

**FOGO rollout**

**communication guide**



**WasteSorted**

A Waste Authority Program

## Food organics and garden organics (FOGO) communication guide



### About this guide

This FOGO communication guide shows the most popular ways local governments and regional councils use the WasteSorted toolkit to roll out FOGO services. It is designed to help local governments plan their FOGO communications. An agreed list of acceptable FOGO items is also provided on the [WasteSorted website](#), to ensure consistent communication.

### Better Bins Plus: Go FOGO

The Better Bins Plus: Go FOGO Program is an initiative of the Government of Western Australia, delivered by the Waste Authority. The program supports local governments to provide better-practice three bin kerbside collection systems with a separate food organics and garden organics (FOGO) service.

### The WasteSorted toolkit

The WasteSorted toolkit helps local governments communicate their waste and recycling services to residents. The toolkit supports consistent and effective communications and is updated regularly. A full catalogue of WasteSorted and GREAT Sort resources are available at [lga.wastesorted.wa.gov.au](http://lga.wastesorted.wa.gov.au).

## Getting started

The WasteSorted toolkit has an extensive range of resources for communicating about FOGO. Most local governments begin by highlighting why FOGO is important and what to expect during the rollout. These are usually followed by more detailed messages about how to sort waste correctly. Most of this messaging is done before and during the rollout of the FOGO service. Many local governments also use their FOGO rollout to reinforce overarching waste avoidance messages and recycling services. Local governments report that bin tagging is a great way to provide feedback to residents once the FOGO service has been implemented. Other feedback is provided using social media, newsletters and media to let residents know they have done a great job or suggest improvements.



The GREAT Sort campaign provides additional resources to reinforce the overarching messages and priority behaviours, such as **G**ifting, **R**ecycling, **E**arth-cycling, **A**voiding and **T**aking (GREAT) waste to drop-off points. Below are two examples of how local governments have linked messages to the behaviour change campaign.

‘Your food and garden waste will be Earth-cycled back into compost for local parks and gardens. Be a GREAT Sort and make landfill the last resort.’

‘There are loads of GREAT Sorts in our area that recycle just these five things – paper, cardboard, cans, glass and plastic containers and bottles. These GREAT Sorts also rinse, remove lids and place recycling loosely in the bin.’



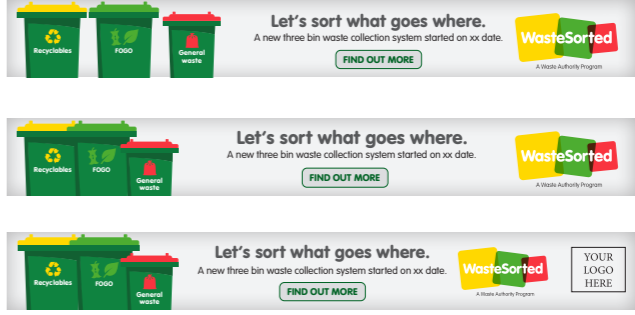
[lga.wastesorted.wa.gov.au/GREATsort](http://lga.wastesorted.wa.gov.au/GREATsort)



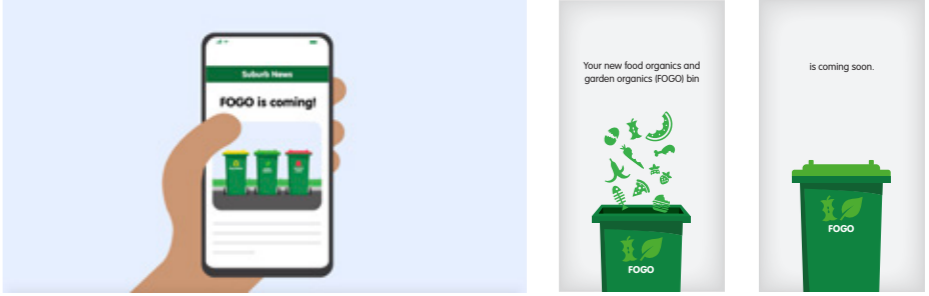


# Communication guide




The guide below shows examples of how the WasteSorted toolkit has been used by local governments. The templates can be adapted to suit the needs of each local government. For support using the WasteSorted toolkit, please email [info@wastesorted.wa.gov.au](mailto:info@wastesorted.wa.gov.au)




## Education

WasteSorted toolkit template	Purpose and key messages	Sample
<p>PowerPoint</p>	<p>Local governments use the PowerPoint template when communicating with their community. It has also been used to provide staff with training to handle enquiries. It ensures consistent communication is used by staff who have contact with the public.</p>	
<p>Letterhead</p>	<p>Local governments use this template to tell residents about upcoming changes to their collection service and provide essential information.</p> <p>'We've got a better bin system sorted'</p>	
<p>Leaderboard banners</p>	<p>Local governments use these banners and other WasteSorted graphics to ensure website content is consistent with all other communications. Some local governments also use these as email banners.</p> <p>'Let's sort what goes where'</p>	




