

Keep Australia Beautiful (KAB) DRAFT
Branded Litter Study (BLS)
BLS Pilot Count May 2007

Consultation Summary

A series of meetings were held in September 2007 (see attached schedule) to discuss the results of the May 2007 BLS 'pilot' count and report.

KAB reported that the count highlighted issues that will be addressed in the first baseline count that will be conducted for 2007/8. These issues include:

1. Reformatting of the report to comment only on litter groupings that are statistically robust.
2. Further training of field researchers to ensure 'brands' are clearly reported.
3. Further data entry training to ensure litter is correctly reported by category.
4. Changes to reporting to provide more information to both States and industry groups.

The current report (as it refers to a 'pilot' count) will not be released or placed on the KAB website.

An attempt will be made to contact the brand owners of each 'brand' name in the report (in order that they are aware that the pilot has taken place) to offer an electronic copy of the report on request or via their industry association.

In general the various States found the draft BLS report of value and indicated that they would like to see the report published for 07/08.

Concern was expressed by Victoria regarding the statistical accuracy of the summaries and this will be addressed in future reporting.

All States indicated that the published report must be 'robust' to avoid being dismissed when it is released.

In general the various industry groups were interested in the report and expressed interest in the location of the identified litter.

All were concerned with the purpose of the report and expressed views that it was not required annually.

Action Summary

All brand owners for the 'brands' reported in the May report will be identified (155 brands)

Identified brand owners will be contacted by letter and advised that their brand was reported in the May 07 count and will be offered an electronic copy of the report on request or via their industry association.

The brands recorded in the count but not reported will not be contacted (155 out of 971 recorded)

Staff training (field researchers and data entry) will be conducted to ensure correct allocation of 'brands' to 'industry categories'.

The BLS report will be modified to include.

1. Top 50 brands nationally
2. Top 25 brands per State.
3. Pie charts of top brands – National
– State
4. New industry categories of:-
 - Alcoholic beverages containers/ packaging (16%)
 - Non-alcoholic beverages containers/packaging (24%)
 - Milk beverage containing/packaging (6%)
 - Snack wrappers and packaging (15%)
 - Takeaway food and drink containers/packaging (13%)
 - Tobacco (12%)
 - Other (15%)
 - Industry breakdowns (bar charts) of brands counted

(Numbers in brackets show May 07 count results)

5. Brand owner 'pie charts' for each industry category (assuming each is more than 5% of the total count)
6. Industry 'pie charts' for each jurisdiction.
7. Brand distribution across site categories (national)
(Bar charts showing identified 'industry' litter types against site categories)
8. Industry categories as % of all branded litter by State.

Baseline BLS counts to be conducted in November 2007 and May 2008 and report released September 2008.

An embargoed draft of the 2007/8 BLS baseline report to be distributed (for comment prior to its release) to State and industry.

The BLS becomes a biennial report with follow up in 2009/10.

Schedule of Meetings

Federal Wednesday September 26

State Jurisdictions

NT Monday September 17
WA Monday September 17
VIC Tuesday September 18
TAS Monday September 24
ACT Tuesday September 25
QLD Tuesday September 25
NSW Wednesday September 26

Industry Associations/Groupings

Tobacco Monday September 24
Confectionery Tuesday September 25
Quick service Tuesday September 25
Beverage Wednesday September 26
National Packaging Friday September 27