracted 43 attendees from local councils and community groups.

### Project Description

The ReefClean AMDI data shows public space litter is a major issue around the reef with causes ranging from public laziness to a lack of effective bin infrastructure. The project aimed to draw attention to the issue of public space litter and implement tactics to reduce litter in hotspot locations around the reef. In developing the campaign there was discussion around the reduced number of people travelling through public spaces due to COVID-19, councils' reluctance to display bright bin signage and the need to engage the public with positive anti-littering messages. After due consideration, the workshop developed the *Litter Hero* campaign to engage the public in a positive way. The campaign messages were:

1. Be a *litter hero*
2. Don't let litter bug our reef
3. Bin this way. Be a *litter hero*
4. Thanks! You're a *litter hero*

By engaging the public with fun directional signage and bin stickers (UV stable) in the hotspot locations around the reef, we aimed to create litter superheroes using the existing bin infrastructure. To generate awareness, we also promoted the campaign through local media, social media and virtual community events.

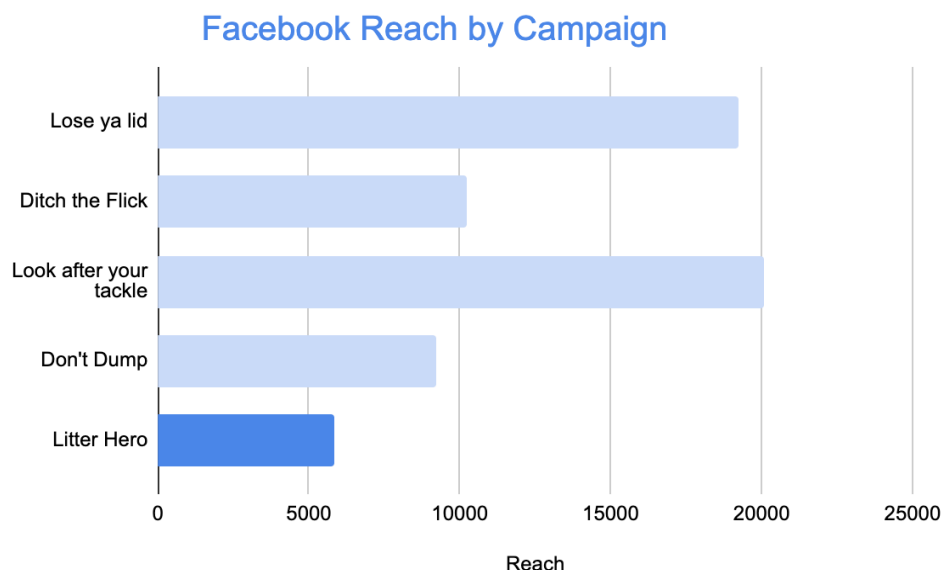
### Current Status

	Next Steps:	TO DO	Actions
<b>Task 1</b>	<b>Digital workshop and weekly check-ins</b>	Promote and host an online public space litter workshop on 11 May and facilitate weekly check-in meetings.	Completed

