

2026 - 2040

Waste and Litter Strategy

wyndhamcity
city. coast. country

Acknowledgement of traditional custodians

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the first Peoples of Australia. We acknowledge the Bunurong and Wadawurrung Peoples as Traditional Owners of the lands on which Wyndham City operates. The Wadawurrung and Bunurong Peoples have and always will belong to the Werribee Yalook (river), creeks, stars, hills and red clay of this Country. We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community today and for future generations.



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Executive Summary

Wyndham City's Waste and Litter Strategy 2026–2040 sets out a clear pathway toward a cleaner, greener, and more circular future. It outlines how Council will reduce waste, recover more resources, and deliver efficient, equitable services for a rapidly growing and diverse community. The Strategy builds on the ambitions of the Wyndham 2050 Community Vision and Council Plan, recognising that waste is no longer a by-product of daily life but a shared responsibility, one that connects environmental protection, economic resilience, and community wellbeing. By embedding circular economy principles, the Strategy shifts the focus from disposal to design, encouraging a city where materials are reused, repaired, and regenerated rather than wasted.

This Strategy is strongly informed by the Victorian and Australian policy landscape. These frameworks set ambitious targets that guide our local action, such as diverting 80% of waste from landfill by 2030 and halving organic waste to landfill. However, Wyndham's scale, population growth, and community diversity mean our approach must balance ambition with practicality. As one of Australia's fastest-growing municipalities, we face unique differences: higher service demands, new housing developments, an increased movement of people and goods, along with having access to a Council owned and operated landfill. This Strategy responds with tailored solutions that combine education, innovation, and strong local leadership to ensure that progress toward State targets remains achievable and community driven, whilst ensuring waste management remains accessible, affordable and easy to use for our growing community.

Wyndham's targets are ambitious yet grounded in local experience. By 2030, we aim to recycle 62% of kerbside and Council waste, reuse or recycle up to 65% of materials collected through hard waste and transfer station services (rising to 75% by 2040) and reduce the amount of dumped rubbish, all through the offering of a suite of affordable, customer focused services. These targets build on our universal FOGO rollout, improved contamination rates, and strong community satisfaction. They are underpinned by a new 4-year action plan which includes new education programs, more infrastructure and improved services. Through this Strategy, Wyndham positions itself as a leader in circular economy action at the local level, transforming waste management from a challenge into an opportunity for innovation, environmental care, and community pride.



Introduction

Wyndham City's Waste and Litter Strategy sets a clear direction to 2040, showing how we will reduce waste and litter, recover more resources and provide accessible, affordable and efficient services for our growing community. It builds on the ambitions of the Wyndham 2050 Community Vision and the Council Plan, positioning waste management as a cornerstone of a clean, green, and sustainable city.

Since our last strategy in 2016, waste management has grown beyond simple disposal to become an essential part of protecting neighbourhood amenity, improving environmental outcomes and supporting economic resilience. Through a circular economy approach, we will shift away from the old 'take, make, use, dispose' model and instead encourage shared responsibility between government, industry and the community to use resources more wisely and minimise waste.

This Strategy aligns with broader State and Federal directions, including Recycling Victoria: A New Economy and the National Waste Policy 2018. It is grounded in what our community has told us matters most, leading new investment in services, infrastructure, and education, while supporting behaviour change and innovation that will move us closer to a zero-waste future.

The Waste and Litter Strategy is an extension of the community's aspirations and Council's long-term planning. By setting ambitious but achievable targets, it translates the Wyndham 2050 Community Vision and Council Plan into practical steps for how we manage waste and resources every day

Vision

Wyndham's vision for waste and litter is informed by the Community Vision 2050 and Council Plan as guided by the Integrated Strategic Planning and Reporting Framework.

Community Vision 2050

"We are the vibrant and diverse community of Wyndham, embracing a sense of belonging and inclusivity at all stages of life. We value and celebrate the First Nations people and take pride in our arts, culture and heritage. We are a thriving city that is safe, accessible and connected. We champion health, well-being, education, enterprise, and innovation. We nurture our land and environment for future generations."

Community Vision priorities most relevant to waste and litter:

• Sustainability and Environment

Nurture agriculture and work towards a climate focused and sustainable environment with a focus on waste and recycle management

• Civic Pride and Beautification

Protect the land, sea and coastlines of Wyndham by keeping the area clean, increasing green space and canopy cover to improve the visual aesthetics and ensure Wyndham is an attractive and appealing city.

Council Plan 2025-29

Strategic Area 3 – A Clean and Green City

Wyndham is a presentable and sustainable place, where open spaces are valued, protected, and enjoyed.

Council will:

1. Invest in maintaining clean, safe, and presentable public places and open spaces.
2. Leverage opportunities and invest in initiatives that reduce our carbon footprint.
3. Work in partnership with other levels of government and key stakeholders to ensure the City's unique natural environment, flora and fauna is protected.
4. Plant more trees to keep the City green and to help mitigate the impacts of climate change.
5. Invest in initiatives that reduce the volume of waste going to landfill



About Wyndham

Located on Melbourne's western edge Wyndham covers 542 km². In 2021, more than 292,000 people called Wyndham home, with the estimated resident population growing to 347,830 in 2025, a number projected to grow to over 457,000 by 2040. With around 99,000 new homes to be built by 2051, at an average rate of 4,000 homes per year, we will grow to be larger than Canberra is today.

