

Small Acts, Big Impact statewide campaign (May–June 2023) – stakeholder kit

May 2023

This kit has been created by Sustainability Victoria (SV) to provide background information and campaign tools for stakeholders to use in communications with their communities for the *Small Acts, Big Impact* campaign activity.

We would like to thank everyone who uses the campaign materials to amplify the messaging.

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Campaign snapshot

Overview

Small Acts, Big Impact is SV's major campaign to help achieve [Recycling Victoria: A new economy](#) policy outcomes to support Victoria's transition to a circular economy.

The campaign launch (29 May – 30 June 2022) supported Victorians to adopt small acts to reduce waste and recycle more to make a big impact on Victoria's sustainable future.

This second campaign (8 May – 30 June 2023) will inform Victorians about the positive changes occurring in Victoria's recycling system. Through the major kerbside reform, new recycling services are being introduced over the coming years along with a large investment in recycling facilities. This means that Victoria can recover and recycle more materials than ever before. By showcasing the big impact of these changes and the small act of recycling items loose and not in a bag, this campaign will help Victorians adapt to changes while increasing resource recovery.

Target audiences

Activities will target all metropolitan and regional Victorian householders (18 years and older) and 10 priority language groups identified for this campaign: Arabic, Cantonese, Dari, Greek, Hindi, Italian, Khmer, Mandarin, Punjabi and Vietnamese.

Key messages

Campaign name and headline: A small act makes a big impact.

Campaign overarching call-to-action (CTA): Your small acts make a big impact on Victoria's sustainable future. Find out how at sustainability.vic.gov.au

Focus area messages for this campaign:

Hero: Recycling is changing for the better	Recycling is changing for the better in Victoria. In the coming years, we're rolling out new recycling services and supporting facilities so that more can be recycled than ever before. By putting the right thing in the right bin, you can help make new products from your recycling. They might seem small, but your actions make a big impact on Victoria's sustainable future.
Supporting: Making more from your glass	Your glass is being recycled into new glass jars, bottles and even roads here in Victoria. In the coming years, we're rolling out new recycling services and supporting facilities so that more can be recycled than ever before. Your small acts make a big impact.
Behavioural: Keep recycling loose	Put your recycling in the bin loose and not in a bag. Try using a tub or container to collect your recycling and put it into the bin loose and not in a bag. When you put items into your bin loose and not in bags more can be made from your recycling. They might seem small, but your actions make a big impact on Victoria's sustainable future.

Channels

SV will be delivering statewide activity including:

- Advertising:
 - Campaign advertising will run from 8 May to 30 June 2023 on the following channels: radio, press, outdoor billboards (digital large format, transport, and digital shopping centre panels), YouTube, social media (Facebook, Instagram and Snapchat), Google, and Spotify.
 - Advertising to multicultural audiences includes radio, press, digital, outdoor and social media.
- Website:
 - [Dedicated webpages](#) with more information about the big impacts of these changes, helpful tips and storytelling videos and articles about what happens to household recycling.
- PR:
 - Media outreach, ambassador activity and digital and social storytelling.
- Multicultural engagement:
 - Multicultural engagement activities will be delivered by a specialist agency throughout the advertising campaign and beyond.
 - Activities include public relations (PR) and stakeholder outreach (working with community groups and leaders).

Councils have also been provided campaign materials to communicate the *Small Acts, Big Impact* messaging to their communities.

How to get involved

Campaign materials

Campaign materials for the three focus areas of the campaign can be downloaded from our [campaign asset library](#). We encourage you to share these widely on your channels.

Materials include:

- [15- and 30-second videos](#) that can be posted on social media and on websites
- [social media tiles](#) (stills and animated) that can be used in posts on Facebook, Instagram, LinkedIn and Twitter
- [posters](#) that can be printed and displayed

Hero (Recycling is changing for the better):

Video



Social media tile



Poster



Supporting (Making more from your glass):

Video



Social media tile



Poster



Behavioural (Keep recycling loose):

Video



Social media tile



Poster



A range of translated materials will be available from our asset library in late May in Arabic, Cantonese, Dari, Greek, Hindi, Italian, Khmer, Mandarin, Punjabi and Vietnamese.

In the appendices of this document, we have also included:

- sample social media post copy to accompany the tiles
- sample article copy that can be used in newsletters and on websites
- a list of FAQs to help you with responding to common questions.

Contact

For more information about the campaign contact campaigns@sustainability.vic.gov.au

The *Small Acts, Big Impact* campaign forms part of the Victorian Government's circular economy plan [Recycling Victoria: A new economy](#), a \$515 million investment to transform the state's waste and recycling sector as Victoria shifts to a circular economy by 2030.

Appendices

Appendix 1: Social media posts

Below are some examples of posts you can make on your social media channels. Please tag Sustainability Victoria in your posts:

- Facebook and Twitter: @SustainVic
- Instagram: @sustainabilityvictoria
- LinkedIn: Sustainability Victoria

You can also follow our accounts and reshare posts about the campaign.

