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Department of Environment and Science. Waste Levy Research Report.

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Research Overview.

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Background.

The reintroduction of the Waste Disposal Levy in March 2019 is part of a broader waste strategy by the Department of Environment and Science (DES), including the plastic bag ban and the upcoming container refund scheme. The levy was initially introduced in 2011, but then removed after a critical response from business. It is a very sensitive subject with negative comments and misinformation already appearing in the media.

DES wants to focus on the message that the levy is about jobs and the economy, not just environmental issues. The goal is to want to win over hearts and minds by sending the message that introducing the levy is all part of planning for Queensland's future, and finding smarter innovative ways of treating waste and managing recycling. Perceptions that that the levy is just another tax are hoped to be avoided.

DES plan to promote positive messages that the levy will:

- Provide long term benefits to Queensland
- Not mean any extra costs for households
- Provide funding to invest in improved landfill infrastructure
- Provide funding to invest in advanced technology for resource recovery and create new jobs
- Reduce waste being sent over Queensland borders

Objectives.

The overall objective of this research was to gather further insights regarding perceptions, attitudes and understanding about waste handling and recycling in Queensland amongst the community and businesses.

The specific objectives were to:

- Measure perceptions of how well waste management is currently completed
- Understand awareness of the recycling processes and other alternatives to landfill, and the impacts of sending waste to landfill
- Compare Queensland's recycling efficiency performance to other states
- Identify how well households and businesses understand the role they can play in reducing waste
- Identify what support is needed to help the community / businesses reduce waste and increase resource recovery

Furthermore, the research has explored the level of community support for businesses paying a contribution for the waste they dump, levy funds being used to support new technology to improve recycling and recovery, levy funds being used to fund environmental programs and frontline support services (e.g. transport, ambulance), and determining environmental aspects of greatest interest and concern to the community.

The research findings will help inform the direction the community and business education campaign will take by increasing public awareness of the proactive work being done to better manage waste issues in the long term, and help improve communication and engagement with the community.

Methodology.

This research has provided insight into the perceptions, attitudes and sentiments the community and businesses hold towards the proposed waste levy in Queensland and identified how to help create greater interest and buy in. This research has also identified key opportunities for education of the Queensland community and business sector.

Community

Community Research:

- Online survey
- 10 minutes
- Regions: South East Queensland (n=290), South Queensland (n=122), Central Queensland (n=400), North Queensland (n=400)
- Results have been weighted based on the Australian population statistics using age, gender and region

Business

Business Research:

- Online survey
- 10 minutes
- Regions: South East Queensland (n=42), South Queensland (n=18), Central Queensland (n=60), North Queensland (n=60)
- All businesses have been allocated a weight of 1

This report provides the research findings from both the Community and Business surveys.



How to interpret this report.

The following points should be taken into consideration when reading and interpreting this report.

- In some charts and tables figures may add up to more than 100%. This is either because of rounding effects or a question allowing multiple responses (MR) rather than just a single response (SR).
- Responses shown in bar charts are ordered from the highest mentioned response (%) to lowest mentioned response (%), often with 'other' or 'don't know' shown at the opposite end.
- Where scale questions are reported, results are ordered from the least positive responses at the bottom / left (e.g. lowest % strongly agree) to the highest positive responses at the top / right (e.g. highest % strongly agree).
- Data has been weighted to be representative of Queensland residents using ABS data for age, gender and region.
- Tests for statistically significant differences at a 95% confidence level have been conducted on key respondent groups against the total sample.
- Where a statistically significant difference in the results for any of these key respondent groups compared with the total sample has been found, this is mentioned in the report and highlighted with a green (significantly higher result) or red (significantly lower result) arrow in the data tables and charts. Where there is no difference for the question being examined (or the difference is not noteworthy), this has generally not been mentioned.



Executive Summary.

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Key Findings.

- Queenslanders generally feel concerned about the State's environmental situation and waste management, and agree that more could be done to better manage waste. However, the results vary significantly between the community and businesses.
 - Businesses are significantly less concerned about the environment and waste management.
 - Businesses are less likely to believe business, industry and government could find better ways to manage waste, but are more likely to believe that households could be doing better.
- The majority of households and businesses are taking steps to reduce the amount of waste sent to landfill and believe it is important to work towards a goal of minimising and eliminating landfill waste.
 - Access (in terms of lack of facilities), cost, the availability of information and convenience impact on the ability to do more to reduce waste and improve recycling efforts, particularly for households.

	Total Queensland	Community	Businesses
	n=1,392	n=1,212	n=180
Level of concern for Queensland's environmental situation	75%	78%	50%
Level of concern for waste management	76%	78%	61%
Currently taking steps to reduce the amount of waste sent to landfill	87%	87%	83%
Importance of minimising / eliminating landfill waste	85%	87%	86%

Key Findings (cont.).

- Around 3 in 5 community members support the reintroduction of the Waste Disposal Levy (58%). However, support is significantly lower amongst businesses (49%), with 22% being strongly against it.
 - Support for the levy is driven by wanting to help the environment, reducing waste/landfill and being less wasteful, while those who do not support it are concerned about costs.
- Despite the level of the support for the levy, particularly amongst businesses, Queenslanders consider the outcomes of the levy to be highly important. They most support the levy supporting / creating new industries that manufacture products using recycled content, providing long term waste management benefits to Queensland and increasing the levels of recycling in the State.
- Messaging, drivers / barriers to behaviour change and channel preferences vary amongst the community (including between younger and older members) and businesses. This is explored further in the following Communications Plan slides.

	Total Queensland	Community	Businesses
	n=1,392	n=1,212	n=180
Support for the reintroduction of the Waste Disposal Levy	57%	58%	49% 
Levy Outcome: <i>Importance of supporting / creating new industries that manufacture products using recycled content</i>	86%	85%	92% 
Levy Outcome: <i>Importance of providing long term waste management benefits to Queensland</i>	85%	84%	89%
Levy Outcome: <i>Importance of increasing the levels of recycling in the State</i>	84%	83%	89%

Communications Plan.

OLDER HOUSEHOLDS (56+ YEARS)

Difficulty	Education Campaign Focus	Drivers	Barriers	Preferred Channels
Easiest group to target	<p>Two key angles to communicate:</p> <p>How the levy will improve the environment</p> <p>How the levy will help improve the future of Queensland</p>	<p>Higher level of concern about the environment, how waste is managed in Queensland and litter / illegal dumping</p> <p>More attuned to waste management and strongly support the waste levy's introduction</p> <p>Focus on the following highly important outcomes:</p> <ul style="list-style-type: none"> • Providing a disincentive to the practice of interstate waste being sent over the border for dumping in Queensland • Providing long term waste management benefits to Queensland • Supporting / creating new industries that manufacture products using recycled content 	<p>More likely to not believe they can find better ways to manage waste</p> <p>Still have some concerns about perceived costs being passed onto households</p>	<p>TV</p> <p>Local Councils</p>

Communications Plan (cont.).

YOUNGER HOUSEHOLDS (18-35 YEARS)

Difficulty	Education Campaign Focus	Drivers	Barriers	Preferred Channels
Moderately difficult – higher proportion who feel neutral towards the levy	<p>Two staged approach:</p> <p>Raise awareness of the waste management issues in Queensland</p> <p>Communicate the benefits the levy will have on Queensland</p>	<p>Majority believe they could find ways to better manage waste – but they lack awareness and understanding about what to do and why</p> <p>Communicate the bigger picture of the waste management issues in Queensland</p> <p>They consider the following outcomes to be most important:</p> <ul style="list-style-type: none"> • Addressing our environmental issues • Increasing the levels of recycling in the State • Providing long term waste management benefits to Queensland 	<p>More likely to believe multiple factors inhibit their ability to reduce their waste</p> <p>Less concerned about litter and illegal dumping</p> <p>Less likely to believe that almost all of the outcomes of the levy are important</p> <p>Some concern about perceived costs that will be passed onto the community</p>	<p>TV</p> <p>Social media</p>

Communications Plan (cont.).

BUSINESSES

Difficulty	Education Campaign Focus	Drivers	Barriers	Preferred Channels
Hardest group to target	<p>Primary: How the levy will benefit businesses</p> <p>Secondary:</p> <p>Make businesses more accountable for their own waste management and recycling efforts</p> <p>Provide advice on initiatives and actions for businesses to do more</p>	<p>Focus on the following highly important outcomes:</p> <ul style="list-style-type: none"> Supporting / creating new industries that manufacture products using recycled content Creating new jobs / products / businesses in the associated industries Increasing the levels of recycling in the State Making material that is currently disposed of more attractive for alternative solutions/ uses Helping support our economy and jobs for the future <p>The environmental benefits should be a secondary focus</p>	<p>One fifth are strongly against the levy:</p> <ul style="list-style-type: none"> Concerns about costs Feelings of the levy being unfair to businesses Feelings that the government is just revenue raising <p>Lower levels of concern about waste management and less likely to believe they could do more to reduce waste</p>	<p>Local Councils</p> <p>TV</p> <p>Social media</p>



Key Findings.

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Total
Queensland
Results.

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Key Metrics: Total Queensland.

	% of Total Queensland
Level of concern for Queensland's environmental situation	75%
Level of concern for waste management	76%
Importance of minimising / eliminating landfill waste	85%
Support for the reintroduction of the Waste Disposal Levy	57%
Top reason <u>for</u> supporting the waste levy – <i>Good for the environment</i>	22%
Top reason <u>for not</u> supporting the waste levy – <i>Cost passed onto residents</i>	16%
Most important outcome of the waste levy – <i>Support / create new industries that manufacture products using recycled content</i>	86%

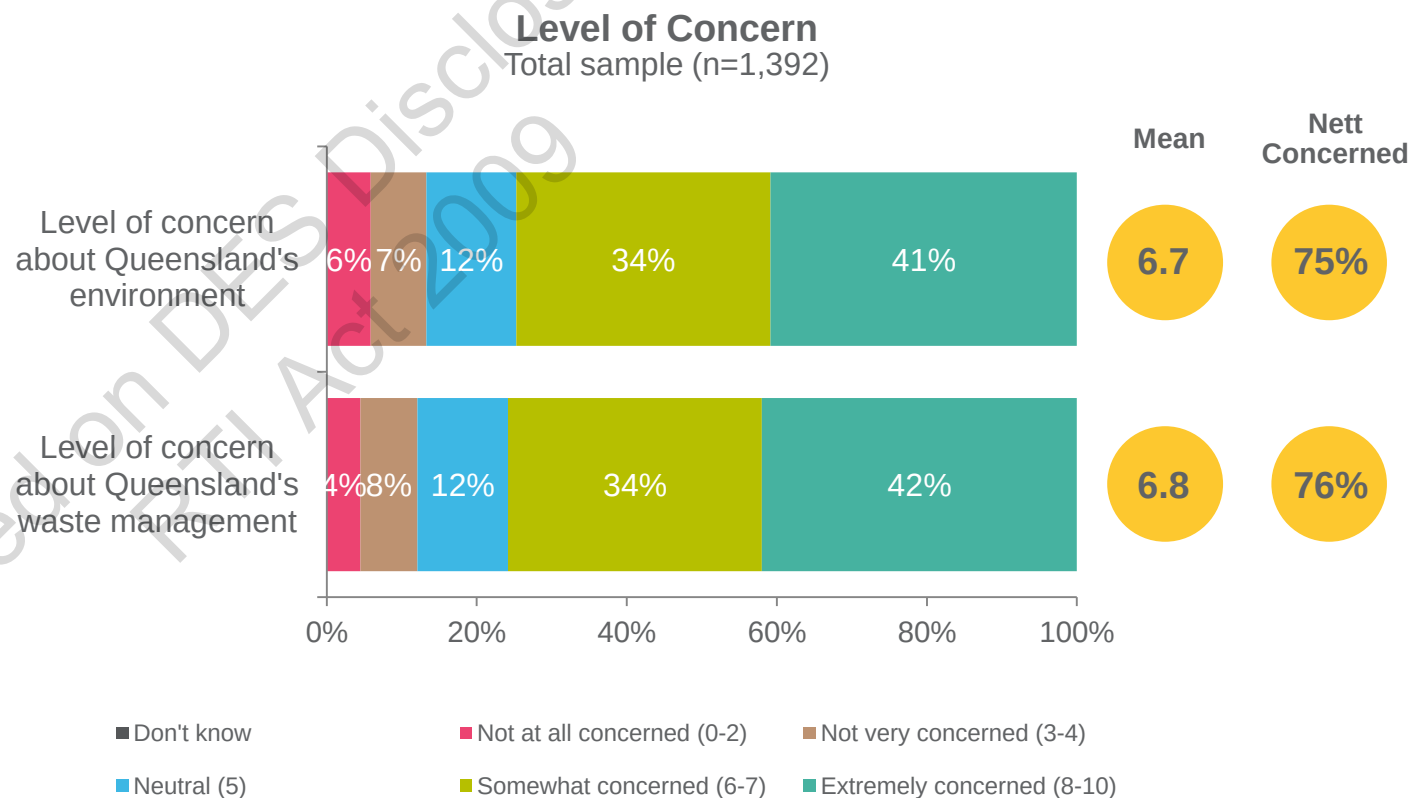


Three quarters of Queenslanders are concerned about the State's environmental situation and waste management.

Furthermore, more than 2 in 5 (41%) Queenslanders indicated that they are extremely concerned (rating of 8-10 out of 10).

At a total level, concern is similar for both Queensland's environmental situation and the way waste is managed in Queensland. However, businesses are significantly less concerned than the Queensland community about both of these (mean of 5.6 c.f. 6.9 and mean of 6.9 c.f. 6.3 respectively).

Concern is also significantly lower in Regional QLD, in particular South QLD (mean of 6.4 and 6.5 respectively for each area), while those in SEQ are significantly more concerned about Queensland's environmental situation (mean of 6.9).

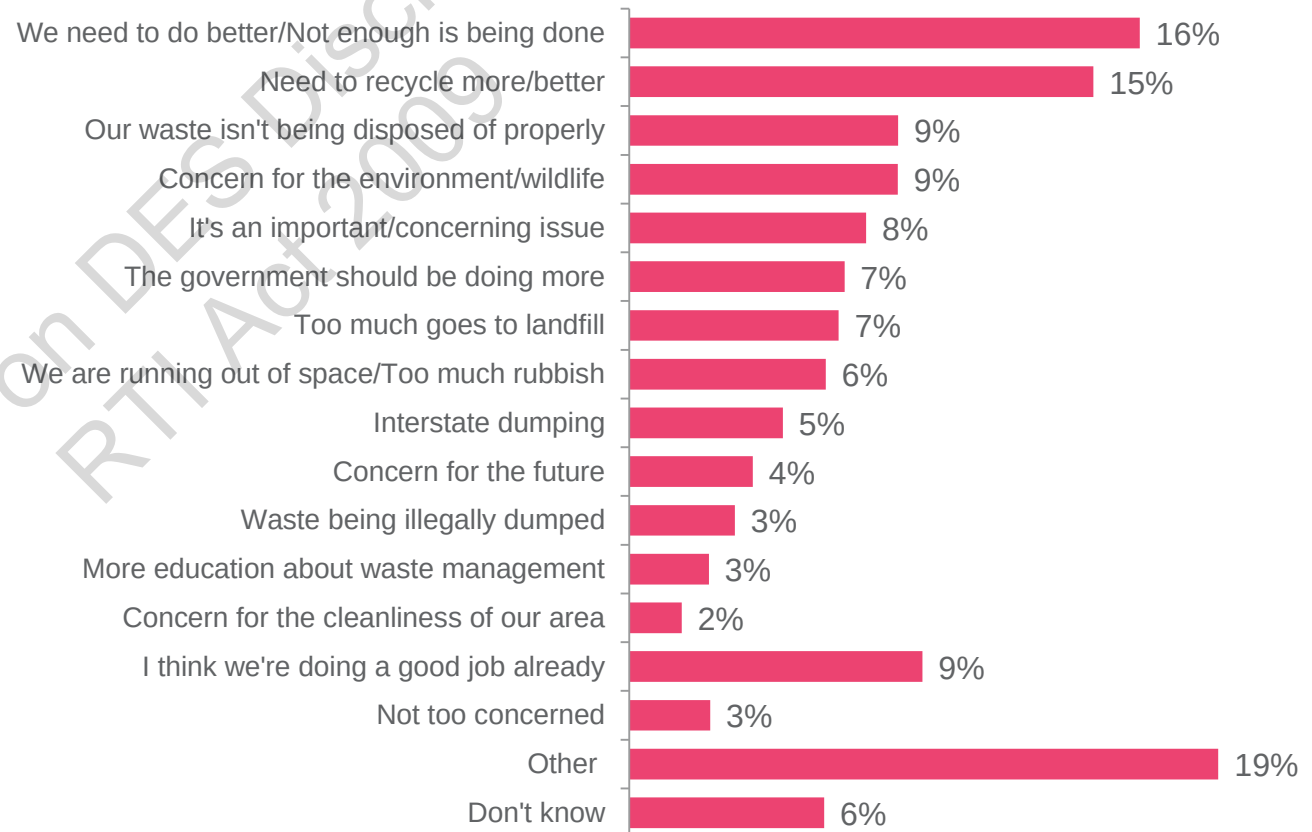


Of those concerned about waste management, nearly one third feel we need to do more/better, particularly recycling.

Reasons for Waste Management Concern

Those concerned about waste management (n=1,055)

Other specific concerns mentioned include our waste is not being disposed of properly (9%), concern for the environment/wildlife (9%) and too much waste goes to landfill (7%).



The majority of Queenslanders agree that all parties could find better ways to manage waste.

In particular, more than 9 in 10 agree that State Government, businesses and industries, Federal Government and Local Council could improve their waste management practices.

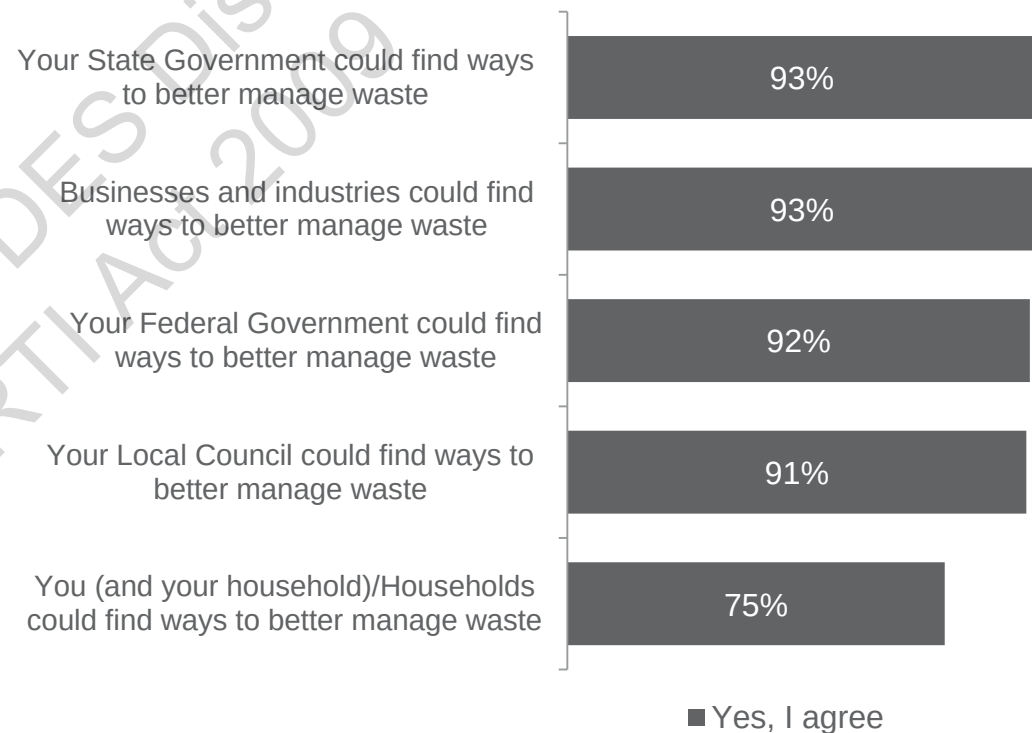
Businesses are significantly less likely to agree with all of these statements, however more than 8 in 10 still felt these parties could find ways to better manage waste.

Results are similar at a regional level, however those in Central QLD are significantly less likely to agree that their Local Council could reduce their waste (87% c.f. 91% total).

Agreement is lowest for managing household waste, however three quarters of Queenslanders still feel they could do more. Businesses are significantly more likely to agree with this statement (83%).

Agree with Waste Management Effort

Total sample (n=1,392)





Access (in terms of lack of facilities) has the greatest impact on being able to do more.

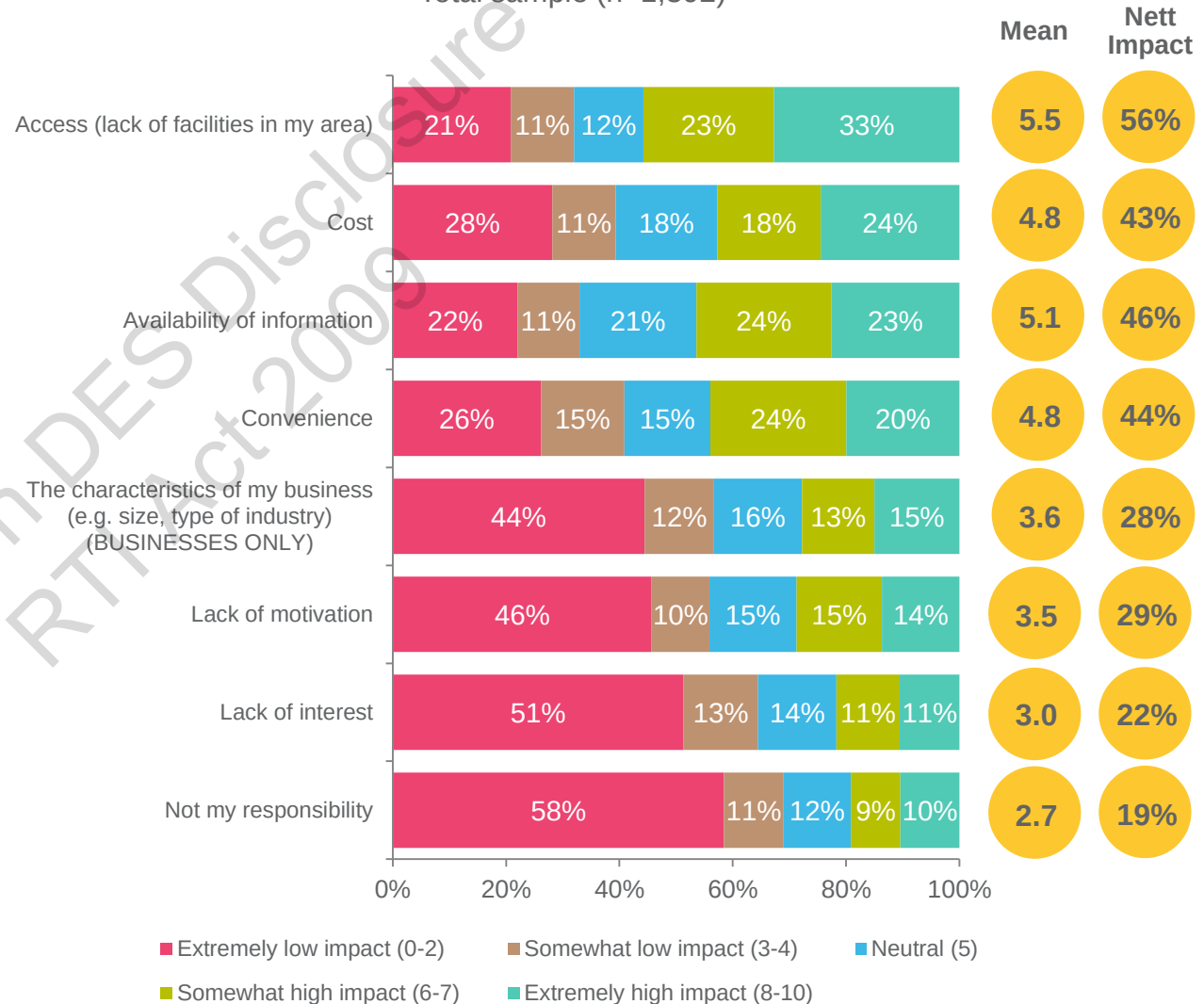
More than half (56%) of Queenslanders said that access was the biggest factor impacting on their ability to reduce their waste and improve their recycling efforts.

