

Priority 1: Avoiding waste and increasing resource recovery

This priority is focused on the first step of the waste hierarchy and a key principle of a circular economy – to avoid waste in the first place. While this is an important first step, we also want to make sure that waste that is disposed of is going in the right place. Kerbside bin audits have shown that there is a significant volume of material that is not being disposed of properly. Targeted community education, engagement and behaviour change programs will play key roles in avoiding waste being sent to landfill and ensuring recovery of valuable resources so that they can be kept in use.

Actions	Resources	2024/25	2025/26	2026/27
1.1 Develop and deliver targeted education and behaviour change programs to drive: <ul style="list-style-type: none"> Waste avoidance Increased resource recovery Reduced contamination Awareness of alternative recycling and disposal services for items not collected through Council services Less consumption Smarter consumption, for example buying recycled, borrowing and sharing 	Existing resources and external funding (via Sustainability Victoria)	✓	✓	✓
1.2 Develop community understanding of key problematic materials and issues to reduce bin contamination, maximise resource recovery and protect our environment for: <ul style="list-style-type: none"> 'Compostable packaging' PFAS FOGO liners E-waste – including batteries Soft plastics Rigid plastics and types Disposable nappies 	Existing resources and external funding (via Sustainability Victoria)	✓	✓	✓
1.3 Implement a kerbside bin contamination monitoring program to reduce contamination rates in household recycling bins – with community feedback and associated education via waste audits and bin inspections.	Existing resources and external funding (via Sustainability Victoria)		✓	
1.4 Prevent and reduce litter and illegal dumping through: <ul style="list-style-type: none"> Promoting and encouraging use of the Container Deposit Scheme (CDS) Ensuring a network of CDS collection stations throughout the shire Anti-litter and illegal dumping campaign More signage at locations such as shire entry points, top tourist locations and key dumping areas Cameras in hot spot locations Supporting litter clean-up events such as Clean Up Australia Day 	Existing resources	✓	✓	✓
1.5 Trial new initiatives to recover key materials lost in recycling and landfill: <ul style="list-style-type: none"> Textiles Soft plastics Polystyrene E-waste Wood Construction & Demolition (C&D) waste 	Existing resources	✓	✓	✓

Actions	Resources	2024/25	2025/26	2026/27
1.6 Review accepted materials streams at resource recovery centres to identify gaps and new processor options	Existing resources		✓	
1.7 Investigate and trial initiatives to avoid problematic waste items in landfill: <ul style="list-style-type: none">• Modern cloth reusable nappies• Pet poo home composters• Home composting / worm farms	Existing resources Additional funding will boost impact	✓	✓	
1.8 Undertake a feasibility study to assess the viability and requirements of a Torquay Transfer Station.	Existing resources	✓		



Playground bench made with recycled plastic..

Priority 2: Maximising reuse

This priority is focused on another key principle of a circular economy – keeping materials in use for as long as possible, making the most of what we already have. This can be applied to both Council operations, such as using recycled materials in Council projects, as well as supporting community initiatives to reuse, repair, share and borrow.

Actions	Resources	2024/25	2025/26	2026/27
2.1 Increase the use of recycled materials in Council projects, asset renewal and maintenance in areas such as roads.	Existing resources	✓	✓	✓
2.2 Investigate options for Council to participate in share economy services such as leasing schemes to prevent the need to unnecessarily purchase items, which will help reduce waste.	Existing resources	✓	✓	✓
2.3 Preference use of products and materials that contain recycled content for new projects, asset renewal, and maintenance in the following priority areas: <ul style="list-style-type: none"> • Steel • Bitumen • Concrete • Rock/gravel • Stormwater pipes • Timber (structural) • Bollards • Fencing • Boardwalks • Signage 	Existing resources	✓	✓	✓
2.4 Support existing and new community-led circular economy initiatives through networks, education, communications support and funding, such as: <ul style="list-style-type: none"> • Repair Café • Toy libraries • Share libraries 	Existing resources Additional funding will boost impact	✓	✓	



Repair Cafe Surf Coast



Recycled asphalt.

Priority 3: Innovation and collaboration

Innovation will be key to driving our circular economy transition. It will help us better understand the issues, come up with solutions and inspire positive action by others in our community. Working together with key partners will help share the issues, work through solutions and ensure our successful transition.

