



Understanding community education and engagement

FACTSHEET 4

*Food and Garden Organics
Best Practice Collection Manual*

Approaches to Communications

- **Information Giving** – announcing your intent, e.g. a brochure or leaflet in the mail outlining the benefits of a food and garden collection scheme.
- **Information Gathering** - a market research form of engagement, e.g. engaging individuals via interviews or questionnaires.
- **Consultation** - seeking of views on a prepared proposal, system or plan. There is an intention to listen to responses and for amendments to be made.

New Service Introduction

- Pre-launch communications
- Information when the service is rolled out
- A monitoring and evaluation program
- On-going education and communications to householders throughout the life of the collection service.

Pre-launch communications

- Before the scheme:
 - Provide householders with information about the new service.
 - Methods include: information leaflet, advert or notice informing residents that a new service is being introduced.
 - Messages include:
 - **why** the new service is required (the 'need')
 - **what** the new service is, including types of organics householders will be able to recycle
 - **when** it will be introduced
 - **who** to contact with queries (for example the number for a helpline, and a website address).

Information when the service is rolled out

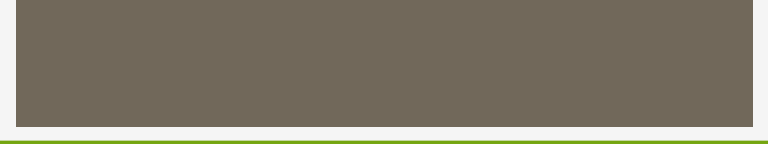
- Scheme launch: produce communications materials to support the launch of the service, e.g. a 'service leaflet' outlining:
 - how to participate, i.e. dates and frequency of collection, container use etc.
 - types of organics to recycle
 - who to contact with any queries
 - practical advice on how to make the most of the system and deal with any potential problems.

Monitoring and evaluation program

- Monitoring and evaluation program should be considered before scheme inception to:
 - establish a baseline from which outcomes from the scheme can be measured.
 - identify the effectiveness of the communication methods used.

On-going education and communications

- It is essential to continue education and communications to householders over regular intervals throughout the life of the organics collection service.



NB: Information in this presentation is taken from the *Food and Garden Organics Best Practice Collection Manual* (2012) published by the Department of Sustainability, Environment, Water, Population and Communities. The full document is available on the department's website

www.environment.gov.au/wastepolicy/publications/organics-collection-manual