For around 2 in 5 Queenslanders, cost, the availability of information and convenience also have an impact. Those in SEQ are more likely to feel these factors have an impact on their waste management and recycling efforts.

Businesses are less likely to agree that these four factors have an impact on their efforts.

Factors Impacting on Ability to do More to Reduce Waste and Improve Recycling

Total sample (n=1,392)





DESCRIPTION PROVIDED:

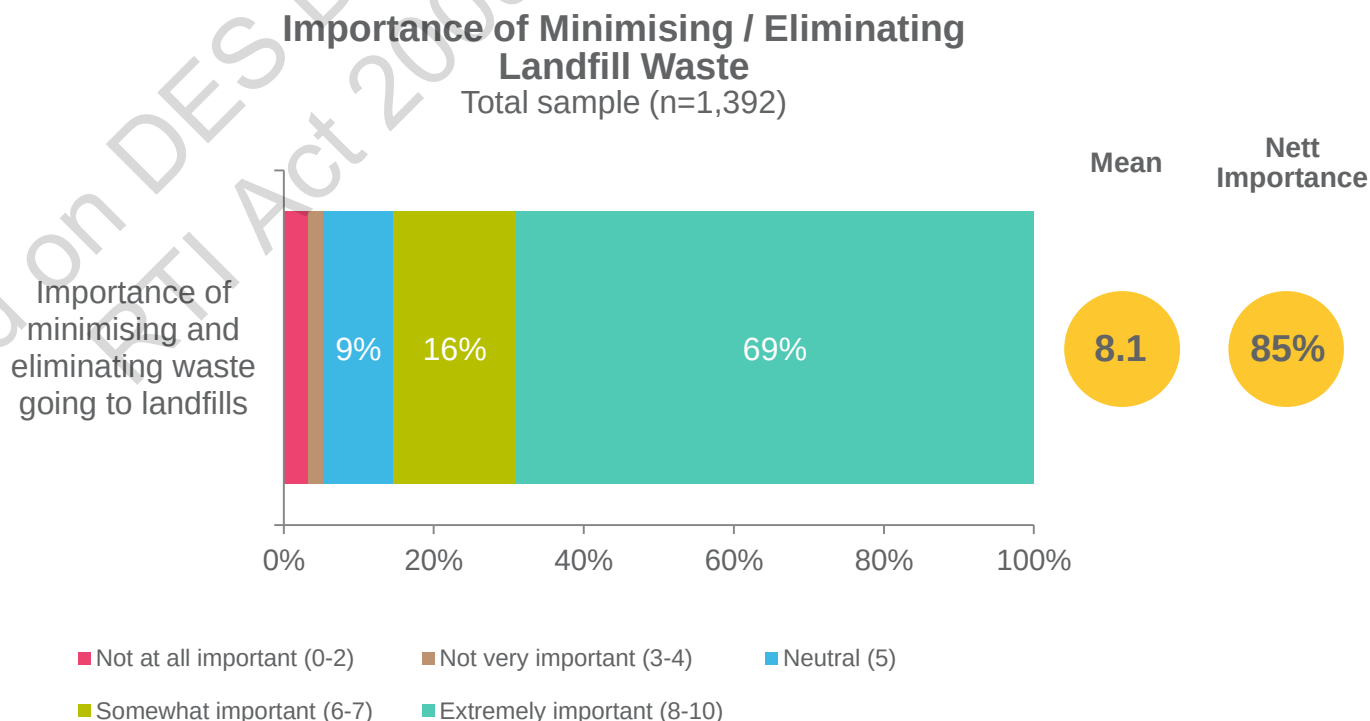
In recent times there have been significant challenges for the recycling industry across Australia and Queensland, which means that we cannot continue to manage waste and recyclables the way we have in the past. Every effort needs to go towards minimising what we throw out, and ideally we look to recycle and reuse what we can. However, not everything can be recycled or reused, and the availability of suitable land for landfill sites is becoming an issue. It is clear that a range of alternative activities to waste needs to be explored.

The Queensland Government is currently implementing a range of policies, initiatives and solutions around waste management with the ultimate goal of minimising and eventually eliminating waste going to landfills. With our current rates of waste generation and growth in population and industry, it is clear that, unless we make changes now, there will be significant environmental and financial costs in the future.

The majority of Queenslanders believe minimising landfill waste is important.

Furthermore, more than two thirds (69%) consider this to be extremely important (rating of 8-10 out of 10).

Businesses and those in North QLD are significantly more likely to believe minimising and eventually eliminating waste going to landfill is important (mean of 8.3 and 8.2 respectively).





DESCRIPTION PROVIDED:

In early 2018 the Queensland Government announced the development of a comprehensive waste management strategy underpinned by the reintroduction of a waste disposal levy.

The waste disposal levy will be reintroduced in March 2019. Queensland is currently the only mainland state in Australia without a levy in place. The rate will be \$70 per tonne, which is similar to the other states. The levy will not impact households as local governments will receive funding to ensure that there are no direct costs to households after its introduction. Businesses and industries shall be the focus of the levy. However, this is a change that can be reduced if behaviours to waste management change and we look to reduce what we dispose of. As such, the waste disposal levy is all part of planning for Queensland's future, and shall be instrumental in finding and encouraging smarter innovative ways of treating waste and managing recycling.

More than half support the reintroduction of the waste disposal levy.

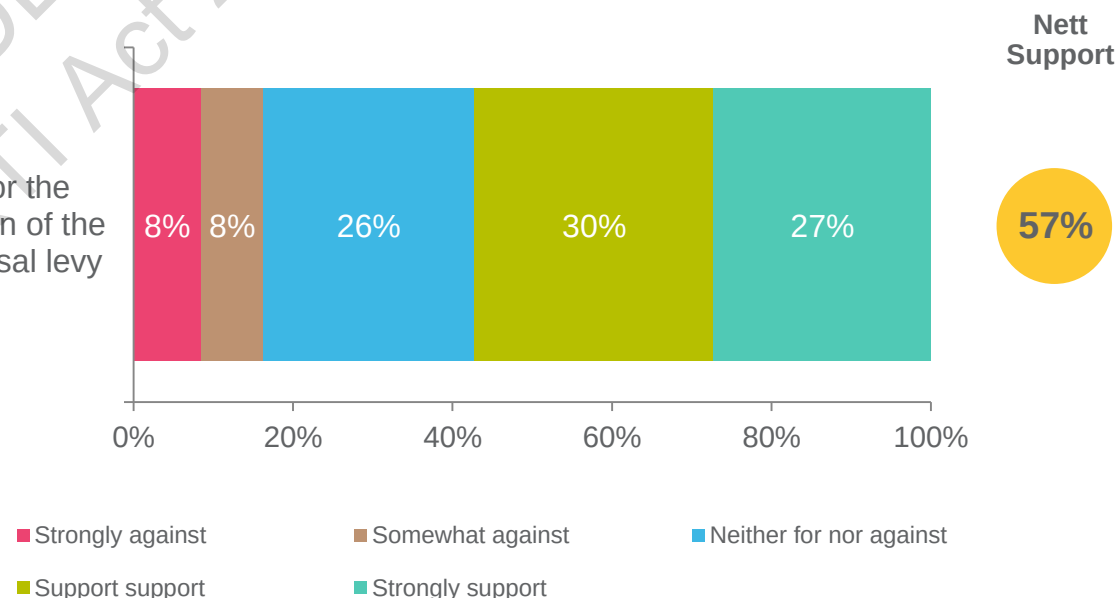
Around one quarter (27%) strongly support it.

While at a total level only 16% are against it (rating of 0-4 out of 10), this is significantly higher amongst businesses (33%) and those in Central QLD (27%).

Support for the reintroduction of the waste disposal levy

Support for the Reintroduction of Waste Disposal Levy

Total sample (n=1,392)



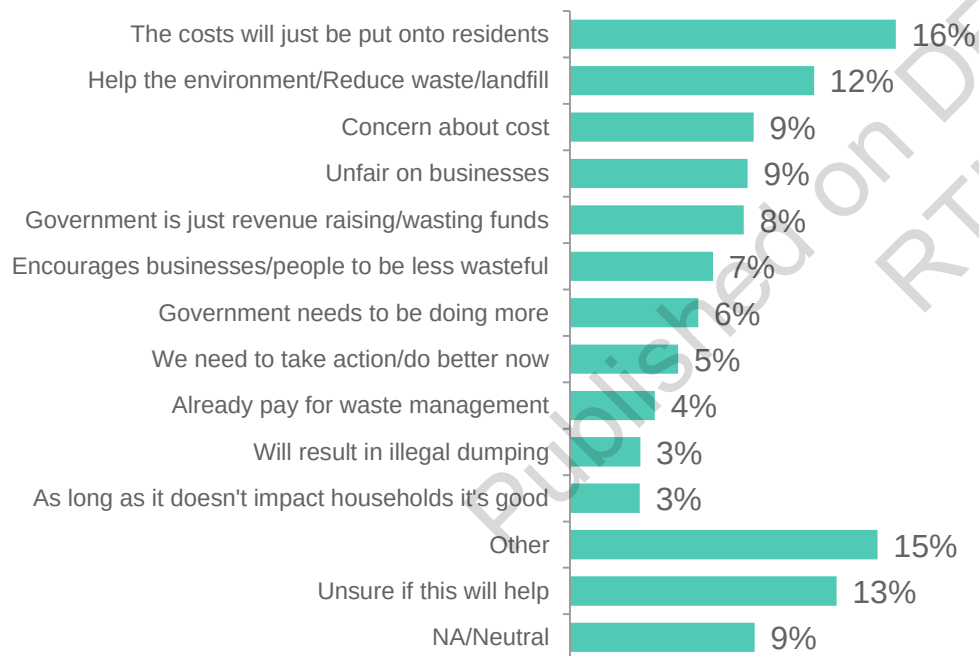
Support for the reintroduction of the waste levy is driven by wanting to help the environment and being less wasteful.

Those who do not support the waste levy are most concerned that the costs will just be put onto residents, about costs generally, it being unfair on businesses and feel that the Government is just revenue raising.

A small proportion of those who do support the levy do share some of these concerns; similarly some of those who do not support it still mentioned some positive benefits the levy would have on the environment and waste reduction.

Reasons for NOT Supporting the Waste Levy

Those unsupportive of reintroducing the levy (n=226)



Reasons for Supporting the Waste Levy

Those supportive of reintroducing the levy (n=797)



Q8b. And what reason/s underpins your response? Coded verbatim response.

Base = Those who are not supportive of reintroducing the waste levy (n=226) and those who are supportive of reintroducing the waste levy (n=797).



Queenslanders most support the waste levy encouraging industries to manufacture products using recycled content.

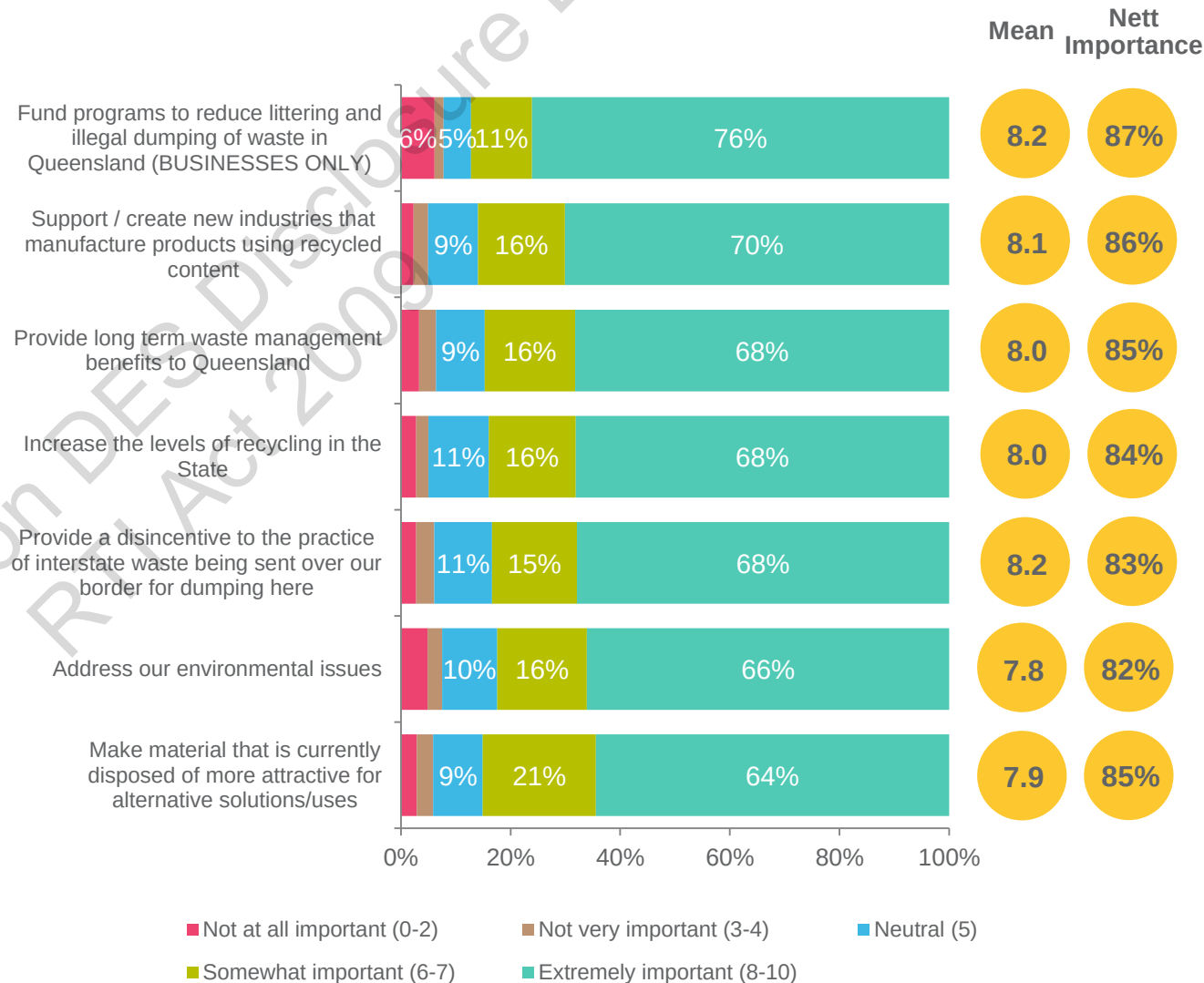
Around 7 in 10 Queenslanders also consider providing long term waste management benefits, increasing the levels of recycling and a disincentive to interstate waste dumping to be extremely important outcomes of the waste levy's introduction.

Businesses are significantly more likely to consider these outcomes, and a number of others, as important.

At a regional level, those in North QLD are significantly more likely to consider many of these outcomes as important, while those in South QLD rated all of them significantly lower.

Importance of Waste Levy Outcomes

Total sample (n=1,392)





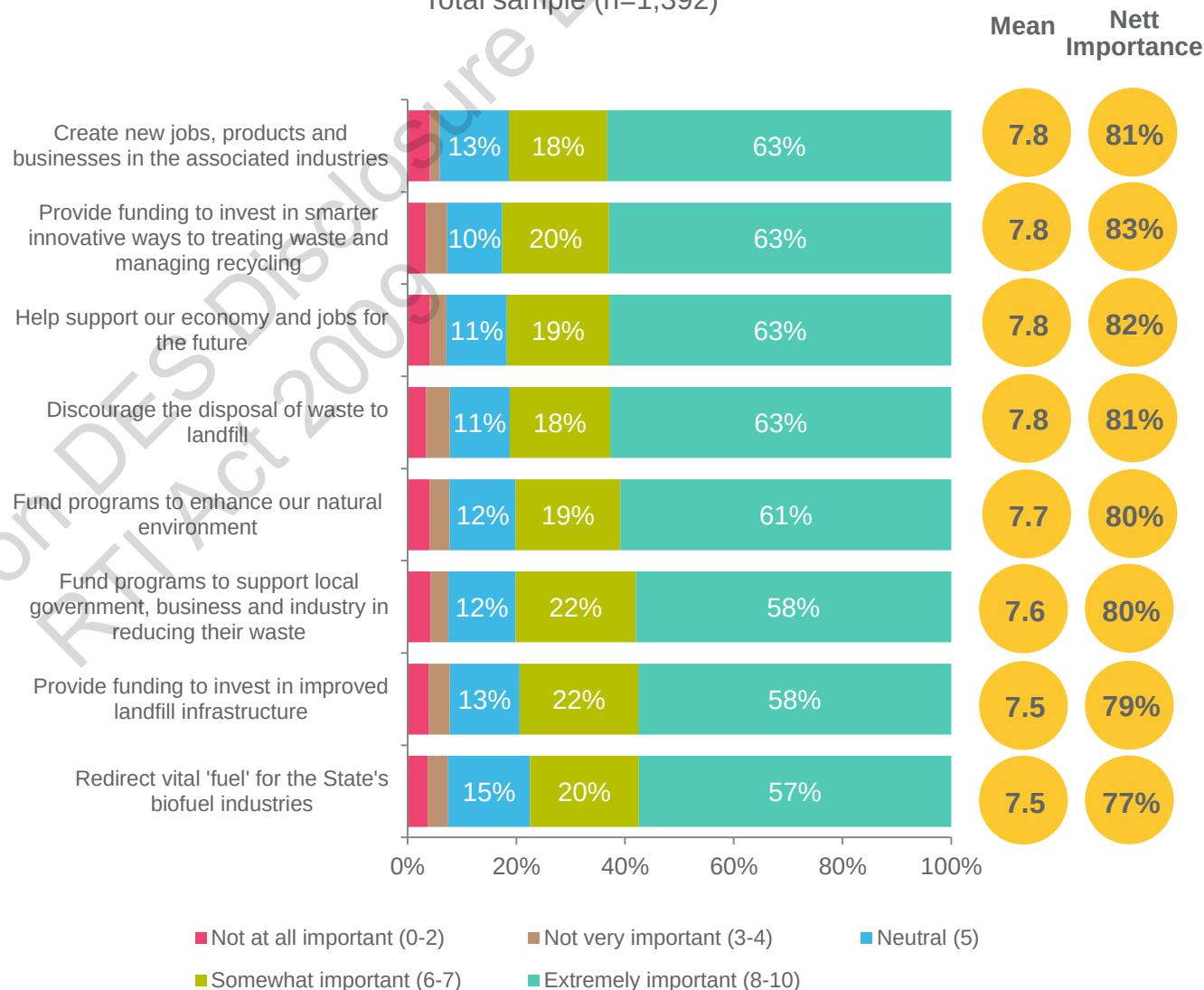
Even those outcomes given lower ratings are still considered very important.

More than three quarters of Queenslanders consider all of the waste level outcomes as important.

Although nearly 3 in 5 Queenslanders still felt these outcomes were extremely important, support is lowest for funding programs to support waste reduction, providing funding to invest in improved landfill infrastructure and redirecting vital 'fuel' for the State's biofuel industries.

Importance of Waste Levy Outcomes

Total sample (n=1,392)



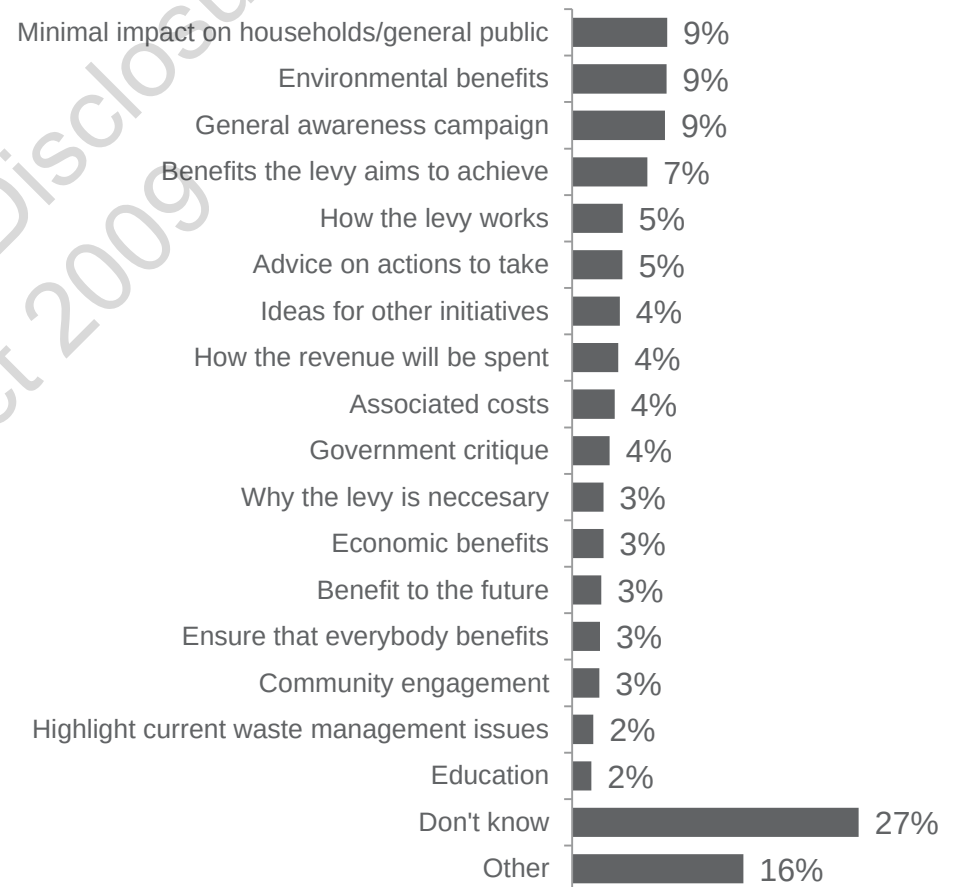


Key messages to communicate about the waste levy are that it will have a minimal impact on households and the environmental benefits.

Other suggestions provided include having a general awareness campaign and also telling Queenslanders the benefits the levy aims to achieve, how the levy works and advice on actions to take.

