

Reducing Landfill

By Making it Personal with Real Data

September 2022

Background

~200,000 TONNES

Each year ~200,000 tonnes of material is received from 6 council areas, servicing a population of 180,000.

\$45M 'WORLD-CLASS' FACILITY

A \$45M 'world-class' plastic recycling facility has opened locally.



REDUCED LANDFILLING FROM 85%

Education initiatives and infrastructure projects have reduced landfilling from 85%, our achievements to date are:

47% reduction in municipal waste buried at the landfill.

51% diversion of total waste on site.

30-40 YEARS EXTENDED LIFE

Extended life of landfill by 30-40 years.

Successful Initiatives Already Delivered

AWARD WINNING HALVE WASTE PROGRAM

In operation since 2010

GOAL:

- Halve the region's burial of waste
- Prolong the life of the landfill

A graphic element consisting of a white rectangular area with a green border, set against a dark blue background. The text 'Halve Waste' is written in a bold, sans-serif font, with 'Halve' in green and 'Waste' in dark blue. Below it, the words 'reduce • reuse • recycle' are written in a smaller, dark blue font.

Halve Waste
reduce • reuse • recycle

Successful Initiatives Already Delivered

IMPROVEMENTS AT THE LANDFILL

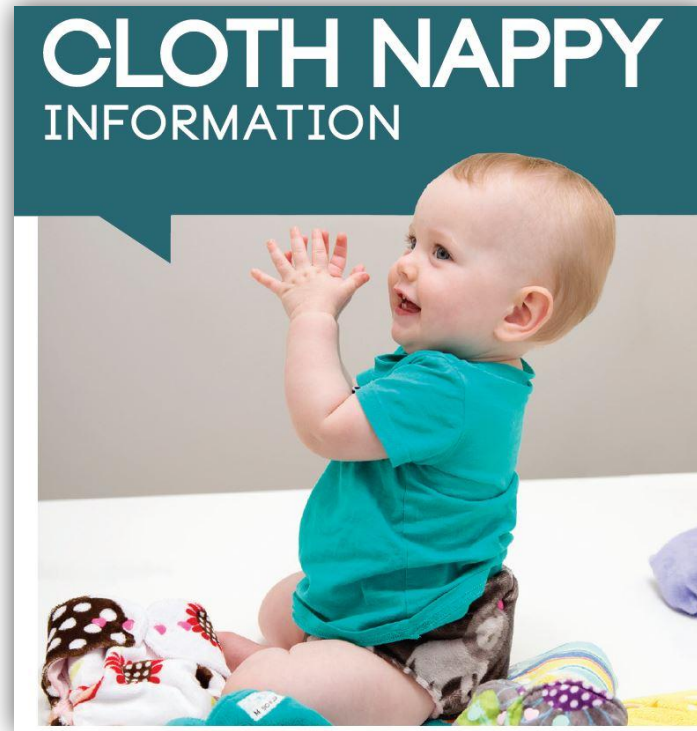
- Landfill gas system
- Three weighbridges to track vehicles through the site
- Community recycling centre
- Improved resource recovery facilities
 - C&I, C&D materials recovery facility

GOAL:

- Capture recyclable items before they get to the landfill



Successful Initiatives Already Delivered



Journey to a Targeted Waste Voucher Program

HARD WASTE
COLLECTION



PAPER VOUCHERS



RESIDENT
SELF-SERVICE



Previous Voucher Program

Paper vouchers were distributed to all property owners with Council rates notices.

Additional vouchers were distributed throughout the year to persons who purchased a property.



ISSUES IDENTIFIED



COST

Costs associated with voucher distribution.



OWNERS OF MULTIPLE PROPERTIES

Persons owning multiple properties received multiple vouchers.



WASTE GENERATORS DIDN'T RECEIVE

Program didn't provide waste vouchers to the person actually generating the waste.



NO TARGETED USAGE INFORMATION

Detailed information about voucher usage was not available.

Resident Self Service

- a phased roll out

1

RESIDENT SELF-SERVICE

Owner occupiers managing their own vouchers through a customer-facing portal.



2

TENANT SELF-SERVICE

Tenants managing their own vouchers through a customer-facing portal.



