

# Case Study



## Waste Management

A comprehensive approach was needed when City of Darwin wanted to consult with the community and stakeholders about more sustainable waste collection and disposal methods.

### Project

The City of Darwin is developing a waste management strategy to guide the way Darwin manages its waste over the next 10 years. Council wants to encourage the community to adopt a culture of reduce, reuse and recycle.

Council reviewed its existing waste management practices and identified some areas for improvement. Current disposal behaviours in Darwin are way behind the rest of Australia and are placing too much pressure on the environment. In simple terms, there needs to be more recycling and less landfill.

City of Darwin engaged True North to design and deliver an independent consultation on waste management. The consultation included a discussion about new ways waste could be reduced, reused and recycled, an invitation for new ideas and testing of the overall appetite for change within the community.

True North identified that waste would be a hot topic in Darwin and with that in mind designed a consultation that would facilitate high participation across the community. Engage Darwin was used as an online platform and the consultation was

promoted in media and social media. An online survey and ideas forum were designed with simplicity in mind, to encourage as many people as possible to participate. A Waste Management Background Paper, fact sheet and short animated video were created to tell the waste story and build community interest. Together with the City of Darwin team, True North attended a number of local events across the Darwin municipality which provided a face-to-face forum for people to share their thoughts and ask questions.

Feedback on the consultation was strong with 631 online surveys completed, 45 online ideas submitted and 30 written submissions.

*The consultation methodology that True North developed for the City of Darwin's waste management consultation delivered an extremely successful process that achieved strong engagement from the community. The media were also highly engaged in the topic and the consultation received a lot of media coverage and online and radio debate. The consultation report has provided clear outcomes that will assist Council in finalising the Waste Management Strategy that will guide Council over the next ten years.*

**Sheree Jeeves**

**Manager Engagement and Events, City of Darwin**



### Challenges

A key challenge was ensuring that it reached far and wide, given waste management impacts all ratepayers and residents. True North achieved this through using media, social media and local networks to spread the word and build participation.

Another challenge was being smart with where time 'on the ground' was invested to make sure it had the greatest impact and reach. Darwin's popular markets were the perfect location for information stalls given locals attend these regularly.

The feedback received from the consultation was broad and varied, which made reporting a challenging task. True North's report identified the strongest themes that emerged from the consultation and reported on other ideas and concerns that emerged throughout the consultation.

### Outcome

A report was prepared for City of Darwin which outlined the feedback received during the six-week consultation process. Council endorsed this report and committed to incorporating the feedback received from the consultation in the development of its waste management strategy.



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