Messages to Communicate about the Waste Disposal Levy

Total sample (n=1,392)





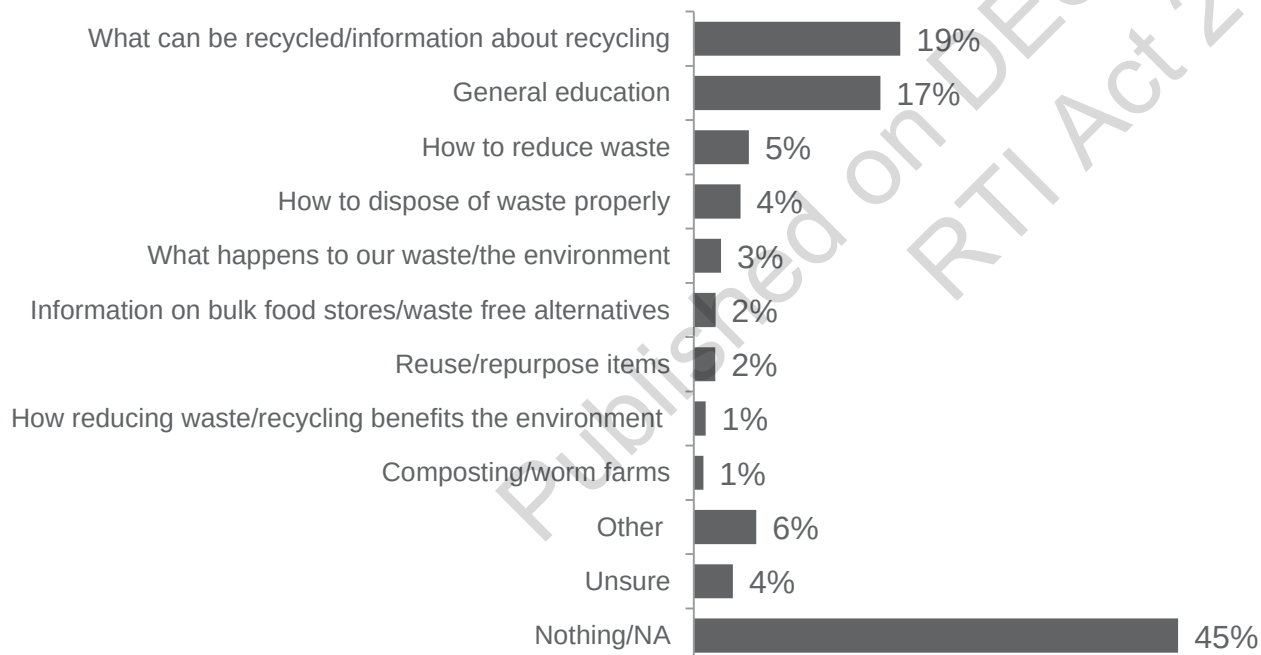
Queenslanders most want information about what can be recycled and how to do it, along with general education.

However, nearly half indicated that they did not need any further information to better manage and reduce their household waste or were unsure about what they needed.

Queenslanders would most prefer to receive this information on television (31%), Local Councils (23%) or on a website (18%).

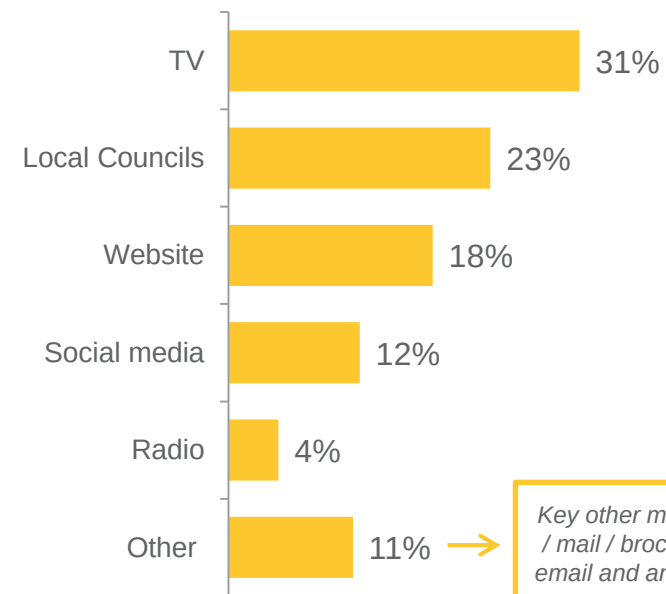
Information Needed to Better Manage / Reduce Household Waste

Total sample (n=1,392)



Preferred Channel to Receive this Information

Total sample (n=1,392)



Key other mentions included print / mail / brochure / letterbox drop, email and an industry association.

Queensland Community Results.

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Key Metrics: Queensland Community.

	% of Queensland Community
Level of concern for Queensland's environmental situation	78%
Level of concern for waste management	78%
Currently taking steps to reduce the amount of waste sent to landfill	87%
Importance of minimising / eliminating landfill waste	85%
Support for the reintroduction of the Waste Disposal Levy	58%
Top reason <u>for</u> supporting the waste levy – <i>Good for the environment</i>	21%
Top reason <u>for not</u> supporting the Waste Levy – <i>Cost passed onto residents</i>	19%
Most important outcome of the waste levy – <i>Support / create new industries that manufacture products using recycled content</i>	85%



96%

Of the community are concerned about one or more environmental issues that may affect our way of life in Queensland.

The Queensland community are most concerned about harm to the Great Barrier Reef (65%), litter pollution (59%), harm to our habitat/wildlife (56%), polluted waterways (55%) and illegal dumping of rubbish (54%).

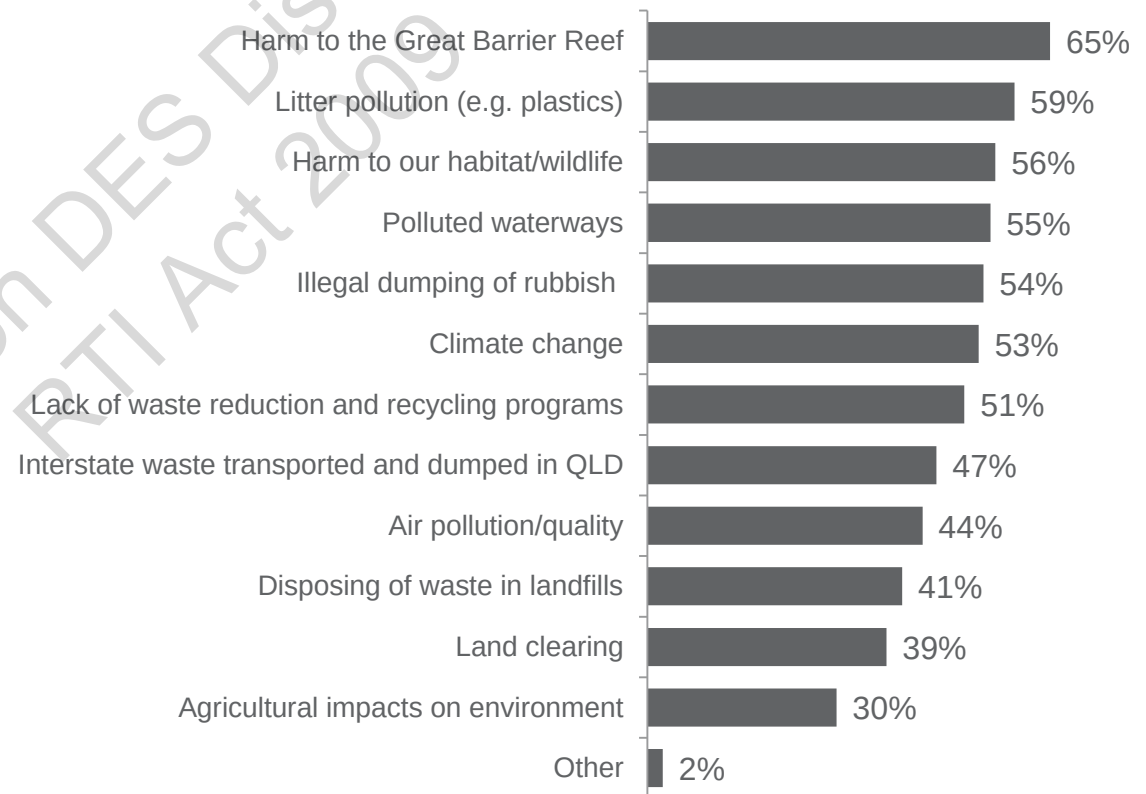
Concern about illegal dumping of rubbish is significantly higher amongst those in Regional QLD (59%) than SEQ (52%).

Older residents (56+ years) are significantly more concerned about a number of the environmental issues, while younger residents (18-35 years) are significantly less concerned. In particular for the following:

- Illegal dumping of rubbish (66% c.f. 42%)
- Litter pollution (e.g. plastics) (67% c.f. 50%)
- Polluted waterways (67% c.f. 44%)
- Interstate waste transported and dumped in Queensland (64% c.f. 30%)

Environmental Concerns Impacting on Way of Life

All Community sample (n=1,212)



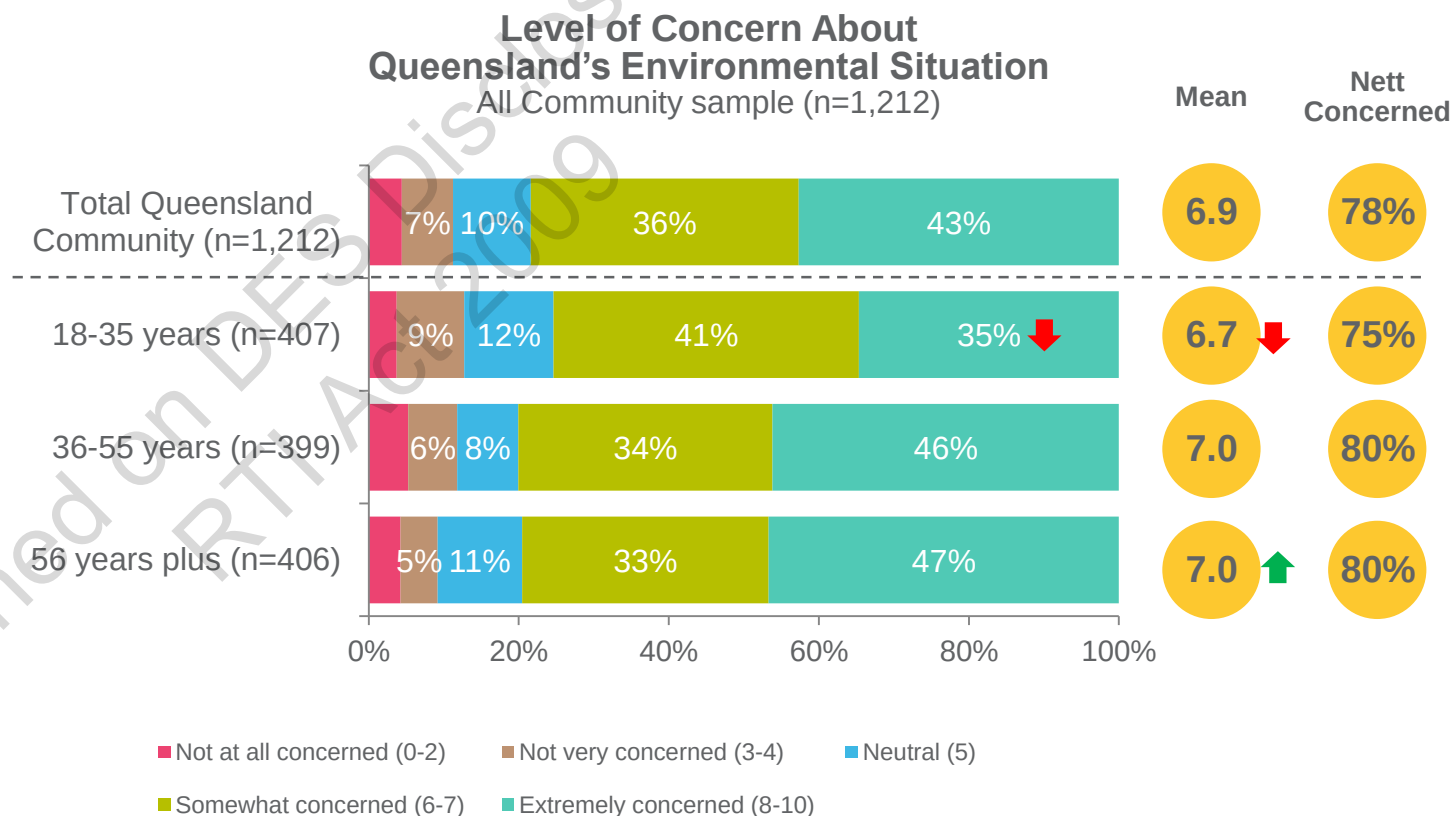


More than three quarters of the Queensland community are concerned about the State's environmental situation.

Age is a clear differentiator for the level of concern about Queensland's environmental situation amongst the community.

Those aged 18-35 years are significantly less likely to be concerned about Queensland's current environmental situation (mean 6.7 c.f. mean 6.9 total), while those aged 56+ years are significantly more likely to hold these concerns (mean 7.0 c.f. mean 6.9 total).

At a regional level, compared to the total Queensland community those living in North QLD are significantly less likely to be concerned about Queensland's current environmental situation (73% c.f. 78% total) – data not charted.

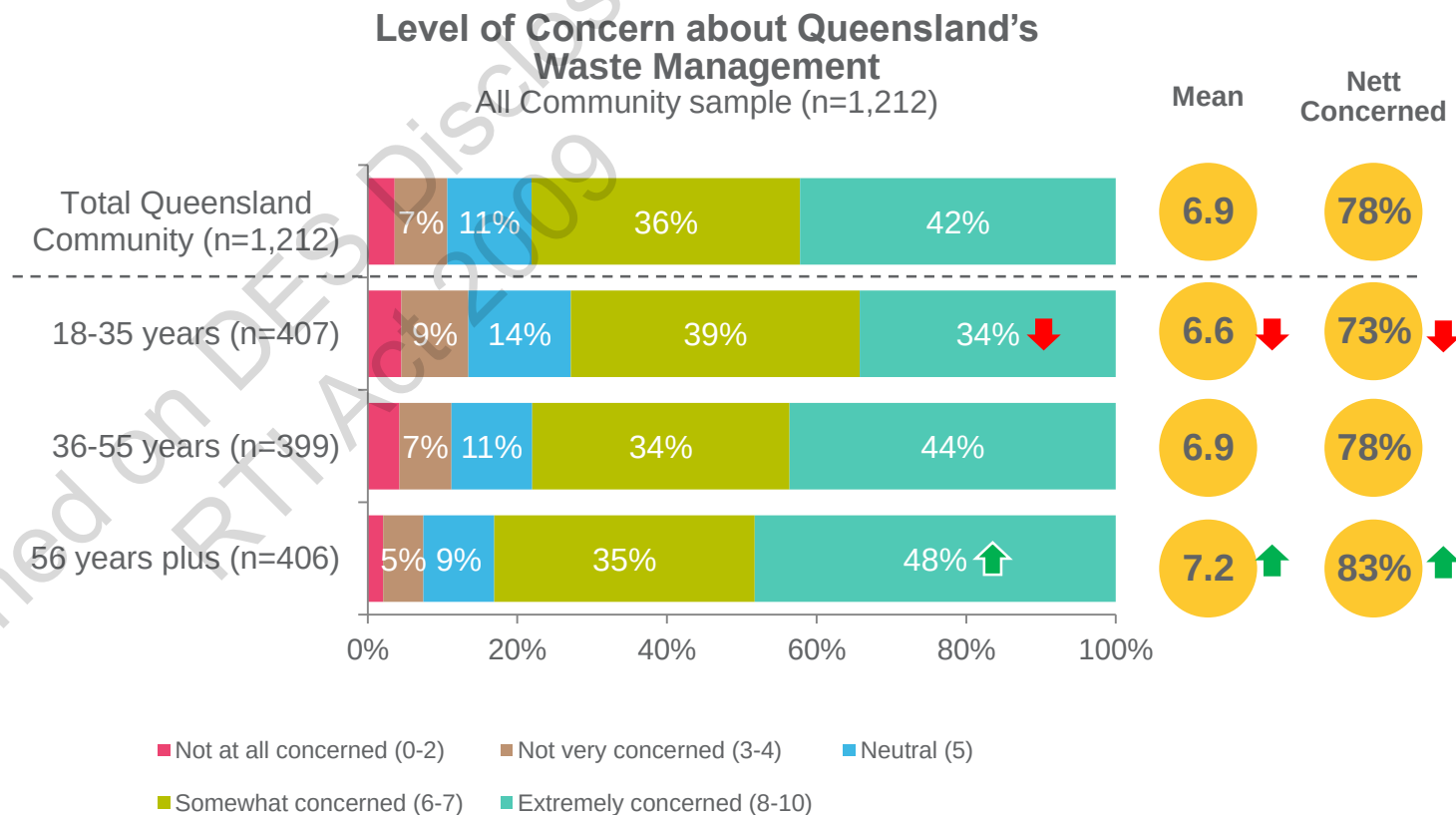




Almost eight in ten Queensland community members are concerned about the way waste is managed in the State.

Younger age groups (18-35 years) are significantly less likely to be concerned about the way waste is managed in Queensland compared to the total (mean of 6.6 c.f. mean of 6.9). In contrast, older age groups (56+ years) are significantly more likely to hold these concerns (mean of 7.2 c.f. mean of 6.9 total).

Those who have indicated they know 'a bit' or 'a lot' about the process of dealing with waste and recycling after it is collected from their home are also significantly more likely to hold concerns about Queensland's waste management (mean of 7.1 and mean of 7.5 respectively c.f. mean of 6.9 total).





There is a general consensus amongst those concerned about waste management that not enough is being done in Queensland.

Interestingly, there are some clear differences between age groups in relation to concerns about waste management. Concerns from younger age groups are less pronounced than other age groups and their concerns tend to be more generalised, while older age groups are able to better identify specific concerns.

Younger age groups (18-35 years) are significantly more likely to be concerned for the environment/wildlife (15% c.f. 9% total). However, they are significantly less likely to have specific concerns around waste i.e. recycling (9% c.f. 14% total), the amount of rubbish going to landfill (3% c.f. 7% total), interstate dumping (2% c.f. 6% total) and education around waste management (0% c.f. 2% total).

Older age groups (56+ years) are significantly more likely to be concerned about waste not being disposed of properly (15% c.f. 8% total), the amount of rubbish Queensland is generating (11% c.f. 7% total) and interstate dumping (12% c.f. 6% total). They are also significantly more likely to see a need for more waste management education (6% c.f. 2% total).

Reasons for Waste Management Concern

Community members concerned about waste management (n=917)

	Total	18 to 35 years	36 to 55 years	56+ years
	n=917	n=300	n=293	n=324
Not enough is being done	16%	16%	17%	15%
Need to recycle more/better	14%	9% ↓	17%	15%
We are improving	10%	11%	8%	11%
Concern for environment/wildlife	9%	15% ↑	9%	3% ↓
Our waste isn't being disposed of properly	8%	5%	5%	15% ↑
It's an important/concerning issue	8%	11%	8%	5% ↓
The government should be doing more	7%	6%	8%	8%
Too much goes to landfill	7%	3% ↓	12% ↑	5%
We are running out of space/Too much rubbish	7%	5%	4% ↓	11% ↑
Interstate dumping	6%	2% ↓	2% ↓	12% ↑
Concern for the future	4%	6%	5%	1% ↓
Waste being illegally dumped	4%	3%	2%	6%
Not too concerned	2%	3%	2%	2%
More education about waste management	2%	0% ↓	1%	6% ↑
Concern for the cleanliness of our area	2%	1%	3%	1%
I think we already have a plan	2%	1%	3%	0% ↓
Other	15%	17%	18%	11%
Don't know	7%	3% ↓	5%	12% ↑
NA	2%	4%	1%	1%

Q3b. And why did you give that score? Coded verbatim response.

Base = Those who are concerned about waste management in Queensland (score of 6-10 in Q3a), n=917.

File B Documents



Significantly higher compared to total result.



Significantly lower compared to total result.

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The majority of the Queensland community agree that all parties could find better ways to manage waste.

Again, there are clear age differences when considering personal responsibility with waste management. Younger age groups (18-35 years) are significantly more likely to agree that they could find ways to better manage waste (86% c.f. 74% total).

However, those aged 56+ years are significantly less likely agree that they could find ways to better manage waste (60% c.f. 74% total). This could potentially be due to this group being more attuned to waste management, i.e. having higher level of concerns for Queensland's environment and waste management.

Interestingly, the North QLD community are significantly more likely to agree that State and Federal government could find better ways to manage waste (97% c.f. 94% total and 96% c.f. 93% total respectively). In contrast, in South QLD are significantly less likely to agree that their Local Council could find better ways (85% c.f. 92% total).

Agree with Waste Management Effort

All Community sample (n=1,212)

	Total	18 to 35 years	36 to 55 years	56+ years
	n=1,212	n=407	n=399	n=406
You (and your household)/Households could find ways to better manage waste	74%	86%	76%	60%
Businesses and industries could find ways to better manage waste	94%	94%	94%	95%
Your Local Council could find ways to better manage waste	92%	93%	92%	91%
Your State Government could find ways to better manage waste	94%	93%	93%	95%
Your Federal Government could find ways to better manage waste	93%	93%	96%	90%



88%

Of Queensland community members currently take steps to reduce the amount of waste sent to landfill.

Almost 9 in 10 Queensland community members are already trying to reduce their waste, with the key behaviour being by recycling (61%). Other behaviours provided include composting (26%), donating items (15%), avoiding plastic packaging (11%) and avoiding plastic products (e.g. straws) (11%). The most common reason provided for doing so is to protect the environment.

Of those who are not already trying to reduce the amount of waste they are sending to landfill (12%), most said they are unsure about what they should be doing or feel that there are no waste reduction options available to them.

“

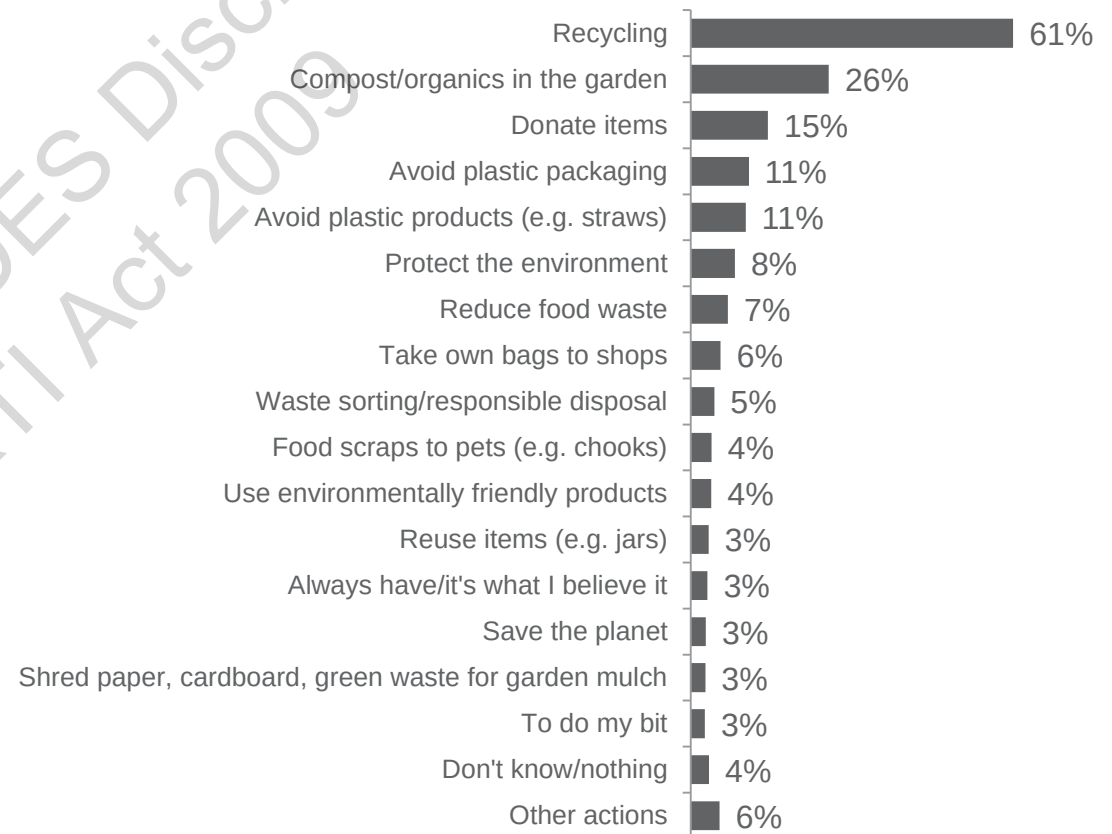
“All compostable materials are put in the garden, all recyclables are separately categorised and we purchase goods with minimal packaging.”

“

“We use the recycling bin and compost all of our vegetation waste.”

Behaviours to Reduce Waste Sent to Landfill

Community sample trying to reduce their waste
(n=1,064)





Too much packing on products is the most commonly mentioned inhibitor for the Queensland community to reduce their waste.

