Recycling Victoria

Household Education and Behaviour Change Program –   
Campaign Guide

**May 2021**

## How to use this guide

This guide provides background information on the Recycling Victoria Household Education and Behaviour Change Program and practical support on delivering a campaign.

This guide will be updated with more information later in 2021.

**For fund applicants:** Victorian councils and alpine resort management boards (ARMBs) that are applying for a grant under the Recycling Victoria (RV) Household Education and Behaviour Change Fund can use this Campaign Guide to complete sections 2 and 4 of the application form and plan their local campaign.

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## 

## About the campaign

To help deliver part of the Victorian Government’s policy [Recycling Victoria (RV): a new economy](https://www.vic.gov.au/sites/default/files/2020-02/Recycling%20Victoria%20A%20new%20economy.pdf), Sustainability Victoria has developed the RV Household Education and Behaviour Change Program. The program aims to help Victorians to better manage and reduce their household waste and recycling.

The program will provide a consistent campaign that will be delivered on 2 levels. Sustainability Victoria will deliver a statewide campaign with a focus on the big picture relevant to all Victorians. Councils and ARMBs will deliver local campaigns with a focus on locally-relevant changes and information. The statewide and local campaigns will complement and amplify each other.

We will provide tools and campaign materials to help you deliver these local campaigns and support Victorians to:

* correctly use the new household recycling services
* reduce the amount of waste generated.

The campaign approach has been designed in consultation with Victorian councils, ARMBs, waste and resource recovery groups (WRRGs), industry and other government bodies. We also conducted comprehensive research within the Victorian community and used previous campaign learnings to inform the direction and design. Importantly, the campaign materials are designed to be customised for your local communication needs.

The campaign materials will be delivered in 2 phases. In Phase 1 there will be initial materials available which will support councils and ARMBs introducing new household recycling services in the next 12 months. In Phase 2 from mid-2022, a full suite of new campaign materials will be available with further materials provided to support 4-stream household recycling services and waste minimisation.

For fund applicants: Round 1 of the RV Household Education and Behaviour Change Fund will support councils and ARMBs to deliver a local campaign if they are introducing new household recycling services before 2023, or if they have already delivered a 4-stream household recycling service.

## Background

The campaign has been developed based on extensive consultation and behaviour change research.

### The issue

* Gap between good intentions and good practice regarding household recycling
* Inconsistent and changing information, resulting in public confusion about recycling
* Waste services and recycling materials to be accepted in the different bins, will be changing across the state
* No one-size-fits-all approach across the state

### The solution

* Insight-led, comprehensive campaign to provide more consistent and accurate communication to Victorian households (local and statewide)
* Modular campaign adapted locally to meet the diverse waste and recycling offerings across the state as we transition to 4-streams
* Phased behaviour change program with a tailored approach for specific audience groups

## 

## Focus areas

**Primary focus:** Introduce the new household recycling services across Victoria.   
  
The goal is to educate and help Victorians:

* quickly adapt to and correctly use new household recycling services
* reduce contamination in household bins.

**Secondary focus:** Help Victorians reduce waste, specifically food waste and single-use plastics.  
  
The goal is to promote positive and achievable behaviours such as:

* using reusable items (for example, reusable food containers and coffee cups)
* checking what you already have at home before shopping for new items
* planning meals ahead of time
* shopping with a list
* making the most of leftover food.

## Development

Sustainability Victoria developed the campaign materials based on extensive research, feedback from councils and empirically proven behaviour change models.

The campaign materials are designed to:

* be customised to suit different needs. For example, you can update text in a poster to match your dates for introducing the new household recycling service.
* use plain language.
* be accessible.
* use inclusive visuals.

This ensures that Victoria’s diverse range of audiences can understand the campaign and identify themselves in it.

### Adaptations for culturally and linguistically diverse (CALD) communities

A specialist multicultural communications agency will adapt and translate specific campaign materials for target languages.

### Accessibility

The campaign materials developed for web use a colour palette, font sizes and font types that comply with the [Web Content Accessibility Guidelines Version 2.0](https://www.w3.org/TR/WCAG20/) AA standard.

## Delivery

The campaign will be delivered on 2 levels: in local areas and across Victoria (statewide).