Actions	Resources	2024/25	2025/26	2026/27
3.1 Investigate long-term alternatives to landfill for residual waste: <ul style="list-style-type: none"> Develop an Anglesea Landfill Transition Plan to address: <ul style="list-style-type: none"> Waste management post landfill closure Site rehabilitation Future site plan Explore collaboration options for alternative waste treatment with other local governments 	Existing resources	✓	✓	✓
3.2 Undertake a regional material flow analysis study to understand how and where materials are used, in order to identify opportunities to reduce resource use, create jobs and keep materials in use at their highest value.	Existing resources Additional funding will boost impact	✓	✓	
3.3 Continue to explore options for a regional circular economy hub with local government partners.	Existing resources Additional funding will boost impact	✓	✓	✓
3.4 Partner with Council's waste contractors to improve service delivery through innovation and smart technology.	Existing resources	✓	✓	✓
3.5 Work with leading local businesses to create case studies to help drive more circular economy actions and innovations across the business community.	Existing resources Additional funding will boost impact	✓	✓	✓
3.6 Drive innovation in major Council projects and build local market capacity through trialling the City of Greater Geelong's <i>Procurement for Innovation</i> (PforI) training and investigate options to use the PforI process for major Council projects.	Existing resources	✓		



Priority 4: Creating systems change

This priority is focused on embedding circular economy principles in strategic Council documents and improving data collection to better understand our current state, identify future opportunities, and track progress.

Actions	Resources	2024/25	2025/26	2026/27
4.1 Ensure data on key procurement items is captured on Council's top 10 spend items, that could be replaced by alternative recycled content options across new projects, asset renewals and maintenance.	Existing resources Additional funding will boost impact	✓		
4.2 Review opportunities to improve data collection for all Council waste streams to improve data quality, track and drive change.	Existing resources	✓		
4.4 Review strategic Council documents and processes to embed circular economy principles for: <ul style="list-style-type: none"> • Plastic Wise Policy • Procurement Planning document • Procurement Policy • Environmentally Sustainable Council Facilities Policy • Planning - waste provisions • Internal events – catering and suppliers • Waste collection and disposal management procedures including contract management and service delivery compliance, specifications, contractual arrangements, partnerships, driving innovation. 	Existing resources	✓	✓	✓
4.5 Review options to enhance the financial sustainability of Council's waste services.	Existing resources	✓		
4.6 Build organisational knowledge, awareness and action to drive a circular economy: <ul style="list-style-type: none"> • Build internal capacity of leaders through education and skill building opportunities such as Sustainability Victoria-funded Circular Economy Leadership Program, a joint project with other Victorian local councils. • Increase general staff capacity to support the transition. 	Existing resources	✓	✓	✓



Priority 5: Advocacy

While Council plays a key role in driving action and change at a local level, there are many areas outside of our control, such as packaging, managing problematic waste materials, industry reforms and mandating use of recycled content. The advocacy items listed below will help to improve resource recovery outcomes, as well as support transition to a circular economy.

Actions	Resources	2024/25	2025/26	2026/27
5.1 Empower community to become more active to drive a circular economy through community advocacy including to government and businesses	Existing resources	✓	✓	✓
5.2 Advocate to Australian and Victorian governments, relevant agencies and stakeholders to support the drive to a more circular economy through: <ul style="list-style-type: none"> • Embedding and mainstreaming measures to ensure that the design and lifespan of products and materials are environmentally and economically sustainable, for example through mandatory product stewardship and extended producer responsibility for key problematic materials such as soft plastics, PFAS, wood, textiles and packaging. • Engagement along supply chains to support systems change. • Aligning Australian product and material policies, regulations, programs, alliances, labels, and standards with global best practices. • Investment in extending the life of products and supply chain innovation. • Expanded CDS through increasing the range of eligible containers. • Expanded items banned under the Single-Use Plastics Ban. • Appropriate investment of the waste levy to support local governments shift to a circular economy. • State-wide illegal dumping campaigns. • National and state behaviour change programs to activate the community. • Funding support for major local government waste infrastructure initiatives. 	Existing resources	✓	✓	✓