Those who are aged 18-35 years are significantly less likely to feel they are already doing everything they can when it comes to reducing their waste and improving their recycling efforts (4% c.f. 10% total). They are also significantly less likely to feel that not enough bins or collection times are offered (7% c.f. 10% total).

Those aged 36-55 years are significantly more likely to feel too much packing on products and a lack of required facilities inhibits their ability to reduce their waste (19% c.f. 15% total and 9% c.f. 5% total respectively).

Those aged 56+ years are significantly more likely to feel they are already doing everything they can (18% c.f. 10% total) and require more bins and collection times to be offered to them (14% c.f. 10% total).

Unprompted Inhibitors to Waste Reduction

All Community sample (n=1,212)

	Total	18-35 years	36-55 years	56+ years
	n=1,212	n=407	n=399	n=406
Too much packaging on products	15%	12%	19%	12%
We are already doing everything we can	10%	4%	8%	18%
Not enough bins or collection times offered	10%	7%	9%	14%
I'm lazy/it's too much effort for me	8%	10%	8%	7%
Lack of information on what I can be doing	8%	9%	9%	7%
No time	7%	9%	7%	5%
We don't have required facilities	5%	4%	9%	4%
Associated costs	5%	6%	6%	2%
restricted by what council will take	2%	3%	2%	2%
Too many products can't be recycled	2%	2%	3%	1%
We have too much waste to deal with	1%	2%	0%	0%
No faith in waste management	1%	1%	0%	1%
Don't know where my rubbish / recycling ends up	0%	1%	0%	0%
Other	12%	17%	13%	8%
Nothing	15%	14%	9%	21%
Don't know	7%	9%	5%	6%





Access (in terms of lack of facilities) has the greatest impact on the community being able to do more.

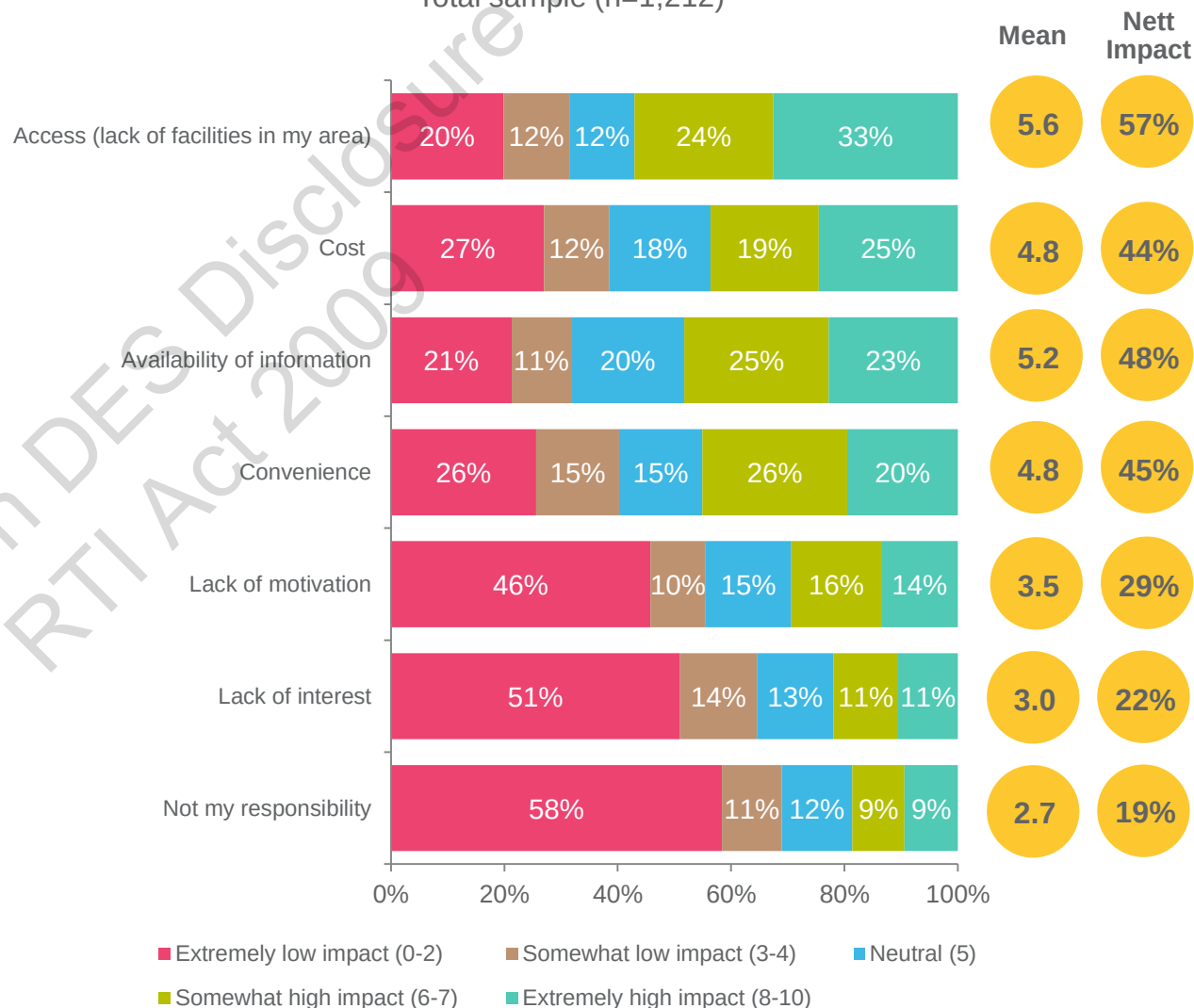
More than half (57%) of Queensland community members said that access was the biggest factor impacting on their ability to reduce their waste and improve their recycling efforts.

Just under half indicated the availability of information and convenience also have an impact.

Interestingly, those residing in North QLD are significantly less likely to believe convenience (38% c.f. 45% total), availability of information (38% c.f. 48% total), lack of motivation (21% c.f. 29% total) and lack of interest (15% c.f. 22% total) has a high impact on their ability to reduce waste and improve recycling efforts. This could potentially be due to the North QLD community being significantly more likely to believe reducing waste is their responsibility (75% c.f. 69% total).

Factors Impacting on Ability to do More to Reduce Waste and Improve Recycling

Total sample (n=1,212)





Younger age groups are significantly more likely to believe multiple factors impact on their household doing more to reduce waste and improve recycling efforts.

Younger age groups (18-35 years) are significantly more likely to believe all inhibitor statements presented to them impact on their ability to reduce waste, with the biggest factors being access and convenience.

In contrast, those aged 56+ years are significantly less likely to believe any of these statements (except for ability of information) impact on their ability to reduce waste and improve recycling efforts.

Those aged 36-55 years are significantly less likely to believe the availability of information impacts on their waste reduction abilities.

Factors Impacting on Ability to do More to Reduce Waste and Improve Recycling

All Community sample (n=1,212)

	Total	18-35 years	36-55 years	56+ years
	n=1,212	n=407	n=399	n=406
Access (lack of facilities in my area)	5.6	6.2	5.6	5.0
Availability of information	5.2	5.7	4.8	5.0
Convenience	4.8	5.9	4.8	3.8
Cost	4.8	5.6	4.8	4.1
Lack of motivation	3.5	5.1	3.5	2.0
Lack of interest	3.0	4.3	3.1	1.8
Not my responsibility	2.7	3.5	2.8	1.9



Half said that there was nothing that would make them consider changing their actions regarding waste management.

A further 11% said that they are already doing what they can.

Of the community members who provided a response regarding what would encourage them to consider changing their actions, the most common behaviours include:

- More education
- More/better recycling facilities and services
- Incentives from the government

“

“We try to do as much as we can. A recycle bin once a week instead of once a fortnight would be good.”

“

“More education. If I knew of more ways to reduce waste then I would be interested in trying them.”

“

“No fee days at landfills for certain types of waste would be a good incentive.”

“

“Simply being aware of the need to pay attention to waste will help me change my actions.”

“

“Yes, have more availability of recycling, get manufacturers to package things in glass, introduce container legislation, remove bulky packaging from items and do not sell fruit and vegetables pre-packaged.”

“

“Show the truth of what is actually happening to our environment because of the waste. People need to be shown not told.”



Seven in ten Queensland community members are concerned about litter and illegal dumping.

The key concern the Queensland community have around litter and illegal dumping is that it is messy and an eyesore. Other concerns mentioned include it ending up in landfill, being unsafe/hygienic and it having a negative impact on the environment.

Those aged 18-35 years are significantly less likely to share these concerns (62% c.f. 69% total), be aware that litter and illegal dumping is illegal (57% c.f. 66% total) and that this activity carries a fine (55% c.f. 64% total). Those aged 36-55 years are also significantly less likely to be concerned about litter and illegal dumping (60% c.f. 69% total). In contrast, older age groups (56+ years) are significantly more likely to be concerned about litter and illegal dumping (84% c.f. 69% total), be aware that litter and illegal dumping is illegal (79% c.f. 66% total) and that this activity carries a fine (77% c.f. 64% total).

Litter and Illegal Dumping All Community sample (n=1,212)

“

“Places look dirty with rubbish on the kerb and dumping rubbish for someone else to clean up is unfair and disgusting.”

“

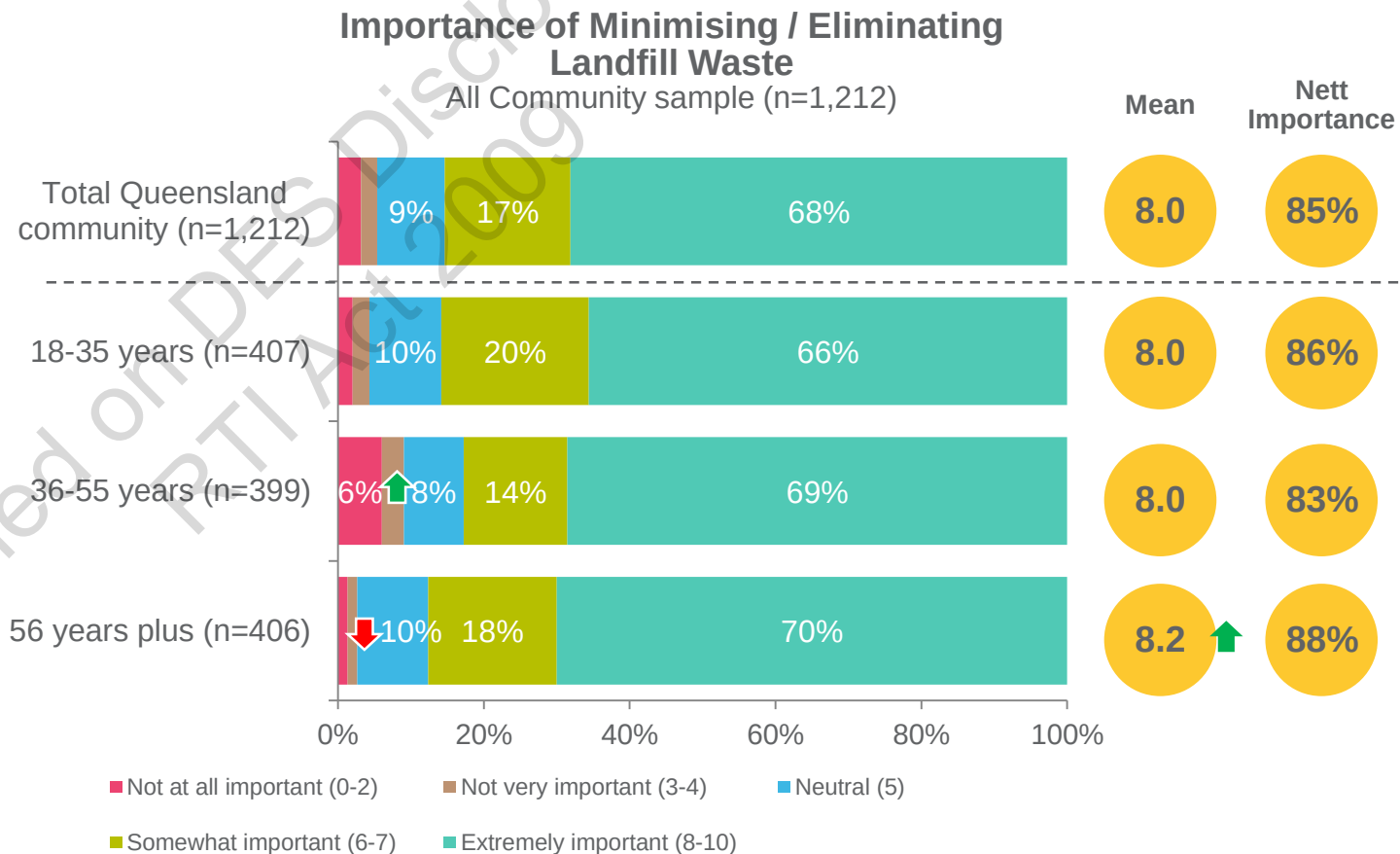
“It makes the place untidy and smelly and does nothing to improve the situation confronting us.”

	Queensland Community	18-35 years	36-55 years	56+ years
	n=1,212	n=407	n=399	n=406
Concerned about litter and illegal dumping	69%	62% ↓	60% ↓	84% ↑
Aware litter and illegal dumping is illegal	66%	57% ↓	63%	79% ↑
Aware litter and illegal dumping carries a fine	64%	55% ↓	60%	77% ↑



The majority of Queensland community members believe in the goal of minimising and eventually eliminating waste going to landfills.

Furthermore, those aged 56+ years are significantly more likely to believe that this goal is important (mean of 8.2 c.f. mean of 8.0 total).





Just over half of the total Queensland community indicate they either have no idea or could only take a guess as to what happens to their household waste after collection.

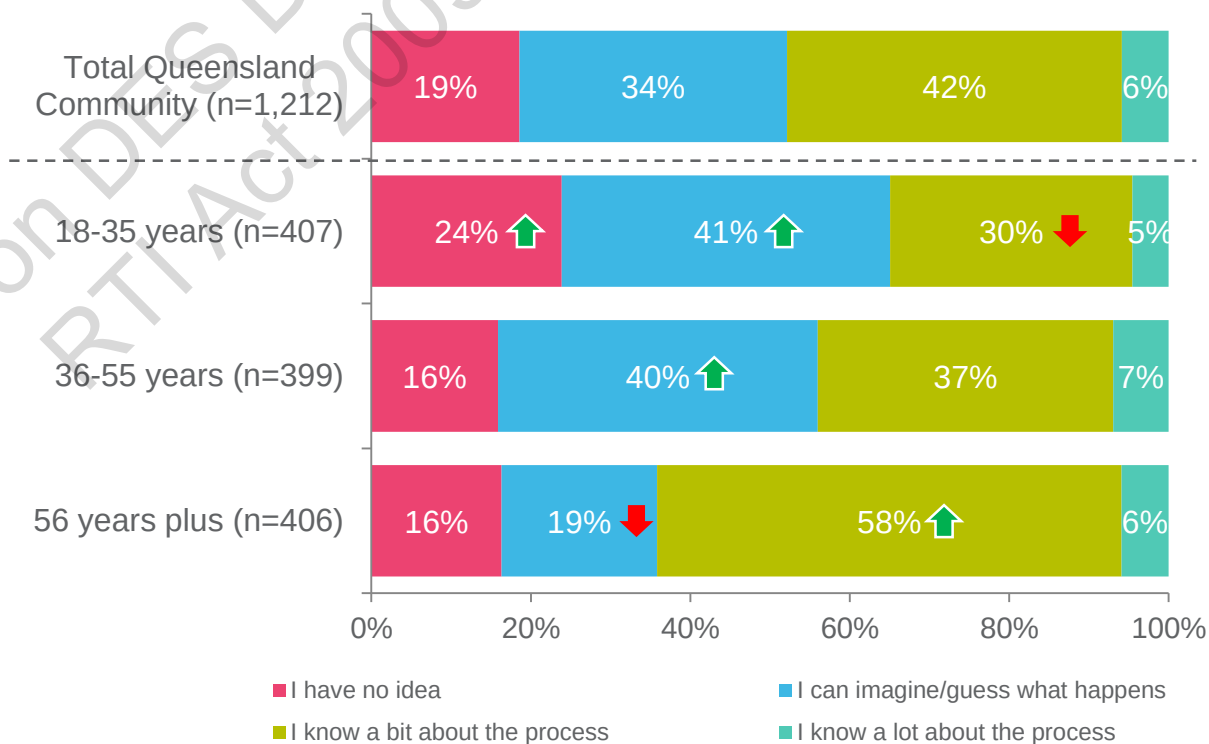
This low level of understanding is being driven by the younger age group (18-35 years). This age group are significantly less likely to know 'a bit' about the process of dealing with waste and recycling after it is collected from their home (30% c.f. 42% total).

In contrast, those aged 56+ years are significantly more likely to know 'a bit' about the process (58%).

Interestingly, only a small proportion of the Queensland community know 'a lot' about the process of dealing with waste and recycling (6%).

Level of Understanding for Dealing with Waste

All Community sample (n=1,212)



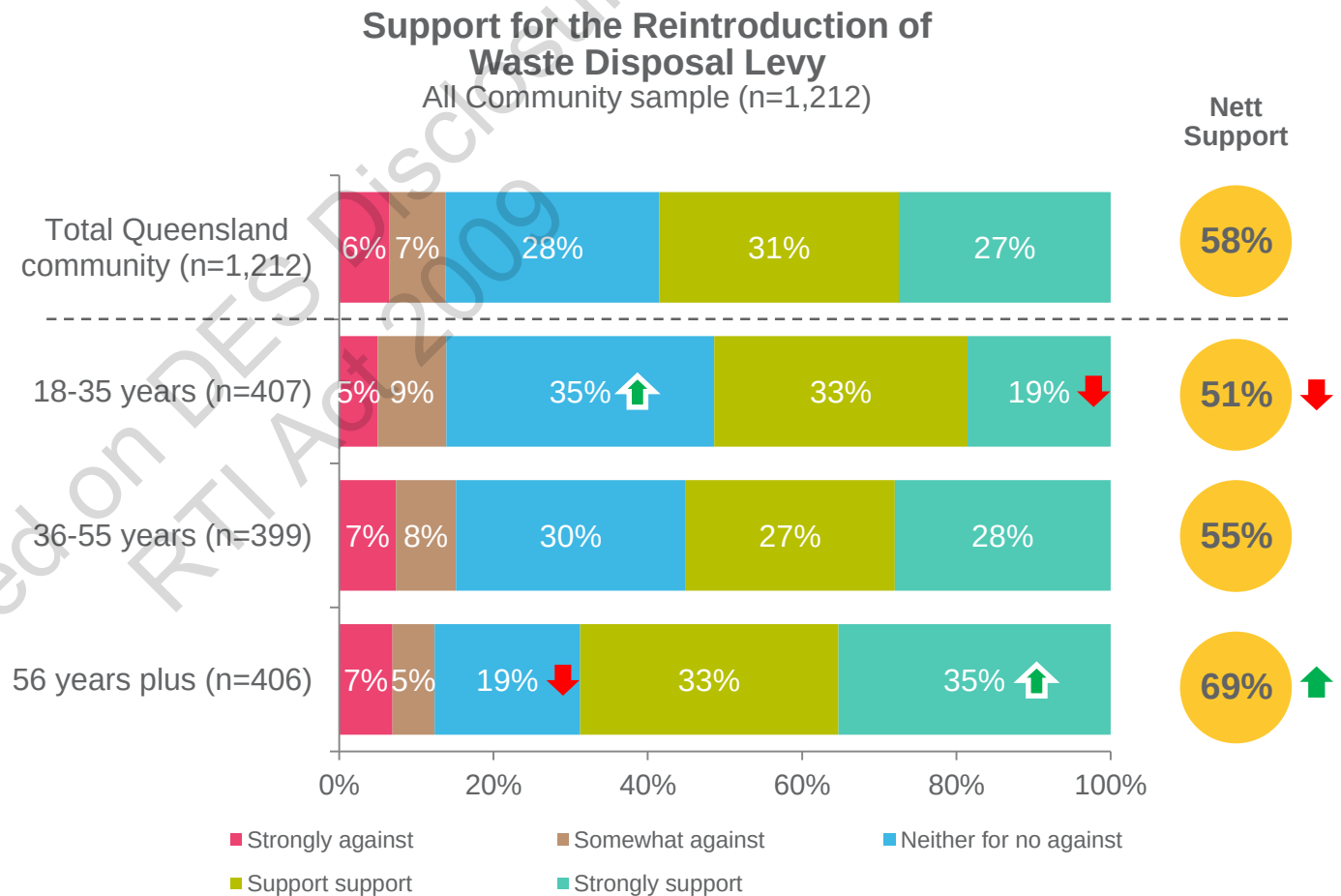


More than half support the reintroduction of the waste disposal levy.

Around one quarter (27%) of the Queensland community strongly support it (rating of 8-10 out of 10).

Those aged 18-35 years are significantly less likely to strongly support the reintroduction of the waste levy (19% c.f. 27% total). This is in line with their lower level of concern for Queensland's waste management.

Those aged 56+ years are significantly more likely to strongly support the waste levy reintroduction (35% c.f. 27% total), which is also in keeping with their higher level of concern for Queensland's waste management.



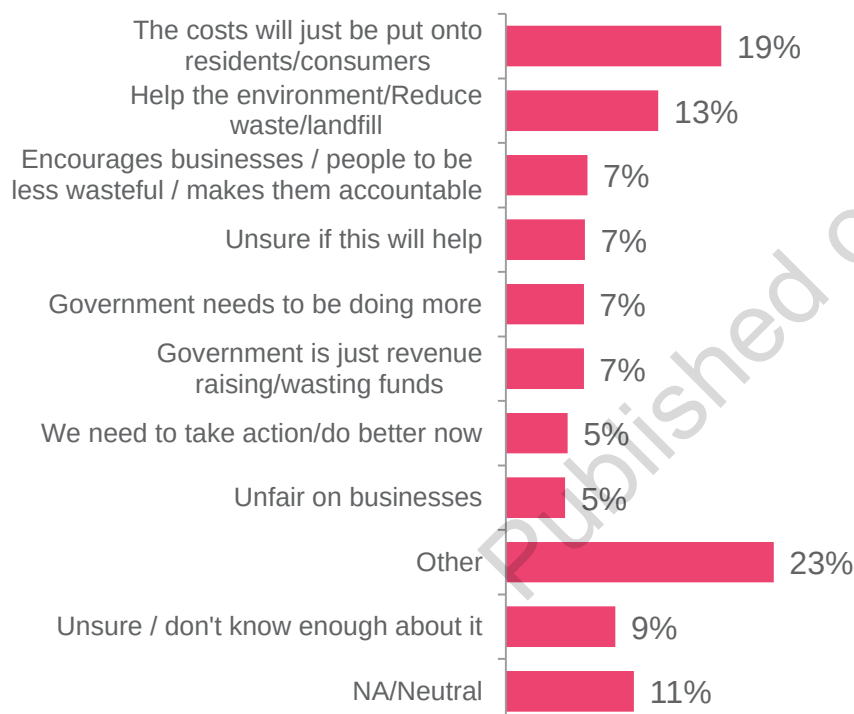


Support for the reintroduction of the waste levy is driven by a desire to help the environment and reduce waste, as well as a perception that it will make everyone less wasteful.

The top reason for not supporting the levy is the perceived costs that will be passed onto the community.

