



## **Annual Report 2003 - 2004**

**Wednesday 22 September 2004  
City of Yarra, Richmond Town Hall  
333 Bridge Rd, Richmond**

### **Program**

5.30 pm - 6.00 pm Networking / Pre dinner drinks

6.00 pm - 6.30 pm Annual General Meeting

6.30 pm – 7.00 pm Guest Speaker - Dr Karen Malone

7.00 pm – 7.30 pm Dinner

7.30 pm – 8.30 pm Our Planet - Environmental Trivia

8.30 pm - 9.00 pm Coffee

### **AGM Agenda**

- 1. Welcome**
- 2. Apologies**
- 3. Minutes of 2003 AGM – not available**
- 4. President's Report**
- 5. Treasurer's Report**
- 6. Changes to Rules of Incorporation**
- 7. Election of Office Bearers**

## Election of Office bearers at AWARE AGM 24 September 2003

The following AWARE Members were elected or co-opted to the Executive Committee at the AWARE AGM 2003.

Name	Position	Organisation
Gayle Seddon	President	Citywide
Stan Vermeeren	Vice-President	NRWVG
Subash Nanoo	Treasurer	Manningham City Council
Michael Sterling	Secretary	City of Stonnington
Judith Alcorn	Ordinary Member Public Officer	Leastewaste
Kirstin Coote	Ordinary Member	City of Whitehorse
Sandy Tibballs	Co-opted Member	SERWVG
Carmela Parris	Co-opted Member	City of Yarra
Clarissa Forster	Co-opted Member	City of Port Phillip
Anita Kosterlitz	Co-opted Member	Gould League
Ella Easton	Co-opted Member	EnviroCom
Michelle Lewis	Co-opted Member	CleanAway
Nicolette Vaszolyi	Co-opted Member	Moonee Ponds Creek - Keep it Clean
Robert Powell	Co-opted Member	City of Kingston
Sarah Nickels	Co-opted Member	City of Casey

## President's Report 2003/2004

### AWARE SCORECARD

As a not for profit, volunteer organisation AWARE Victoria has continued to provide a valuable service to members during 2003-2004.

Our enthusiastic and dedicated executive team has worked tirelessly to provide a range of interesting topics and speakers for our professional development seminars, improve our communications with members through our E newsletter and website and develop strategic links with key stakeholders.

A strong relationship has been formed with the Waste Management Association of Australia, through the joint Waste Educators Working Group, AWARE representation on WMAA Victoria executive committee and administrative support of the development of the AWARE website [www.aware.asn.au](http://www.aware.asn.au).

AWARE executive members have been attending the *Education for Sustainability* discussion forums and governance workshops organised by the Victorian Association for Environmental Education.

An assessment of our ongoing Future Directions strategy reveals how we have performed on key objectives.

As volunteers, we were concerned that there is only so much we can achieve and that our expectations are often greater than what we can deliver. We rated our current activities using a matrix of **Impact vs Effort** to determine realistic priority activities for the next 12 months.

Activity	Impact	Effort	Priority	Comments
1. New membership brochure	high	medium	high	Key marketing tool, still to be updated for 2004/5, Current use of email invoice and letter is cost effective –need for admin support to produce
2. E – Newsletter	high	medium	high	Key marketing tool, new editor and design has increased appeal
3. Calendar of events	high	medium	high	Key marketing tool, need to promote a year in advance, placed on website, collaborating with other orgs to support events.
4. General Meetings	high	medium	high	Guest speaker format, worked well in 2003/4
5. Tours	med - high	med – high	medium	Successful tours were organised in Oct 03 and Feb 04, depends on numbers to run
6. Conversations For Change	high	high	high	2003 AGM CFC seminar was successful, no major seminar was planned during 04 due to McKenzie Mohr workshops
7. AGM	high	high	high	Trial of new format with seminar, dinner and trivia night. Seminar component was dropped for 2004 in place of a guest speaker @ AGM
8. Journal	high	high	high	Ongoing Cost, Sponsorship opportunities were very successful in 2004
9. Website	high	high	high	Have secured address <a href="http://www.aware.asn.au">www.aware.asn.au</a> , need to populate content with WMAA support

I would like to take this opportunity to personally thank our executive team for their support, enthusiasm and dedication to AWARE:

Judith Alcorn & Stan Vermeeren (Vice Presidents), Subash Nanoo (Treasurer), Michael Sterling (Secretary), Sandy Tibballs (Newsletter Editor), Clarissa Forster, Carmela Parris, Kirstin Coote, Rose Read, Ella Easton, Anita Kosterlitz, Michelle Lewis, Robert Powell and Sarah Nickels.

I would also like to thank and Nicolette Vászolyi and Emily Kinns who assisted in organising events and left the Executive Committee during the year due to new work positions.

