



**It's not just about
choosing the right
bin, it's about
changing the way we
think about waste**

2019 RH Dougherty Awards Reporting to your community



bega valley
shire council

begavalley.nsw.gov.au

The Waste...The Facts Facebook page has become an important forum for communicating with our community, keeping them updated, providing them with opportunities to contribute to innovation and fostering broader community pride in waste.

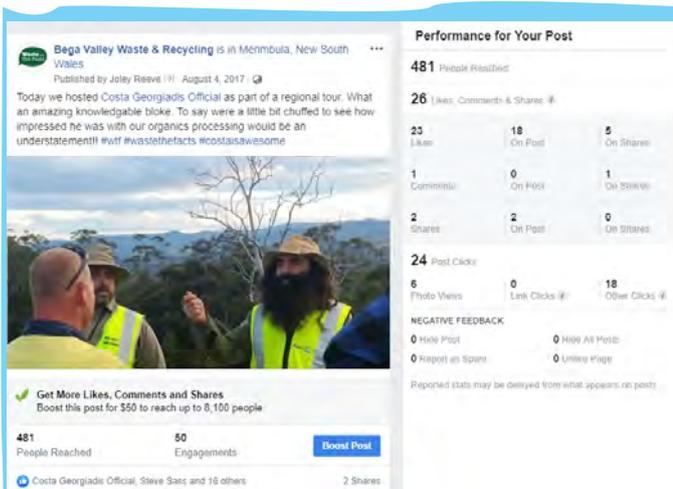
When we launched the Bega Valley Waste APP in May 2017 our innovative campaign using the Mayor in her PJs resulted in the biggest ever social media reach for the Bega Valley Shire Council Facebook page. It generated a high number of specific questions from our community as well, prompting us to branch out and create a dedicated Council Facebook page for waste and recycling.

We knew we needed to be creative if we wanted people to add us into their already busy newsfeeds. Using a combined print and online campaign we launched our new page under the brand WTF, or Waste... The Facts.

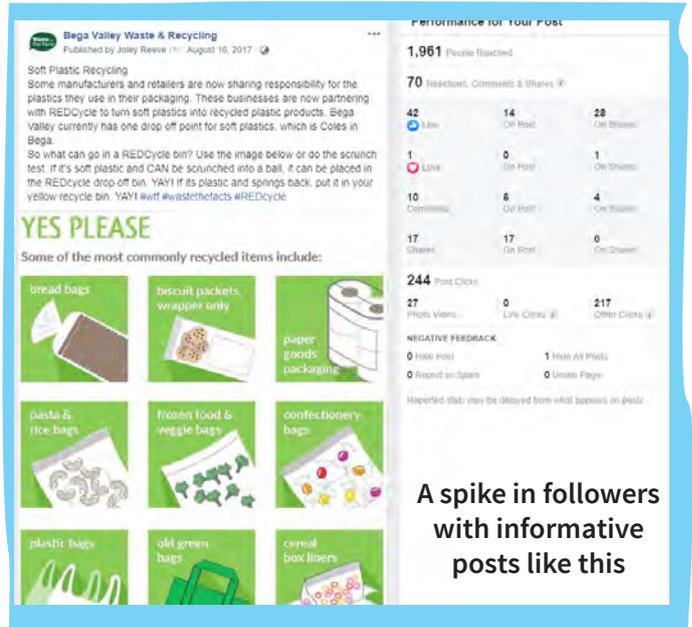
From day one we wanted to create open and genuine communication. We wanted to clearly show we weren't just pushing information from the top down, we wanted our community to come with us from the bottom up.