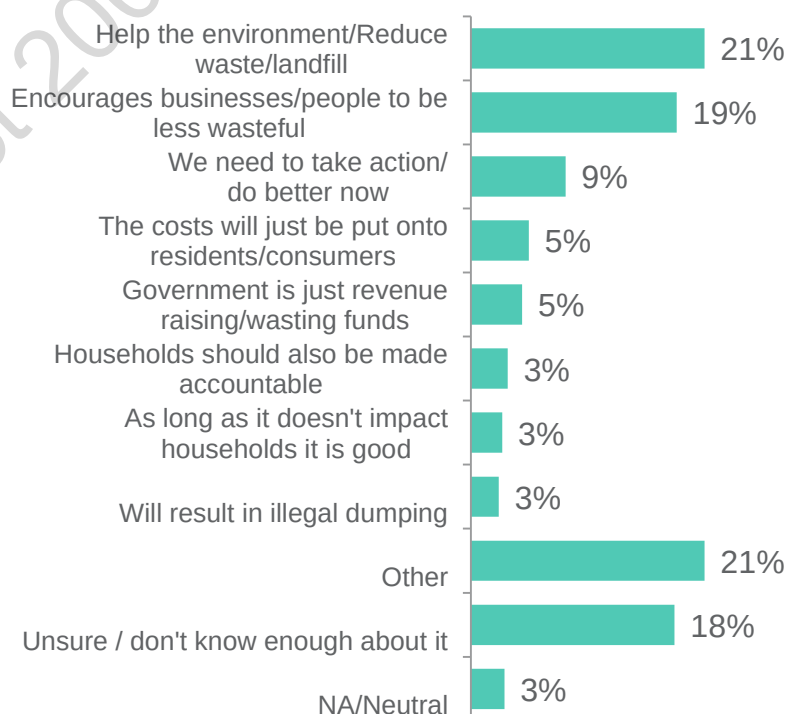
Reasons for NOT Supporting the Waste Levy

Those unsupportive of reintroducing the levy (n=194)



Reasons for Supporting the Waste Levy

Those supportive of reintroducing the levy (n=673)



Q8b. And what reason/s underpins your response? Coded verbatim response.

Base = Those who are not supportive of reintroducing the waste levy (n=194) and those who are supportive of reintroducing the waste levy (n=673).

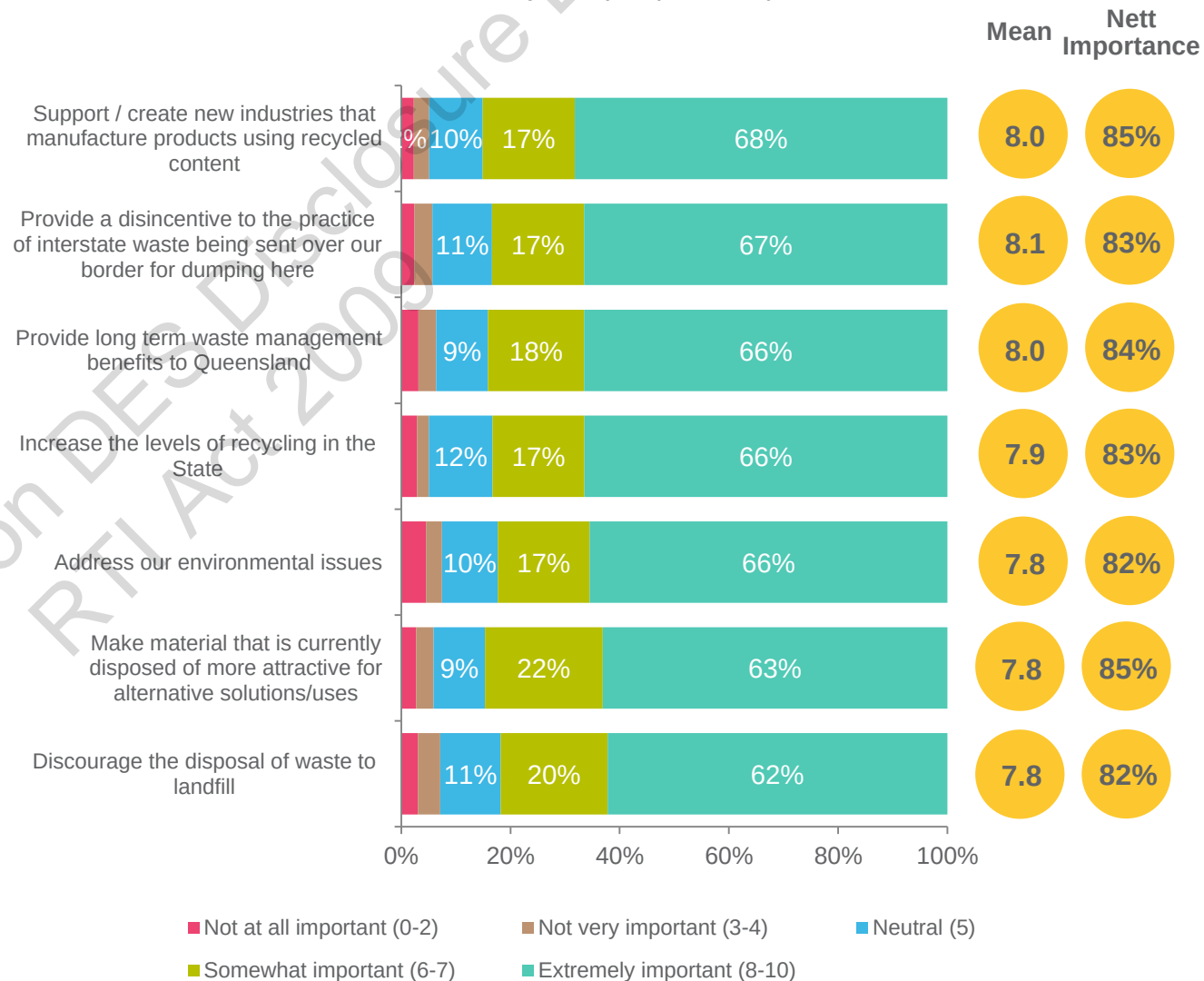


Queensland community members feel the most important outcome of the waste levy will be creating new industries that manufacture products using recycled content.

They also feel that providing a disincentive to the practice of interstate waste being sent over our border for dumping (84%) as well as providing long term waste management benefits to Queensland (84%) are highly important.

Importance of Waste Levy Outcomes

All Community sample (n=1,212)



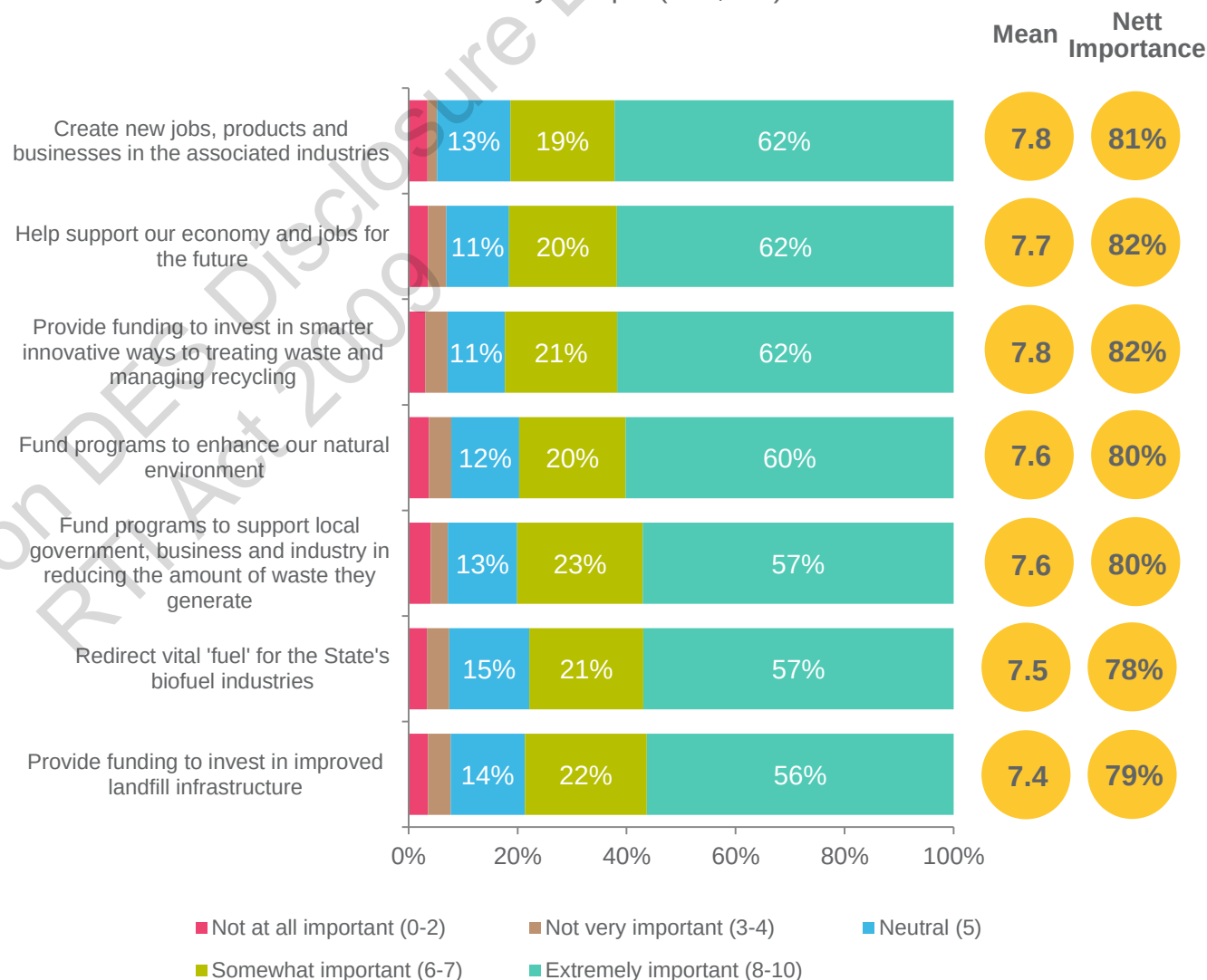


Providing funding to invest in improved landfill infrastructure is perceived to be the least important outcome of the levy.

However, this is still quite high (78% consider it to be important; 56% consider it to be extremely important). Redirection of the fuel for the State's biofuel industries is also seen to be less important by the Queensland community (78%).

Importance of Waste Levy Outcomes

All Community sample (n=1,212)





Older age groups place more importance on the outcomes of the waste levy than younger age groups.

Those aged 18-35 years are significantly less likely to place importance on all waste levy outcome statements compared to the total.

In contrast, those aged 56+ years are significantly more likely to perceive all of the waste levy outcome statements as being important, compared to the total.

	Total	18-35 years	36-55 years	56+ Years
	n=1,212	n=407	n=399	n=406
Provide a disincentive to the practice of interstate waste being sent over our border for dumping here	8.1	7.4 ↓	8.0	8.9 ↑
Support / create new industries that manufacture products using recycled content	8.0	7.5 ↓	8.0	8.5 ↑
Provide long term waste management benefits to Queensland	8.0	7.6 ↓	7.8 ↓	8.6 ↑
Increase the levels of recycling in the State	7.9	7.7 ↓	7.8 ↓	8.3 ↑
Make material that is currently disposed of more attractive for alternative solutions/uses	7.8	7.3 ↓	7.7	8.4 ↑
Address our environmental issues	7.8	7.7 ↓	7.8	8.0 ↑
Provide funding to invest in smarter innovative ways to treating waste and managing recycling	7.8	7.4 ↓	7.7	8.3 ↑
Discourage the disposal of waste to landfill	7.8	7.5 ↓	7.6 ↓	8.2 ↑
Create new jobs, products and businesses in the associated industries	7.8	7.4 ↓	7.7	8.2 ↑
Help support our economy and jobs for the future	7.7	7.4 ↓	7.7	8.1 ↑
Fund programs to enhance our natural environment	7.6	7.4 ↓	7.6	8.0 ↑
Fund programs to support local government, business and industry in reducing the amount of waste they generate	7.6	7.1 ↓	7.5	8.1 ↑
Redirect vital 'fuel' for the State's biofuel industries	7.5	6.9 ↓	7.5	8.0 ↑
Provide funding to invest in improved landfill infrastructure	7.4	7.2 ↓	7.3 ↓	7.8 ↑

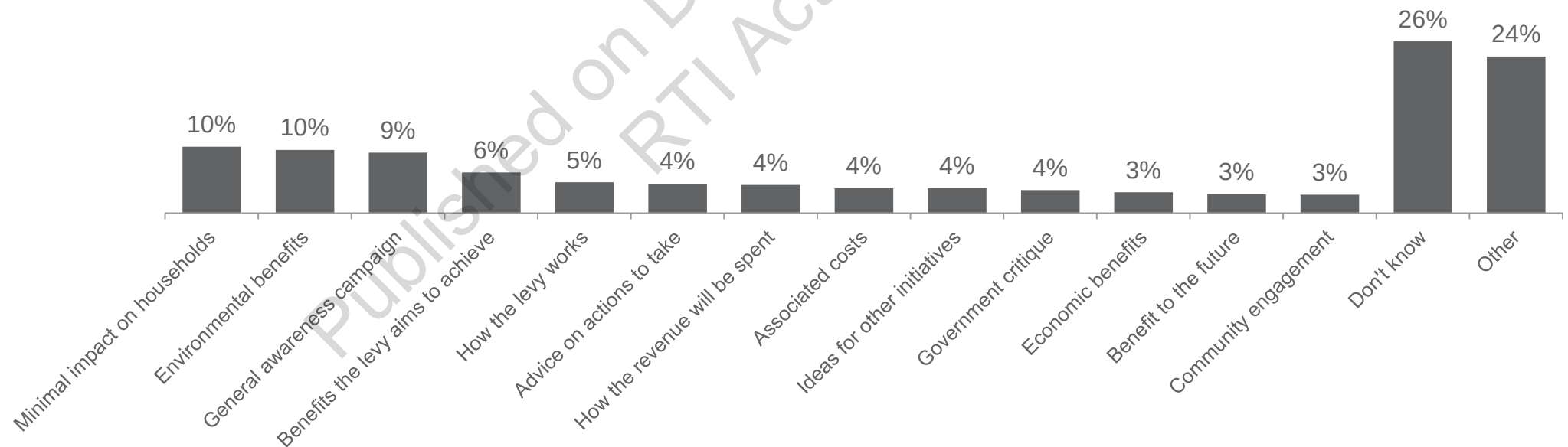
Q9. The waste levy's introduction shall generate, and advance, a range of outcomes that shall help us address our waste issues in Queensland. On a scale of 0 to 10, how important do you feel each of these outcomes will be? SR per option.
Base = All Community sample (n=1,212).

↑ Significantly higher compared to total result.
↓ Significantly lower compared to total result.



Key messages to communicate about the waste levy are that it will have a minimal impact on households and the environmental benefits.

**Messages to Communicate about the
Waste Disposal Levy**
All Community sample (n=1,212)





Queensland community members feel that more information about recycling would assist them in better managing their household waste.

Following this, they also suggested providing general education.

Those aged 18-35 years are significantly more likely to be unsure about what information they need to better manage or reduce their household waste (8% c.f. 4% total). This is in line with their low level of knowledge about how waste is processed after it is collected from their house.

In contrast, those aged 56+ years are significantly more likely feel they do not need any information (43% c.f. 35% total). This is in line with their higher awareness of how waste is processed after it is collected from their house as well as their belief that they are already doing everything they can to reduce their household waste.

Information Needed to Manage / Reduce Household Waste

All Community sample (n=1,212)

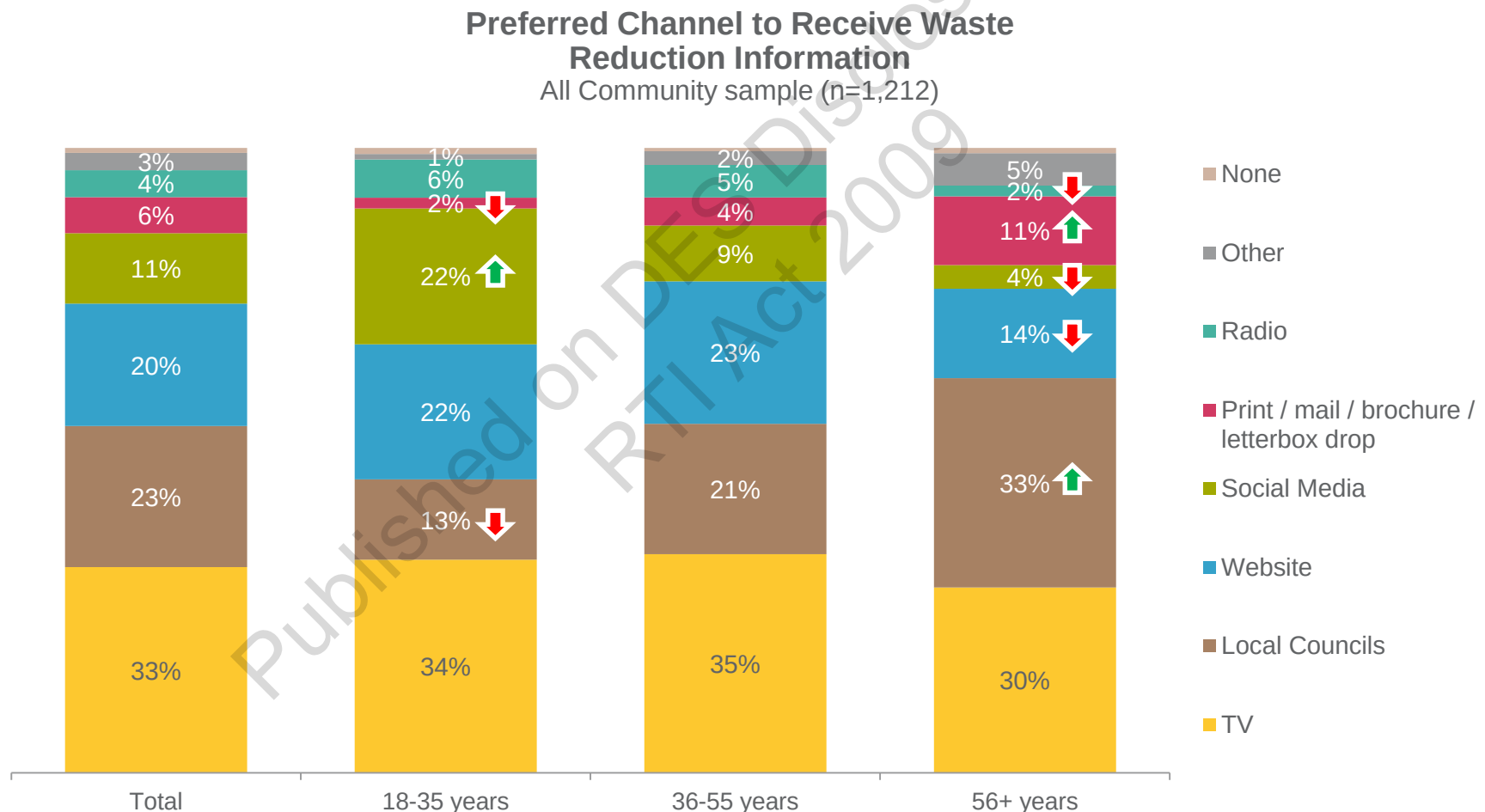
	Total	18-35 years	36-55 years	56+ years
	n=1,212	n=407	n=399	n=406
What can be recycled/information about recycling	20%	19%	23%	20%
General education	18%	14%	20%	18%
How to reduce waste	5%	7%	3% ↓	7%
What can I/how to dispose of waste properly	5%	3%	5%	6%
What happens to our waste/the environment	3%	3%	4%	1%
Info on bulk food stores/waste free alternatives	2%	2%	3%	2%
Reuse/repurpose items	2%	3%	3%	0% ↓
Composting/worm farms	1%	2%	1%	0%
How reducing waste/recycling benefits the environment	1%	0%	2%	0% ↓
Other	6%	9%	5%	5%
Unsure	4%	8% ↑	3%	1% ↓
Nothing	35%	29% ↓	32%	43% ↑
N/A	7%	10%	8%	3% ↓





The Queensland community prefer to receive information via TV.

Those aged 18-35 years are significantly more likely to prefer to receive information through social media (22% c.f. 11% total). In contrast, those aged 56+ years are significantly more likely to prefer to receive information through Local Councils or mail (33% c.f. 23% total and 11% c.f. 6% total respectively).



Campaign Implications.

The education campaign for Queensland community members should be targeted at specific age groups as there are clear differences in perceptions, attitudes and behaviours around waste management amongst younger and older residents. There are no clear differentiators between regions.

Younger age groups (18-35 years old) have a lower awareness of waste management in Queensland and less of an understanding about what the waste levy means for their State. This is especially prevalent in the key benefits they see of the waste levy, including that the levy will result in an increase in the levels of recycling in the State and address Queensland's environmental issues.

The education campaign for younger residents needs to:

1. Raise awareness of the waste management issues in Queensland, then;
2. Communicate the benefits the levy will have on Queensland.

As the level of understanding about waste management increases amongst this group, their perceived benefits of the levy could potentially change. This presents an opportunity for the department to assist in shaping perceptions around the benefits of a waste levy. TV and social media are the best media channels for this group.

Older age groups (56+ years old) are more attuned to waste management in Queensland and strongly support the waste levy's reintroduction.

The education campaign for older residents needs to:

1. Communicate how the levy will improve the environment, and;
2. How the levy will help improve the future of Queensland.

They perceive the main benefits of the levy to be that it provides a disincentive to the practice of interstate waste being sent over the border for dumping in Queensland and that it provides long term waste management benefits to Queensland. It will be important to communicate these benefits in the campaign to this group. TV and Local Council communication are the best media channels for this group.



Queensland Business Results.

Published on DES Disclosure Log
RTI Act 2009

Key Metrics: Queensland Businesses.

	% of Queensland Businesses
Level of concern for Queensland's environmental situation	50%
Level of concern for waste management	61%
Currently taking steps to reduce the amount of waste sent to landfill	83%
Importance of minimising / eliminating landfill waste	86%
Support for the reintroduction of the Waste Disposal Levy	49%
Top reason <u>for</u> supporting the waste levy – <i>Good for the environment</i>	31%
Top reason <u>for not</u> supporting the waste levy – <i>Concerned about cost</i>	29%
Most important outcome of the waste levy – <i>Support / create new industries that manufacture products using recycled content</i>	92%

55%

Of businesses indicated they have no environmental concerns that may impact on them doing business in Queensland.

Of those who provided details about environmental concerns they have, key mentions included cost, waste, recycling and government regulations. These themes are summarised in the word cloud to the right.

“

“Environmental levies for waste and power. Everybody is trying to go green too quickly. We’re trying to do the right thing, but it hurts all of our manufacturing costs.”

“

“The waste – the cost and the process of how you get it removed from job sites.”