We are a young, vibrant, and diverse community. Over half our residents are under 35, and 57% of households have children. Almost half of Wyndham's residents (48%) were born overseas, creating a rich and dynamic cultural landscape.

Rapid growth brings both challenges and opportunities. Expanding residential areas and changing landscapes, from rural to urban, increase the pressure on waste services and open new risks for antisocial behaviours, such as illegal dumping, especially in areas undergoing development. At the same time, growth provides opportunities to innovate and strengthen community connections through better services and education.

What We Heard from the Community

To ensure the new Waste and Litter Strategy reflects the needs and expectations of our community, Council conducted extensive engagement from 29 October to 8 December 2024. Residents shared feedback through workshops, surveys, events, stakeholder meetings, and outreach to local groups.

In total, we received 330 completed surveys and engaged over 200 participants at in-person and online events.

Key survey findings included:

- Support for innovation: 68% of respondents were positive about Council adopting new technologies like AI; fewer than 13% were negative.
- Service-Cost satisfaction: 43% of respondents were generally satisfied with the current level and cost of waste services. 20% opted for slightly reduced services and costs and 17% opted for slightly increased services and costs.
- Tip token usage: 89% of respondents knew about the tip tokens, but only 47% had used them. Council's kerbside bin collection and hard waste services are reportedly the most used.
- Desired improvements: The top suggestions were more drop-off recycling hubs (51%) and better access to recycling and composting services (50%). Most respondents (55%) were willing to travel 1-5km from home to drop off items for recycling, with 5 - 15km being the second highest response (34%).
- Green-lidded food organics and garden organics (FOGO) bins: Residents said they would be more likely to use their green lid bin if collections were weekly (47%), kitchen caddies were provided (45%), or paper (38%) and compostable plastic bags (36%) were allowed.
- Many residents also asked to expand green-lidded FOGO bin access to all households as a universal service.
- Enforcement levels: 67% supported maintaining current enforcement for incorrect bin use.
- Use of recycling hubs: 68% knew of Council's community recycling stations or hubs, and around 40% had used them.

Key themes from People's Panel workshops, events, and group discussions included:

- Enhancing Waste Education: Simplify recycling rules with clear, multilingual resources and regular updates; extend education into schools and community hubs using interactive formats.
- Optimising Waste Infrastructure: Establish a reuse depot at transfer stations to support circular economy outcomes; address community preferences for bin sizes and standardised colours.
- Broaden Community Engagement: Increase the number of in-person engagement events in multiple languages, and maintain transparency about policies addressing environmental concerns such as excessive packaging and illegal dumping
- Bin collection frequencies: Support for weekly green bin collections (with fortnightly garbage collections) and seasonal schedule adjustments, such as more frequent recycling collections in winter. Concerns arose around inadequate soft plastic disposal options and challenges faced by young families with less frequent garbage collections. Proposed solutions included piloting seasonal schedules and offering additional support for families.

This feedback has helped shape this strategy to be practical, inclusive, and focused on making waste and recycling services that work better for everyone in Wyndham.

Legislative and Policy Context

Wyndham's waste services operate within a framework shaped by key reforms and legislation at both Federal and State levels. Major initiatives influencing this Strategy include:

- **National Waste Policy (2018):** Emphasises waste avoidance, improved resource recovery, and circular economy principles.
- **National Waste Export Bans:** Prohibit the export of unprocessed waste materials.
- **National Food Waste Strategy and Plastics Plans:** Aim to reduce food waste by 50% and eliminate plastic pollution.
- **National Product Stewardship Schemes:** Support the responsible end-of-life management of items like e-waste, tyres, and batteries.
- **Recycling Victoria:** Outlines statewide targets such as diverting 80% of waste from landfill by 2030, providing FOGO services to all households by 2030, and reducing organic waste to landfill by 50%.
- **Victorian Container Deposit Scheme (CDS):** Encourages recycling through 10 cent refundable deposits on beverage containers.
- **Victorian Single-Use Plastic Ban and E-Waste Ban:** Further support the shift toward sustainable consumption.

These reforms require Council to continuously adapt, improve services and invest in infrastructure to meet compliance requirements and community expectations..

Federal	National Waste Policy - Less Waste, More Resources (2018)		
State	Recycling Victoria 2020	Statewide Waste and Resource Recovery Infrastructure Plan (SWRRIP) 2018	Environment Protection Act (2017)
Wyndham	Community Vision 2040 2025	Council Plan 2025-2029	

National Reforms

The Australian Government has developed and implemented several policies, strategies, plans and legislation to improve resource recovery. Key targets and actions include:

Bans on the export of certain waste

Product stewardship schemes

Managing hazardous waste

Mandates on waste being able to be reused, recycled or composted

National recycling initiatives such as the Australasian recycling label

2017 National Food Waste Strategy

2018 National Waste Policy

2019 National Waste Action Plan

2020 National Waste Export Ban

2021 National Plastic Plan

2024 Australia's Circular Economy Framework

State Reforms

Recycling Victoria Policy

The Victorian Government's circular economy policy and plan, Recycling Victoria: A new economy, set to run until 2030, mandates the framework for waste and recycling policy in the state. Key targets and actions include:

Divert **72% of waste** from landfill by **2025** and **80% of waste** from landfill by **2030**

Reduce total waste generation per capita by **15% by 2030**

Reduce organic waste to landfill by **20% by 2025** and **50% by 2030**

Ensure all households have a **FOGO** collection by **2030**

Provide access to **glass recycling** services by **2027**

Standardise bin colours across Victoria

Standardise recycling contents across Victoria

Bans on certain single use plastic items

Advocate for strong and effective product stewardship arrangements

State Reforms and Wyndham's Role

Victoria's state waste and recycling reforms are reshaping how councils and communities manage resources. For Wyndham, this raises the key question: what is our part in achieving state targets?

