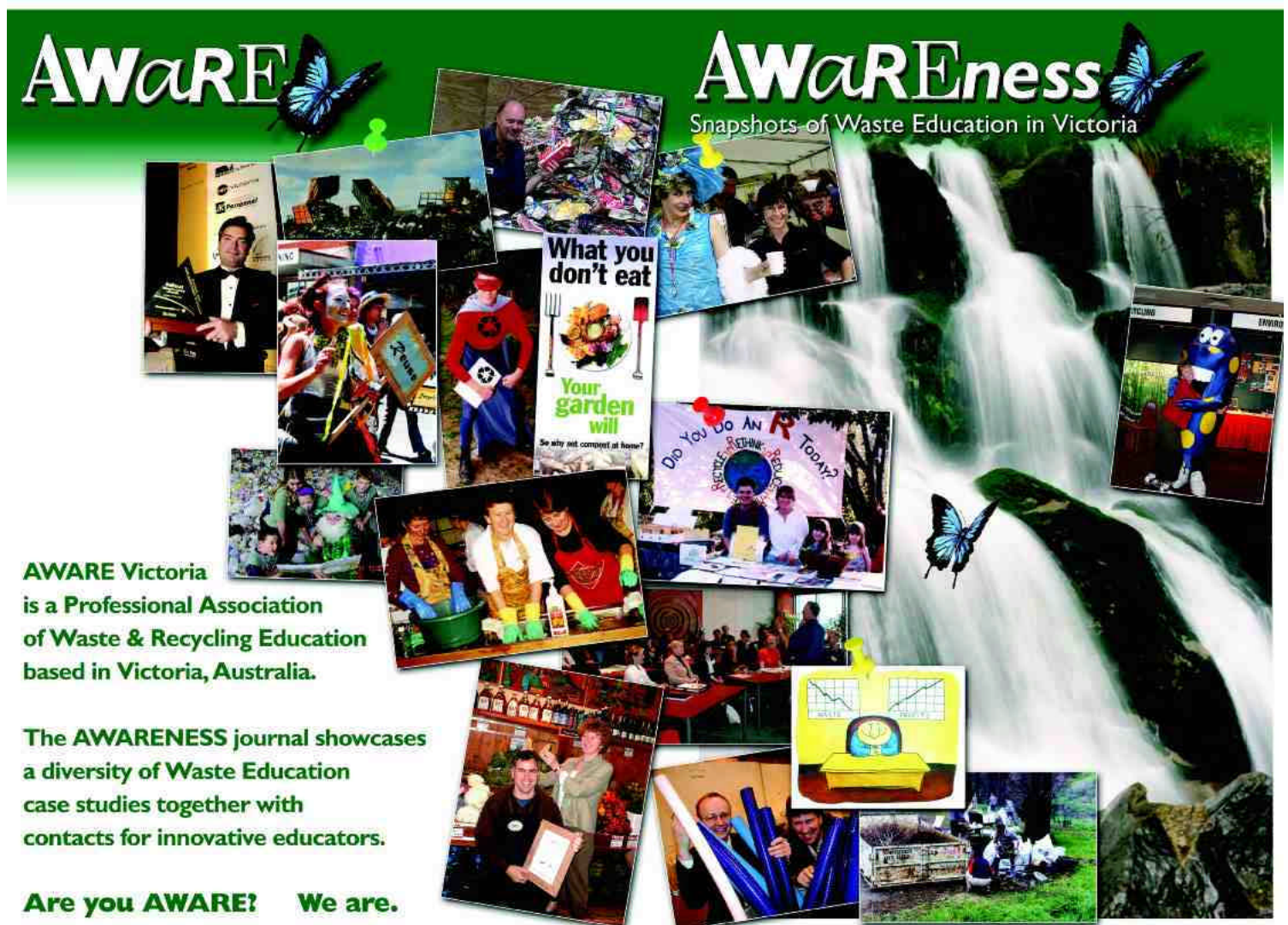




AWARENESS JOURNAL 2002

Sampler



AWARE 

AWAREness 
Snapshots of Waste Education in Victoria

AWARE Victoria
is a Professional Association
of Waste & Recycling Education
based in Victoria, Australia.

The **AWARENESS** journal showcases
a diversity of Waste Education
case studies together with
contacts for innovative educators.

Are you AWARE? We are.

What you don't eat
Your garden will
Do You Do AN R Today?
RECYCLE REPAIR REUSE

COVER



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The Development of the Barwon Waste Wise Education Centre

Unfortunately our daily practices often do not reflect an appreciation of the concept noted to the left. We need to move out of our mindsets to perceive a range of plausible scenarios for the future of the earth and develop strategies that will put us on the path to sustainability.

In order to develop a sustainable society, all members of the community need to work cooperatively to create the attitudinal and behavioural change necessary. This is the aim of the Barwon Waste Wise Education Centre, an initiative of the Barwon Regional Waste Management Group.

The Centre provides waste and litter education to all sectors of the community. Its strengths lie in its ability to reach all sectors of the community and its adoption of sustainability as the umbrella under which the activities of the Centre are undertaken. This holistic approach means that community members have a better understanding of the place of waste minimisation in the 'big picture' of environmental sustainability.

Planning for the development of the centre began in late 1999 when market research was undertaken. Subsequently a steering committee was formed made up of representatives from state government agencies, community groups, local council, education and industry. An infrastructure grant from EcoRecycle Victoria was secured and a building obtained. Sponsorship was a key source of income, the process of which is an article in itself!

In January 2001 three people were employed to assist with the development of the centre. They were a project manager, education centre coordinator and creative director. Much time was spent in the planning stage of the project. The messages and desired behavioural change for each room were documented and display options brainstormed. It was important that the displays were imaginative, informative, inspiring and interactive. This plan was an evolving, working document.

Many different organisations in the community participated in this project at varying levels. This developed a sense of ownership by the broader community. As a result, since becoming operational in June 2001, the Centre has been utilised by schools, businesses, rotary clubs, environmental groups, local government, state government agencies etc.

At the Barwon Waste Wise Education Centre, we value integrity, respect and caring for each other and the environment, trust and teamwork. We believe that taking care of the environment is the responsibility of all individuals and that education is a powerful catalyst for behavioural change. Furthermore, we acknowledge that environmental education needs to be not only 'about' and 'in' the environment, but also 'for' the environment.

We envisage that there will be an increase in the global movement to restore balance to our environment through the adoption of sustainable practices in waste management. The Barwon Waste Wise Education Centre will be recognised as a contributor and leader in that movement.



"We emerged from nature, remain embedded in it and need it to nourish us physically, socially and spiritually."

David Suzuki and Holly Dressel

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