Environmental Concerns Impacting on Doing Business

Businesses who have environmental concerns (n=81)



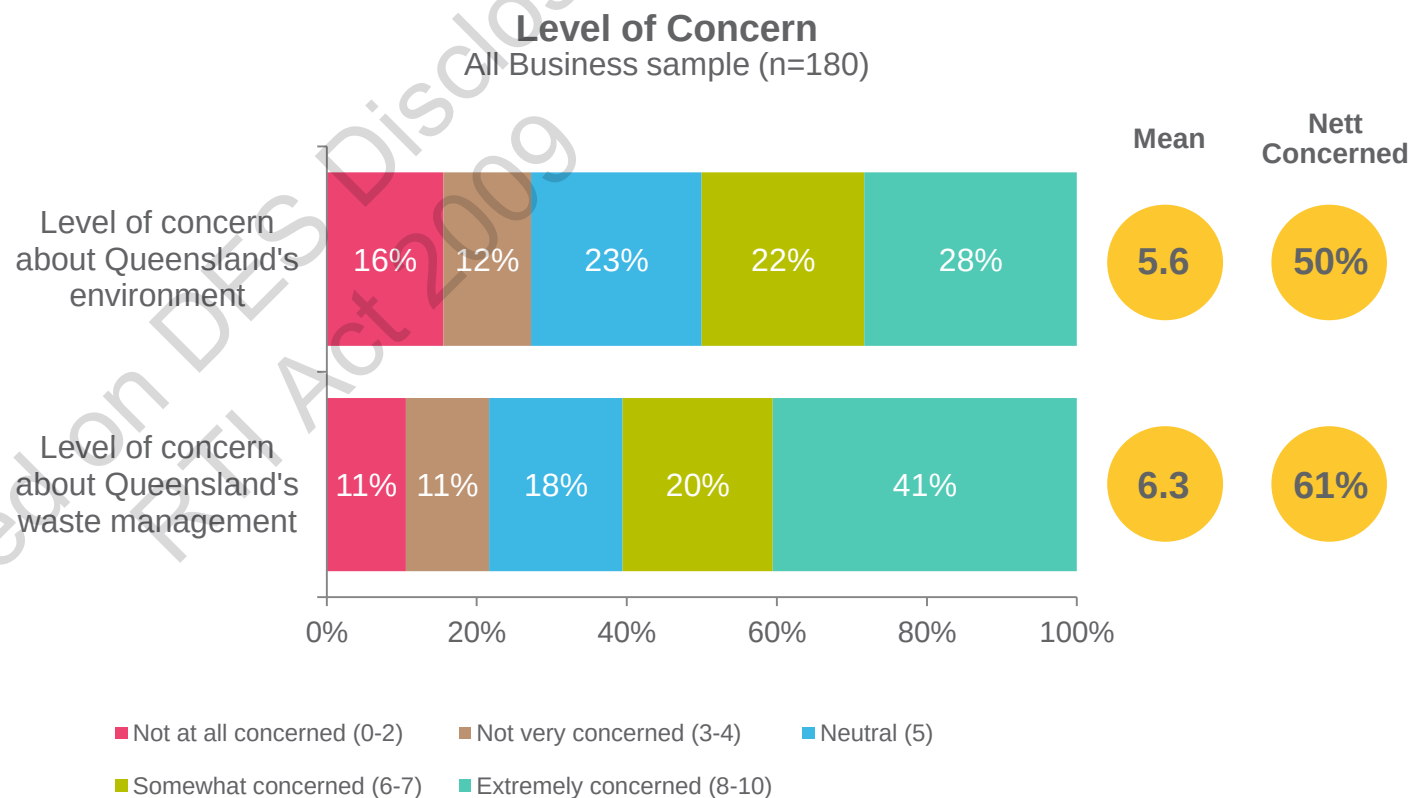


Businesses are less concerned than the Community, but have greater concern about Queensland's waste management practices than its environmental situation.

Around 3 in 5 (61%) businesses said they are concerned about the way waste is managed in Queensland, with 41% being extremely concerned.

The level of concern towards Queensland's environmental situation is slightly lower, with half of businesses being concerned about it.

For both areas, businesses are less concerned than the total Queensland population (mean of 5.6 c.f. 6.7 and mean of 6.3 c.f. 6.8 respectively).



Of those concerned about waste management, one quarter said it is because we need to recycle more / better.

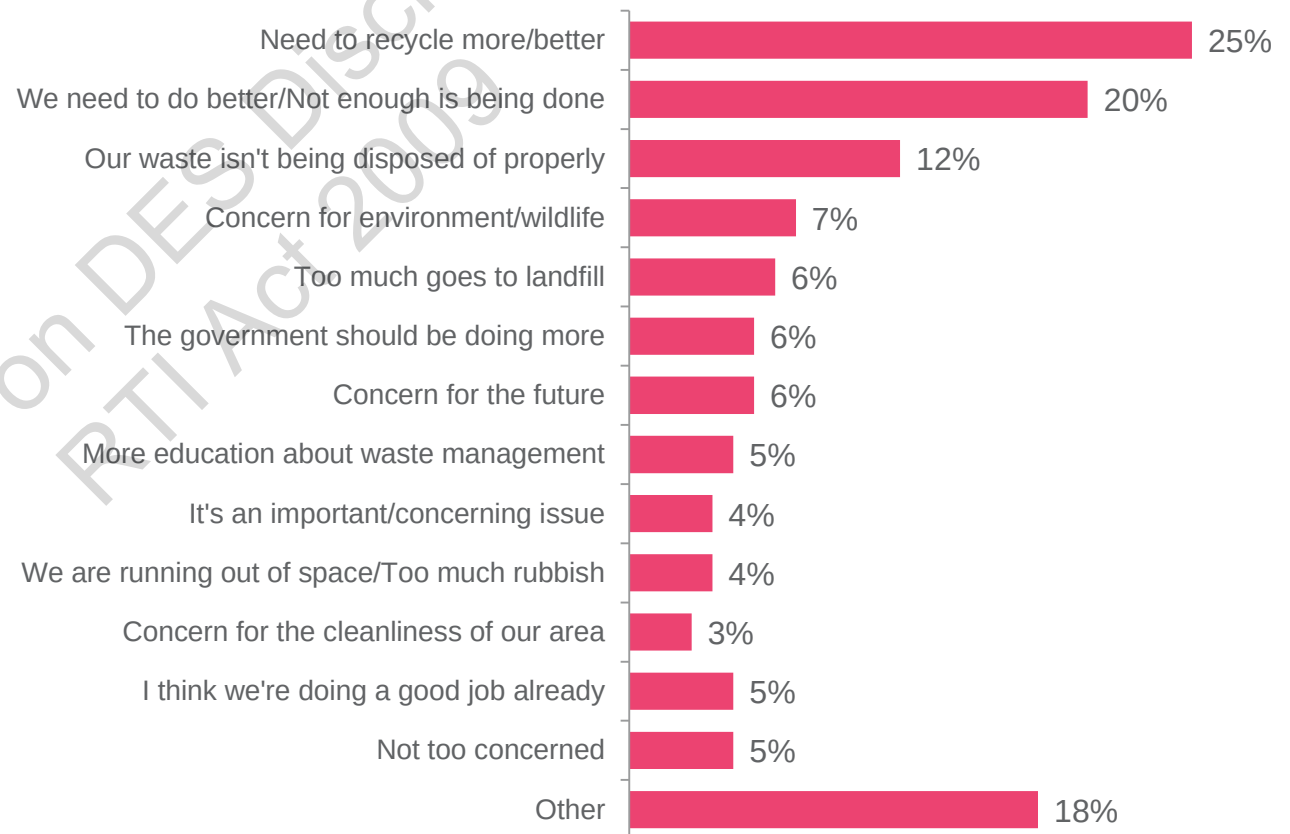
One in five businesses also believe we just generally need to do better or not enough is being done.

Other specific issues mentioned which are contributing to concern about waste management include:

- Our waste isn't being disposed of properly
- Concern for environment/wildlife
- Too much goes to landfill

Of those businesses who are not concerned about waste management in Queensland, more than one third said it is because we are doing a good job already or it is improving (36%) – data not charted.

Reasons for Waste Management Concern
Businesses concerned about waste management (n=109)





More than 8 in 10 businesses agree that all parties could improve their waste management practices.

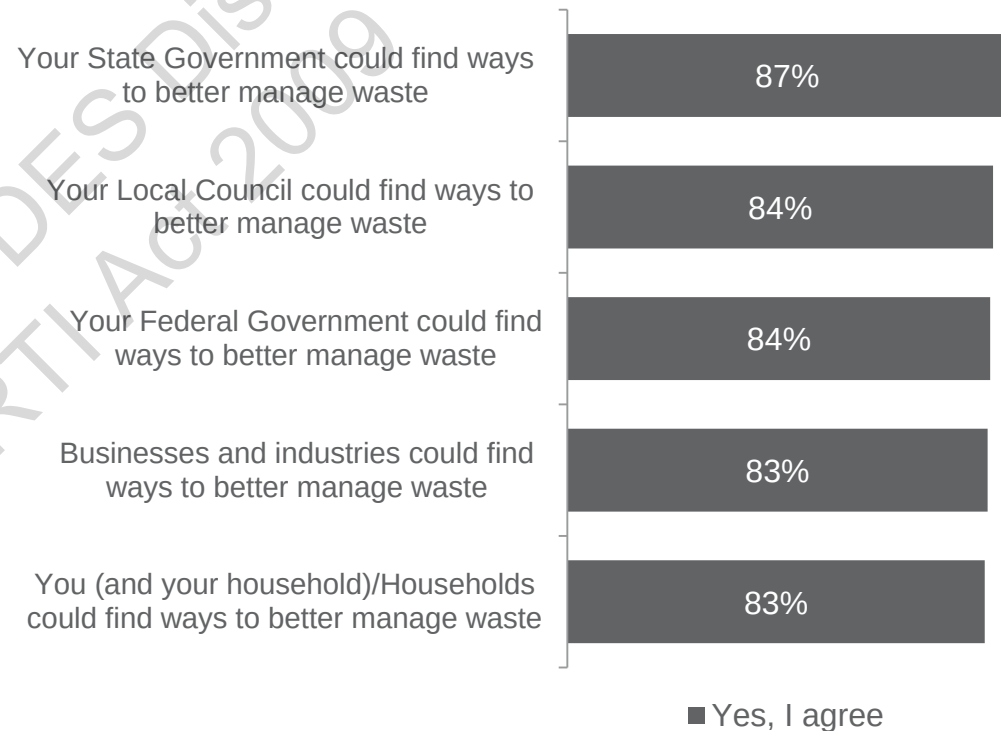
In particular, businesses agree that the State Government could find ways to better manage waste (87%).

Despite the high level of agreement for all statements, businesses are significantly less likely to agree with the State Government, Local Council, Federal Government and Businesses and Industries being able to improve their waste management practices. However, they are significantly more likely to agree that households could find better ways to do this (83% c.f. 74% for the Queensland community).

Businesses located in Central QLD have slightly higher levels of agreement compared to the total sample, particularly regarding the State Government (93% c.f. 87%) and Federal Government's role (90% c.f. 84%).

Agree with Waste Management Effort

All Business sample (n=180)





83%

Of businesses currently take steps to reduce the amount of waste sent to landfill.

More than 8 in 10 businesses are already trying to reduce their waste, with the key behaviour being by recycling (72%). Other reasons provided including waste sorting and responsible disposal of waste (9%), donating items (7%) and using environmentally products (6%).

Of those who are not already trying to reduce the amount of waste they are sending to landfill, most said it is because they do not have much / any waste in the first place, they do not have authority or control over this, or they are unsure about what they could be doing.

“

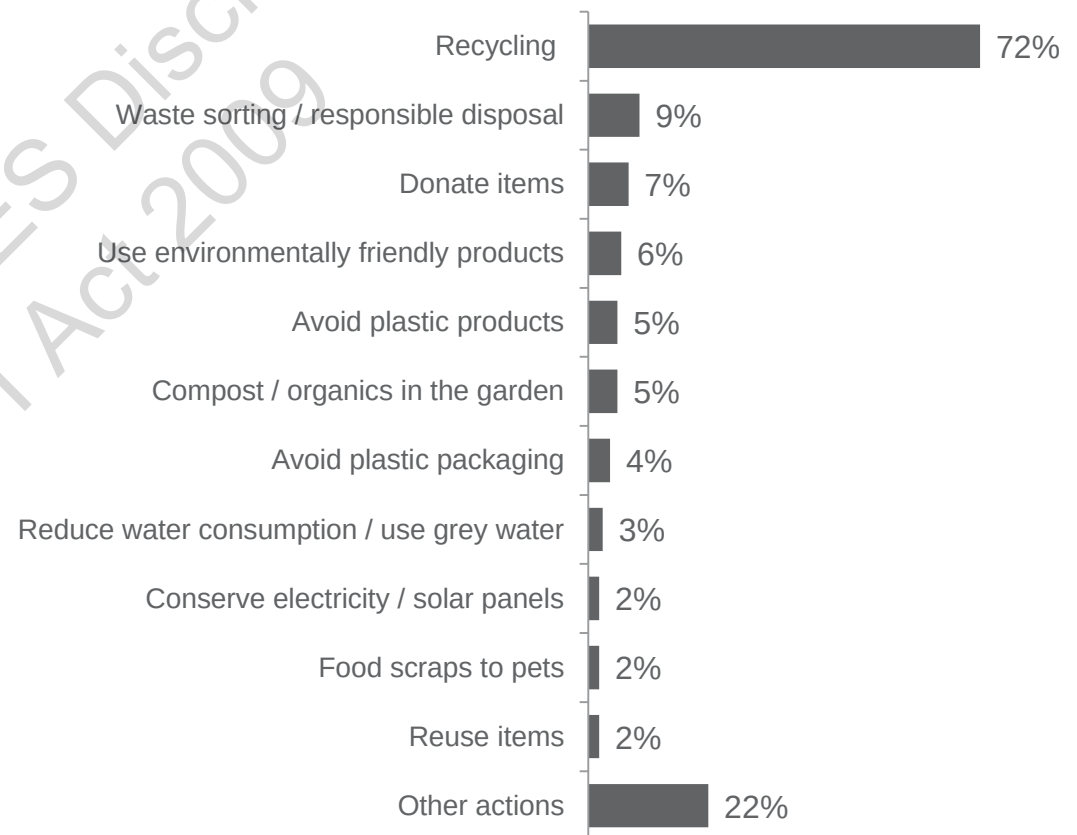
“We have a strict recycled policy. If it can be recycled it has to be recycled. Everything that is plastic needs to have the recycled symbol or number on it so it can be regulated and recycled.”

“

“We reuse materials between jobs. If we strip one out or we pull one project apart, we try and reuse and utilise as many as we can for the next project.”

Current Behaviours to Reduce Waste Sent to Landfill

Businesses already trying to reduce their waste (n=149)





3 in 10 businesses are reducing the amount of waste they send to landfill to help protect the environment.

One fifth of businesses are also financially motivated to reduce their landfill waste (21%), while 15% are making positive changes to their behaviours out of a drive for wanting to reduce their waste and the amount going to landfill.

Just under 1 in 10 businesses (7%) said they made these changes because they had to, for example legislative / policy reasons or it is in their business strategy.

“

“It’s company protocol to recycle and we want to protect the environment.”

“

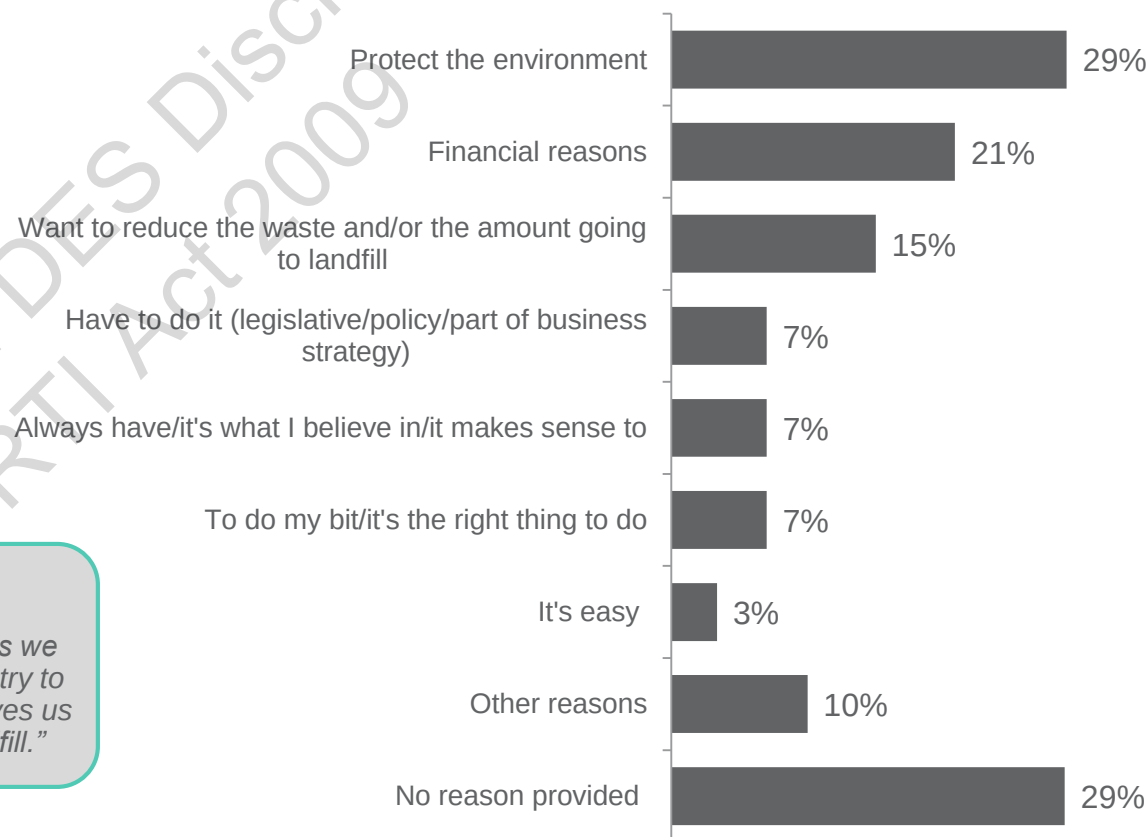
“There are cost efficiencies in going paperless and it is better for the environment.”

“

“We try to use as much as we can of everything and we try to recycle some things. It saves us money and it’s less landfill.”

Reasons for Reducing Waste Sent to Landfill

Businesses already trying to reduce their waste (n=149)





Access has the greatest impact on businesses doing more to reduce waste.

Other key factors impacting on businesses' ability to reduce their waste and improve recycling efforts include cost, the availability of information and convenience.

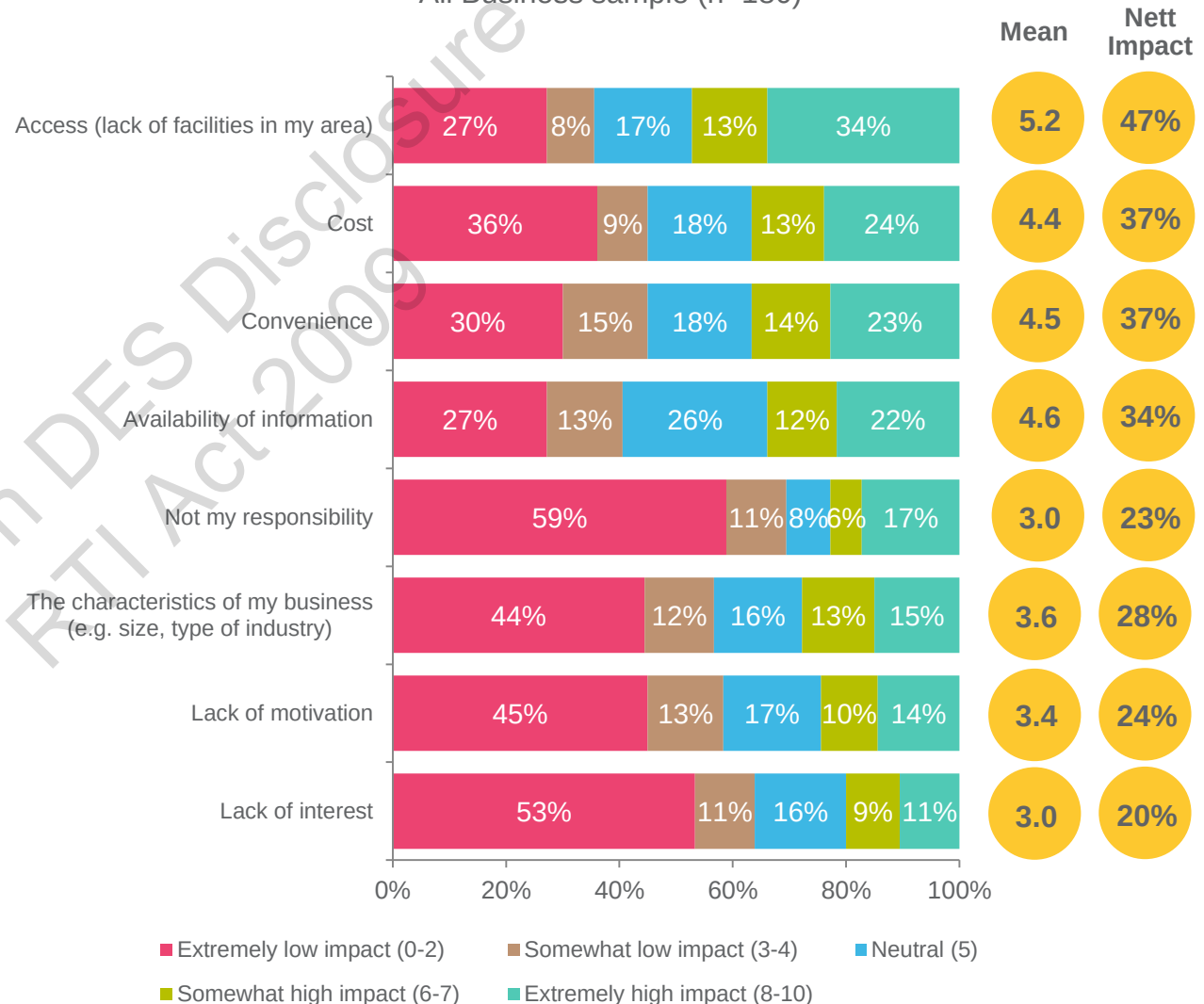
Larger businesses with more than 5 employees believe that cost has a significantly higher impact on their waste management options, while this has a significantly lower impact on sole operators (mean of 5.1 and 3.8 respectively).

Those who are unconcerned about the way waste is managed in Queensland also consider a number of these factors to have a significantly lower impact on their ability to reduce their waste.

The impact of these factors also varies at a regional level. This is shown on the following slide.

Factors Impacting on Businesses' Ability to do More to Reduce Waste and Improve Recycling

All Business sample (n=180)





Businesses in Central QLD believe many of these factors have a bigger impact on their ability to reduce their waste.

In particular, compared to the total sample businesses in Central QLD are significantly more likely to believe that access (mean of 5.7 c.f. 5.2) and the availability of information (mean of 5.4 c.f. 4.6) have an impact on their ability to reduce their waste and improve their recycling efforts.

In contrast, businesses in SEQ are significantly less impacted by access (mean of 4.3 c.f. 5.2), convenience (mean of 4.0 c.f. 4.5) and cost (mean of 3.8 c.f. 4.4), while businesses in North QLD are less impacted by the availability of information (mean of 4.1 c.f. 4.6).

Factors Impacting on Ability to do More to Reduce Waste and Improve Recycling

All Business sample (n=180)

	Total	SEQ	North QLD	Central QLD	South QLD
	n=180	n=42	n=60	n=60	n=18*
Access (lack of facilities in my area)	5.2	4.3 ↓	5.3	5.7 ↑	4.9
Availability of information	4.6	4.5	4.1 ↓	5.4 ↑	4.0
Convenience	4.5	4.0 ↓	4.6	4.8	4.7
Cost	4.4	3.8 ↓	4.6	4.5	4.6
The characteristics of my business	3.6	3.3	3.5	4.2 ↑	3.2
Lack of motivation	3.4	3.1	2.6 ↓	4.3 ↑	4.1
Lack of interest	3.0	2.8	2.1 ↓	3.9 ↑	3.4
Not my responsibility	3.0	2.3 ↓	2.4 ↓	4.2 ↑	2.4

Two thirds of businesses said there was nothing that would make them consider changing their actions.

However, of the 31% who gave a suggestion and currently show more willingness to change, factors mentioned which would help encourage businesses to improve their waste management behaviours included:

- More / better recycling facilities and services
- More education
- Government sponsored initiatives, incentives from the Government, 'Return and Earn' scheme etc.
- Reduce the cost of disposing
- More / better waste facilities and services

“

“Incentives would increase compliance or stricter regulations.”

“

“We need to be provided with more information about how to reduce our waste.”

“

“Seeing different sorts of strategies in place to enable and see better usage of resources and the disposal of resources.”

“

“If we had recycle bins for business then we would recycle.”

“

“If there was more recycling bins available and it was free to do.”

“

“No unless they built recycling centres closer to make it easier – they would be used a bit more.”