Our strategy sets out where we are now, where the State expects us to be, and how we can bridge the gap. While our targets seek to make improvement, some State reforms will take time. Our approach will bring the community, industry and Council along together, building shared responsibility for long-term change.

A Circular Economy Approach

A present, society still relies heavily on a linear "take, make, use, dispose" model of production and consumption. This approach means new resources are used to manufacture products, build infrastructure and houses, and deliver services. At the end of life, the materials and resources used in these activities are discarded. This results in a depletion of finite natural resources and drives unsustainable patterns of consumption.

A circular economy is the opposite; it is a model where products and resources are in use for as long as possible. Products and resources are shared, reused, maintained and repaired, allowing them to be kept at their highest value for as long as possible. When this can no longer be achieved, components are recovered and remanufactured into new products or recycled.

The circular economy applies to all parts of the economy, and the full life cycle of products and materials. This includes Council operations and services, manufacturing, construction and other industrial processes, and consumption habits and behaviours at the household level.

In Wyndham, this means:

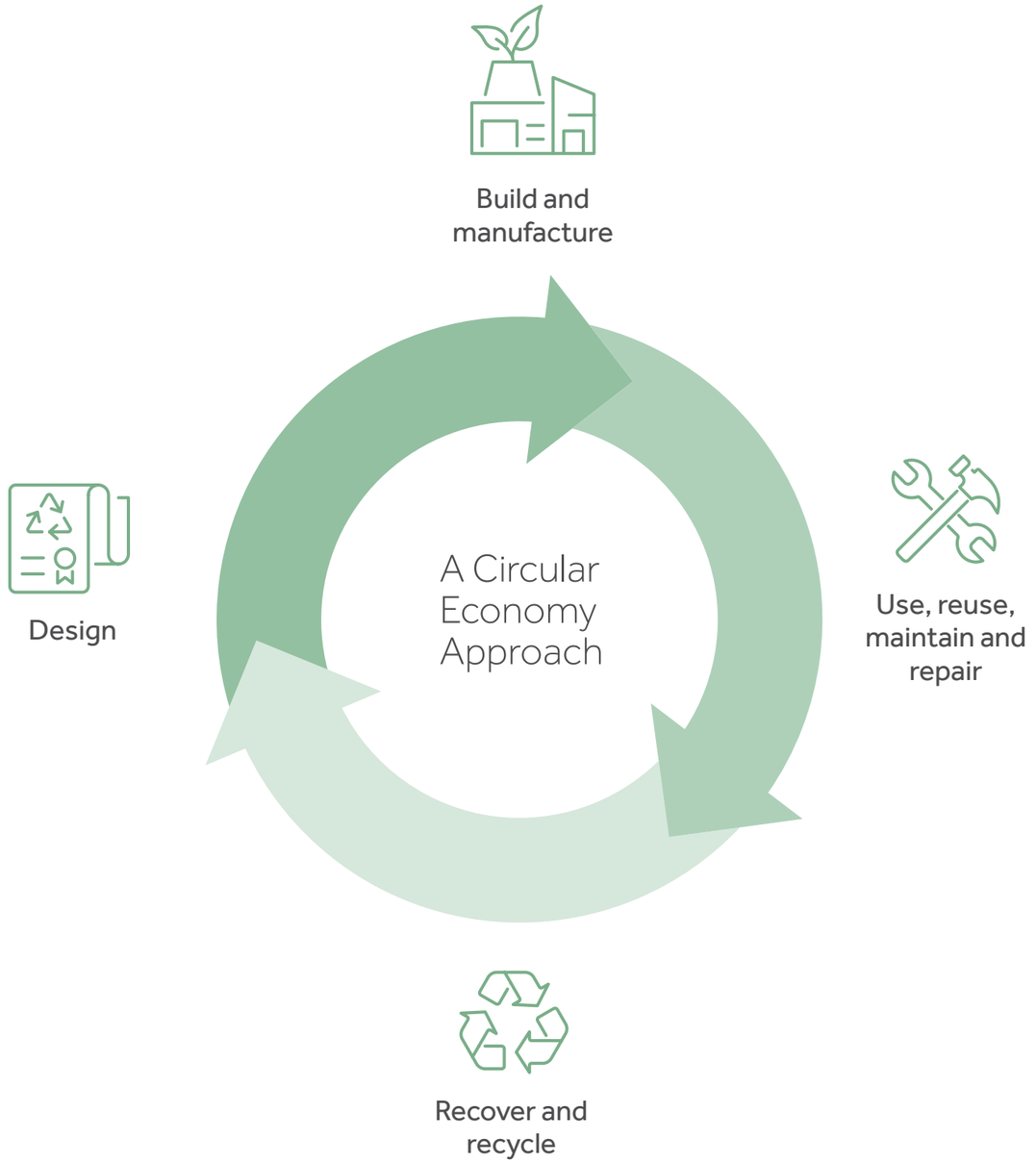
- Designing out waste and pollution: encouraging products and services with reuse (and maintenance), repair and recycling built in.
- Keeping materials at their highest value: promoting reuse and repair before recycling, ensuring resources circulate for as long as possible.
- Regenerating nature: supporting initiatives that return nutrients to the soil, such as composting through the FOGO service.