### Local level

Councils and ARMBs will receive funding from Sustainability Victoria to carry out a campaign using the campaign materials when they introduce new household recycling services, or if they have delivered a 4-stream household recycling service.

The campaign materials will focus on information that householders will find most useful. For example, if a new bin is introduced, the campaign materials will focus on the details of that service change and how to correctly use the new service.

Research has shown that Victorians look to their councils first when trying to find out what can be recycled. The local campaign materials will ask householders to go to their council or ARMB website for more information and to ensure they keep up to date with any changes in local recycling services. As each council will introduce new household recycling services at different stages and times, it’s important the campaign materials are localised to suit the current situation and to direct householders to relevant, useful information. Council and ARMB must make recycling information available on the websites, with the clear information that is easy to find.

### Statewide level

Sustainability Victoria will carry out the statewide campaign activities which will complement the local campaigns.

The statewide campaign will focus on information that is relevant for all Victorians, no matter their current waste and recycling services, with the aim to increase awareness of key contaminants and to avoid waste in the first place. The materials will ask users to go to Sustainability Victoria’s website for more information.

In partnership with a media agency, we will advertise the campaign through the most effective channels to reach broad audiences, such as:

* free-to-air television and video-on-demand
* radio
* print
* outdoor billboards and signage
* digital platforms.

We are developing a statewide media plan and future versions of the campaign guide will contain further information on this.

## Key dates

### Statewide

Sustainability Victoria will be undertaking statewide advertising in 2021 as part of Phase 1. This will complement local campaigns by councils and ARMBs who are about to introduce new household recycling services.

In Phase 2 from mid-2022, Sustainability Victoria will build on Phase 1 with a full suite of new materials with an additional focus on 4-stream household recycling services and waste minimisation.

### Local

Local campaigns should introduce new household recycling services, or promote a 4-stream household recycling service if already delivered. The dates for this will be different for each council or ARMB.

When planning a local campaign, it is important to consider the:

* 5 recommended stages in the campaign life cycle and plan the key dates for each stage
* preparation phase should start at least 3 to 6 months before new household recycling services are introduced
* initial campaign materials are available in 2021 and the full suite of new campaign materials will be available in 2022.

The communication and engagement plan section of this guide provides guidance on how to time the delivery of your campaign.

**For fund applicants:** We will work closely with Round 1 applicants of the RV Household Education and Behaviour Change Fund to determine the best timing for their local campaigns.

## Campaign research

We have conducted a range of research to understand why people recycle correctly and why do they not.

### Target audiences

We have conducted research to determine broad groups of people that have higher rates of incorrect recycling knowledge or behaviours across Victoria. These groups require specific targeting and support.

Primary audiences

* At the statewide level the primary audience is all Victorians across the state.
* At the local level the primary audience should be all householders in your local area.

Secondary audiences

Our secondary audiences are the groups that research found to have higher rates of incorrect recycling knowledge and behaviours across Victoria:

* younger Victorians (18 to 35 year olds)
* males
* CALD audiences
* residents in multi-unit dwellings.

As well as reaching all Victorians, we will be targeting these secondary audiences through the statewide campaign to increase correct recycling behaviour. When developing your local campaign, use local research or information to determine if you should target specific audiences. If you do not have access to any local research, then consider if these statewide target audiences are suitable for your local campaign.

[The Recycling knowledge attitudes and behaviours of Victorians report](https://www.sustainability.vic.gov.au/research-data-and-insights/research/recycling-and-reducing-waste/recycling-knowledge-attitudes-and-behaviours-of-victorians) is a helpful resource for your planning and application. Further research and insights will be available in the next version of the campaign guide.

### Insights **about key** au**diences**

**Metropolitan Victorians**

**Insight:** Survey and bin audit data shows that Victorians living in metropolitan areas have a lower level of recycling knowledge and a higher level of contamination in their recycling streams, compared to those living in regional Victoria.

**Campaign tip:** Address key knowledge gaps that exist about correct waste and recycling behaviours.

**Insight:** Metropolitan Victorians are more likely to find that sorting waste into recycling streams takes too much time and that it is hard.

**Campaign tip:** Use campaign materials showing how to easily sort recycling. For example, magnets or flyers for the fridge and stickers for the bins can prompt the right behaviour where the sorting occurs and make it easier to sort correctly.