Around 8 in 10 businesses are concerned about litter and illegal dumping.

Key reasons for this concern include the litter being messy and an eyesore, it not being the correct way to deal with waste so it ends up in landfill, and the negative impact it has on the environment (waterways, pollution, impacts animals, etc.).

The majority of businesses are aware that this behaviour is illegal (87%) and also that it carries a fine (81%). Businesses located in Central QLD are significantly more likely to be aware of both (97% and 92% respectively), while awareness is slightly lower amongst SEQ and South QLD businesses.

“

“I don't like it when they dump it illegally. It harms the environment and it's an eye sore.”

“

“It's the wrong thing to do. It's ugly. The waste may not get to the right processing plant.”

“

“It could be harmful if the rubbish was left sitting there. What if kids started to play with it or wild animals had access to it.”

Litter and Illegal Dumping

All Business sample (n=180)

	Total	SEQ	North QLD	Central QLD	South QLD
	n=180	n=42	n=60	n=60	n=18*
Concerned about litter and illegal dumping	82%	76%	78%	83%	100%
Aware litter and illegal dumping is illegal	87%	76%	88%	97% ↑	78%
Aware litter and illegal dumping carries a fine	81%	71%	82%	92% ↑	67%

Q4e. Some households place unwanted items and waste on the kerbside outside of official kerbside collection dates or dump them in public places. Does this activity concern you? Q4f. Why? Q4g. Are you aware that these activities are illegal? Q4h. Are you aware that individuals can be fined for these activities?

Base = All Business sample (n=180) *Small sample size (n<30), results indicative only.



Significantly higher compared to total result.
Significantly lower compared to total result.

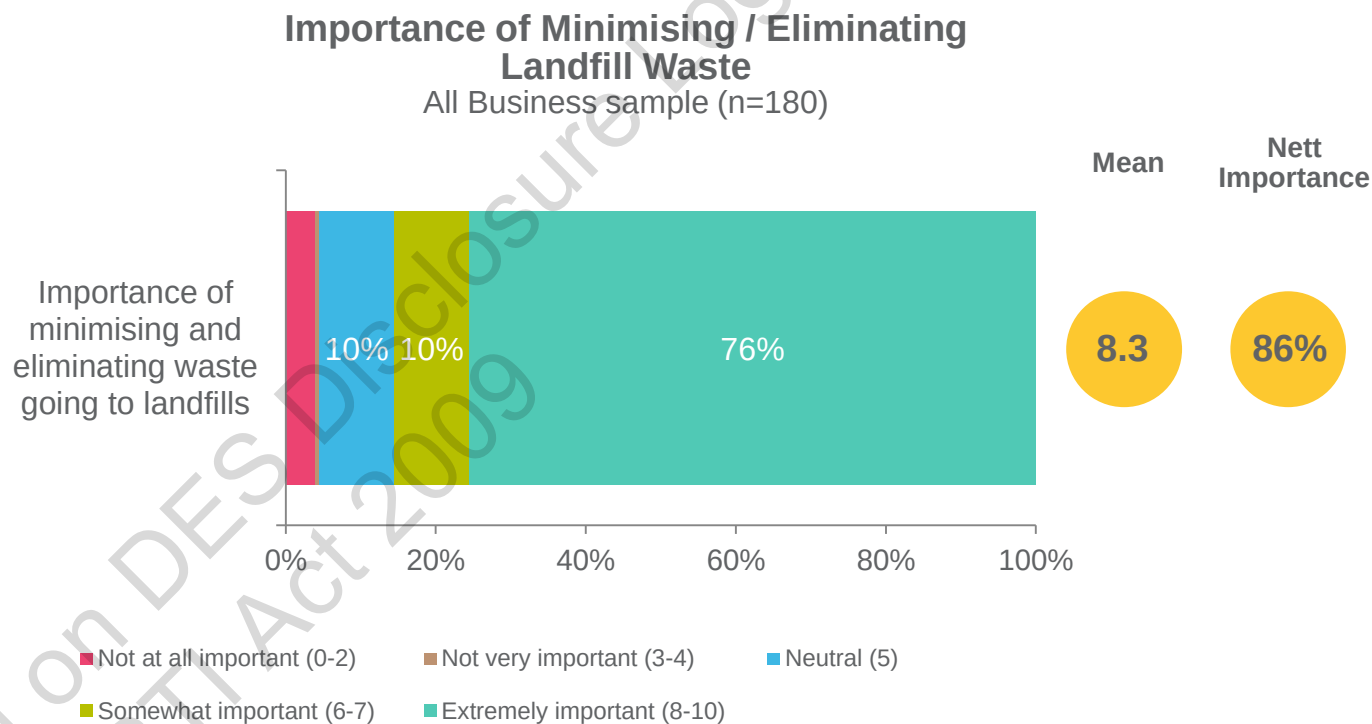


The majority of businesses believe minimising and eliminating landfill waste is important.

Furthermore, 76% consider it to be extremely important (rating of 8-10 out of 10). Businesses consider it to be a more important issue than the Queensland community (mean of 8.3 c.f. 8.0).

At a regional level, SEQ businesses consider it to be significantly more important (mean of 8.6), while importance is slightly lower amongst those businesses in North QLD (mean of 8.0).

Businesses who are concerned about the way waste is managed in Queensland are significantly more likely to consider minimising and eliminating landfill waste to be important (mean of 8.9).



	Total	SEQ	North QLD	Central QLD	South QLD
	n=180	n=42	n=60	n=60	n=18*
Importance of minimising and eliminating waste going to landfills	8.3	8.6 ↑	8.0	8.3	8.2



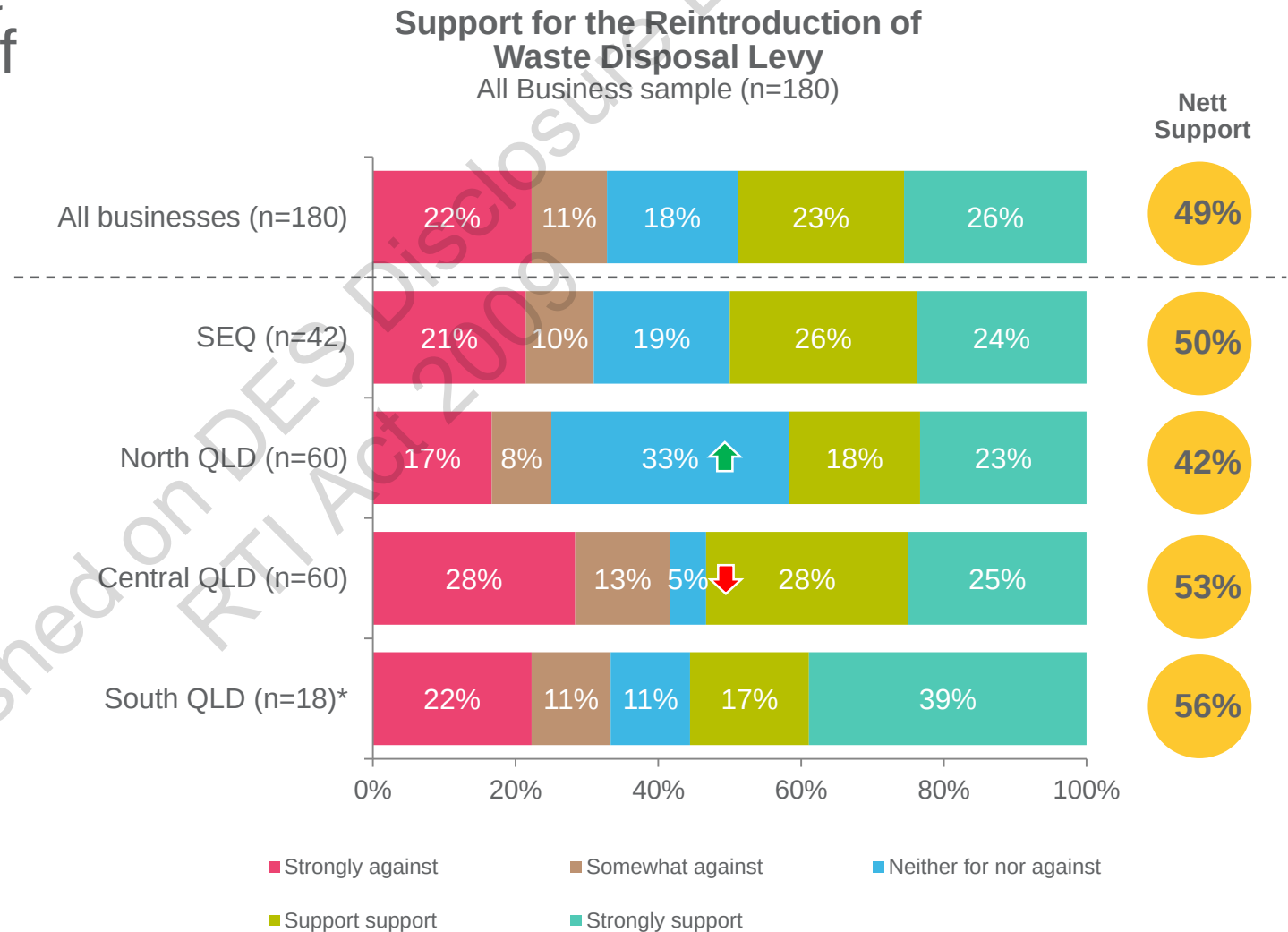
Around half of businesses support the reintroduction of the waste disposal levy.

Around one quarter (26%) strongly support it (rating of 8-10 out of 10).

However, a similar proportion (22%) are also strongly against it, particularly those in Central QLD (28% are strongly against it).

One third of North QLD businesses feel neutral about the waste levy's reintroduction.

Businesses who are concerned about the way waste is managed in Queensland are significantly more likely to support the waste levy (61% c.f. 49% total sample).





Support for the reintroduction of the waste levy is driven by wanting to help the environment and reduce waste.

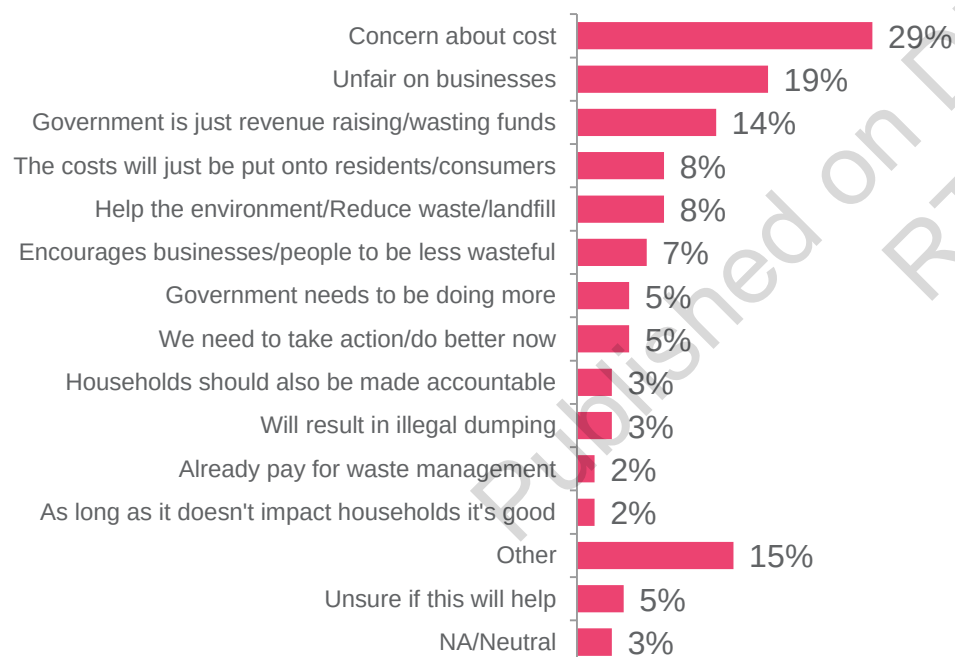
Businesses also feel we need to take action (13%) and that it will encourage businesses/people to be less wasteful (11%).

Businesses who do not support the waste levy are most concerned about costs (29%), feel that it is unfair on businesses (19%) and that Government is just revenue raising (14%).

A small proportion of businesses who do support the levy do share some of these concerns; similarly some of those who do not support it still mentioned some positive benefits the levy would have on the environment and waste reduction.

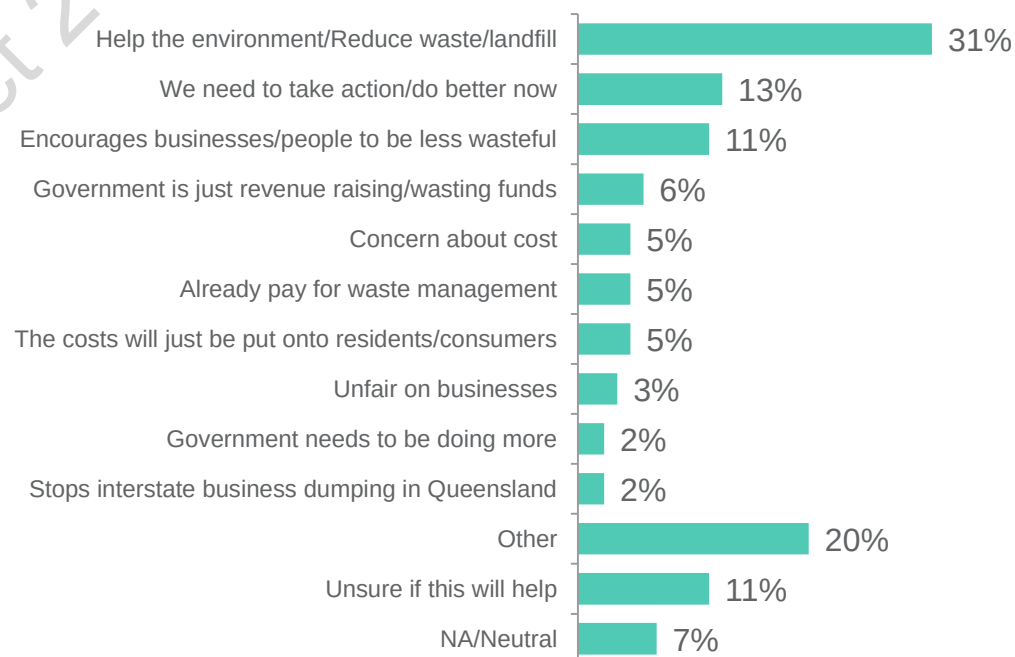
Reasons for NOT Supporting the Waste Levy

Businesses unsupportive of reintroducing the levy (n=59)



Reasons for Supporting the Waste Levy

Businesses supportive of reintroducing the levy (n=88)



Q8b. And what reason/s underpins your response? Coded verbatim response.

Base = Businesses who are not supportive of reintroducing the waste levy (n=559) and businesses who are supportive of reintroducing the waste levy (n=88).



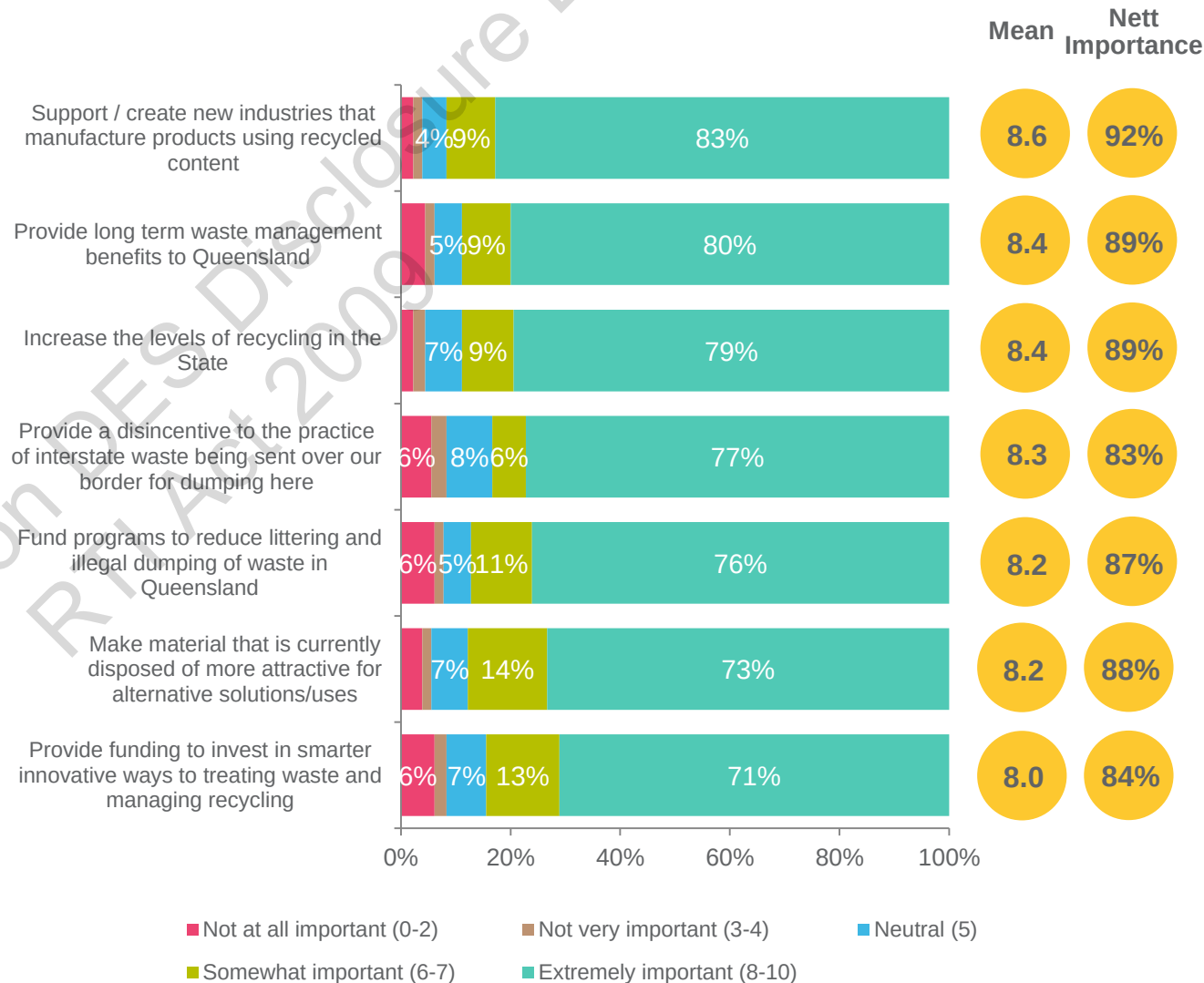
Businesses consider the majority of waste levy outcomes to be extremely important.

In particular, around 8 in 10 believe that supporting / creating new industries that manufacture products using recycled content (83%), providing long term waste management benefits to Queensland (80%) and increasing the levels of recycling in the State (79%) to be extremely important. These are key benefits to focus on in communications to businesses.

Businesses also place slightly more importance on a number of these outcomes compared to the Community results.

Importance of Waste Levy Outcomes

All Business sample (n=180)



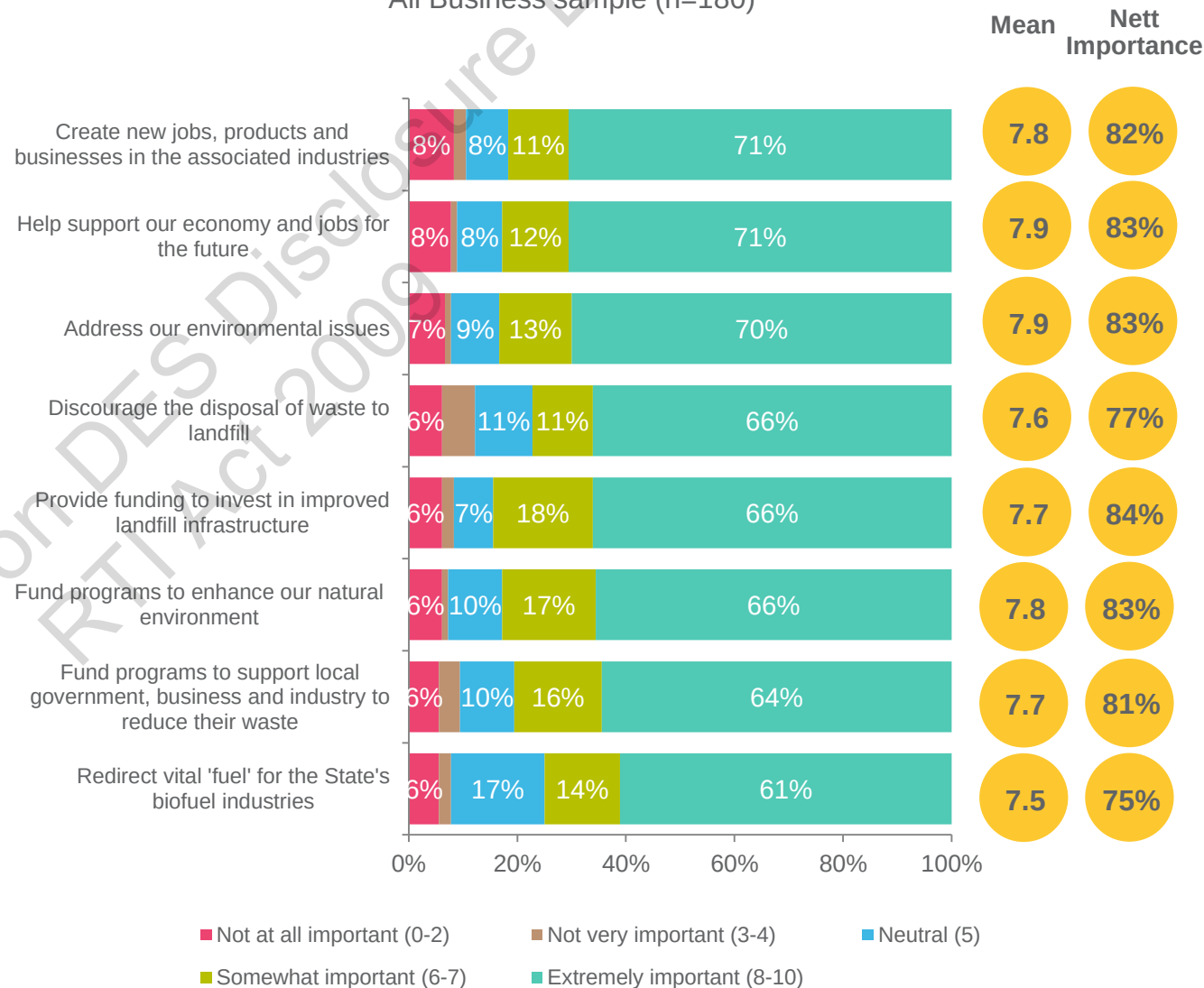


Redirecting fuel for the State's biofuel industries is considered the least important outcome.

However, this is still of reasonable importance, with 61% of businesses considering it to be extremely important.

Importance of Waste Levy Outcomes

All Business sample (n=180)





North QLD businesses generally place more importance on the waste levy outcomes than SEQ businesses.