Council plays a critical role in the transition to a circular economy, both in the delivery of our own projects and services but also supporting community and industry to improve their practices and advocating for better outcomes.

Examples of the circular economy in practice already exist in our city, with households, different levels of government and the private sector all playing a role:

- Wyndham households using the FOGO service, transforming food and garden waste into compost that can enrich our soils and support local agriculture.
- The Victorian Government Container Deposit Scheme (CDS) is turning bottles and cans into valuable resources rather than overseas exports.
- Wyndham City Council using recycled content in construction materials.
- Textile reuse programs keep clothing and fabrics in circulation, combating the environmental burden of fast fashion.
- Retailers' collection of difficult items like batteries and soft plastics for recycling.
- Reducing consumption of single use containers at Council run events.
- Council libraries provide an excellent example of the sharing economy, where assets are reused by thousands of residents.
- Op shops providing a reuse service through accepting donations of clothing, furniture and other household items to keep them in use.

Despite these achievements, there is a long way to go. Wyndham City can continue to embed circular thinking into households, industry and Council operations. This means exploring new programs that support prioritising reuse and repair, increasing resource recovery in existing Council services, encouraging sustainable design, and advocating to industry and other levels of government to address issues that are not localised to Wyndham to increase accountability through product stewardship schemes. By choosing this approach, we not only reduce the waste going to landfill but also create new economic opportunities, conserve natural resources, and foster a culture where waste is no longer seen as a problem but as a valuable resource.





Case Study 1: Jim's FOGO Journey – Turning Confusion into Compost

When Jim was given a new green-lidded FOGO bin for his home in Wyndham Vale, he was unsure what to put in it. Like many residents, he thought it was just for garden clippings. After seeing a Council post about the FOGO program, Jim ordered a free kitchen caddy and joined a Council-run waste education session at his local library. With clearer information, he began separating food scraps from general waste.

Within weeks, his red bin use halved, and he noticed fewer odours and less waste overall. Through FOGO, Jim's food waste now goes to a regional composting facility that produces nutrient-rich compost for Victorian farms and parks. His story reflects how, through simple access to the right tools and information, we can shift our habits, reduce our waste to landfill, and close the loop on organic waste.



Case Study 2: Road Resurfacing Program

Sam, and engineer in Wyndham City Council's Engineering Construction team, was working on a local road upgrade project. Council plays a critical role in designing, building and maintaining local infrastructure, and these projects play an important role in the circular economy. The project involved the removal of an existing road, and the design and construction of a new road. Consideration of the circular economy principles was made during project planning and the development of contract specifications. During the demolition, earthworks and excavation phase of the project, recyclable materials including kerbing, concrete path, asphalt, crushed rock and driveway materials were removed, separated and taken to the appropriate recycling facility. The construction phase involved using recycled materials including up to 30% Reclaimed Asphalt Pavement and 100% recycled crushed concrete to minimise the use of new materials and resources. Through programs like this, Council plays a critical role in maintaining value of existing resources, driving a market for recycled materials, and working with suppliers who can help achieve outcomes that align with the principles of the circular economy.

Council Services

Council currently offers a wide range of waste services, including:

- Kerbside collection of garbage, recycling and FOGO
- Hard and green waste collections
- Access to Transfer station, tip vouchers, recycling drop-off hubs and events
- Initiatives to support private reuse and recycling
- Waste and recycling bins for public streets and parks
- Litter traps and gross pollutant traps
- Public place cleansing services such as roadside litter and dumped rubbish collection and street sweeping
- Support for community waste management initiatives
- Public education to promote waste reduction, reuse and recycling.

Garbage	140L	Weekly
Recycling	240L	Fortnightly
FOGO	240L	Fortnightly
Hard Waste	$3m^3$	3 Annually
Tip Passes	Car / ute / trailer	1 Annually

Wyndham Waste Services Snapshot

Until the 2024-25 financial year (inclusive) all residential properties receiving a Council waste service in Wyndham received a standard kerbside garbage and recycling collection, with an optional user-pays FOGO service. In the 2025-26 financial year, the FOGO service has become part of the standard service. Residents can also access up to four transferable home hard waste collections or tip passes per year.

2025-26 Service Highlights

- Emptied 5.66 million garbage bins
- Collected 63,064 tonnes of garbage
- Recovered 15,954 tonnes of food and garden organics (FOGO)
- Recycled 20,696 tonnes of recyclables
- Collected over 9,348 tonnes through home hard waste collections
- Over 71,631 home hard waste bookings collected
- Achieved a landfill diversion rate of 37% (compared to the Victorian average of 47.48%)

Challenges

While these services align with regulatory requirements, landfill diversion remains a major challenge. Wyndham's diversion rate increased only slightly, from 36% in 2022–23 to 37% in 2025-26. Meeting State and National targets will require expanding services, improving infrastructure, and deepening community engagement. The introduction of a universal FOGO service is expected to increase diversion in the coming years.

Key challenges and opportunities include:

- Reducing waste, promoting reuse and encouraging circular economy practices
- Raising recycling (incl. composting) rates to match high-performing councils
- Reducing contamination in recycling through education and enforcement
- Preventing illegal dumping via education and enforcement
- Reducing Council's costs of providing waste services, per household, while maintaining a high-quality service.