**Insight:** About half of metropolitan Victorians feel that it is important to separate food organics and glass from other recycling and waste.

**Campaign tip:** Explain the benefits and positive outcomes of correctly sorting waste and recycling to shift attitudes and behaviours.

**Regional Victorians**

**Insight:** Regional Victorians have a better understanding of how to recycle and are less likely to be high contaminators of recycling compared to metropolitan Victorians.

**Campaign tip:** Focus on reinforcing trust in the recycling system through telling local stories about what happens to recycling after it leaves their home and how items may be reused within the community.

**Insight:** Regional Victorians appear more likely to put a larger quantity of recyclable items in the landfill bin, compared to metropolitan Victorians. Social research found they are more likely to place an item in the landfill bin when they were unsure if it was accepted in the recycling bin.

**Campaign tip:** Focus on reminding this group of the correct items to recycle and the benefits that can be gained from increasing recycling and reducing recyclable items going to landfill.

### Younger Victorians (18 to 35 year olds)

**Insight:** Younger Victorians are more optimistic and positive about recycling, and have greater trust in the recycling system. These findings suggest this audience can be engaged and motivated to change their behaviour based on the campaign.

**Campaign tip:** Engage and motivate younger Victorians with campaign calls to action clearly showing the behaviour changes needed.

**Insight:** Younger Victorians are much less likely to know how to recycle correctly compared to older Victorians.

**Campaign tip:** Ask younger Victorians to ‘fact-check’ their recycling knowledge with the council website (which requires ensuring the council website is up to date). Back this up by making the link between their correct recycling habits and helping the overall system.

**Insight:** Just over a fifth (21%) of 18 to 24 year old’s surveyed were responsible for sorting waste and recycling in their households. As this cohort is often more reliant on others in their households, this may be contributing to their lack of recycling knowledge and why recycling is not yet an ingrained habit for them.

**Campaign tip:** Target this group with campaign materials that focus on how to correctly recycle.

**Insight:** When unsure about how to recycle an item, younger Victorians are more likely to ask others in their household or check online information. This is not ideal as there is no guarantee the audience will find correct information from these sources.

**Campaign tip:** Encourage them to use the council website as their first stop for information (again which requires ensuring the council website is up to date).

### Males

**Insights:** Males tend to feel that they have a high level of knowledge about recycling practices and processes. However, when asked about the items that should go into each household bin, they’re more likely to get it wrong (compared to females). As they’re not aware that they have knowledge gaps, challenging them on what they perceive is correct can also disengage them. It’s best to gently remind them to ‘fact check’ what they know about recycling.

**Campaign tip:** Ask them to ‘fact check’ their recycling knowledge. Introducing and reinforcing the household recycling service changes is a timely prompt for them to update and check their knowledge.

**Insights:** Males are more likely to feel their actions and efforts will not make a difference and that recycling ends up in landfill at times. They need to be reassured that their effort is worthwhile and can make a difference.

**Campaign tip:** Use campaign materials that focus on what recycled items can be turned into to increase their trust in the recycling system.

### Culturally and linguistically diverse (CALD) communities

**Insight:** CALD communities are less likely to know how to recycle and sort waste correctly. Around half (49%) are not sure which items go in which bin. Research shows this leads to higher levels of contaminated recycling.

**Campaign tip:** Use translated campaign materials and visuals that show how to sort correctly and which items go in which bin.

**Insight:** Not knowing how to sort waste and recycling correctly makes it hard for CALD communities to do the right thing. Only 2 out of 5 (or 41%) find recycling easy.

**Campaign tip:** Make sure campaign information is easy to understand. Provide information that is useful and accessible.

**Insight:** CALD communities are more likely to ask family or friends for information about recycling and waste sorting. As their friends and family are often also from a similar background, they also may have the same incorrect information.

**Campaign tip:** Make sure campaign materials direct people to check information on the council website, to provide an alternative to checking with family and friends. Make sure information is available on the website in various languages.

**People living in multi-unit dwellings (MUDs)**

A multi-unit dwelling has more than one dwelling on a lot. For example, apartment buildings, townhouses, terrace houses, duplexes, semi-detached homes and villas.

**Insight:** People living in MUDs are much less likely to know how to sort recycling compared to those living in stand-alone homes (82% compared to 63%).

