

28 November 2007

Attention: Councillors and Chief Executive Officer

Dear Colleague

Measuring the Impact of Tobacco Litter from the Tobacco Reforms

In June this year we wrote to councils inviting them to be part of the statewide survey to measure impacts on butt litter associated with the introduction of the smoking ban in licensed premises on 1 July 2007.

This survey was to complement Sustainability Victoria's 'Don't be a Tosser' behaviour change campaign and its associated evaluation and followed the issues paper provided by Sustainability Victoria, the Municipal Association of Victoria (MAV) and the Victorian Litter Action Alliance (VLAA) in January 2007.

The Local Government Cigarette Butt Litter survey was the first of its kind and was conducted outside selected venues across 29 councils in the weeks beginning: 25 June, prior to the bans; 2 July after the bans commenced; and 17 September at the close of the formal 'Don't be a Tosser' campaign.

Of the 29 councils (36% of the Victorian total) participating, 14 were metropolitan and 15 regional. In each of the three survey phases, 207 venues were surveyed across Victoria. The key results of the survey include:

1. July 2007 - One week after the smoking bans were introduced, metropolitan councils reported a 27% increase in the number of butts outside their surveyed venues. Regional councils reported a 1% increase
2. July- September 2007 – In metropolitan councils, the number of butts dropped by 29%. In contrast, regional councils, reported that the butt count increased by 14%
3. September- Compared against June, metropolitan areas recorded a reduction in butt litter of 2% outside surveyed venues, while in regional areas a 15% increase was noted
4. Statewide there was a 9% overall increase in butt litter since the introduction of the bans.

It is important to note when reading these figures, especially with regard to the metropolitan / regional split, that the focus of the 'Don't be a Tosser' campaign was the metropolitan area because of the high concentration of licensed venues, particularly those regarded as 'landlocked'. Similarly, council activity was focused on the high-concentration areas, particularly where other amenity issues were likely to occur. Whilst statewide and regional/metropolitan figures have been presented, it is suggested that these figures be used cautiously. The following should also be considered when analysing the results:

- Venue Take-up: The campaign evaluation showed that litter decreased at venues that had facilities for smokers
- Council Activity: The varied level of litter prevention promotion and awareness activities undertaken by individual councils

- Venues surveyed: The number of venues surveyed determines the trends that can be identified. Individual councils surveyed between 1 and 20 venues
- Weather and number of people attending venue varied each time the venue was surveyed.

The key message, demonstrated by the 'Don't Be A Tosser' campaign evaluation, is that where there is a combination of appropriate infrastructure, litter management and activities promoting butt litter prevention messages, littering behaviours will be reduced. It was expected that littering behaviour rates outside licensed premises would rise from the existing rate of 58% to up to 90%, however with the 'Don't be a Tosser' campaign and supporting work by councils and state agencies, littering behaviour rates fell to 33% after the 1 July bans.

A more detailed report on the Butt Litter Survey and the 'Don't Be A Tosser Campaign' is attached for your perusal.

While the formal 'Don't Be A Tosser' campaign has ended, the materials are available for use and many activities are scheduled to occur over the summer period including some very exciting metropolitan and regional cross-council partnerships.

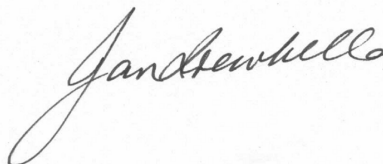
The Victorian Litter Action Alliance, of which the MAV is an active member, will continue to provide on-going support to councils in the form of educational resources, workshops and one-on-one support. Sustainability Victoria will be announcing the opening of the Litter Grants during November. In addition, EPA has recently released its Litter Enforcement Toolkit to provide assistance to litter enforcement officers across Victoria.

If your council was involved in undertaking the voluntary Butt Litter Survey 2007, VLAA, MAV and SV would like to take this opportunity to thank you for providing data for the first report of its kind in the world. Your support is invaluable.

We wish your council well in future litter prevention endeavours.



Rob Spence
Chief Executive Officer
MAV



Jan Trewhella
Chair VLAA
General Manager, Strategy and
Knowledge
Sustainability Victoria

The Victorian Butt Litter Survey 2007 and the ‘Don’t Be A Tosser’ campaign

Background

VLAA was a major partner in the delivery of Sustainability Victoria’s ‘Don’t Be A Tosser’ campaign which aimed to engage licensed venues to encourage a prevention approach and included providing a toolkit to over 8,500 licensed premises, butt bin rebate scheme and public relations activities.