Text	Video
<p>Sustainability Victoria has released a new campaign focusing on how recycling in Victoria is changing for the better.</p> <p>It includes a focus on new services and facilities increasing recycling in Victoria.</p> <p>Find out more at www.sustainability.vic.gov.au/recycling-is-changing-for-the-better</p> <p>#SmallActsBigImpact</p>	<p>'Recycling changing' 30 second video (available on the campaign asset library – videos)</p>
<p>Did you know that glass can be recycled an infinite number of times?</p> <p>Sustainability Victoria's new campaign highlights the benefits of correctly sorting glass at home to create an endless, sustainable loop of glass products.</p> <p>Find out more at www.sustainability.vic.gov.au/making-more-from-your-recycled-glass</p> <p>#SmallActsBigImpact</p>	<p>'Glass recycling' 30 second video (available on the campaign asset library – videos)</p>
<p>When recycling is put in the bin in plastic bags, it can't be sorted at recycling facilities because the bags can jam and damage the machines.</p> <p>Sustainability Victoria's new campaign focuses on keeping your recycling loose (not in bags) so more of it can be turned into new products.</p> <p>Find out more at www.sustainability.vic.gov.au/small-act-keep-recycling-loose</p> <p>#SmallActsBigImpact</p>	<p>'Recycle loose' 30 second video (available on the campaign asset library – videos)</p>

Appendix 2: Article

Small acts make a big impact

New campaign highlights how recycling in Victoria is changing for the better

Have you ever wondered what happens to your recycling?

Do you know why recycling should go in the bin loose, not in plastic bags?

Are you curious about new recycling services and facilities being rolled out across Victoria?

Sustainability Victoria have rolled out a new campaign to help Victorian residents learn the answers to these questions.

The new campaign is part of the Small Acts, Big Impact campaign that launched in 2022 encouraging households to take small actions to help contribute to a more sustainable future.

Over the coming years, new recycling services and facilities are being introduced across Victoria so that more can be recycled than ever before. With statewide glass recycling and food and garden organics recycling services being introduced, and a large investment in local recycling facilities, Victoria will be able to recycle more than ever before. These changes will support the state to divert a mammoth 80% of waste from landfill by 2030.

In the latest campaign, Sustainability Victoria explains why these changes are so important and how glass jars and bottles are being recycled into new ones (or other products like roads) right here in Victoria.

Victorians can find out about the changes that are coming – and how a small act like recycling correctly can make a big impact – by visiting Sustainability Victoria’s website: sustainability.vic.gov.au/small-acts-big-impact.

Appendix 3: Frequently Asked Questions

Topic: Small Acts, Big Impact campaign

What is the purpose of this campaign?

Sustainability Victoria (SV) is delivering the *Small Acts, Big Impact* campaign as part of the Victorian Government's circular economy plan, [Recycling Victoria: A new economy](#), a \$515 million investment to transform the state's recycling and waste sector as Victoria shifts toward a circular economy. The circular economy model is based on reducing the environmental impacts of production and consumption, moving further towards waste avoidance behaviours and enabling economic growth through the sustainable use of natural resources.

The campaign launch (29 May – 30 June 2022) supported Victorians to choose a small act to reduce waste and recycle more to make a big impact on Victoria's sustainable future.

This second campaign informs Victorians about the positive changes occurring in Victoria's recycling and waste system. Through the major kerbside reform, new recycling services are being introduced over the coming years along with a large investment in recycling facilities. This means that Victoria can recover and recycle more materials than ever before. By showcasing the big impact of these changes and the small act of recycling items loose and not in a bag, this campaign will help Victorians adapt to changes while increasing waste recovery.

It will also support the successful achievement of RV policy outcomes by 2030:

- 15% reduction in waste generation
- Increase in waste recovery to 80%
- 50% reduction in volume of organic materials going to landfill.

How and when will the campaign be delivered?

This campaign is being delivered by Sustainability Victoria, and by councils and industry to their local communities and networks from 8 May to 30 June 2023.

This campaign is the second in a series of statewide *Small Acts, Big Impact* campaigns that will be delivered on a range of waste and recycling topics until 2024.

Topic: Changes to recycling services and facilities in Victoria

What changes are occurring?

In the coming years, Victoria is moving towards a four-stream recycling and waste system. These separate streams will help to reduce the contamination of materials so that more of our recycling than ever before can be turned into new products.

The Victoria State Government is also investing in and supporting recycling facilities so that we can recycle more locally.

To find out more about changes to recycling services and facilities, visit sustainability.vic.gov.au/recycling-is-changing-for-the-better

What new recycling services will residents have access to?

Victoria is moving towards a four-stream recycling and waste system so that more valuable resources can be recovered from recycling and contamination can be reduced. This means more can be recycled and turned into new products. The four-stream system will include general rubbish, mixed recycling, glass recycling, and food and garden organics.

As the new system rolls out over the coming years, councils will provide residents with information about timeframes, as well as what can and cannot go into each bin.

For more information on how the four-stream system will positively impact Victoria's recycling system, visit sustainability.vic.gov.au/recycling-is-changing-for-the-better

When will residents receive new bins?