**Campaign tip:** Provide prompts where sorting of waste occurs, like posters in the bin room. Also, offer information that encourages residents to check their knowledge by visiting their council website.

**Insight:** MUD residents are more likely to feel embarrassed if their neighbours thought they were not sorting waste properly (78% compared to 51% for those in stand-alone homes).

**Campaign tip:** Use messages that normalise and set group expectations. For example, ‘123 Smith Street is committed to sorting our waste and recycling correctly’ in common areas and newsletters.

**Insight:** When unsure of how to dispose of or recycle an item, MUD residents are more likely to turn to others outside their household. They may also ‘hope-cycle’ by putting the item into the recycling bin and ‘hope for the best’.

**Campaign tip:** Show people which items go in which bins. Focus messages on the positive outcomes when people sort their waste correctly. Remind them, if they are unsure, check rather than assume.

### Insights about Victorians’ attitudes and knowledge about household recycling

Overall, Victorians believe recycling is important. They are motivated to know that correctly sorting recycling and waste can benefit the environment. The biggest barrier that is holding them back is their lack of knowledge about how to correctly recycle.

**Campaign tip:** Use simple messages on what items to put into each bin to help people know how to recycle and to make it easier for them to do so.

### Insights about Victorians who received new household recycling services

This research provides some insights on what was helpful when introducing new household recycling services in one local area. However, these are a guide only and all councils and ARMBs should consider what would work best for them.

### Victorians who received a glass bin

They felt the most effective information channels were:

* information packs and bin calendars (20%)
* letters or factsheets via mail (13%)
* social media advertising (10%).

**Campaign tip:** Consider these preferred communication channels when planning your campaign. Be aware that using a mix of channels is best for achieving behaviour change.

### Victorians who received a food organics and garden organics (FOGO) bin

Research suggests that Victorians need more information about how to use the FOGO bin than they do for the glass bin.

They felt the most effective channels were:

* letters or factsheets via mail (31%)
* information packs and bin calendars (24%)
* instructional stickers on bins (10%).

**Campaign tip:** Consider providing more detailed information when introducing FOGO service and using these communication channels when planning your campaign. Be aware that using a mix of channels is best for achieving behaviour change.

## Campaign materials

We will provide you with campaign materials and artwork to use that can be downloaded from our website. The campaign materials include various campaign resources and campaign advertising.

The campaign materials will be delivered in 2 phases. In Phase 1 there will be initial materials available which will support councils and ARMBs introducing new household recycling services in the next 12 months. In Phase 2 from mid-2022, a full suite of new campaign materials will be available with further materials provided to support 4-stream household recycling services and waste minimisation.

### Campaign resources

Examples of **campaign materials that may be available:**

* bin audit guide
* bin stickers
* bin tag
* campaign images of items to keep in land out of bins
* campaign graphic (lock-up) of tagline
* envelope for information pack
* event banner and poster
* flyer
* letter templates
* media release templates
* postcard
* posters
* translated materials
* waste collection calendar
* written content (copy) that could be used for website, social media, e-newsletter

### Campaign advertising

Examples of campaign materials that may be available:

* outdoor billboard and screen advertising
* print advertisements
* posters
* social media content – including static images, animated images (GIFs) and messages
* videos – including 30 and 15 second online videos for each new household recycling service and the 4-stream service.

These are subject to change.

### Format of the materials

* There will be a range of materials for various recycling services. For example, there will be creative materials for a household glass bin service and materials for a glass drop-off service.
* The materials will be supplied in various formats. For example, images may come in landscape, portrait and square formats. These can help meet different design requirements.
* The materials can be downloaded as files that a graphic designer can customise (such as to add your logo or website link).
* We can provide the artwork files for illustrations of the items that people tend to dispose of or recycle (such as plastic bottles with lids). You can change elements of the campaign materials to match your needs. For example, a bin sticker can be customised to show what items can and cannot be placed in a bin, to align with your local requirements.

### When you will receive the campaign materials

From July 2021 in Phase 1, the initial campaign materials will become available to councils and ARMBs.

From mid-2022 in Phase 2, Sustainability Victoria will make the full suite of new campaign materials available to all.

**For fund applicants:** Successful applicants of the RV Household Education and Behaviour Change Fund will be first to receive access to the initial Phase 1 campaign materials.