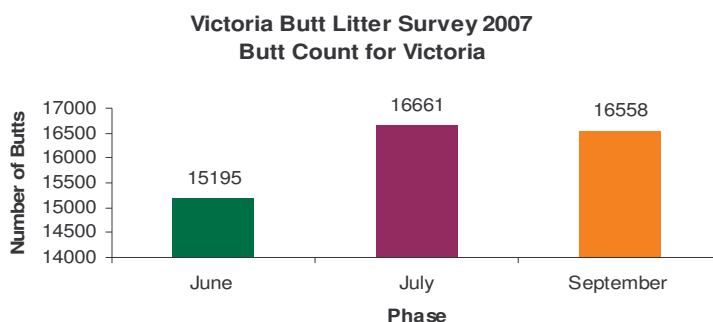
VLAA engaged local government in the campaign through a series of activities. This included statewide training engaging over 80 officers representing 33 councils, seven regional waste management groups and three state agencies. Through a partnership fostered between VLAA and the Department of Human Services (DHS), information on butt litter prevention was provided to an additional 113 Environmental Health Officers representing 75 councils. In addition, a resource-rich Cigarette Butt Litter Prevention Kit was developed in collaboration with a consultative committee which engaged 15 local government representatives. On-line newsletters, updates, resources and individual council support were also provided.

These activities aimed to minimise the pressure on local government and pubs and clubs to make it easier for them to take an active role and share the responsibility.

Outcomes of the Butt Litter Survey 2007

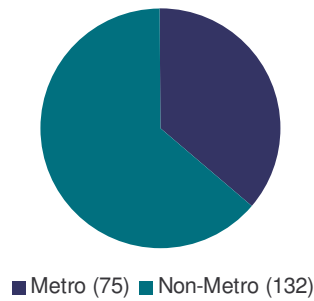
Across Victoria, 36% or 29 councils participated in the survey. Fourteen metropolitan councils and 15 non-metropolitan councils were involved. In each phase 207 venues were surveyed resulting in 621 venue surveys across the three phases.

The chart below illustrates the number of butts counted across Victoria in the survey’s three phases. This shows a statewide average of a 10% increase in butts between June and July, a 1% decrease between July and September and a 9% increase between June and September.



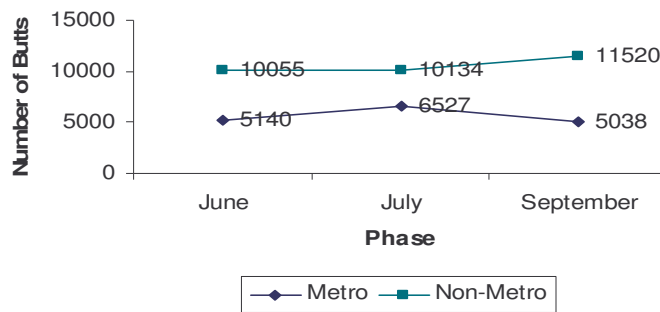
In each of the three phases, 207 venues were surveyed, resulting in 621 surveys. The pie chart below shows the breakdown of the number of metropolitan and non-metropolitan venues surveyed in each phase.

Victorian Butt Litter Survey 2007 Venues Surveyed

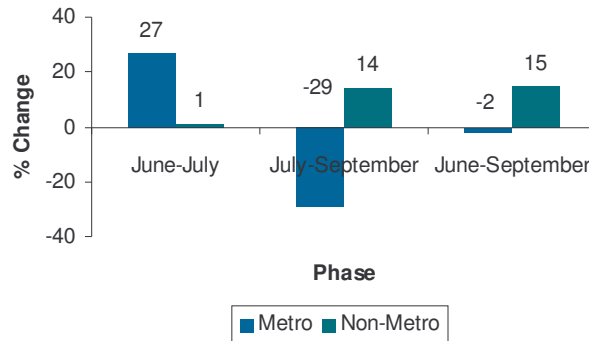


As the graph below shows, metropolitan and non-metropolitan data varied, with metropolitan data indicating the initial rise and then decrease expected, while non-metropolitan data indicates a consistent rise in butts.