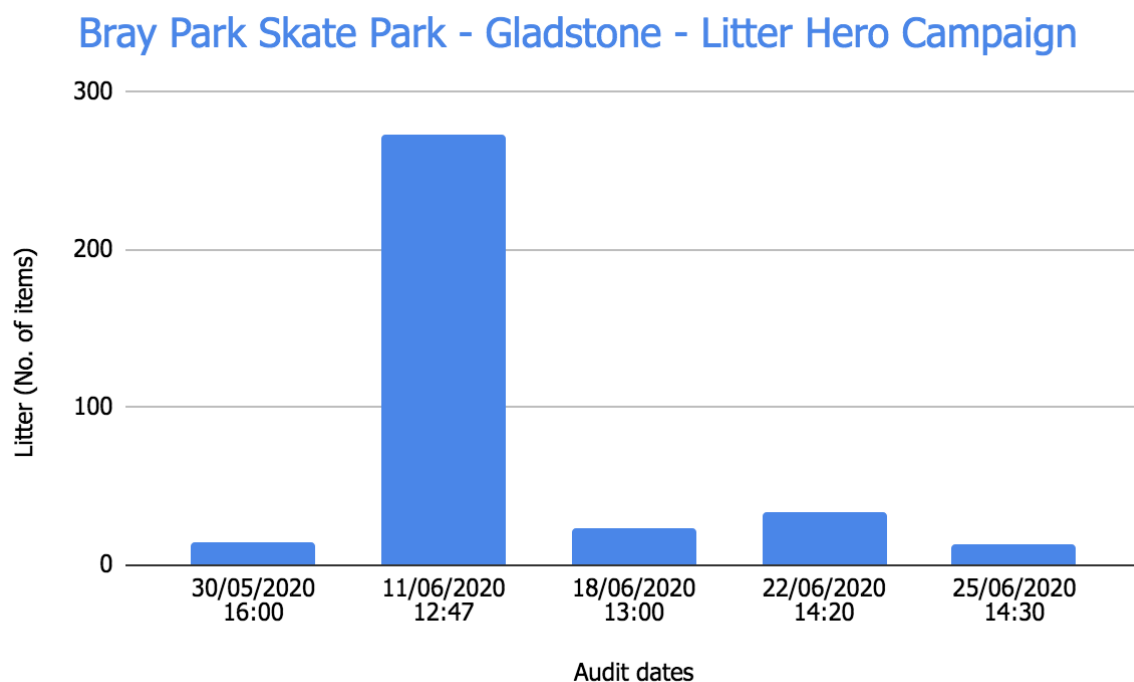
<b>Task 2</b>	<b>Audit</b>	Audit public space litter in Boyne Park Skatepark in Gladstone from 29 May to 25 June.	Completed
<b>Task 3</b>	<b>Design - physical assets</b>	Design UV stable directional signage stickers for display around the skatepark on wall, seats and bins on 11 June.	Completed
<b>Task 4</b>	<b>Design and write - social assets</b>	Design and write weekly social media posts to promote the campaign on Facebook.	Completed
<b>Task 5</b>	<b>Design and write - website landing page</b>	Design and write the campaign website landing <a href="https://reefclean.org/litterhero">reefclean.org/litterhero</a>	Completed
<b>Task 6</b>	<b>Print - directional signage stickers</b>	Print and distribute UV stable directional signage stickers to project officers	Completed
<b>Task 7</b>	<b>Display - directional signage</b>	Gain council approval and display directional signage in hotspot locations	Completed
<b>Task 8</b>	<b>Awareness - media management</b>	Write and sell in local media releases featuring local kids at the skatepark in Boyne Park, Gladstone.	Completed
<b>Task 9</b>	<b>Audit progress - weekly check-ins</b>	Conduct regular audits at Boyne Park Skatepark to see if the campaign sticker signage and awareness has resulted in a reduction in public space litter.	Completed

### ***Outcome and Data***

The ReefClean *Litter Hero* campaign ran for four weeks and reached 5,851 people through social media and more through local media coverage (attached). Campaign posts and promotional materials also appeared on Gladstone's Virtual Neighbourhood's website, the Gladstone Community Facebook page and the Gladstone Regional Councils Virtual Ecofest 2020. The #onechange 2020 virtual Ecofest was a collaboration of over 20 regional community entities reaching more than 680,000 people through virtual activities webinars, videos, prizes and competitions. The *Litter Hero* campaign was one of a number of the ReefClean digital campaigns to be featured at EcoFest 2020.