### Calendar of Events

*(items in italics supported by AWARE)*

September 2003 AWARE AGM	'Conversations for Change' Seminar - Dan Casey Community Change 'Principles for Behavioural Change'
<i>October 2003</i>	<i>Education for Sustainability Conference, Sydney</i>
October 2003	Industry Tour ALCOA Aluminium Smelter Pt Henry
<i>November 2003</i>	<i>ISWA Annual Congress – Sustainability in a new world</i>
December 2003	Doug McKenzie –Mohr Fostering Sustainable Behaviour Change EcoRecycle Victoria, MAV, BIEC, Gould League
December 2003 AWARE Xmas party	Tour of 60 L Green building Suzie Brown Sustainability Officer Australian Conservation Foundation
February 2004	Port Phillip EcoCentre EcoHouse Project Port Phillip EcoCentre

March 2004	<i>Enviro 04 Sydney</i>
April 2004	ACE – the Interactive Catchment Model @ CERES
April 2003	EcoRecycle Excellence in Waste Wise Education Awards
May 2004	<i>Leading on Litter Conference, Melbourne</i>
June 2004	<p>Michael Sterling –City of Stonnington - 'Follow Your Waste Tour '</p> <p>Diana Gibson - Programme Leader- Product Stewardship Team –Product Stewardship- the issues and challenges' - What's happening in Victoria and what needs to happen to deal with the increasing problems being caused by electronic and electric waste.</p> <p>Will LeMessurier –MRI end of life problems of e-waste, the processes</p>

### **EcoRecycle Victoria Excellence in Waste Wise Education Awards**

Gayle Seddon was invited once again to represent AWARE as a judge of the EcoRecycle Excellence in Waste Wise Education Awards. The quality of the entries was excellent with many of the entrant's projects receiving assistance from Regional Education Officers and Regional Waste Management Groups.

Shire of Yarra Ranges won the Waste Wise Education Award for Best Comprehensive Waste Education Strategy and the City of Stonnington took out Best Litter Education Program.

A feature of these awards has been made in the 2003-2004 *Awareness* journal thanks to EcoRecycle sponsorship.

### **Conversations for Change (CFC) Seminar**

Traditionally this seminar has been held during World Environment Week in June, however it was moved to later in the year to coincide with the 2003 AGM. Dan Casey from Community Change presented.

AWARE supported the promotion of the Fostering Behaviour Change, Seminar Series presented by Doug McKenzie-Mohr during December 2003 organised by the Municipal Association of Victoria and sponsored by EcoRecycle Victoria, Beverage Industry Environment Council and Gould League. This seminar series took precedent in the CFC genre of seminars and was attended by large numbers of environmental industry professionals.

### **Newsletter**

Thanks to Sandy Tibballs and the support of South Eastern Regional Waste Management Group we have dramatically improved the quality of our communication to members with the new look E Newsletter. It is planned to produce this quarterly.

## Website

AWARE has secured the [www.wmaa.asn.au](http://www.wmaa.asn.au) address and will be supported by the Waste Management Association of Australia to administrate the website. It is planned that all waste education networks across Australia will be able to use this site. We hope to have a secure area for AWARE members to access.

## AWARENESS Journal

The continued high production quality of the journal was a key objective for 2004. With the support of our sponsors we will be able to produce a professional journal of which members can be proud. Thanks to our ongoing sponsors:

- EcoRecycle Victoria
- Cleanaway
- CityWide (ongoing editorial and project support)
- EnviroCom
- Highlands Regional Waste Management Group
- Leastwaste
- Northern Regional Waste Management Group
- Visy Recycling
- Western Regional Waste Management Group *now Metro West Waste*
- Yabbie Design (design sponsorship)
- Sulo

And our new sponsors

- Beverage Industry Environment Council
- Collex
- K & S Waste
- Baxter Landfills
- Sita Environmental Solutions and
- Theiss

The continued support of members is vital for this publication, thanks to all the contributors and a reminder to start writing articles and taking photos for the next edition.

## Waste Management Association of Australia & AWARE – Waste Education Working Group

The Waste Education Working Group (WEWG) is a joint working group of the Waste Management Association of Australia (Vic) and AWARE Victoria.

Meetings of this small, but dedicated group, were held bi-monthly. The group consisted of: Pat Armstrong (convenor), Judith Alcorn, Steve Malcolm, Gayle Seddon, Vern Steele, Andrew Rickard, Subash Nanoo, Simone Groves, Kirstin Coote, Michael Sterling, Subash Nanoo and Stan Vermeeren with minutes circulated to a wider email list.

An Action Plan 2003-2005 has been finalised and is available electronically from [pata@gould.edu.au](mailto:pata@gould.edu.au).