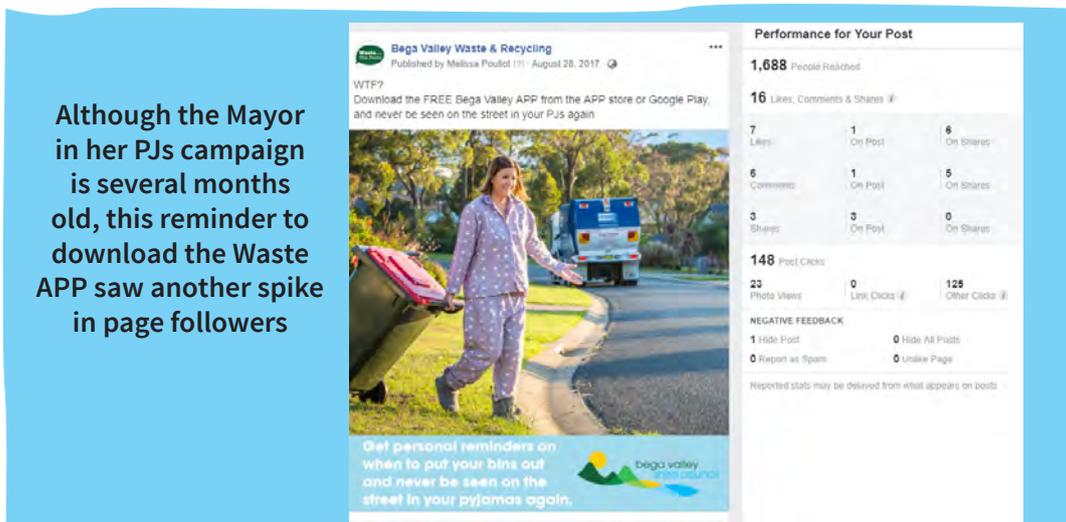
Launch of WTF page



Gradually building a following



A spike in followers with informative posts like this



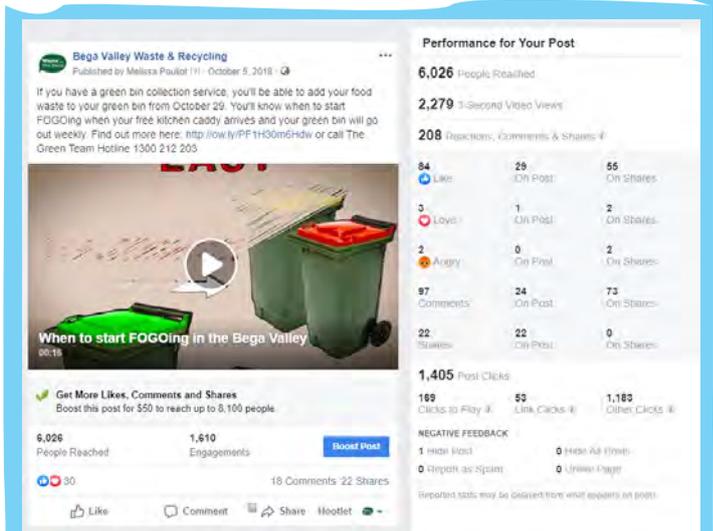
Although the Mayor in her PJs campaign is several months old, this reminder to download the Waste APP saw another spike in page followers

MOVING TOWARDS FOGO

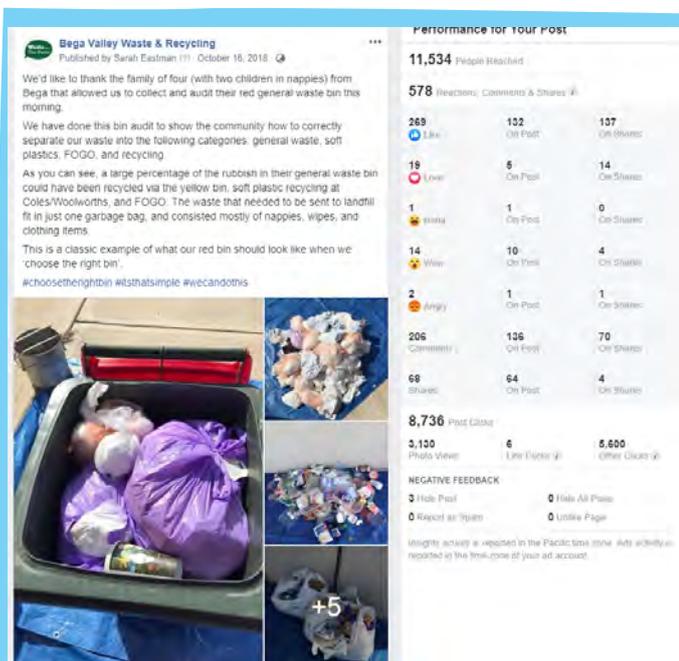
We focussed on building a genuine following on our Facebook page as we got closer to changing the bin collection service to our 13,000 urban customers to a fortnightly red (landfill) collection and weekly green (organics) collection. We already had a monthly organics collection, and with FOGO these households would be adding their food scraps to their green bins.