Resident Self Service

Automated system allows residents to self-manage their access to waste vouchers at a time that is convenient to them.

Vouchers are accessed via the Resident Platform (desktop or smartphone) and can be used at the Albury Waste Management Centre.

**Self Service for Owner Occupiers
LAUNCHED 1 JULY 2021**



BENEFITS



RESOURCES

Frees up council resources as residents can self-manage their vouchers.



ACCESS TO DETAILED DATA


Data is now available detailing who is using vouchers and what they are being used for in relation to individual addresses.



TARGETED COMMUNICATIONS

Allows council to communicate directly with residents using targeted messages.

VOUCHER USAGE



VOUCHER USE - SUMMARY

26-Sep-22 14:00:13
Data Refreshed (AEST)

Select Period

Select Programme & Season

All

Select Status

All

Select Code

All

2,376
Vouchers Used

0
Use Cancelled

199
Cancelled

21,841
Expired

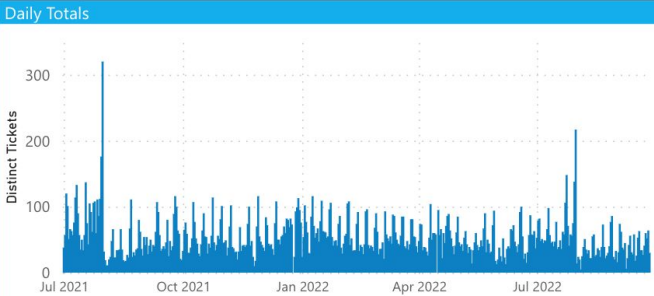
Voucher Usage (Right click on Voucher Code to Drill Down)

Voucher Code	Season	Status	Date	Site	Address Suburb	Address Street	Total Amount
ALB22LQ2O000202214	FY23	Used	26-Sep-22 13:19:38	Albury Waste Management Centre	Albury	539 North Street	\$72.60
ALB22P3Y4100311859	FY23	Used	26-Sep-22 13:15:53	Albury Waste Management Centre	East Albury	8 Pilbara Place	\$30.00
ALB22D950100002217	FY23	Used	26-Sep-22 13:11:45	Albury Waste Management Centre	Albury	429 Swift Street	\$82.50
ALB22BSWD000300129	FY23	Used	26-Sep-22 13:05:47	Albury Waste Management Centre	West Albury	37 Warrenlee Drive	\$5.00
ALB22J403000311848	FY23	Used	26-Sep-22 12:50:51	Albury Waste Management Centre	Lavington	17 Michelle Avenue	\$20.00
ALB2280FC000002564	FY23	Used	26-Sep-22 12:38:25	Albury Waste Management Centre	Albury	429 Swift Street	\$20.00
ALB22QGFU000201092	FY23	Used	26-Sep-22 12:23:49	Albury Waste Management Centre	Lavington	425 English Avenue	\$20.00
ALB22QPK5100199419	FY23	Used	26-Sep-22 12:07:08	Albury Waste Management Centre	Albury	1 / 688 Kiewa Street	\$92.40
ALB2261HX000297433	FY23	Used	26-Sep-22 12:05:53	Albury Waste Management Centre	North Albury	975 Wingara Street	\$30.00
ALB22BDCN000311823	FY23	Used	26-Sep-22 11:42:55	Albury Waste Management Centre	Thurgoona	18 Firetail Street	\$20.00
ALB22JX6T000308562	FY23	Used	26-Sep-22 11:42:10	Albury Waste Management Centre	Glenroy	1 Nigel Court	\$5.00
ALB22IF9T100311817	FY23	Used	26-Sep-22 11:41:16	Albury Waste Management Centre	North Albury	246 Swan Street	\$16.20
ALB22O87F000297919	FY23	Used	26-Sep-22 11:38:27	Albury Waste Management Centre	Glenroy	80 Wright Street	\$9.60
ALB22ZC000300040	FY23	Used	26-Sep-22 11:37:46	Albury Waste Management Centre	West Albury	53 Swift Drive	\$5.00
Total							\$2,625,681.24