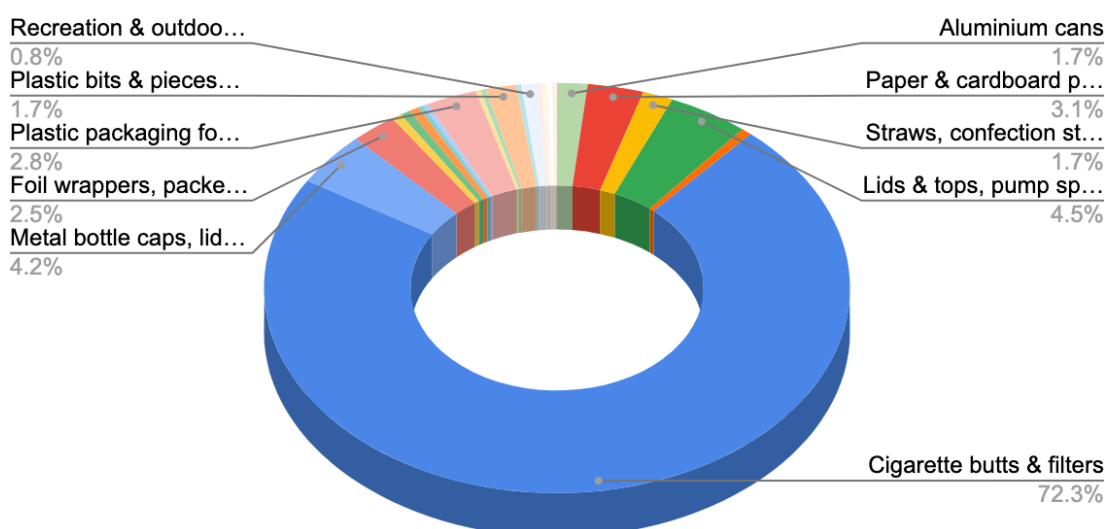


The campaign saw five audits conducted at Boyne Park Skate Park in Gladstone between 30 May to 25 June. While the initial audit only found 14 items, the second audit on 11 June found 273 items before the directional signage was displayed. Next three audits found 23, 34 and 13 items of litter respectively. Following the display of the *Litter Hero* directional signage, we saw a significant decline in litter levels.



When it comes to the type of public litter found, cigarette butts and filters (72.3%) represented the vast majority of the 357 items. Lids and tops accounted for 4.5% of the litter, metal bottle caps 4.2%, paper, cardboard 3.1% and plastic packaging 2.8%.

## Bray Park Skate Park - Litter Hero Campaign - Litter Type



### Observations

Following the COVID-19 restrictions, Bray Park Skate Park opened again on 5 June 2020. During the campaign, Bray Park was regularly used by the community with a diversity of user demographics noted from toddler to teenager. The area has a history of being littered to varying degrees with takeaway packaging often visible in the parkland area. The installation of the *Litter Hero* UV stable directional signage stickers appears to have had a positive impact on the parkland and resulted in a reduction in public space litter. During the installation of the stickers, a 4-year old was observed following the signs to the bin like it was a game.

### Challenges, barriers and opportunities

Once council has given approval for the directional signage, the biggest challenge is ensuring the signage stickers remain in place. There is an opportunity to run the *Litter Hero* campaign in other hotspots around the reef.

### Budget

Organisation	Details	Amount
Campaign Coordination	Project Officer	\$150
Sticker Printing and Distribution	Sticker signage and postage	\$80.25
Campaign Design and Development	Campaign & design support	\$4,667
In-kind Support	Partner & volunteer hours based at \$30/hr	\$3,330
Total		\$8,227.28

### Closing Statement

The ReefClean *Litter Hero* campaign was an effective way to engage and inspire the public to bin their litter. The design and printing of bright and engaging UV stable stickers allowed us to quickly deploy the campaign ensuring the signage was fit for purpose for the area it was being installed in. It also addressed a known barrier to proper litter disposal by making it easy and convenient to do the

right thing. Empowering young people to be *Litter Heroes* provided a fun and effective way to promote the correct behaviour when it comes to dealing with public space litter. Through campaigns like our *Litter Hero* we're taking a step in the right direction to preventing litter impacting the Great Barrier Reef and fostering community and individual care and stewardship of our environment.

## Appendix


### Socials Screenshots

**ReefClean**  
June 1 at 5:30 PM · 🌐

Have you ever thrown an apple core out your car window?

There are estimates that show up to 80% of rubbish that ends up on the reef originates from land, so reducing litter in our public spaces is vitally important.

Check out our ReefClean [#litterhero](#) webpage for more information.... [See More](#)



**BE A HERO**  
Don't let litter bug our reef

ReefClean  
[www.ReefClean.org/LitterHero](http://www.ReefClean.org/LitterHero)

3,407 People Reached    146 Engagements    [Boost Post](#)

👍❤️ You and 20 others    11 Shares


**ReefClean**  
June 5 at 7:00 PM · 🌐

Why do people leave litter in public spaces?

From not being able to find a bin to laziness and not caring, leaving litter has become somewhat of a national pastime.

Tell us in the comments below why you think people litter in your area, and learn more at [www.reefclean.org/litterhero](http://www.reefclean.org/litterhero).

