

## City of Yarra

# Litter prevention program engages Vietnamese community

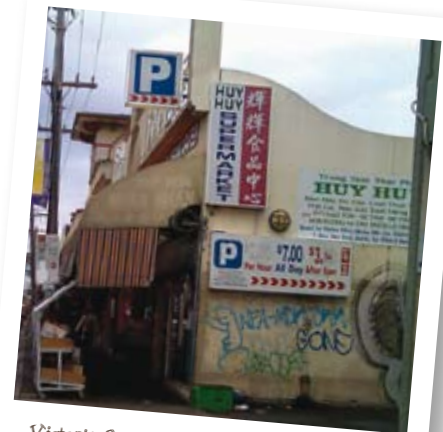
The City of Yarra and Melbourne Water, with support from Sustainability Victoria, have developed a comprehensive litter prevention program on Victoria Street, Richmond. Victoria Street is a high profile area known for its Vietnamese culture and attracts many thousands of visitors each week. The street was identified as a hotspot in the City of Yarra's Litter Blitz Campaign in early 2006.

The project focus has been a groundbreaking approach to engagement with the local Vietnamese community. New infrastructure, monitoring and education programs have been implemented with the aim of long-term stormwater quality improvement in the Yarra River. A trader survey was completed by Kim Thien Truong, a Vietnamese environmental champion. This greatly increased the level of engagement as traders felt respected, listened to, and were able to communicate their needs and issues clearly, in their own language and with confidence.

The program has engaged all sectors of the community in various components, such as:

- A combination of local schools and businesses participating in the Green Star Business Program, which has combined two separate components of the project to form the basis for the sticker that shops are putting on their window. This is an incentive program that covers recycling, training, cleaning the footpath, enforcement and saving water, waste and energy
- Bilingual training sessions on water, waste and street activities
- A training program for businesses covering waste and water use

- A review of street infrastructure (including street bins and cigarette bins) to ensure there is appropriate infrastructure to capture litter
- Introduction of 10,000 custom-designed Victoria Street reusable bags
- Signage and brochures explaining how to reduce litter and manage waste efficiently for shop owners and local residents and
- Promoting the project through non-traditional media forums like the Viet News newspaper and Vietnamese TV.



Victoria Street was identified as a hotspot in the City of Yarra's Litter Blitz Campaign in early 2006.



Training sessions on water, waste and street activities were offered in both Vietnamese and English.



**For more information contact**

Lisa Coffa  
Environmental Education Officer  
City of Yarra  
Ph 03 9205 5078  
Email [coffal@yarracity.vic.gov.au](mailto:coffal@yarracity.vic.gov.au)



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