Programme Detail

Programme - Season	Season Start	Season End	# Properties	# Issued	# Used	% Used
Housing (Resident) Voucher - FY23	02/08/2022	31/07/2023	3	1,020	52	5.10 %
Resident Waste Voucher - FY23	01/07/2022		4,700	5,139	1,619	31.50 %
Housing (Resident) Voucher - FY22	09/07/2021	31/07/2022	6	1,020		
Ratepayer Voucher - 2022	29/06/2021	31/07/2022	8,573	8,714		
Tenant Voucher - 2022	29/06/2021	31/07/2022	1,744	2,212		
Tenant Voucher FY21 - FY21	05/08/2020	31/07/2021	292	295		
Rate Payer Voucher FY21 - FY2021	07/07/2020	31/07/2021	21,472	22,977		
Total			22,126	42,388	1,671	3.94 %

Daily Totals

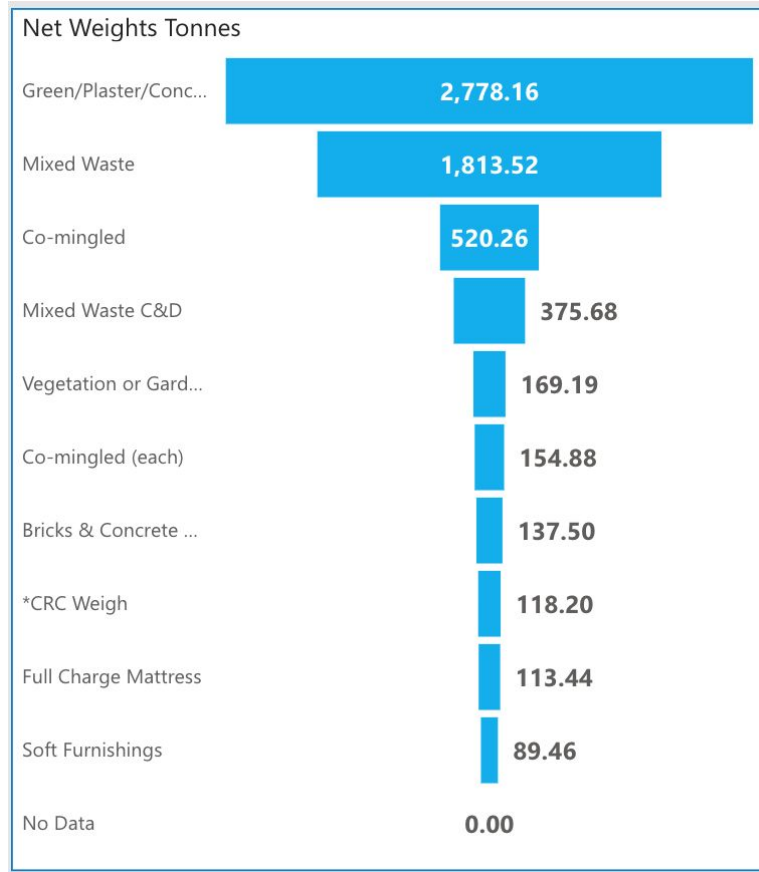


Voucher Analytics

WASTE TYPES PROCESSED

Since 01 July 2021 launch

Total Net Weight (t)	Total Amount
6,492.03	\$2,625,150.08



Lessons Learnt



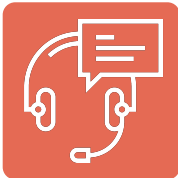
GREATER INVOLVEMENT OF INTERNAL TEAMS

Increasing involvement and stakeholder engagement during development stages.



STRONGER DATA SET

Internal rates database information.



EXPECT CALLS TO CUSTOMER SERVICE

Regardless of planning and communication, expect to receive a higher than normal volume of calls to Customer Service.



COMMUNICATIONS STRATEGY

Ensure that your communications strategy is well planned and starts early.

FY23 - Changes

Personalised Seasons

Historically the entire resident base was treated as a single group with one shared issued and expiry period. This led to consistent behaviours across the community which in some cases was detrimental to Council Operations.

This year Albury has gone to personalised Seasons – meaning each resident’s season start date is the day they issue **themselves** a voucher, and the season end date is 12 months from issue.