We also wanted to be able to track the response to the information we shared, and provide an open forum for discussion. Anticipating that many in the community would find it challenging to go from weekly to fortnightly red bin collections because of concerns with odour (nappies for example), we wanted to have open and engaging conversations about why the Bega Valley needed to go FOGO.

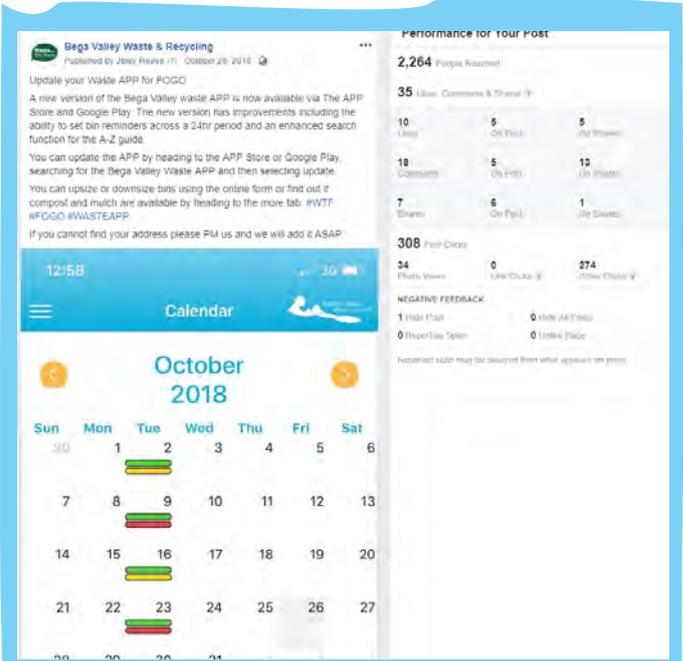
The Facebook page also provided valuable insight into community response and we were able to adjust our communications as we went along, and put things into place to address concerns.



A 15-second video a month before FOGO explained the bin collection change and provided an open forum for answering questions and concerns



Practical solutions to sorting waste at home and reducing what goes to landfill. This post, a month before FOGO, resulted in a record reach and 206 comments. Our community was ready for change



Keeping the community updated and providing support for the change to FOGO – the APP is the easiest way to keep track of bin night and you can get personal reminders on your phone

The Facebook page played its most critical role when we started FOGO. We wanted people’s questions and concerns and it was a valuable communications method. It’s quick, efficient and a space where more and more people like to have conversations.



We don’t just rely on Facebook as a communications tool, we communicate via a range of methods including the media, Council News, community networks, public events, radio and newspapers. Facebook is an important part of that communications mix and is a quick and extremely effective way to ‘report to our community’.

Bega Valley Waste & Recycling is with Bega Valley Shire Council and Costa Georgiadis Official.
Published by Melissa Pouliot (P) · October 19, 2018 at 8:00 PM · 🌐 📍

The kids of the Bega Valley tell us why we need FOGO (with a little help from Costa!)

Recycling the future: The FOGOmentary
27:50

🟢 **Get More Likes, Comments and Shares**
Boost this post for \$50 to reach up to 8,100 people.

24,024 People Reached **6,178** Engagements [Boost Post](#)

👍❤️ 103 50 Comments 184 Shares

👍 Like 💬 Comment 📄 Share 📧 Hootlet 📧

Performance for Your Post

24,024 People Reached

14,013 3-Second Video Views

1,259 Reactions, Comments & Shares

647 Like	75 On Post	572 On Shares
153 Love	44 On Post	109 On Shares
6 Haha	0 On Post	6 On Shares
1 Wow	0 On Post	1 On Shares
1 Angry	0 On Post	1 On Shares
268 Comments	59 On Post	209 On Shares
187 Shares	184 On Post	3 On Shares

4,919 Post Clicks

1,303 Clicks to Play	7 Link Clicks	3,609 Other Clicks
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FOGO is here! The FOGOmentary reaches more than 24,000 people in a shire of 33,000

COMMUNITY CHAMPIONS

We also wanted a place where we could openly congratulate and celebrate our community champions. From the 50+ children that appeared in our FOGOmentary and television ads, to the businesses who immediately changed to FOGO even though our commercial service is still being trialled, to the innovators who are waging their own individual wars on waste. Whether it be the local café who offers discounts to people who bring in their keep cup for takeaways or the picture theatre who has a series of bins for staff to easily separate waste into five streams.