The vision of the Action Plan is: *To achieve sustainable resource use through the integration of waste and resource education into all waste sectors.*

The Action Plan has given members of the working group a clear framework to work towards the following objectives:

1. To promote and contribute to the development of a government and organisational strategies (such as the Waste Education Strategy in collaboration with EcoRecycle's Solid Waste Strategy.)

2. To develop professional standards and educational best practice guidelines for waste and resource education.
3. To develop an integration program that addresses the integration and promotion of waste education in the broader waste and recycling sector.
4. To develop and implement a communications and membership strategy.
5. To collect and disseminate data on waste education (such as numbers of waste educators, courses offered and the location of education providers.)

The group is working on a document, '*Educating Towards Zero Waste: Community Change Strategy Guidelines for Waste Educators and Waste Management Agencies*'.

The group gave a poster presentation at the ISWA conference in November 2003, based on the above guidelines.

The group is refining its guidelines for best practice waste education and is researching the best approach to identifying levels and establishing standards for waste educators. The combined WMAA / AWARE waste education seminar set for the 18 August.

### **Student Study Tour**

A sub-group has been formed to undertake the task of organising an Industry Tour for students. Vern Steele (Leastwaste), Mark Middleton, and Lina Goodman (Visy) were nominated to be in the sub-group.

### **WMAA National Waste Education Division**

A National Waste Education Division was officially formed at a special meeting of State Representatives at the Enviro 04 Conference, March 2004, in Sydney. The meeting was funded by WMAA and facilitated by Peter Smigel. Pat Armstrong was elected as chair. A Strategic Plan was developed at the meeting and distributed to each state at a later date.

### **The Vision of the Division**

Waste education will strongly contribute to real behaviour change toward sustainable production / consumption.

### **The Goals of the Division**

- The benefits of waste education will be fully realised and captured. Stakeholders involved in pursuing sustainable production / consumption outcomes will build social / behavioural factors and change strategies into their decision-making and operations.
- Waste education initiatives will be conceived and implemented within the frameworks of sustainability and education for sustainable development.
- Waste education will be comprehensively integrated into all aspects of the waste management / resource recovery sector. Its "ethos" will apply to all waste management / resource recovery activity.
- Waste educators will be recognised and valued by the waste management / resource recovery sector, and have improved professional opportunities and career paths.
- There will be established best practices for the conduct of waste education.
- The conceptual framework of waste education ("why we do what we do, what works and how come, and how we do it") will be more clearly defined and more commonly accepted.
- Waste educators will have a greater understanding about what is effective to achieve behavioural change toward sustainable production / consumption.
- Waste educators will work in conjunction with state / territory and national waste policies to support government directions and initiatives.
- Waste educators will foster partnerships in environmental / sustainability education in Australia. Australian waste education will be recognised as world leading.

## **The Activities Areas of the Division**

### **A. Practitioner Excellence in Waste Education**

The Division will:

1. foster the development of the conceptual framework for waste education in Australia, including vocabulary that supports behavioural change
2. facilitate a knowledge bank, including resources and tools for the conduct of waste education, linked to existing best practices for environmental education, such as:
  - best practice guidelines
  - performance standards / accreditation schemes for practitioners
  - case study information
  - program evaluation techniques
  - model position descriptions for Councils and industry operators
  - tools to engage a multi-cultural community
3. work with partners toward provision of training and mentoring for waste education practitioners
4. encourage recognition of excellence in the practice of waste education
5. promote greater cooperation, information exchange, networking, debate, and sharing of knowledge between waste education practitioners, including national level meetings / workshops and an e-list forum
6. seek to empower waste education practitioners and improve their career opportunities by illustrating the relevance of their work
7. monitor international waste education practice and share relevant information
8. focus on achieving measurable environmental and sustainability outcomes
9. work to attract and retain new members of the WMAA

### **B. Stakeholder Engagement for Waste Education**

The Division will:

1. demonstrate the value of waste education in pursuing sustainable production / consumption, including improved waste management and minimisation results
2. foster the integration of waste education into the mainstream activities of the waste management / resource recovery sectors
3. promote dialogue, shared understanding, and partnering between waste education practitioners and key stakeholders including:
  - waste management / resource recovery operators
  - waste management / resource recovery consultants
  - general business sector
  - public policy professionals
  - environmental education academics and researchers
  - other environmental / sustainability education bodies
  - community based and environmental advocacy organizations
4. provide practitioner input into relevant national and state / territory public policy and related initiatives
5. promote Australian excellence examples in waste education to overseas practitioners

A Three Year Action Plan has been prepared on behalf of the WMAA National Education Division for consideration by the WMAA.