## Communications and engagement plan

The first step in campaign design is developing a communications and engagement plan to deliver the campaign. The following sections outline the key campaign phases and provides recommendations on activities, materials, channels and audiences at each phase to support planning a campaign.

The campaign materials are designed to be customised to suit the different campaign phases. For example, a flyer will likely say “bins are coming” in the preparation phase and then be updated in transition phase to say “bins are here”. This is why many of the activities and campaign materials listed may appear across several phases.

We have developed a [communication and engagement plan template](https://campaigns.sustainability.vic.gov.au/asset-library/recycling-victoria-household-education-and-behaviour-change-campaign/communications-and-engagement-plan-template) as an additional resource to support campaign planning.

**For fund applicants:** Applicants of the RV Household Education and Behaviour Change Fund will provide an outline of a communication and engagement plan in their application. The application is designed to capture the key information required for application assessment and a completed plan is not required at this stage. However, a completed plan (using the template provided) must be submitted as part of milestone 1 of the Funding Agreement.

The following communication and engagement plan outline will assist in completing the application.

### Preparation phase

This would happen at least 3 to 6 months before new household recycling services are introduced. The purpose for this phase is to:

* plan and organise each of the campaign phases
* raise awareness about service changes
* foster support across the community for the new services.

|  |  |  |  |
| --- | --- | --- | --- |
| **Potential activities** | **Target audiences**  See Campaign research section above to help fill in this section of your outline | **Campaign materials**  See Campaign materials section above to help fill in this section of your outline | **Channels** |
| * Develop and finalise detailed communications and engagement plan * Develop and finalise project monitoring and evaluation plan * Create/update website with information about changes * Start early engagement with groups identified as less likely to recycle correctly * Schedule events or workshops * Decide on the campaign materials to use and update them with your logo and website link * Schedule and book upcoming advertising spots (such as print advertisements), printing and distribution services * Develop the information pack and distribution plan * Contact local media publications for coverage * Review and update the frequently asked questions (FAQ) document to help customer service team handle questions about the service | * All householders in the area that will be impacted by service changes * Groups identified as less likely to recycle correctly | * Copy and images for a website or e-newsletter article * Advertising materials * Information pack (for example, flyer, bin sticker, calendar, fridge magnet) * Media release to announce changes * FAQ document | * Website * Social media (paid and unpaid) * E-newsletter  (Tip: You could also ask a community organisation or partner to publish related content in their e-newsletter) * Publications (digital and print) * Customer service team |

### Phase 1: Pre-transition

This would happen 3 months before introducing the new household recycling services. The purpose for this phase is to:

* generate awareness among residents about new services and changes
* begin engaging residents on how to use the new services correctly.

|  |  |  |  |
| --- | --- | --- | --- |
| **Potential activities** | **Target audiences**  See Campaign research section above to help fill in this section of your outline | **Campaign materials**  See Campaign materials section above to help fill in this section of your outline | **Channels** |
| * Update website with details about service changes * Send letter to residents * Prepare to distribute the information pack * Begin community engagement and education events * Begin advertising * Begin posting on social media * Send e-newsletters * Put up posters * Continue local media * Continue reviewing and updating the internal FAQ document | * All householders in the area that will be impacted by service changes * Groups identified as less likely to recycle correctly | * Copy, tiles, images, videos and GIFs for social media * Copy, tiles, images and videos for website or e-newsletter * Letter template with information about changes * Poster artwork * Print advertisement artwork * Outdoor billboard and screen advertising artwork * Translated materials for CALD communities | * Website * Direct mail-out to households * E-newsletter (Tip: You can use existing channels, like rates notice or council’s regular newsletter) * Social media (including paid advertising) * Local publications (online and offline) * Outdoor billboards and screens in prominent locations with high foot or car traffic * Local venues, such as the library or businesses * Customer service team * Channels to reach CALD audiences |

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### Phase 2: Transition

This would happen when the new household recycling services are introduced. The purpose for this phase is to:

* inform householders the new service has commenced and explain the specifics around the changes
* educate householders on how to recycle correctly using the new system
* encourage householders to reduce their waste.