We've run a Facebook competition to Cook with Leftovers with Jackie French and invited businesses to brag about their waste ideas and innovations. We also report back to our community on a regular basis on contamination rates of FOGO, and congratulate them for being so awesome with our rates among the lowest of all FOGO Councils. We also use the Facebook page to let people know when compost is available and when we spread the beautiful compost they have helped create onto public spaces.

Bega Valley Waste & Recycling
Published by Melissa Poulton · February 1

Who wants to cook with award-winning author Jackie French? Well we're offering 10 lucky people the opportunity to cook some of Jackie's amazing recipes at Eastwood's Deli and Cooking School in Bermagui on Valentine's Day. You'll also take home a bag of goodies to get you on your way to cooking with leftovers and storing stuff right.

All you have to do to be in the running is like the Bega Valley Waste & Recycling page, share this post and tell us what leftovers you have in your fridge and what is your best tip for using them up? It can be a recipe or a storage idea.

A few things to remember:

- Comment on this post to make sure we see your answers
- "Cooking with Jackie French" is Eastwood's Deli and Cooking School in Bermagui from 10am-2pm on Thursday February 14
- You will need to make your own way to Bermagui
- Entries close at 5pm on Friday February 8
- The FOGO Green Team will choose the top 10 answers and notify the winners via private message

GO!!!

#FOGO #JackieFrench #cookingwithleftovers #cooking Jackie French Costa Georgiadis Official Bega Valley Shire Library Bega Valley Shire Council Tulgeen Disability Services Sapphire Community Pantry

Performance for Your Post
3,880 People Reached
148 Reactions, Comments & Shares

50	33	20
Like	On Post	On Shares
8	3	5
Wow	On Post	On Shares
1	1	0
Wow	On Post	On Shares
48	30	18
Comment	On Post	On Shares
38	35	3
Share	On Post	On Shares

308 Post Clicks
28 Photo Views
0 Link Clicks
280 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post
0 Report as Spam
0 Unlike Page

Insights activity is reported by the Page; top 20% activity is reported in the time zone of your ad account.

Cooking with leftovers competition

Bega Valley Waste & Recycling
Published by Sarah Eastman · February 4

Did you know:
When you put your bins out on the kerbside, the lids have to be closed. If they are not, you risk your bins not being collected that week because the garbage truck simply cannot lift them.
See these examples of overfilled FOGO bins from last week.
#CloseThatLid #Overfilled #EasyPeasy #WTF

Performance for Your Post
2,584 People Reached
95 Reactions, Comments & Shares

25	19	6
Like	On Post	On Shares
2	0	2
Wow	On Post	On Shares
55	25	34
Comment	On Post	On Shares
9	7	2
Share	On Post	On Shares

1,580 Post Clicks
241 Photo Views
0 Link Clicks
1,339 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts.

Practical tips for bin night

Bega Valley Waste & Recycling
Published by Melissa Poulton · February 22

We are reimbursing the cost of GREEN and YELLOW bins to Bega Valley schools, and Tathra Public School is one of the first to get on board. The school also has worm farms so they are utilising the FOGO bins we've given them to dispose of all their food waste. Go Tathra!!

Sarah from the Waste The Facts team is pictured with Ms McKay delivering the FOGO bins and our posters that help our community #choosethegreenbin

If your school would like to apply for a grant you can:
Phone us on 1300 212 203
Apply online <http://ow.ly/4mN3On8q7>
#begavalleykoderule #FOGO #recyclelight #schoolsarethebest Bega Valley Shire Council

Performance for Your Post
3,094 People Reached
96 Reactions, Comments & Shares

72	40	32
Like	On Post	On Shares
13	11	2
Wow	On Post	On Shares
4	4	0
Comment	On Post	On Shares
7	7	0
Share	On Post	On Shares

502 Post Clicks
123 Photo Views
2 Link Clicks
377 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post
0 Report as Spam
0 Unlike Page

