

Information and guidelines for applicants

Grant applications close Friday 18 April 2014 at 4 pm

The NSW Environment Protection Authority (EPA) has developed a \$2 million Litter Prevention Grants program for NSW councils as part of the five-year \$465.7 million *Waste Less Recycle More* initiative. Round two of the program is now open.

The NSW Council Litter Prevention Grants program will fund litter prevention projects that target NSW's most littered materials and litter hot spot sites. NSW councils can apply for grants of between \$25,000 and \$125,000 to deliver projects that:

- include a range of enforcement, infrastructure and education strategies
- use EPA-developed tools and resources such as *Hey Tossler!* creative materials and the *Local Litter Check*.

Background

The Litter Prevention Grants program for councils began in 2013. Round 1 of the program provided a total of \$402,630 to 15 councils to help deliver local litter prevention programs. Councils participating in this round also assisted the EPA in developing the new *Local Litter Check* and *Hey Tossler!* campaign materials.

Following the success of Round 1, Round 2 aims to help councils meet local and state priorities for litter. The grants program will promote a consistent *Hey Tossler!* message across the state and long-term sustainable change in managing litter.

Getting started

Before applying for a grant, each applicant will need to complete a litter assessment of their site using the EPA's *Local Litter Check*. How-to videos and forms are available on www.epa.nsw.gov.au/litter.

If community education and awareness are part of the project, applicants must use the *Hey Tossler!* collateral on signage and awareness-raising materials. *Hey Tossler!* guidelines, templates and artwork are available by emailing litter.prevention@epa.nsw.gov.au.

Councils can take local photos to supplement the *Hey Tossler!* materials but must follow style guidelines and seek final EPA artwork approval.

Workshops will be held in February and March 2014 to guide applicants on the use of EPA tools and resources and help applicants to develop their project and grant applications. To attend a free workshop, email litter.prevention@epa.nsw.gov.au and attach the application form (see 'Workshops').

Initial payments will be provided in 2013–14. Projects will need to be completed by the first half of 2015, with a case study and final report submitted by 15 June 2015.

Grant program objective

The program objective is to support councils in delivering litter prevention projects that best address local needs and contribute to achieving NSW goals in long-term litter reduction.

The NSW target is to become the least littered state per capita by 2016. (Goal 23, NSW 2021: A plan to make NSW number one). This translates to a 40 per cent reduction of littered items.

Grant funding is available for sites and materials that reflect the NSW priority sites and materials (see below).

Applications that address local high-priority issues for NSW will be considered favourably.

NSW litter priorities

Priority sites

In 2011–12, the largest numbers of items per 1,000m² in NSW were associated with industrial sites (105 items), retail sites (90 items), car parks (74 items) and shopping centres (71 items). As a result, these sites are high priority.

Average levels of litter per 1,000m² were recorded at highways (58 items). Recreational parks (24 items) recorded lower levels but are frequently used by the community. As a result, these sites are medium priority.

Eligible applicants and applications

To be eligible for funding, applicants must demonstrate a capacity to manage the grant funds and be:

- a NSW council (as defined under the *Local Government Act 1992*)
- a NSW Regional Organisation of Councils or other NSW local government-controlled organisation.

Applications from groups of councils are encouraged.

Eligible projects must:

- be conducted on council-owned and council-managed public space or on other publicly-used land with the support of the landholder
- use *Local Litter Checks* on affected sites before the project starts and on completion of the project
- be litter reduction and prevention projects, based on the *Local Litter Check*
- include strong and diverse collaborative partnerships with key stakeholders such as internal staff, adjoining public or private land managers, industry and community organisations
- show value for money in delivering the project outcomes (see below)
- provide evidence of in-kind or partner contributions
- build capacity to act, providing council employees, land managers and community organisations with the knowledge and skills to implement effective solutions
- educate and guide the community on the social, environmental and economic impacts of litter through the EPA's *Hey Tosser!* litter campaign materials
- have a clean-up component
- use strategic enforcement, to increase compliance with litter legislation
- include objectives and outcomes to be reported on.

Applicants who can demonstrate better value for money will rank higher than those who do not. Applicants should demonstrate why salary funding is needed, and state other funding sources and in-kind contributions.

Grant funding is available to cover 100 per cent of project costs but an in-kind contribution is expected. A maximum of 30 per cent of salary costs for staff delivering the project will be funded.

The EPA will not fund activities carried out before the grant is offered and accepted.

What activities or infrastructure will be funded?

All applicants will need to consider and apply an integrated approach to litter. Applications should include components of one or more of the following:

- 1. Community education and engagement** – use of the *Hey Tosser!* message, engagement with the community and internal staff, and partnerships with business and key stakeholders
- 2. Regulation and enforcement** – approach and application of the enforcement message
- 3. Infrastructure and clean sites** – clean-up component and assessment of bin infrastructure
- 4. Measuring and evaluation** – *Local Litter Check* on all affected sites.

Applicants should demonstrate a mix of approaches and be guided by the evidence in the *Local Litter Check* and other sources to determine the weight of the approach needed.

What activities and infrastructure will not be funded?

Grant funding will not be available for:

- use of education materials other than *Hey Tosser!* materials
- public place recycling bays
- maintenance and servicing of new or existing bins
- play equipment, new paths, public amenity upgrades such as BBQs or shelters (excluding litter and butt bins), or landscaping unless the applicant can demonstrate that the project prevents litter or engages the community in litter prevention.

Submitting an eligible application

To submit a valid grant application, councils must:

- complete the EPA's Council Litter Prevention Grants: Round 2 application form
- demonstrate in their application that the project meets the eligible application criteria (see above)
- include in the application the names and signatures of the General Manager/CEO and Program Director who are able to attest to the accuracy of the information in the application
- provide the written consent of any organisation that the council partners with on the project