ACTION 1 – Form a Technical Division 2005

ACTION 2 – Undertake member survey of education needs (Early 2005)

ACTION 3 – Prepare a train the trainer program for waste education (Mid 2005)

Possible modules to consider:

- Strategic Planning for Learning and Behavioural Change in Education

- Continual Management
- Transformative Education (Facilitation, Co-learning)
- Action Learning
- Evaluation for continual learning and reporting
- Working with the media
- Facilitation/Advocacy/Liaison (Support & sponsorship)
- Team working group dynamics

It was also agreed that the group should be providing the expert advice to the WMAA identifying the gaps and recommending what is required.

ACTION 4 – Provide training for trainers in each State and Territory (Late 2005)

ACTION 6 – Set up waste education portal on WMAA website (2006/2007)

## **Future Directions**

AWARE is at a crucial point in its development as a professional incorporated association. We have built a reputation for providing excellent networking opportunities and informative speakers for members at our events and we have continued to provide opportunities for sharing resources, information and educational expertise through our E newsletter, AWARENESS Journal and more recently our website [www.aware.asn.au](http://www.aware.asn.au)

However as we look to the future we ask ourselves - how we can continue to provide these resources based on our voluntary support and the effort of a handful of dedicated educators? We are facing the realisation of financial pressures forced upon us through the need for annual public liability insurance and the ongoing administration of the association. We work on a shoestring budget and with the good will of our members and their Councils who gratefully support our events.

We are currently looking to secure our financial future through a three year sponsorship agreement with EcoRecycle Victoria for the ongoing provision of waste and resource education services, including the judging of the Waste Wise Education Awards, AWARENESS Journal and provision of best practice educational events.

We are also reviewing our membership fees and will be seeking members' approval for a small increase at the forthcoming Annual General Meeting in September. This will be the first increase in fees since the establishment of AWARE in 1997.

We are very grateful to our ongoing and newly secured sponsors for their support in the production of the AWARENESS journal. This continues to be our flagship annual publication and an historical record of achievements of our members.

As president of AWARE for the past two years I have had the privilege of working with a team of dedicated and enthusiastic educators and as I will be standing down from this position at the AGM I would like to thank everyone who has supported me in this role over the past two years. I have enjoyed the opportunity to represent members of AWARE at meetings, events and Waste Educate conferences in particular the Education for Sustainability Conference in Sydney, I have enjoyed the camaraderie of our executive meetings and the lively debates about AWARE and its future. I look forward to continued involvement with you all in this upcoming International Decade for Education for Sustainable Development.

**Gayle Seddon**  
**AWARE President**

## **TREASURER'S REPORT FINANCIAL YEAR ENDING 2003-2004**

This report presents the financial statements for AWARE Victoria for the financial year ending 30 June 2004. The balance of the National Australia Bank Account at the end of the 2003/2004 financial year was = \$2,262.74

Attached to these notes are: Summary of Income

- Summary of Expenditure
- Balance Sheet
- Membership trends

### **Income**

- Income for 2003/04 financial year totalled \$9,401.88 which came from the following:
  - Membership fees - \$1490
  - Sale of Awareness journals - \$20.00
  - Seminar fees - \$NIL
  - AGM Dinner and seminar- \$2265
  - Awareness Journal Sponsorship 2003 - \$4500
  - Awareness Journal Sponsorship 2004 - \$1000
  - Bank interest received – \$0.33
  - Swords Wine refund - \$126.55

### **Expenditure**

- Expenses totalled \$11,856.85 which covered the following:
  - AWARE banner \$777.70
  - AGM Entertainment \$247.50
  - AGM dinner \$2122.40
  - Awareness Journal Production - \$7,392.00
  - Australia Post PO Box - \$55.00
  - Catering - \$255.00
  - Government debit tax - \$12.00
  - Public Liability Insurance - \$816.75
  - Gifts - \$91.50
  - VAEE Governance workshop - \$80.00
  - Other – \$7.00

Seminar income was down from 2002. For the 2002/2003 financial year AWARE has run at a small loss, mainly due to presenter fees and the printing and design of the AWARENESS journal. Increased sponsorship has been sought this financial year to assist with the production of the AWARENESS journal.

Refer to **Appendix A** for complete 2003/2004 financial report.

### **Membership trends 2003/04**

- 58 members from 37 organisations in 2003/2004
- 70 members from 44 organisations in 2002/2003
- 53 members from 35 organisations in 2001/2002)

**Gayle Seddon, President**  
**On behalf of Subash Nanoo AWARE Treasurer**

Dear Gayle

I have reviewed the financial statements of the Association for Waste and Recycling Education Incorporated for the year ending 30 June 2004.

In my opinion, they fairly present the results of its operations for the year ending 30 June 2004 and its financial position at 30 June 2004.

Alan Cox  
Operations Accountant  
Manningham City Council

21 September 2004