Australian Department of Agriculture, Water and the Environment [#ReefTrust](#)  
[#GreatBarrierReefMarineParkAuthority](#) Gladstone Regional Council [Tangaroa Blue](#) [ReefClean](#) [#AMD](#)  
[#LeavItBetterThanYouFoundIt](#) [#marinedebris](#)



**BE A HERO**  
Don't let litter bug our reef

ReefClean  
[www.ReefClean.org/LitterHero](http://www.ReefClean.org/LitterHero)

[Reach More People With This Post](#)  
You could reach up to 538 people daily by boosting your post for A\$25.

324 People Reached    20 Engagements    [Boost Post](#)

👍 6    2 Comments 2 Shares

**ReefClean**  
June 12 at 5:00 PM · 🌐

Something as simple as well placed directional signage pointing people to their nearest bin, could be all it takes to reduce litter.

We're running a number of campaigns in public litter hotspots around the Great Barrier Reef and have recently put up directional signage in target areas. Within minutes of these signs being put up in Gladstone, one of the kids at the skate park followed the signs to put his rubbish in the bin. Cheers for being a Litter Hero mate!

To read more about this campaign, and to download assets please head to [www.reefclean.org/litterhero](http://www.reefclean.org/litterhero)

#litterhero Gladstone Regional Council Australian Department of Agriculture, Water and the Environment Tangaroa Blue ReefClean #ReefTrust Great Barrier Reef Marine Park #AMD1



**Reach More People With This Post** X

You could reach up to 1,253 people daily by boosting your post for A\$25.

**434** People Reached **37** Engagements **Boost Post**

You and 30 others 2 Comments 2 Shares

Like Comment Share

June 17 at 5:00 PM · 🌐

Would you be ok with having your number plate printed on a takeaway bag?

Farmers in the UK are calling for customers' number plates to be printed on takeaway bags as they are sick of motorists throwing litter out of car windows into their fields --> <https://www.telegraph.co.uk/news/2019/11/21/farmers-call-customers-number-plates-printed-takeaway-bags-help/>

The Australian Marine Debris Initiative database shows public space litter is impacting the reef and waterways across Australia. So join the campaign to be a Litter Hero --> [www.reefclean.org/litterhero](http://www.reefclean.org/litterhero)

McDonald's #litterhero #leaveitbetterthanyoufoundit #AMD1 Tangaroa Blue



**Reach More People With This Post** X

You could reach up to 1,253 people daily by boosting your post for A\$25.

**1,686** People Reached **115** Engagements **Boost Post**

27 10 Comments 7 Shares

**ReefClean**  
June 19 at 11:32 AM · 🌐

Big THANKS to the **The Observer** for getting behind our ReefClean campaign

You can read their write up here (\$) <https://www.gladstoneobserver.com.au/news/campaign-encourages-community-to-ditch-the-flick/4039535/>

Thanks also to Elly for staring in the photo!

Over the last couple of weeks we have been placing directional signage in public litter hotspots to encourage people to use the bins provided. For more information on the #LitterHero campaign please visit: [www.reefclean.org/litterhero](http://www.reefclean.org/litterhero)

#litterhero Gladstone Regional Council Australian Department of Agriculture, Water and the Environment Tangaroa Blue ReefClean #AMD1 #ReefTrust #GreatBarrierReefMarineParkAuthority



**Reach More People With This Post** X

You could reach up to 1,253 people daily by boosting your post for A\$25.

**243** People Reached **18** Engagements **Boost Post**

14 1 Comment



## ReefClean Source Reduction Campaigns

Posted by JodiJones | 18 days ago

Up to 40,000 pieces of plastic are estimated to float in every square km of ocean. ReefClean has launched a series of marine debris source reduction campaigns. Make a difference. Stop it at the source. #OneChange

ECOFEST

1 Likes 0 Comments



# BE A HERO

Don't let **litter bug** our reef

**ReefClean**  
www.ReefClean.org/LitterHero

## ReefClean Litter Heros

Posted by **Tangaroa Blue** | 18 days ago

The Australian Marine Debris Initiative database shows public space litter is impacting the reef and waterways across Australia. Join the campaign to be a Litter Hero.


EDUCATION

1 Likes 0 Comments


**Our Gladstone Region**  
June 10 at 9:19 AM · 🌐

🌊 Help keep our region beautiful and take part in Tangaroa Blue's ReefClean events!