Victorian Butt Litter Survey 2007



The chart below demonstrates the percentage change that occurred between each of the three phases of the survey. The most notable is the 29% decrease in butt litter in metropolitan councils between July and September.



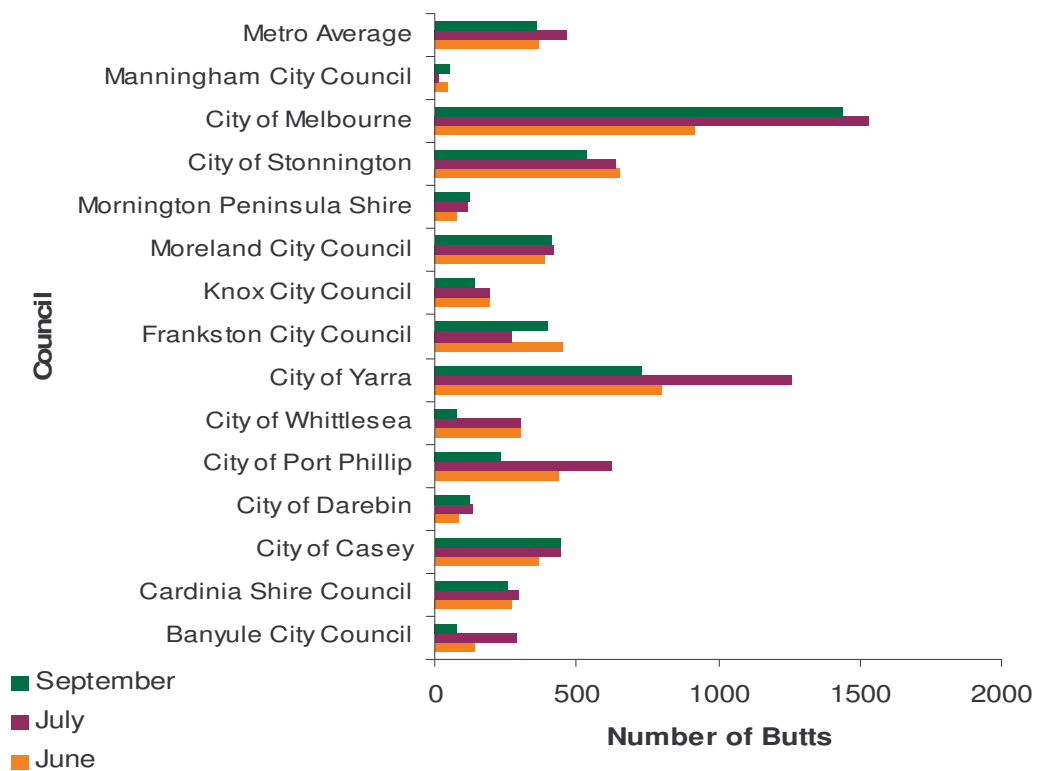
An important factor to be considered when analysing the results of the Butt Litter Survey 2007 is venue take-up of campaign activities. Littering dropped at venues that set up facilities for smokers, as promoted through the campaign, such as installing a bin, staff patrolling the area and cleaning up butts and the venue displaying signage.

An additional factor to be considered is the individual council's promotion and implementation of the 'Don't Be A Tosser' campaign. While the results for the local government survey for the campaign are positive, they were anonymous and therefore cannot be directly correlated with the results of the Butt Litter Survey 2007. It will rely on each council to determine how their involvement with the campaign affected the Butt Litter Survey 2007 results.

The graphs below show individual council data with a comparative average measurement for both metropolitan and non-metropolitan councils. Comparisons between councils should be avoided, as the survey results are dependent on the following factors:

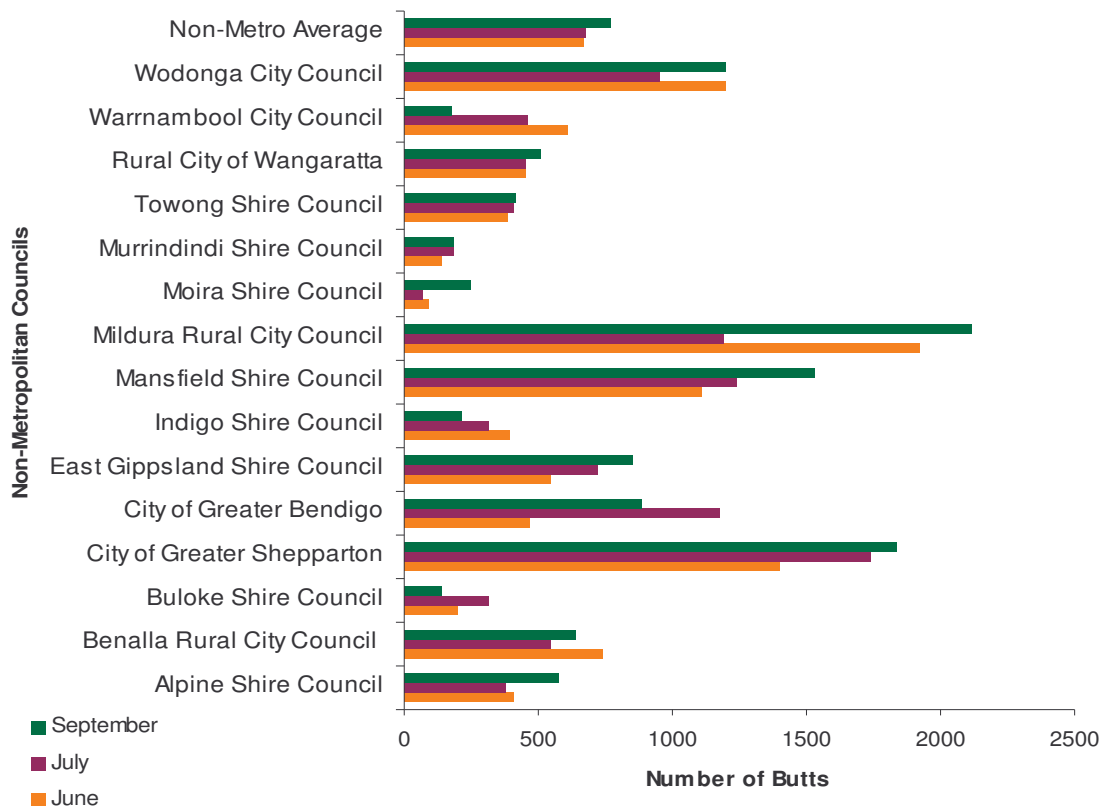
- Individual council involvement in the campaign;
- Venue take-up of litter prevention and butt management activities;
- Weather at the time of the survey;
- The number of people visiting the venues prior to the survey; and
- The choice and number of survey sites

Victorian Butt Litter Survey 2007 Metropolitan Councils



See overleaf for the results from the regional and rural councils.

Victorian Butt Litter Survey 2007 Non-Metropolitan Councils



What is evident from the campaign evaluation and the Butt Litter Survey 2007 is that, while there is no simple solution to the complex issue of butt litter, there are critical change enablers, which lead smokers to changing their behaviour and binning their butts. These are:

- *Partnerships* – strong partnerships between local government and venues.
- *Place* - venues acting on the campaign's messages and providing butt bins and clear signage
- *Promotion* – supporting and promoting litter prevention messages to raise awareness of butt litter generally.
- *Personal action* - smokers going to the effort to bin their butts

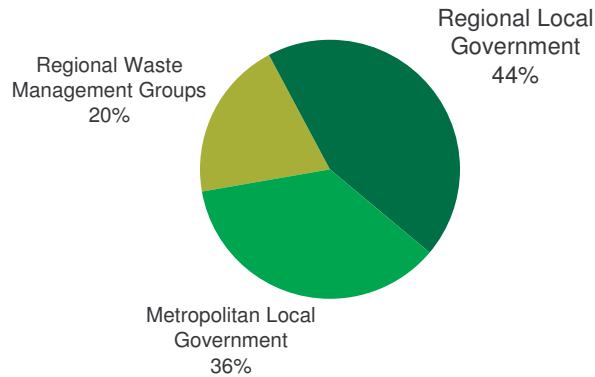
Victorian councils who engaged in activities involving partnerships, place and promotion did achieve a reduction in butts.

Outcomes of the 'Don't Be A Tosser' Local Government Survey

The evaluation of VLAA contributions and local government involvement in the 'Tosser' campaign were outstanding!