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| --- | --- | --- | --- |
| **Potential activities** | **Target audiences**  See Campaign research section above to help fill in this section of your outline. | **Campaign materials**  See Campaign materials section above to help fill in this section of your outline. | **Channels** |
| * Continue community engagement and education programs or events * Update website content if any changes/feedback * Distribute information pack to households to align with the delivery of the new bin/service (but do not place inside bins) * Put up posters * Post on social media * Send e-newsletter * Continue advertising * Continue local media * Continue reviewing and updating the internal FAQ document | * All householders in the area that will be impacted by service changes * Groups identified as less likely to recycle correctly | * Information pack (for example, flyer, bin sticker, calendar, fridge magnet) * Copy, tiles, images, videos and GIFs for social media * Copy, tiles, images and videos for website or e-newsletter * Artwork for pull-up banner and poster for event display * Poster artwork * Print advertisement artwork * Outdoor billboard artwork * Screen advertising artwork * Media release for change of service * Translated materials for CALD communities | * Website * Direct mail-out to households * Social media (paid and unpaid) * E-newsletter * Print publications (online and offline) * Outdoor billboards and screens in prominent locations with high foot or car traffic * Community events * Local venues, such as the library or businesses * Customer service team * Channels to reach CALD communities |

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### Phase 3: Post-transition

This would happen 3 months after the new household recycling services are introduced. The purpose for this phase is to:

* identify and target activities at groups that are not recycling correctly
* identify items that are not being sorted correctly and raise awareness about what to do with them
* provide education or updates on the new services based on challenges identified through evaluation or feedback
* continue engaging community through reporting positive results and benefits of reducing their waste.

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| --- | --- | --- | --- |
| **Potential activities** | **Target audiences**  See Campaign research section above to help fill in this section of your outline | **Campaign materials**  See Campaign materials section above to help fill in this section of your outline | **Channels** |
| * Evaluate and refine communications and engagement activities * Audit bins * Update website and campaign materials to highlight benefits of new service and provide clarity on items that are confusing for people * Start interventions for groups not recycling correctly or for specific items (activities can include education programs, bin tags or events) * Re-target and update advertising to reach groups that are not recycling correctly (provide them with campaign materials tailored for their needs) * Using advertising or e-newsletter, communicate benefits of new service and provide clarity on items that are confusing for people * Local media focused on early benefits * Continue reviewing and updating the internal FAQ document | * All householders in the area that were impacted by service changes * Groups that are not recycling correctly | * Updated copy, tiles, images, videos and GIFs for social media * Updated copy, tiles, images and videos for website or e-newsletter * Updated poster artwork * Bin tag artwork for bin audits * Updated print advertisement artwork * Updated outdoor billboard artwork * Updated screen advertising artwork * Translated materials for CALD groups * Media release template | * Website * Social media (paid and unpaid) * E-newsletter * Print publications (online and offline) * Outdoor billboards and screens in prominent locations with high foot or car traffic * Local venues, such as the library or businesses * Customer service team * Channels to reach CALD communities |

### Phase 4: Ongoing

This phase would happen 3 to 6 months after the new household recycling services are introduced. The purpose for this phase is to continue to:

* educate householders about the new services and benefits of using them correctly
* inform the community about the benefits of reducing their waste
* target groups that are not recycling correctly
* target items that are not being sorted correctly to raise awareness about what to do with them.

|  |  |  |  |
| --- | --- | --- | --- |
| **Activities** | **Target audiences**  See Campaign research section above to help fill in this section of your outline | **Campaign materials**  See Campaign materials section above to help fill in this section of your outline | **Channels** |
| * Review and refine communication and engagement activities * Update website content and campaign materials with benefits and ongoing key messages * Continue interventions for groups not recycling correctly or for specific items (activities can include education programs, bin tags or events) * Target advertising for groups that are not recycling correctly, with campaign materials tailored to them * Distribute posters that show the benefits when we recycle * Post on social media * Send e-newsletter * Continue local media * Continue reviewing and updating the internal FAQ document | * All householders in the area that were impacted by service changes * Groups that are not recycling correctly | * Updated copy, tiles, images, videos and GIFs for social media * Updated copy, tiles, images and videos for website or e-newsletter * Poster artwork * Print advertisement artwork * Outdoor billboard artwork * Screen advertising artwork * Translated materials for CALD communities | * Website * Social media (paid and unpaid) * E-newsletter (you could also ask a community organisation or partner to publish related content in their e-newsletter) * Local venues, such as the library or businesses * Customer service team * Specific channels to reach CALD communities |

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## Project monitoring and evaluation plan

At the beginning of a campaign, a project monitoring and evaluation plan should be developed to consider how to best track and evaluate the success of the project.