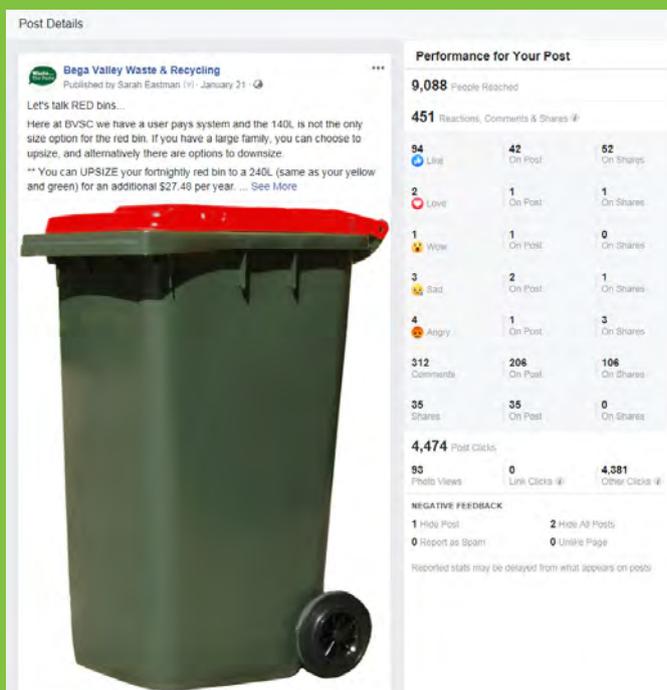
Reported stats may be delayed from what appears on posts.

New opportunities created with FOGO involving schools

The cost of setting up and managing our Facebook page is minimal. Whenever we create a print campaign we include online graphics in the project brief, so we have consistently-branded resources. We also take photos when we are out and about and generate new and interesting content. Two internal staff and one external social media professional work together to keep the page content relevant, with a combination of generic awareness-raising posts, global waste solutions and ideas and local content.

EXAMPLE

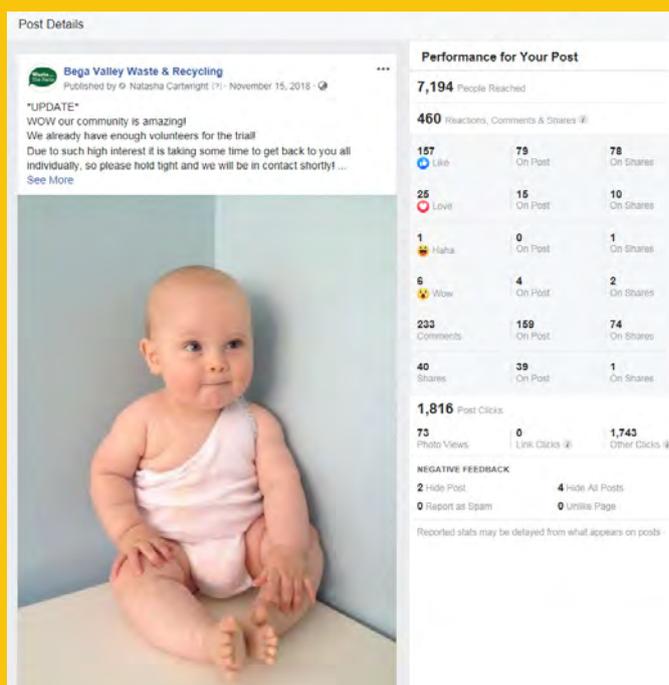
One of our highest performing posts was part of a series we developed on bin facts. We started with some red bin facts and tied this in with an opportunity for people to upsize or downsize their red bins in recognition of the varying needs of families under the new FOGO bin collection service. We developed a simple online form for people to fill out and the Facebook post directed them there – which was a saving in administration time and made the process so much simpler for the customer. The cost of this post was the time it took to write it and for our waste staff member to answer questions – if we received 312 phone calls the time involved in answering all of those would be significant, in comparison this was a lot more efficient.



EXAMPLE

Compostable nappy trial

Having identified a broad concern about smelly nappies in red bins, we put out a call for people to participate in a trial identifying barriers for processing and application to land of compost containing compostable nappies. This trial, which is currently in the development stage, is an Australian first involving 50 families across the Bega Valley. These compostable nappies will enter the collection stream via the FOGO kerbside collection service. When we called for applicants on Facebook the response was staggering with a reach of 7.2k. We have since set up a private Facebook group for the people involved in the trial; a quick and easy method of communication.



We are excited to be embarking on this trial, which has the potential to be a real game changer. As the trial develops Facebook will play a critical role in keeping the rest of our community updated, and fostering immense community pride in being part of innovation.