Fifty-nine councils responded to the 'Don't Be A Tosser' post-campaign survey, representing 74% of all councils and regions.

Don't Be A Tosser Campaign Respondents



The VLAA Butt Litter Prevention Workshop:

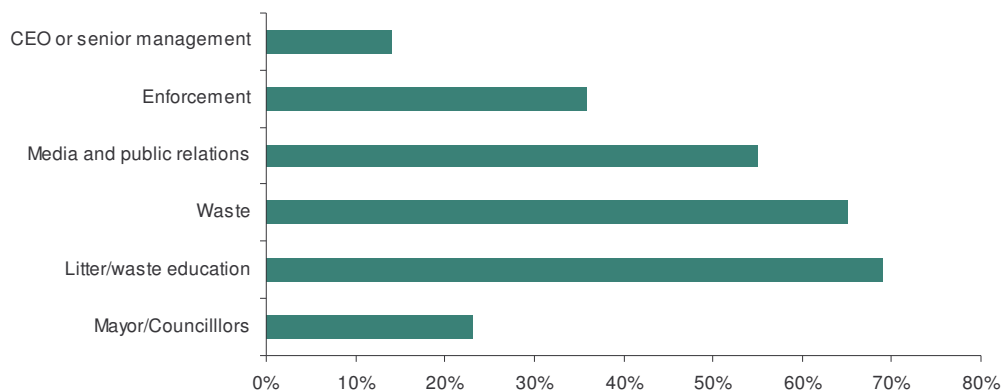
- The number one way respondents participated in the campaign was by attending the VLAA Butt Litter Prevention workshop, with 98% of respondents participating
- 92% of respondents said the workshop gave them a solid understanding of the campaign.
- 71% reported campaign activities being undertaken by their organisation.

The VLAA Butt Litter Prevention Toolkit:

- 64% of respondents participated in the campaign by using the VLAA Butt Litter Prevention Toolkit
- 60% of respondents identified the Butt Litter Prevention Toolkit as the most helpful resource.

Participation in the 'Don't be Tosser' Campaign:

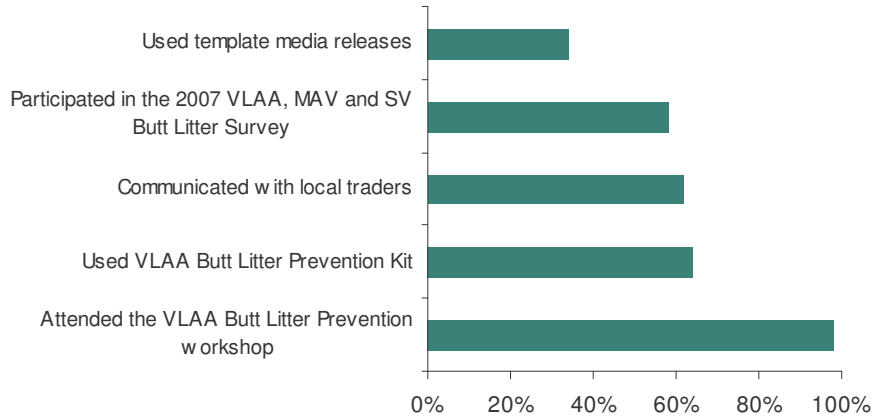
Who was Involved in the Campaign



- The VLAA Butt Litter Prevention workshop was the most helpful activity in supporting a local campaign (65%), followed by the MAV, VLAA and Sustainability Victoria Butt Litter Survey (45%)
- The VLAA Butt Litter Prevention Toolkit and personal ashtrays were identified as the most helpful resource (60%) followed by posters (50%) and the Licensed Premises Toolkit (30%)
- 77% of participants surveyed said their organisation became involved in the campaign before 1 July

- 51% of respondents said they did not experience any barriers implementing the campaign, with 15% saying they didn't know of any barriers.

Ways of Participating in the Campaign



The 'Tosser' campaign material is available for ongoing use and VLAA's Cigarette Butt Litter Prevention kit is available in both hard copy and on-line. Sustainability Victoria's litter grants were announced on 16 November with a closing date for applications 7 March 2008. VLAA is able to provide workshops and assistance with butt litter prevention resources and programming material should your council be hoping to engage in or continue a litter prevention activity.