In particular, North QLD businesses are significantly more likely to consider the following outcomes to be important:

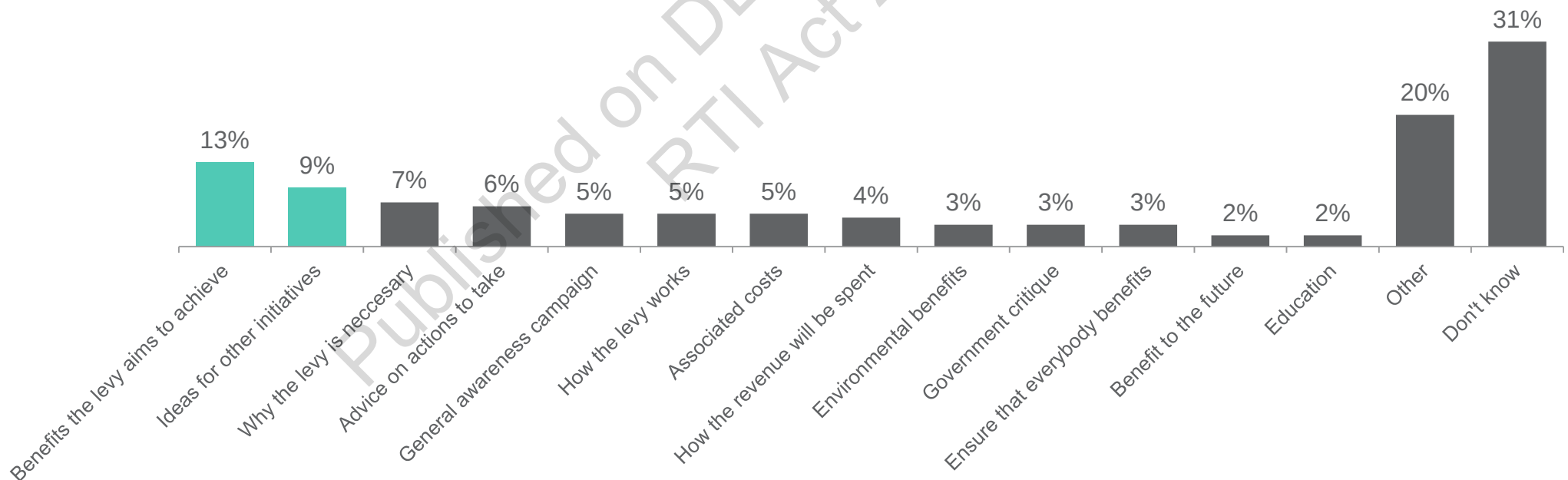
- Support / create new industries that manufacture products using recycled content (mean of 8.9 vs. 8.0 for SEQ)
- Provide long term waste management benefits to Queensland (mean of 8.8 vs. 7.9 for SEQ)
- Increase the levels of recycling in the State (mean of 8.7 vs. 7.7 for SEQ)

Given this increased importance, North QLD businesses are likely to be more positive towards the waste levy and its benefits compared to SEQ businesses.

	Total	SEQ	North QLD	Central QLD	South QLD
	n=180	n=42	n=60	n=60	n=18*
Support / create new industries that manufacture products using recycled content	8.6	8.0 ↓	8.9 ↑	8.7	8.4
Increase the levels of recycling in the State	8.4	7.7 ↓	8.7 ↑	8.6	8.5
Provide long term waste management benefits to Queensland	8.4	7.9 ↓	8.8 ↑	8.2	8.4
Provide a disincentive to the practice of interstate waste being sent over our border for dumping here	8.3	8.2	8.5	8.3	8.1
Fund programs to reduce littering and illegal dumping of waste in Queensland	8.2	7.6 ↓	8.6 ↑	8.4	8.2
Make material that is currently disposed of more attractive for alternative solutions/uses	8.2	7.7 ↓	8.7 ↑	8.0	8.7
Provide funding to invest in smarter innovative ways to treating waste and managing recycling	8.0	7.8	8.3	7.6	8.5
Help support our economy and jobs for the future	7.9	7.4 ↓	8.6 ↑	7.7	8.1
Address our environmental issues	7.9	7.5	8.4 ↑	7.7	8.1
Create new jobs, products and businesses in the associated industries	7.8	7.4	8.5 ↑	7.4	7.6
Fund programs to enhance our natural environment	7.8	7.6	8.0	7.6	7.9
Provide funding to invest in improved landfill infrastructure	7.7	7.4	8.2 ↑	7.5	7.9
Fund programs to support local government, business and industry in reducing the amount of waste they generate	7.7	7.0 ↓	8.0	7.9	7.6
Discourage the disposal of waste to landfill	7.6	7.3	7.7	7.7	7.9
Redirect vital 'fuel' for the State's biofuel industries	7.5	6.8 ↓	7.9 ↑	7.8	6.5

Key messages to communicate to businesses about the waste levy are the benefits it aims to achieve, ideas for other initiatives and why it is necessary.

Messages to Communicate about the Waste Disposal Levy
All Business sample (n=180)

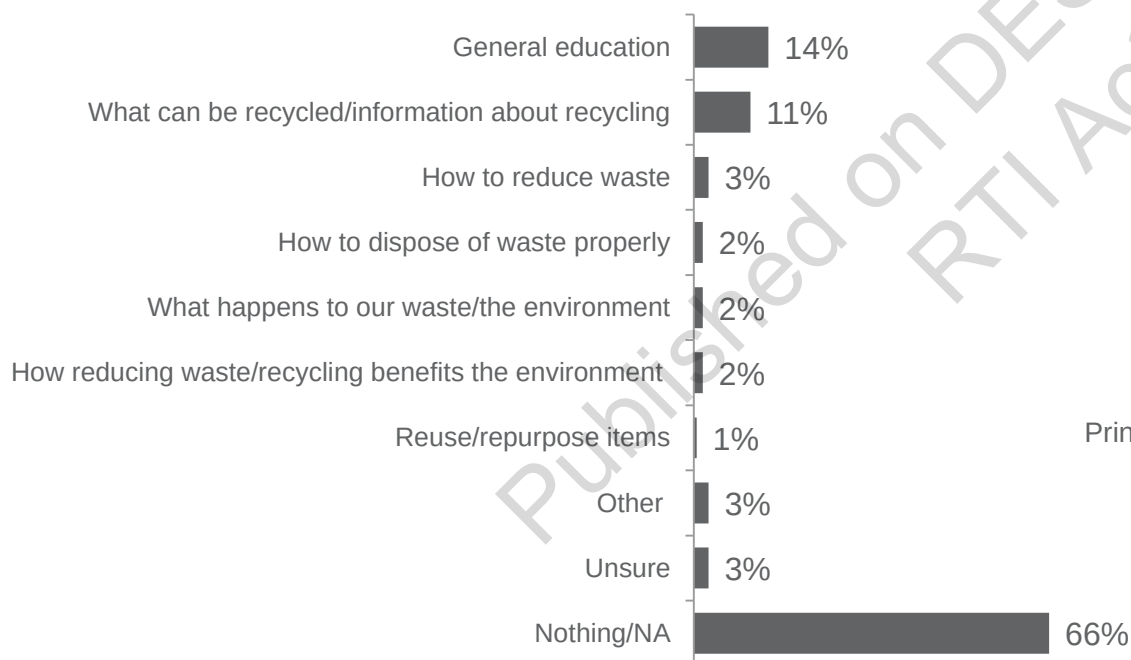


Nearly two thirds of businesses said they don't need more information.

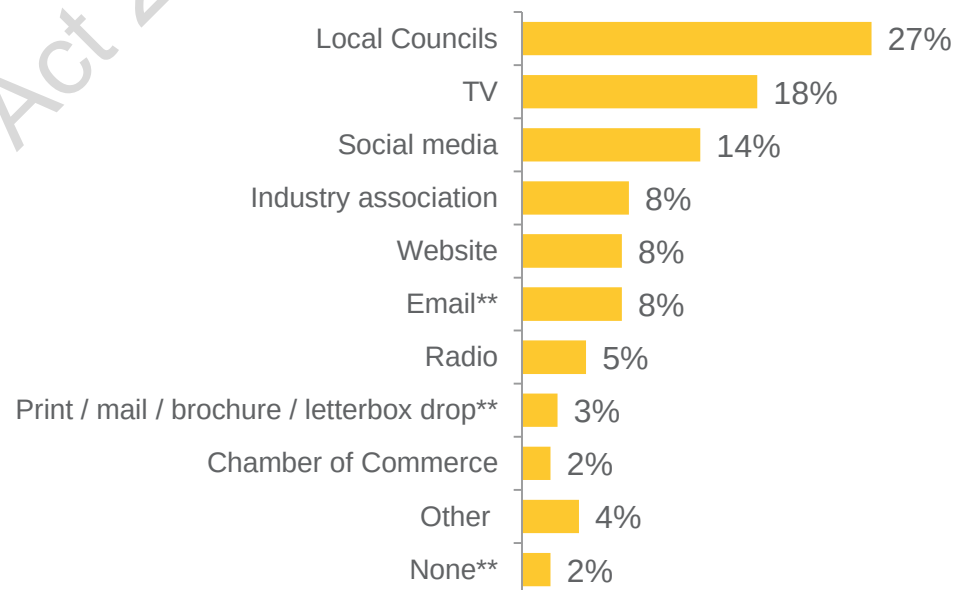
Of those seeking information, businesses would most like general education (14%) and information about what can be recycled and how to do it (11%).

Businesses would most like to receive this information via Local Councils (27%), followed by television (18%) and social media (14%).

Information Needed to Better Manage / Reduce Household Waste
All Business sample (n=180)



Preferred Channel to Receive this Information
All Business sample (n=180)



Campaign Implications.

The education campaign for Queensland businesses should have a different focus to the Community campaign given there are clear differences in perceptions, attitudes and behaviours. It is also important to consider the regional differences amongst businesses highlighted in the report.

Businesses are less concerned about waste management than the Community and more likely to believe reducing waste and improving recycling efforts is not their responsibility. They are less supportive of the waste levy being introduced and in particular one fifth of businesses strongly oppose it. However, despite this, businesses place greater importance on a number of the outcomes of the waste levy.

An education campaign for businesses needs to **focus on how the levy will benefit businesses**, for example supporting / creating new industries that manufacture products using recycled content, creating new jobs / products / businesses in the associated industries, increasing the levels of recycling in the State, making material that is currently disposed of more attractive for alternative solutions/uses and to help support our economy and jobs for the future.

The campaign also needs to help make businesses more accountable for their own waste management and recycling efforts (it is just as much their responsibility as everyone else's) and provide some advice on initiatives and actions that businesses can do.

Local Councils, followed by TV and social media, are the best channels to use for businesses.



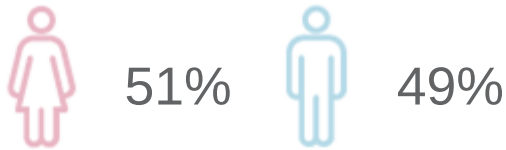
Sample
Profile.

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RTI Act 2009

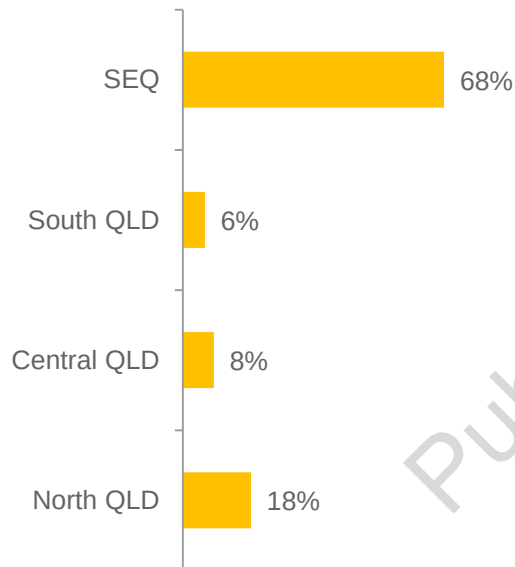


Queensland Community.

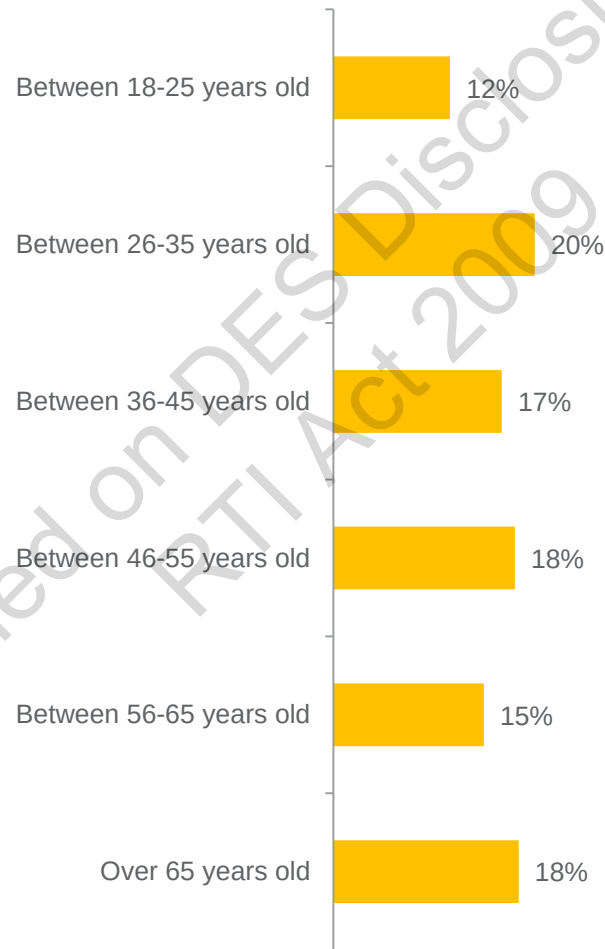
(n=1,212)



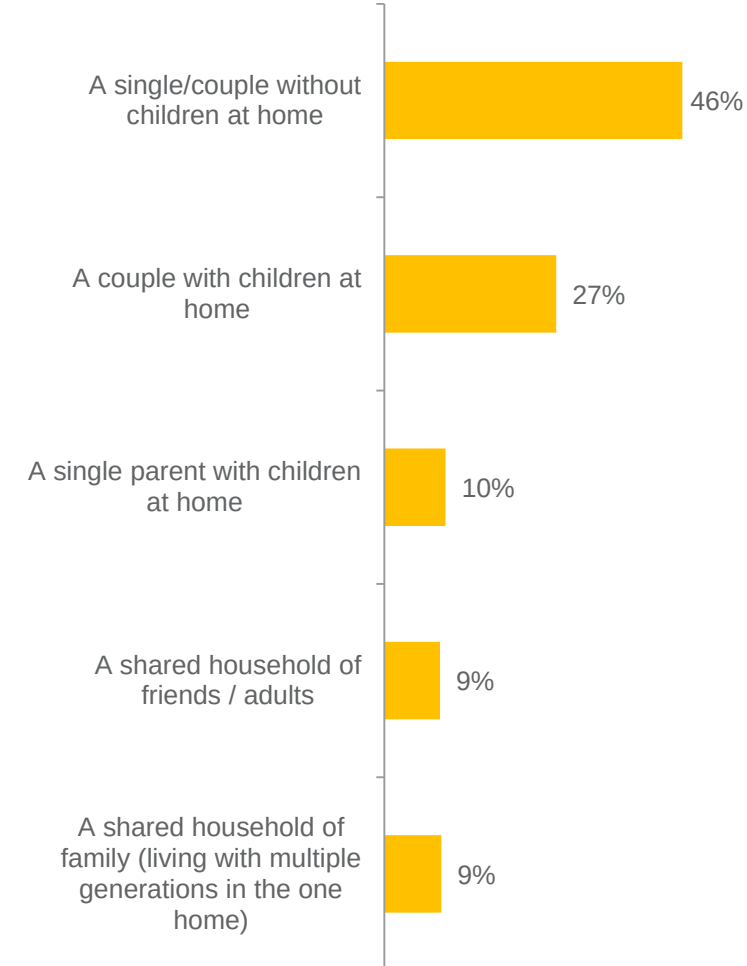
Location



Age



Household Structure

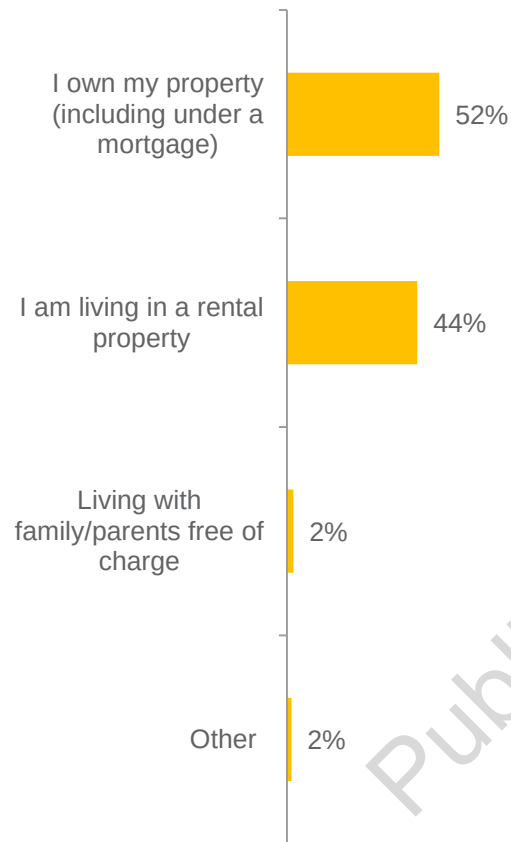




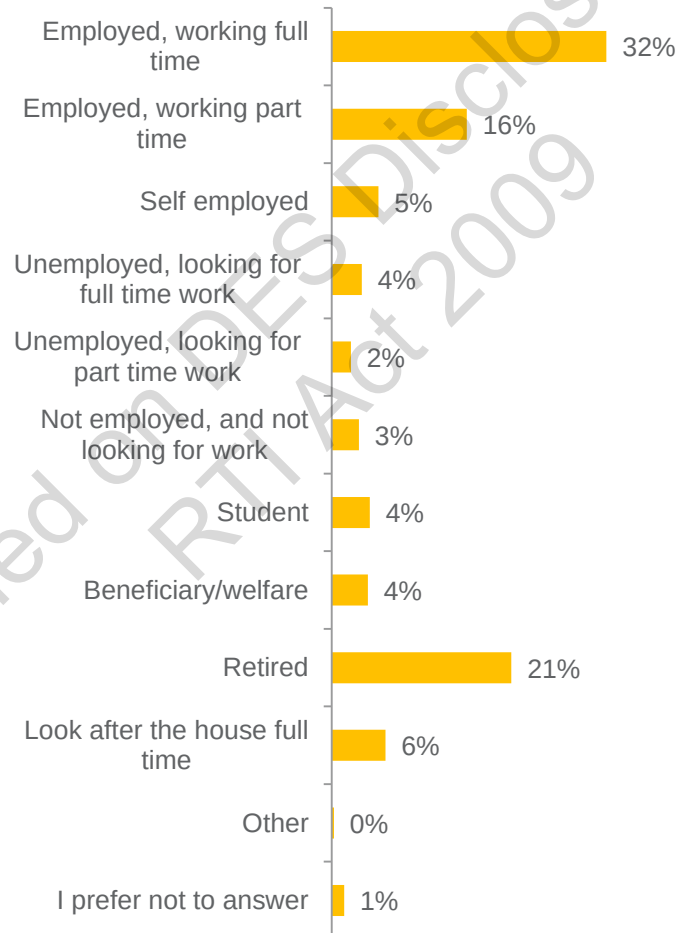
Queensland Community.

(n=1,212)

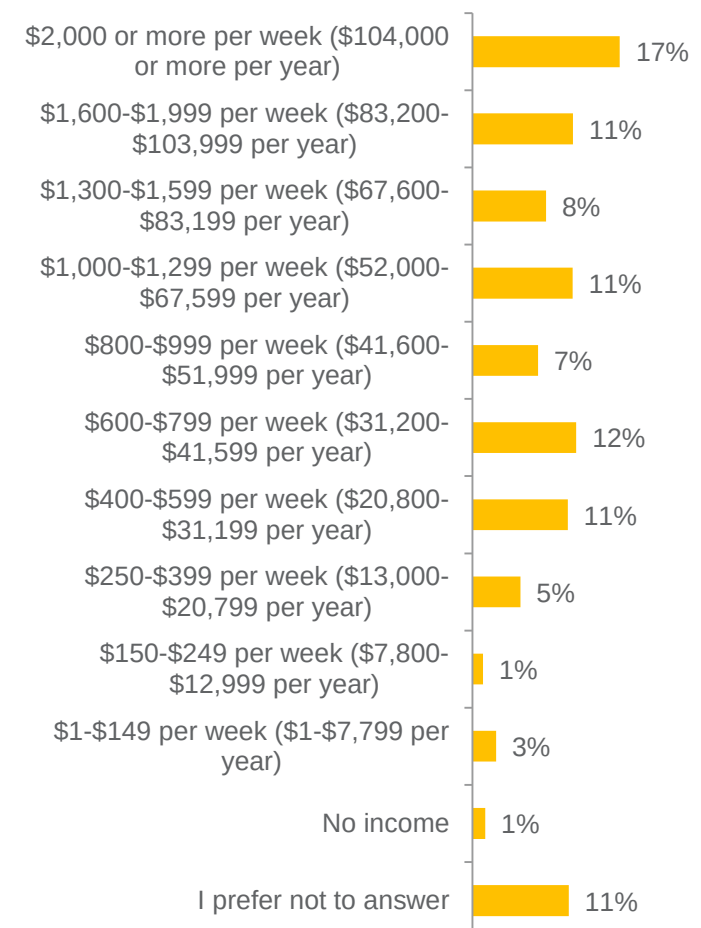
Living Arrangements



Employment Status

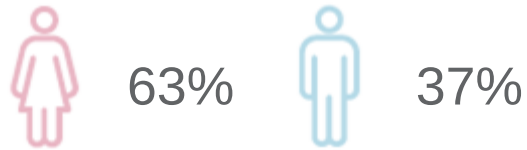


Salary / Wages

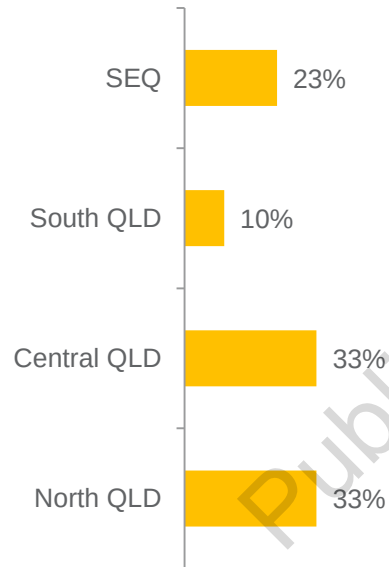


Queensland Businesses.

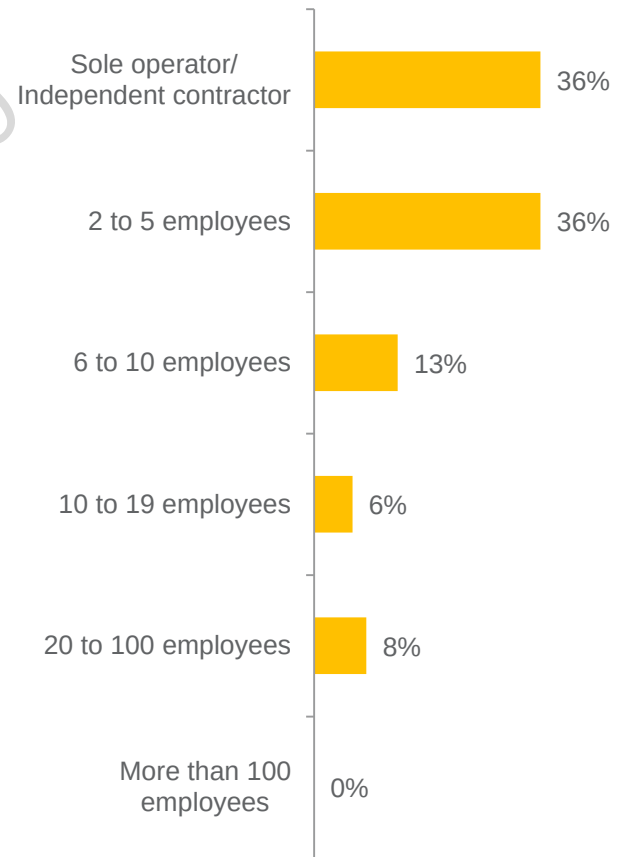
(n=180)



Location



Business Size



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