- 💡 **Lose Ya Lid** - encouraging people to give a "flat no" to single-use plastic coffee cup lids at The Junction and T3 cafes.
- 💡 **Ditch the Flick** - encouraging smokers to bin their cigarette butts instead of flicking them on Goondoon Street.
- 💡 **Litter Hero** - encouraging people around Bray Park Skatepark not to let litter bug our reef and be litter heroes by seeking out a bin.... See More




### LEND A HAND




**LOSE YA LID**

### DITCH THE FLICK



**DITCH THE FLICK**

### BE A HERO



**BE A HERO**

👍❤️ You, Lisa Del Riccio, Bethlea Bell and 17 others 1 Comment

# BE A HERO



Don't let **litter bug** our reef

**ReefClean**  
www.ReefClean.org/LitterHero

**reefclean**

reefclean Why do people leave litter in public spaces?  
From not being able to find a bin to laziness and not caring, leaving litter has become somewhat of a national pastime.

Tell us in the comments below why you think people litter in your area, and learn more at [www.reefclean.org/litterhero](http://www.reefclean.org/litterhero).

@awegov #ReefTrust #AMD  
@gbrmarinepark  
@gladstoneregioncouncil  
@tangaroablue #ReefClean #AMD  
#LeavItBetterThanYouFoundIt  
#marinedebris

👍🗨️📌

🌐 Liked by tangaroablue and 12 others

JUNE 5

Add a comment... Post



mobile: 0410 166 684  
email: reefclean@tangaroablue.org  
www.reefclean.org

### SEARCH IS ON FOR LOCAL LITTER SUPERHEROS

**[Insert council] is putting the call out for litter heroes in a bid to reduce single-use plastics washing onto the reef**

**Xx June 2020:** [Insert council name] has joined Tangaroa Blue Foundation's ReefClean *Litter Hero* campaign to help encourage behaviour change and reduce public space litter in [insert suburb] ending up on the reef.

"With estimates showing up to 80% of rubbish that ends up on the Great Barrier Reef originates from land, reducing litter in our public spaces is vitally important," says Tangaroa Blue CEO Heidi Tait.

The Litter Hero campaign will see Tangaroa Blue roll out directional signage at a number of public litter hotspots around the reef to encourage people to find their inner superhero and bin their litter.

"We have been bombarded with negative messages about not littering for years so we decided to appeal to people's inner superheroes and run a positive campaign to encourage behaviour change," Tait says.

"Our research has found that [insert location] is a hotspot for litter so we're delighted that [insert council] has joined the fight and put the call out for local litter heroes.

Directional litter hero signage will be displayed at [insert location] with litter audits taking place before and after the signage has been displayed.

[Insert council] in [insert location] is one of the first local councils to join the campaign. According to [Insert spokesperson]: " ."

By joining our campaign councils like [insert council] are showing their support for reducing public space litter and helping people get their litter where it needs to be.

"We'll continue to work with local councils around the reef to roll out the signage and ultimately reduce the amount of litter ending up in our waterways," says Tait.

ReefClean is funded by the Australian Government's Reef Trust and delivered by Tangaroa Blue Foundation.

For more information on the *Litter Hero* campaign, visit: [ReefClean.org/litterhero](https://www.reefclean.org/litterhero).

ReefClean is funded by the Australian Government's Reef Trust. ReefClean is a project to remove and reduce marine debris impacting the Great Barrier Reef.





NEWS

## Campaign encourages community to 'Ditch the Flick'



SAM REYNOLDS,  
samantha.reynolds@glad-  
18th Jun 2020 12:00 PM  
Subscriber only

<https://www.gladstoneobserver.com.au/news/campaign-encourages-community-to-ditch-the-flick/4039535/>

1/3

6/18/2020

Campaign encourages community to 'Ditch the Flick' | Observer



Foundation chief executive Heidi Tait said the campaigns would help prevent and remove marine debris across the Great Barrier Reef.

"From coffee cup lids and cigarette butts to public space litter, with so many single-use plastic items continuing to find their way into our oceans and waterways, we need community support to help turn the tide more than ever," Ms Tait said.

"We really need to look at how we stop this stuff from entering the environment in the first place."

Gladstone locals will be able to join three of the ReefClean campaigns.