Financial Considerations

The cost of delivering waste services in Wyndham is rising faster than growth and inflation combined. Council's waste management budget has increased by 10% in 2025–26 to $57 million. Key financial drivers include:

- EPA waste (landfill) levy increases (from $132.76 per tonne in 2024-25 to $169.79 per tonne in 2025–26)
- Global events resulting in unstable fuel prices
- Global recycling market shifts, such as China's National Sword policy
- Growth in illegal dumping and contamination
- Service expansion costs, such as new household services and universal FOGO
- Inflation

Council is responding through smarter service delivery, infrastructure investment and community partnerships. Education programs, waste audits, innovation and advocacy for product stewardship will be key to ensuring financial sustainability while meeting our strategic goals.

Year	Waste Levy per tonne	Total Waste Levy paid
2020/21	$65.90	**$4.1 million**
2024/25	$132.76	**$10.3 million**
2025/26	$169.79	**$14.2 million**

Wyndham City will continue to advocate to the State Government to reconsider the application of the waste levy to items dumped illegally, and to reinvest revenue from the waste levy into the waste sector. This will assist local government to provide affordable services, address statewide issues such as illegal dumping, and find solutions for difficult to dispose of or recycle items, including household chemicals and soft plastics.

Waste Audit Results

Council is now conducting annual audits of kerbside waste streams and public litter bins to better understand residents' waste behaviours and identify opportunities to improve landfill diversion and reduce contamination. To do this, Council's audit contractor collects waste from 600 (unidentified) household bins and audits their contents, recording the data for future reference and Council strategic planning.

In 2026, food and garden organics accounted for 28% of the material in the red bin, demonstrating a strong opportunity to improve landfill diversion through the FOGO service.

These insights guide targeted education campaigns and service improvements to support greater resource recovery.

Kerbside Garbage



54% **General rubbish** (including soft plastics)

13% **Recycling** (including CDS eligible)

28% **FOGO** (food and garden organics)

5% **Hazardous waste and other items** (such as batteries, e-waste and household chemicals)

Kerbside Recycling



61% **Recycling**
(including CDS eligible)

10% **Glass**

26% **Contamination**
(such as soft plastics, landfill and organics)

3% **Hazardous waste and other items**
(such as batteries, e-waste and household chemicals)

Kerbside FOGO



93% **FOGO**
(food and garden organics)

7 % **Contamination**
(such as soft plastics, landfill and mixed recycling)

Resource Recovery Outside the Home

Council operates the Wyndham Landfill & Resource Recovery Centre (WL&RRC) in Werribee, offering all residential ratepayers one free tip pass and properties that receive a waste service the opportunity to have up to three free visits to the Transfer Station each year, if exchanged for hard waste collections. In addition to tip passes, the WL&RRC provides free drop-off services for recyclable items, such as e-waste, at its transfer station.

In recent years Council has expanded its free community recycling stations and installed additional recycling hubs at Council community centres, giving residents convenient recycling options without needing to visit the WL&RRC.

In 2025 - 26, Council's residential services:

- Collected 81 tonnes of e-waste for recycling
- Collected 730 tonnes of clothing through the community drop off bins
- 2 tonnes of e-waste, batteries, and cartridges at our community recycling stations
- 32,144 residents utilised their free WL&RRC vouchers WL&RRC vouchers



Case Study 3: Clothing for Change – Giving Textiles a Second Life

For years, Rosa, a long-term Manor Lakes resident, told us she felt frustrated each time she placed worn-out or unwanted clothes into her red bin. She knew many of those items still had life left in them and felt guilty that they would end up in landfill. After checking Council's website, Rosa learnt about the Southern Cross Recycling community clothing drop-off bins located throughout Wyndham and decided to give them a try. She also joined a Council-led upcycling workshop at the Manor Lakes Community Centre, where she learned how to transform old T-shirts into reusable carry bags and make beeswax wraps for her kitchen.

Now, instead of throwing clothes away, Rosa carefully sorts her family's textiles, patching and repairing what she can, reusing what's possible, and donating good-quality items to her local charity shop or taking them to her local community centre drop-off hub. She's proud to know that much of what she drops off is redistributed through local charities or repurposed by reuse partners. Rosa now encourages friends and neighbours to do the same, reminding them that every small action helps. In 2025-26 alone, Wyndham residents collectively **diverted 730 tonnes of clothing** through Council's community drop-off bins, giving textiles a valuable second life and helping keep useful materials in circulation rather than in landfill.

Landfill Capacity, Energy and Waste Security

Wyndham City is in a unique position compared to many municipalities: we operate our own best practice landfill, with gas capture systems that convert emissions into energy for local applications.

Across Victoria, landfill capacity is limited and tightly managed by the State Government, with capacity limits expected to be reached imminently in some areas. Wyndham's facility is one of three landfills in metropolitan Melbourne with enough airspace available to remain operational until the 2040's. This will provide Council, and the broader waste sector, with security while capacity limits are reached, and the transition to landfill alternatives is undertaken.

Landfill alternatives, including Waste to Energy (WtE), are set to play a significant role in managing residual waste in the future. However, there is uncertainty on timelines. The Victorian Government has also set WtE capacity limits at 2.5 million tonnes per annum, which is significantly lower than the total tonnes projected to be generated in metropolitan Melbourne over the next decade. This means there will continue to be a need for landfills in the short to medium term. Wyndham is well placed to ensure waste can be managed reliably until suitable alternatives are established.