**Self Service for Owner Occupiers
LAUNCHED 1 JUL 2021**

BENEFITS



Personalised Service

Residents determine their own seasons – when it starts and therefore when it ends. Systems communicates season end and next voucher availability



Distributes Peak usage

History shows peak usage are at the start and end of the season. Personalised seasons breaks that up – No more queues at financial year end

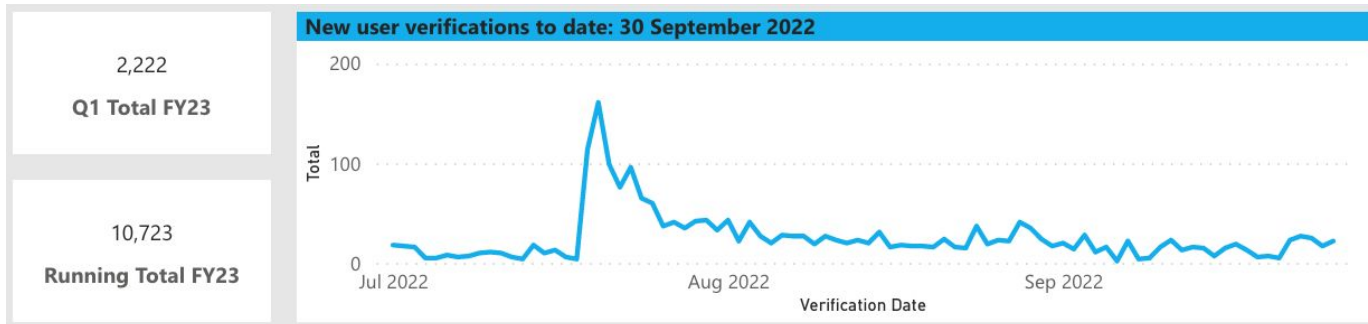
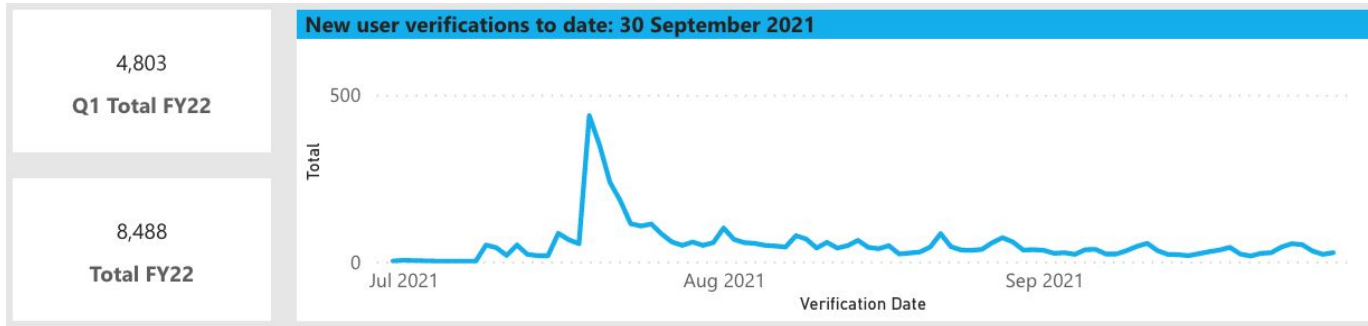


Impacts Behaviour

Real example of digital service changing the waste behaviours of the community – for the better

PLATFORM USERS

FY 2022 to 2023 Comparison



**FY23
Analytics**

Tenant Self Service

RESIDENT
SELF-SERVICE
Tenants

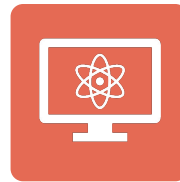


Existing Tenant Voucher Program

Program introduced in 2019 allowing tenants to access waste vouchers either online via the council website link, or by visiting a Customer Service Centre in person.



ISSUES IDENTIFIED



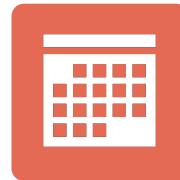
ONLINE APPLICATION

Tenants requesting a voucher must provide ID, proof of address, and submit an online application form.



MANUAL ADMINISTRATION

Resource Recovery staff manually administer the program.