The Lose Ya Lid campaign encourages people to say no to single-use plastic cup lids at The Junction and T3 cafes.

Ditch the Flick encourages smokers to bin their cigarette butts instead of flicking them on Goondoon St.

"It also addresses a bit of a knowledge gap because apparently there's a lot of people that don't realise cigarette butts are made of plastic," Ms Tait said.

She said people thinking the butts were biodegradable or not harmful to the environment might be a reason they choose not to dispose of them properly.

"If you understand it is a plastic item and takes decades to break down but never really goes away, people might change their behaviour and how they dispose of cigarette butts," she said.

At Bray Park in Boyne Island, Tangaroa Blue has worked with Gladstone Regional Council on the Ditch the Flick campaign, installing signage directing people to the nearest bin.

"We hope it will encourage people to use those bins instead of littering," Ms Tait said.

The campaigns come following five public digital workshops held last month focusing on key items of litter that impacting the Great Barrier Reef and are designed to help reduce litter and drive behaviour change.

"Although COVID-19 has changed the way we usually deliver clean-ups around the reef, it has also given us an opportunity to develop digital assets that the Gladstone community can tap into," Ms Tait said.

"From rejecting the barista's offer of a single-use plastic coffee cup lid with a 'flat no' to the cigarette butt flick and being a litter hero, there's a lot you can do to stop the spread of litter around our waterways."

ReefClean is funded by the Australian Government's Reef Trust and delivered by Tangaroa Blue.

**FIFO worker sentenced over 'uncivilised' supermarket scuffle**  
26 minutes ago

**Vile abuse after TV appearance**  
29 minutes ago

**10-year-old entrepreneur's first business deal**  
29 minutes ago

**Right against reef regulations rages on**  
1

<https://www.gladstoneobserver.com.au/news/campaign-encourages-community-to-ditch-the-flick/4039535/>

2/3



tangaroablue.org/amdi-network/reefclean/litterhero/

**AUSTRALIAN MARINE DEBRIS INITIATIVE**

HOME ABOUT AMDI GET INVOLVED RESOURCES SEA STORE CONTACT

**BE A HERO**  
Don't let litter bug our reef  
www.ReefClean.org/LitterHero

ReefClean  
Education • Restoration • Research

Home > AMDI Network > ReefClean > Litter Hero

## Litter Hero


Join the ReefClean *Litter Hero* campaign today!

Our ReefClean *Litter Hero* campaign is an initiative to help drive behavioural change in people who leave litter in public spaces around the Great Barrier Reef.


By joining our campaign you're showing your support for reducing litter in public spaces.

**Download our FREE *Litter Hero* toolkit**  
We've created some awesome images you can share on your socials. Simply click to download them and let the world know you're a *Litter Hero*!


**Facebook and Instagram Profile**




**INSTAGRAM POST 1080 X 1080**



**Facebook Post 1200 x 630**



**Facebook Cover 2037 x 754**



**Why a *Litter Hero* campaign?**  
With single-use plastic items plaguing the Great Barrier Reef, in May this year, we ran an online ReefClean Source Reduction Plan Workshop looking at how to prevent litter from ending up in the environment.

We are focusing on creating a positive campaign that recognises *Litter Heroes* because we want to validate the right behaviour.

The Australian Marine Debris Initiative database shows public space litter is impacting the reef and waterways across Australia. So join the campaign to be a *Litter Hero*.

**How does the campaign work?**  
On the ground, we are rolling out targeted directional signage at a number of public space litter hotspot locations around reef catchments. We are then monitoring the amount of litter in these hotspots before and after the signage is implemented.

**How can individuals get involved?**  
The easiest way to show your support for the campaign is to display the *Litter Hero* imagery on your social channels.

**How can councils help?**  
We need councils to help reinforce the right behaviour by:

- Downloading the campaign assets at reefclean.org/litterhero.
- Displaying the campaign messaging at hotspot locations in their council area

**Why should you join the campaign?**  
It's free! And you'll help to reduce public space litter that ends up in our waterways

**How long will the campaign run for?**  
The on the ground *Litter Hero* campaign will be launched in June and the first sites will be reported on by June 30. We will look to expand the campaign in the new financial year.

For more information email reefclean@tangaroablue.org.

ReefClean is funded by the Australian Government's Reef Trust.

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