Wyndham City will continue to educate and engage the community to increase participation in the recycling and FOGO services to maximise landfill diversion and resource recovery. However, it will be difficult to reach the State Government target of diverting 80% of material from landfill without significant progress in the transition to landfill alternatives, such as WtE.

The Wyndham Landfill and Resource Recovery Centre will remain an asset of strategic importance to the Victorian waste sector for many years to come, especially while the state transitions to WtE.

Keeping Wyndham Clean

Wyndham City goes to great lengths to maintain the City's cleanliness and presentation. This includes providing and maintaining hundreds of public place litter and recycling bins, litter collection, illegal dumping clean-ups, maintaining gross pollutant traps, wetlands and sediment ponds, graffiti removal and street cleansing.

In 2025-2026 Wyndham City spent $2.66 million on illegal dumping clean-ups alone.



Case Study 4: Priya's Rental Reality – Discovering Local Waste Solutions

When Priya and her family moved into their home in Tarneit, they already had the three standard bins, red for general waste, yellow for recycling, and green for FOGO, but weren't entirely sure what went where. Like many residents, Priya and her family weren't sure about what to do with the bulkier items that didn't fit into the standard bins. After reaching out to Council's Waste Collection Services Team, she received clear guidance through the online tools and learned more about other available services.

Priya was surprised to find out that her household was entitled to three free hard waste collections each year, as part of the standard waste service, as well as an annual tip voucher for a trailer-load of items at the transfer station. She also discovered that she could safely dispose of batteries, e-waste, and soft plastics at nearby community centres and participating local shops. Since then, Priya's family has started sorting their waste properly, keeping recyclables and organics out of landfill, and using Council's collection services to manage larger items responsibly. She now shares this information with her neighbours, helping more renters in her community understand and take advantage of the wide range of local waste services available.





Our Progress So Far

Here is a snapshot of what we've accomplished:

- Commenced a universal Food Organics and Garden Organics (FOGO) service, helping to recover food waste that would otherwise go to landfill.
- Recycling approximately 50% of all hard waste materials, diverting them from landfill through improved collection and processing systems.
- Standardised bin lid colours of 180,000 bins in 2023 — switching recycling lids from blue to yellow and garbage lids from yellow to red — aligning with state-wide guidelines to reduce confusion and improve sorting.
- Achieved 'excellent' satisfaction ratings in our 2023–24 Community Satisfaction Survey, with waste services ranked among the top four of all 46 council services — scoring between 9.1 and 9.2 out of 10 in importance, and satisfaction levels rising 3% to 8.4/10 for bin services and 4% to 8.1/10 for hard waste.
- Provided standard recycling bins at all sports buildings since 2018 and introduced organics collection at the Civic Centre from 2019 — leading by example in our own operations.
- Introduced a Rapid Response Fleet of four vehicles to respond quickly to litter and dumping issues across the city.
- Delivered regular Litter Blitzes and supported a dedicated Litter Taskforce to tackle illegal dumping and promote local pride.
- Provided cloth nappy rebates to reduce the impact of disposable nappies in landfill and now run workshops to support and encourage new parents to use reusable nappies.
- Expansion of community recycling stations and the introduction of e-waste, clothing and other recycling hubs at community centres across Wyndham.
- Developed strong educational resources for the community including the Waste Watchers program, household education and bin inspections.
- Supported the introduction and rollout of the Container Deposit Scheme to improve recycling outcomes and reduce beverage container litter.

These initiatives demonstrate our proactive approach to waste and resource recovery — setting a strong foundation for the future. Building on this momentum, we are ready to take the next steps in transforming Wyndham into a cleaner, greener and more sustainable city.

The Role of Our Community

Wyndham's success in waste reduction depends on more than infrastructure or educational programs; it requires the active participation from you, our community. Every resident, business and community group have a part to play in reducing waste and shaping a more sustainable future.

Your choices matter. Avoiding unnecessary purchases, choosing quality over quantity, reusable products instead of single-use, maintaining and repairing items rather than throwing them away and putting the right thing in the right bin, all add up to real change.

We also know it's not always easy. New residents often don't know what services are available, and many people are still unsure about how to use their food organics and garden organics (FOGO) bin.

This strategy is our commitment to make it clearer, simpler and more practical for you to take action.



Case Study 5: Waste Watchers – Connecting Community to Circular Living

The Waste Watchers Program began as a simple community campaign to tackle one of Wyndham's biggest recycling issues; soft plastics in the yellow-lidded bin. Many residents, including the local "Waste Watchers" community group, didn't realise that soft plastics like bread bags, chip packets, and wrappers can't be recycled through kerbside bins. These materials jam machinery at recycling facilities and increase processing costs. In response, the group joined Council's "No Soft Plastics in Recycling Bin" campaign and took the Waste Watchers Pledge, committing to keep soft plastics out of their recycling and spread the message to others.

After signing up online, members received their Wyndham Waste Watcher Family bin stickers and began sharing the pledge across their social networks and neighbourhoods. Many went on to attend Council's Circular Living Workshop Series, learning more about how to reduce waste, use local drop-off points for tricky materials, and support the circular economy by keeping resources in use longer. What began as a simple awareness campaign has evolved into a strong community partnership, residents leading by example, changing behaviour, and helping their neighbours understand that small everyday choices, like reducing the amount of soft plastics they get from the shops and keeping it out of recycling, make a big difference to the whole city. The Waste Watchers initiative now stands as a model for how Council and community can work together to build a cleaner, smarter, and more sustainable Wyndham.