When planning monitoring and evaluation activities, consider these:

* Conduct a pre-evaluation survey before introducing any service changes to establish baseline data for comparison.
* Collect and compare data from waste processors before and after service changes.
* Gather information from a variety of data sources. Tip: the more sources you use, the better the analysis will be.
* Conduct bin audits or visual inspections of new services and existing services. Tip: the best indicator of behaviour change is this direct behavioural data. Auditing existing services can help measure contamination levels and waste-sorting behaviour across all waste types.
* Segment evaluation results by the different target audiences. Where possible, break down results for specific audiences (for example, CALD communities or residents in MUDs). This can provide insights into the effectiveness of your campaign.

A monitoring and evaluation plan template will be available for download from this guide in the coming weeks as an additional resource to support campaign planning.

**For fund applicants:** Successful applicants of the RV Household Education and Behaviour Change Fund will need to submit a project monitoring and evaluation plan using the template provided, as part of the first project milestone.

## Appendices

### Glossary of key terms

|  |  |
| --- | --- |
| **Term** | **Definition** |
| advertising schedule | A schedule of planned advertising activities over a duration of time |
| artwork | Files of creative materials (such as a poster) that a graphic designer can edit |
| audience segment | A group of people who share one or more common characteristics |
| baseline data | A measurement of the behaviour taken before interventions are started |
| bin tag | A tag that is placed on a bin to provide feedback to the householder about the contents of their bin |
| CALD | Culturally and linguistically diverse |
| channel | A medium that you can reach your audience on. For example, your website, newsletter or local radio station |
| copy | Written material to be used in the campaign |
| creative material | A piece of material that has been graphically designed. For example, a poster or banner |
| digital platform | An online service that a user can interact with. For example, social media or a website |
| direct mail out | A marketing or communications material that is mailed directly to a home |
| flyer | A creative display of information typically with graphics |
| GIF | Graphics Interchange Format is a short-animated image or soundless video that often plays on a continuous loop |
| electronic newsletter (or e-newsletter) | A newsletter designed using an online program and emailed to a group of people |
| information pack | A collection of materials which provide details about the changes, such as a letter to residents along with flyers, bin stickers and postcards |
| lock-up | A final version of a logo or graphic text with all of its elements locked in their relative positions |
| MUDs | Multi-unit developments |
| outdoor and screen advertising | Advertising on outdoor screens or billboards. For example, a billboard on a highway or a digital screen at a tram stop |
| primary message | Key, top-line messages |
| publication (digital and print) | A publication refers to a newspaper, magazine, guide, directory or insert.  A digital publication is published on the internet. An offline publication refers to printed copies |
| secondary messaging | Supporting messages, which enrich the primary message |
| social media carousel | A type of advertisement or post on social media that has more than one image or video |
| social media | Digital social applications such as Facebook, Twitter, Instagram |
| tiles | Images with text or graphics on them to use on social media or a website |
| visual concept | The visual representation of the overall campaign idea |

### Data on CALD communities

Many Victorians find the recycling system confusing to understand. For those who need to navigate it in other languages, this challenge becomes even greater.

This data may be able to help you understand the types of materials and other activities you need to create to communicate effectively with CALD groups in your area.

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| **Language** | **Number of people speaking language at home in Victoria** | **Proportion with low English proficiency** |
| Arabic | 79,589 | 15.9% |
| Cantonese | 78,080 | 23.9% |
| Dari | 21,447 | 31.0% |
| Khmer | 14,723 | 34.4% |
| Mandarin | 191,793 | 25.4% |
| Vietnamese | 103,429 | 31.0% |

Source: ABS (Australian Bureau of Statistics) (2016) *2016 Census* [online document], ABS website, accessed 12 February 2021.

### Examples of previous Sustainability Victoria campaign materials

**Note: these are examples only. The campaign materials to be used for these campaigns will be different.**

Images for use in your collateral to promote correct recycling behaviours



Tiles for sharing with your social media followers

 