UP TO 14 DAY DELAY

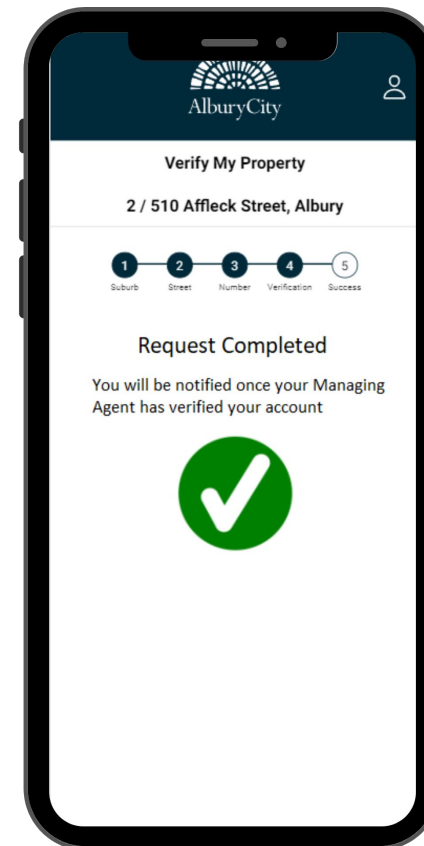
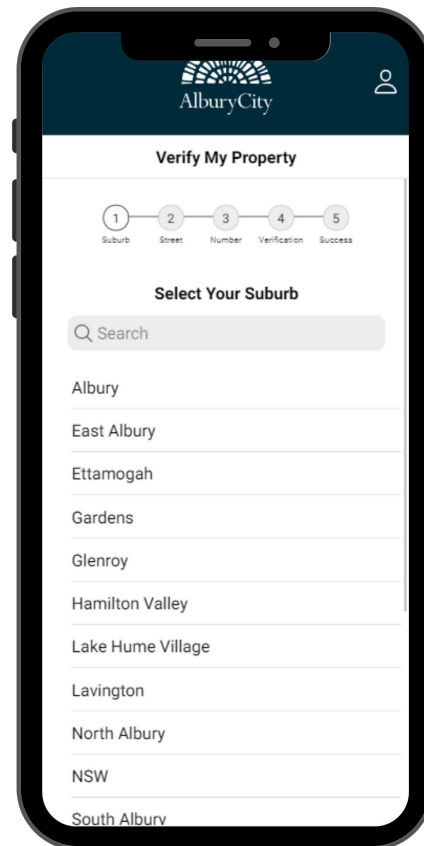
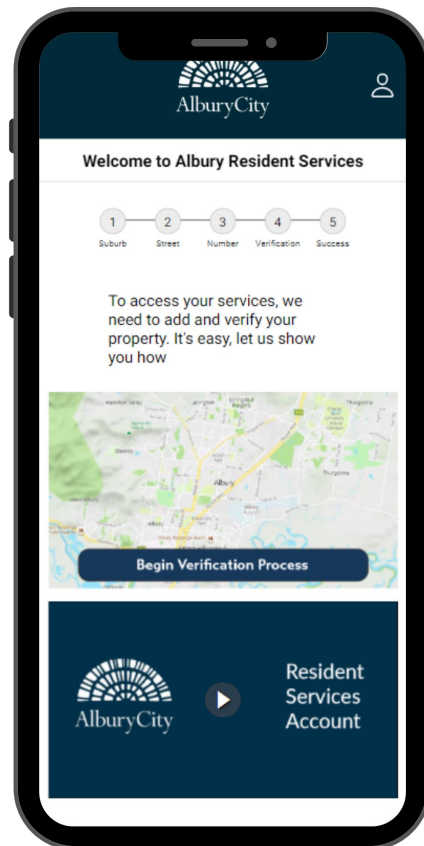
Delay of up to 14 days for tenants to receive their waste vouchers.

Tenant Self Service



Self Service Platform

- Screenshots



Where to next?



OFFER TARGETED SERVICES

Access to more precise data will allow Council to revise products to target more behaviour and drive further outcomes. Communicate to the community based on:

- > Usage
- > Location
- > Resident Type



EXPAND THE PROGRAM

Based on data gathered, revise the voucher program to make community members more accountable for the waste they produce. Expand the program to include groups such as:

- > Charity Groups
- > Schools
- > Account Holders

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Contact