Strategic Targets

The following targets have been developed to provide clear, measurable objectives that will guide Council actions and community partnerships over the coming years, ensuring that our waste management systems remain efficient, effective and environmentally responsible.

We have identified the following targets to guide our Waste and Resource Recovery efforts to 2030 and 2040.

1) Landfill diversion of kerbside and Council generated waste

Achieve a 62% recycling rate for resources collected and reduce waste to landfill through kerbside bin services and via Council managed buildings, events and activities by 2030.

This target emphasizes the critical role of residential recycling, reducing landfill volumes and conserving valuable materials and Council's responsibility to provide leadership in improving recycling. The KPIs used below better reflect the reduction in landfill and the recovery of resources than the State Government's definition of landfill diversion that includes Waste to Energy.

Annual Key Performance Indicators

Financial Year	FY – 2025/26	FY – 2026/27	FY – 2027/28	FY – 2028/29	FY – 2029/30
Recycling rate for kerbside service	37%	47%	50%	60%	62%
Landfill per capita	183kg	173kg	170kg	160kg	158kg
Recycling rate by Council	40%	47%	52%	57%	62%

Key Actions to achieve target

- Behaviour change - educate residents on how to use Council waste services and avoid contamination.
- Improve Council's involvement in the circular economy.
- Review kerbside collection frequencies - consider changing FOGO to weekly collection and garbage to fortnightly.

2) Transfer Station and Hard Waste Recovery

By 2030, reuse or recycle 35% of resources collected via the transfer station and 65% of resources collected through hard and green waste services, with a planned increase to 75% by 2040.

This commitment supports a long-term vision for resource recovery and landfill diversion.

Annual Key Performance Indicators

Financial Year	FY – 2025/26	FY – 2026/27	FY – 2027/28	FY – 2028/29	FY – 2029/30
Resources reused/recycled via transfer station	27%	29%	31%	33%	35%
Resources reused/recycled via hard waste	57%	59%	61%	63%	65%

Key Actions to achieve target

- Advocate to government and industry to develop end markets for hard to recycle resources.
- Investigate new options to maximise recycling at the transfer station, potentially looking to include commercial deliveries.
- Develop Action Plan to increase resource recovery though hard waste service, including exploring reuse opportunities.

3) Dumped Rubbish Reduction

Reduce the amount of illegally dumped rubbish and number of reports each year, per capita.

Focuses on enhanced enforcement, community education and the provision of accessible disposal options. Amounts shown are the municipal amounts collected (in kilograms), divided by Wyndham's population, and the number of reports, divided by Wyndham's population (with total reports in brackets).

Annual Key Performance Indicators

Financial Year	FY – 2025/26	FY – 2026/27	FY – 2027/28	FY – 2028/29	FY – 2029/30
Amount of dumped rubbish per capita	18kg	17kg	16kg	15kg	14kg
Number of reports per capita	0.021 (7180)	0.02 (7045)	0.019 (6860)	0.018 (6676)	0.017 (6492)

Key Actions to achieve target

- Partner with the Victorian Government to tackle dumped rubbish (e.g. EPA and VicRoads) and remove the landfill levy for Council collected dumped rubbish.
- Increase resources collected via community recycling stations and e-waste & clothing hubs.
- Continue to improve education and enforcement actions

4) Customer Satisfaction, Service Quality and Affordability

Maintain "excellent" ratings in Customer Satisfaction Survey results for waste services and "very good" for cleansing services.

This reflects the ongoing commitment to high-quality, community-focused service delivery.

Annual Key Performance Indicators

Financial Year	FY – 2025/26	FY – 2026/27	FY – 2027/28	FY – 2028/29	FY – 2029/30
Satisfaction of waste services	Excellent	Excellent	Excellent	Excellent	Excellent
Number of reports per capita	Very good	Very good	Very good	Very good	Very good

Key Actions to achieve target

- Expand communication channels to provide residents with information in the ways they want to receive it (e.g. email).
- Improve dumped rubbish collection times.
- Continue to advocate for flexibility of mandatory waste and recycling services to meet community needs.



Actions, Measuring and Reporting

The first 4-year action plan for this Strategy can be seen in Appendix 1. This action plan will be updated every 4 years to show the actions that Council will undertake to successfully implement this Strategy. Before 2040 this Strategy will be reviewed to keep it up to date with changes in the industry.

The targets for this Strategy are deliberately designed to have their progress measured each year. The actions each have designated commencement years so that Council will know when each action will commence. Reports will be provided annually as guided by Council's Integrated Strategic Planning and Reporting Framework.

Conclusion – A Smarter, Greener Future for Wyndham

Our Waste and Litter Strategy sets out a bold and practical roadmap to 2040, built on what our community has told us matters most. From improving kerbside recycling rates and tackling illegal dumping to expanding drop-off services and boosting the performance of our transfer station, each of our targets is backed by real community insight and a clear plan of action. We're not just aiming to manage waste more effectively — we're focused on reducing it at the source, keeping valuable materials in circulation, and delivering smarter, more sustainable services that work for everyone. This includes making our Council operations a model of best practice and ensuring that all improvements are underpinned by cost efficiency and excellent customer service.

