

Consistent Communications Collective – Annual Waste Promotion Calendar

This annual waste promotion calendar has been developed to provide a framework for consistent promotion of waste messages across the year. Local Governments and Regional Councils can be involved in as many or as few of the activities as they have resources to undertake.

Month	Activity(s)	Start Planning for activity	Resource available / costs / comments
January	Giftng / take back (post Xmas clean out)	December	DWER – WasteSorted material will be developed
February	Valentine’s Day anti waste promotion (Love Love, hate waste)	January	DWER – WasteSorted material will be developed
March	Clean up Australia Day	February	KABC – to provide promotional material.
April			
May	Compost in May	April	DWER – WasteSorted material will be developed (Earth-cycle character)
June			
July	Plastic Free July	June – include expenditure in Local Government budget	Resource available from Plastic Free July Foundation - https://www.plasticfreejuly.org/ Costs depend on the size of the Local Government.
August	Keep Australia Beautiful Week	July	KABC – to provide promotional material.
September	Household Hazardous Waste Drop off	August	WALGA – paid Facebook advertising – 15 second promo will be available for Local Governments to use
	WasteSorted GREAT Promotion	August	DWER – WasteSorted TV advertising + Socials – LGs can access all content at no cost
October	WasteSorted GREAT Promotion	September	DWER – WasteSorted TV advertising + Socials – LGs can access all content at no cost
	Container Deposit Scheme (2020)	September	WARRRL to provide resources
	Buy Nothing New Month	September	Resources available https://www.buynothingnew.com.au/
November	National Recycling Week WasteSorted GREAT Promotion, with Recycling Focus	October	Key messages <ul style="list-style-type: none"> • Focus on 5 key materials • Loose • Rinse & Lids off • Take back – for key products DWER - WasteSorted Socials + Radio adverts – LGs can access all content at no cost
December	Waste Avoidance – reduce consumption/sustainable gifting/no wrapping	November	DWER – WasteSorted material will be developed
	National Leftovers day (Boxing Day)	November	DWER – WasteSorted material will be developed

Post Event Evaluation

It is proposed that after each month, WALGA will circulate a very short survey to CCC members asking if they used any materials circulated, how they were used, if the reach of the material was measured, if it was measured what was the reach.