Over the coming years, new recycling services are being introduced across Victoria. Some of these new services may already be in place in some Local Government Areas (LGAs), such as the introduction of a glass only recycling bin.

Local councils will provide residents with information about when to expect these changes and what items go in each bin.

Why will there be more recycling streams or bins to recycle the same items as before?

When broken glass is mixed with other items in the recycling bin, it can damage items that would normally be recyclable, meaning some of it may end up in landfill. The introduction of a separate glass service will mean more cardboard and plastic can be recycled. The separate glass stream will also mean more glass than ever before can be turned into new products like roads, bottles and jars.

When food goes into the general rubbish bin, it ends up in landfill where it can create greenhouse gases that contribute to climate change. Having a separate food and garden organics stream means that these materials can instead be made into compost, which helps grow the crops that feed us all.

By putting the right items in the right bin, residents can help avoid contamination and contribute towards making new products like mulch, glass jars, planter boxes, park benches and even roads.

Why do individual recycling efforts matter when the government and industry should be doing more?

Across Australia and around the world, governments are grappling with how to waste less and recycle more. It's a big, complicated problem and there's no quick fix.

The *Small Acts, Big Impact* campaign forms part of the Victoria State Government's circular economy plan [Recycling Victoria: A new economy](https://sustainability.vic.gov.au/recycling-victoria-a-new-economy), a record \$515 million investment to transform the state's recycling and waste sector. This transformation includes changes to recycling and waste services to achieve the following outcomes by 2030:

- 15% reduction in waste generation
- Increase in waste recovery to 80%
- 50% reduction in volume of organic materials going to landfill.

As the Victoria State Government continues to work with industry on their recycling and waste reduction, individual recycling efforts support Victoria's sustainable future. By correctly sorting recycling and putting it in the bin loose rather than in bags, more of it can be turned into things like new glass jars and even roads. This also keeps items out of landfill and makes better use of valuable resources.

Find out how your small acts can make a big impact at sustainability.vic.gov.au/small-acts-big-impact

What recycling facilities are there in Victoria?

Victoria has more than 300 resource recovery centres and transfer stations that are an integral part of the recycling and waste management system. These facilities help divert materials from landfill and turn them into new items like glass jars and even roads.

Victoria is also investing in recycling facilities and technologies, including Australia's first rotating drum pulper at the Coolaroo Paper Mill in Melbourne's north. This new technology will allow this facility to recycle 40% more paper and cardboard right here in Victoria.

Ensuring Victoria has the facilities to recycle its own materials supports our transition towards a circular economy. To find out more about recycling facilities in Victoria, visit sustainability.vic.gov.au/recycling-is-changing-for-the-better

Topic: Glass recycling

Where is glass recycled and what is it turned into?

Glass is being recycled into products like new glass bottles and jars, and even roads right here in Victoria. Our state's facilities, such as Laverton's state-of-the-art glass recycling centre in Melbourne's west, are capable of processing and recycling all of Victoria's glass.

Glass does not degrade through the recycling process, so it can be recycled again and again. Find out more at sustainability.vic.gov.au/making-more-from-your-recycled-glass

I have a glass recycling bin or glass drop-off service. What glass items can be recycled?

Use your glass recycling service for empty glass bottles and jars. All other household glass (including broken drinking glasses, windows, mirrors, vases, cooking dishes and perfume bottles) must be put into your general rubbish bin. Different types of glass have different melting points, so they can't be recycled together. Find out more at sustainability.vic.gov.au/making-more-from-your-recycled-glass

Topic: Putting recycling in the bin loose, not in bags

Why can't recycling be put in the bin in a plastic bag?

Plastic bags can cause damage at recycling facilities by getting jammed in the machines. Bagged recycling can also pose a safety risk to staff who sort recycling, as the contents of the bag are not visible and may include sharp objects. That means that putting recycling in the bin in a plastic bag prevents it from being processed and means it may end up in landfill.

Putting recycling in the bin loose and not in a bag means more of it can be sorted and processed, allowing it to be turned into new products like glass jars, egg cartons and cardboard boxes.

Find out how at sustainability.vic.gov.au/small-act-keep-recycling-loose

Which bin do plastic bags go into?

Plastic bags belong in the general rubbish bin. They shouldn't be placed in the recycling bin (with or without items inside) as they cannot be recycled. Try to avoid plastic bags altogether by switching to reusable shopping bags. You'll be saving money, natural resources and the planet.

Topic: Sorting your recycling

Why do residents need to check what goes into their bins on council websites?

If residents are unsure which bin an item belongs in, it's important they check their council's recycling and waste web pages rather than making a guess. Waste and recycling services can change over time and often vary between councils. By making sure that the right thing goes in the right bin, residents can help us recover valuable resources so less ends up in landfill and more can be recycled.

You can also visit the Sustainability Victoria website to find out which council area you're in and learn more about recycling and waste services available to you. Visit sustainability.vic.gov.au/recycling-and-reducing-waste/at-home/recycling-at-home/council-waste-and-recycling-services