Wyndham City invites all residents, businesses, and community partners to help shape a cleaner, greener, and more sustainable future. This strategy lays out clear actions to minimise landfill, maximise resource recovery and deliver better environmental outcomes for our growing city. As we work towards our targets, Council will continue to foster strong relationships with industry partners, local businesses, and the community to build better material recovery networks, improve recycling quality and stimulate local green industries. Together, we can create a future where waste is valued as a resource, helping Wyndham become a cleaner, smarter, and more resilient city for generations to come.

We understand the trust the community has placed in us to deliver and we're making a strong commitment to follow this strategy closely to achieve the outcomes we've promised. By working together and holding ourselves accountable, we can build a waste system that reflects our shared values and ambitions — one that supports a healthy environment, strong local economy, and high quality of life for all who call Wyndham home.

Appendix 1

Strategic Action Plan

The following 4-year action plan outline how and when we will deliver on the strategic targets until 2030.

Strategic Target and Action	2026/27	2027/28	2028/29	2029/30
1. Landfill diversion of kerbside and Council generated waste				
Benchmark Council repair and reuse programs, and propose a new program to improve circular economy outcomes			●	●
Review collection frequency of FOGO and garbage services			●	●
Develop education program for community, schools and businesses on circular economy principles				●
Continue to educate on correct use of kerbside services, with a particular focus on the Food Organics and Garden Organics (FOGO) service	●	●	●	●
Conduct annual kerbside bin audits to understand material composition in each stream	●	●	●	●
Review waste management practices across Council operations and identify opportunities for improved outcomes in line with circular economy principles	●	●		
Review and understand Council's Circular Economy maturity level and develop action plan to increase circularity across the business			●	●
Continue to deliver and improve bin inspection program to proactively reward positive behaviour and educate customers	●	●	●	●
Implement waste and recycling services required under the Circular Economy (Waste Reduction and Recycling) Act 2021	●	●	●	●
Explore opportunities for alternative to landfill for residual waste			●	●
Advocate to the State Government for increased responsibility across product life cycle through product stewardship arrangements to find permanent solutions to increase recycling and responsible disposal of problematic items such as soft plastics, tyres, batteries, household chemicals and other items that are not suitable for Council services	●	●	●	●
Advocate to the State Government to expand and optimise containers accepted in the Container Deposit Scheme	●	●	●	●

Strategic Target and Action	2026/27	2027/28	2028/29	2029/30
2. Transfer Station and Hard Waste Recovery				
Conduct feasibility into new Transfer Station and/or explore alternative solutions			●	●
Develop Master Plan to increase recycling at Refuse Disposal Facility	●	●	●	
Collaborate with hard waste collection contractor to develop Action Plan to increase items eligible for collection and increase resource recovery, including through exploring opportunities for reuse of good condition items	●	●	●	●
Advocate to the State Government to work with industry to improve minimum standards for manufacturers to use recycled content to drive end markets for recycled materials such as soft plastics and other problematic materials	●	●	●	●
Develop plan to increase sorting of commercial loads at Refuse Disposal Facility	●	●	●	

Strategic Target and Action	2026/27	2027/28	2028/29	2029/30
3. Dumped Rubbish Reduction				
Advocate for improved litter minimisation stormwater infrastructure and maintenance	●	●	●	●
Work with stakeholders to achieve more efficient removal of dumped rubbish from non-council assets	●	●		
Advocate to the State Government to use of revenue collected through the Waste Levy to support Local Government in the provision of waste services and to address statewide issues such as litter and illegal dumping through actions including maintaining the EPA Litter Taskforce and investing in infrastructure such as cameras and fencing to eliminate dumping in hot spot locations	●	●	●	●
Advocate to the State Government to reconsider the application of the Waste Levy on dumped rubbish collected by Council	●	●	●	●
Identify priority locations, and engage stakeholders to develop litter and dumped rubbish plan	●	●		
Continue to review and improve education, enforcement and dumped rubbish collection processes and collaboration	●	●	●	●
Improve data collected through Council's dumped rubbish collection service	●			
Develop program to review and update community recycling options based on demand, material types and end market opportunities to meet community needs, reduce dumping and improve recycling outcomes	●	●	●	
Work with partners to investigate options for improvements to technology to use AI to identify waste materials and location			●	●

Strategic Target and Action	2026/27	2027/28	2028/29	2029/30
4. Customer Satisfaction, Service Quality and Affordability				
Review internal processes for triaging dumped rubbish requests to improve collection times	●			
Implement new system to manage waste vouchers and hard and green waste bookings	●			
Review waste A-Z and Zero Waste Map	●	●	●	●
Review communication processes with customers and implement preferred communication methods		●		
Continue to regularly review educational offering and communications materials to meet the changing needs of the waste sector and diverse growing community	●	●	●	●
Review Council website to ensure it is user friendly, including making service requests, service changes and easy access to information	●	●	●	●
Advocate for flexibility of mandatory kerbside waste and recycling services to best meet community needs	●	●		
Benchmark best practice waste service contracts to ensure improved value for money in future contracts		●	●	
Develop waste and recycling data dashboard	●	●		
Explore use of new technologies to increase efficiency, performance and compliance		●	●	
Review effectiveness of public place recycling bins and make recommendations for service improvement		●	●	
Develop Council kerbside waste services policy and guidelines	●			



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