<p>Social media advertising</p>	<p>Most local governments develop a schedule of social media posts to provide regular updates to the community during the FOGO rollout.</p> <p>Local governments find the WasteSorted social media templates are flexible and extensive. They also ensure consistency with other communications.</p> <p>‘Good news your FOGO bin is coming soon’</p> <p>‘Get ready to FOGO’</p>	
<p>Social media video / FOGO video advertising</p>	<p>Local governments use the detailed animations to inform the community of the upcoming changes and provide essential information. Most local governments use these on their website, social media platforms and at public events such as outdoor cinemas.</p> <p>‘FOGO is coming!’</p>	
<p>Press advertising</p>	<p>Most local governments still use traditional newspaper advertising and editorials to raise community awareness and understanding.</p> <p>‘We’ve got a better bin system sorted’</p>	
<p>Truck decals</p>	<p>Some local governments use truck decals to raise community awareness. There are also truck decals for the recycling and general waste bins.</p> <p>‘What can go in your FOGO bin?’</p>	



<p>Bus backs</p>	<p>Some local governments use out-of-home advertising on buses, in shopping centres and council-owned property to raise community awareness and understanding. There are many templates for this.</p> <p>'Get ready to FOGO'</p>	
<p>Rollout information</p>	<p>Many local governments provide residents with a rollout package including a waste guide, frequently asked questions, caddy information and magnets to act as prompts and reminders.</p> <p>Local governments find this is a great way to ensure detailed information reaches every household.</p>	
<p>Kitchen caddy instructions</p>	<p>Most local governments include the WasteSorted instructional flyer in their rollout package. This provides residents with detailed information about how to use their kitchen caddy and compostable liner.</p>	

<p>Facebook event banner</p>	<p>Many local governments run community information nights. This template is used to advertise events. Local governments find these sessions provide an opportunity to address residents' questions and concerns.</p> <p>'FOGO like a pro'</p>	
<p>Polo shirts</p>	<p>Some local governments have provided staff with WasteSorted polo shirts. These are co-branded, provide consistent messaging and look professional at public events.</p>	
<p>Interactive display</p>	<p>Most local governments use the interactive display before, and during, the rollout. Local governments say it is a great way to raise awareness and assist with public enquires at community events, shopping centres, train stations, libraries and other public places.</p> <p>The WasteSorted interactive display can be printed by local governments. It is also available for loan by contacting <a href="mailto:info@wastesorted.wa.gov.au">info@wastesorted.wa.gov.au</a>.</p>	

## Monitoring and evaluation

WasteSorted toolkit template	Purpose and key messages	Sample
<p>Bin tagging</p>	<p>Local governments find that bin tagging improves waste sorting behaviours by providing specific feedback to each household. It's an effective behaviour change tool. There are postcards and social media templates to help promote the program.</p> <p>'Good news, bin tagging is coming'</p> <p>For more Information on the bin tagging program, please visit:  <a href="https://www.wastenet.net.au/programs/bin-tagging-program.aspx">https://www.wastenet.net.au/programs/bin-tagging-program.aspx</a></p>	
<p>Waste auditing</p>	<p>Many local governments undertake waste audits to evaluate the composition and volume of materials in each bin to identify recovery rates and contamination.</p>	<p>Not applicable.</p>
<p>In-vehicle cameras</p>	<p>Many local governments capture bin contents and GPS location data to support community engagement and compliance.</p>	<p>Not applicable.</p>
<p>Driver alerts</p>	<p>Many waste truck drivers provide alerts to local governments advising when a bin is heavily contaminated. This information is used to understand community perceptions and behaviours.</p>	<p>Not applicable.</p>
<p>Surveys</p>	<p>Many local governments survey residents to collect feedback and understand community perceptions during rollout.</p>	<p>Not applicable.</p>

# Feedback

WasteSorted toolkit template	Purpose and key messages	Sample
<p>Press advertising</p>	<p>Local governments provide feedback on how the system is working and to communicate ways to improve.</p> <p>Newspaper advertising and editorials are great ways to provide feedback.</p> <p>'Suburb, you've almost got it sorted'</p>	
<p>Social media</p>	<p>Local governments provide feedback on waste services and communicate ways to improve. This is usually done via social media or newspaper advertising.</p> <p>'Suburb, you've almost got it sorted'</p>	



## Icon set: household hazardous waste

The Household Hazardous Waste (HHW) program provides local governments and regional councils with funding to assist with the collection, storage and disposal of hazardous waste generated by households.

Hazardous waste is described as unwanted products that are corrosive, flammable, toxic or reactive and present a potential risk to human health and the environment. It is important to separate hazardous wastes from the general waste stream.

The HHW program categorises wastes according to the level of hazard. Priority 1 wastes are those that present or may present a higher hazard, including acids, batteries, engine coolants, flammable liquids, gas cylinders, household chemicals, pesticides and solvents.

The following Priority 1 HHW icons are only to be used in the thumbs down symbol to indicate that these items should not be placed in any kerbside bin.

