

Snapshot

WickED 2019-2024

A summary of the Waste and Environment Behaviour Change Program



What is WickED?

WickED (Waste In Campaspe – Know, Educate, Do) is Campaspe Shire Council's Waste and Environment Behaviour Change Program. The program seeks to effect behaviour change in reducing waste and improving environmental management within council and the community.

The WickED Program provides a community-based approach to waste and resource recovery education across the shire. It exists to inform, engage, support and empower the Campaspe community to take practical action to reduce waste, minimise its environmental impact and maximise its value.

Purpose

To foster a sustainable and engaged community that is aware of the environmental impact of their consumption and waste management behaviours, and are empowered to change those behaviours to achieve better environmental outcomes.

Success statement

Target audiences have an increased understanding of waste and environment issues affecting the Shire of Campaspe as well as globally, and have the necessary knowledge, motivation and capacity to create long term behaviour change.

The Waste Hierarchy





Who is the WickED Program for?

- Households
- Businesses and industry
- Schools
- Community groups
- Council staff, contractors and councillors
- Tourists and campers
- Event organisers

What are the WickED Program's strategic objectives?

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|  1. Prevention of generating waste |  5. Increased recovery of resources from the waste stream (non-comingled) |
|  2. Avoidance of creating food waste |  6. Reduced contamination of recyclable and organic material |
|  3. Increased diversion of comingled recyclable material from the waste stream |  7. Reduced litter on council owned and managed land |
|  4. Increased diversion of organic material from the waste stream |  8. Reduced illegal dumping on council owned and managed land or where community benefits can be demonstrated |

What themes guide the WickED Program?

Themes are identified as priority areas for the WickED Program due to their relevance and level of importance to waste education and behaviour change in the current climate.

Specifically, the themes include:

- waste avoidance
- recycling and resource recovery
- food and garden organic waste
- single-use plastic and plastic pollution
- litter
- illegal dumping
- reuse, repair and the sharing economy
- Waste Wise Events
- e-waste; textiles
- product stewardship
- hazardous waste

Actions specified in the WickED annual Action Plans are designed to meet the program's strategic objectives, as well as incorporating the above themes.

How will the WickED Program measure success?

The WickED Program's progress towards achieving the strategic objectives will be reviewed annually. An annual survey will also be undertaken to determine whether the target audiences have an increased understanding of waste and environment issues affecting the Shire of Campaspe as well as globally, and whether they have changed their behaviour.

For more information on the WickED Program

Visit council's website: www.campaspe.vic.gov.au Click on 'waste education' in the 'live' section or contact Campaspe Shire Council's Environmental Projects Officer – Education on 03 5481 2200.