



THE HUNTER & CENTRAL COAST REGIONAL ENVIRONMENTAL MANAGEMENT STRATEGY

Illegal Dumping Campaign 2012

Overview

Illegal dumping is an ongoing issue across all member councils of HCCREMS. Following on from the Illegal Dumping campaign in 2009, the following campaign has been devised to reinforce the key messages behind the Illegal Dumping initiative and highlight positive actions to minimise Illegal Dumping activity in each of the LGAs.

HCCREMS commissioned Rollingball Creative Productions to produce a communication strategy commencing in early 2012. In light of limited currently available budget this document sets out a variety of above and below-the-line communication options along with key recommendations in the form of a 'shopping list' of possible media vehicles as requested by HCCREMS.

Campaign Objectives

The campaign has a broad range of objectives including to:

- reduce illegal dumping – primarily in bushland and parkland areas where environmental impacts are greatest;
- communicate the social, financial and environmental costs of illegal dumping;
- encourage reasonable people to behave in a reasonable manner (by not dumping illegally);
- create a social norm whereby illegal dumping is not accepted by the general community; and
- promote acceptable alternatives to illegal dumping including environmentally sustainable initiatives.

Campaign Audience

To determine the most appropriate messages and ways to disseminate those messages, it is important to know who the audience for the campaign is and how they best receive information.

Question	Answer
Who is the audience for the campaign?	The broad primary target for the campaign is adult members of the general community with an emphasis on householders and ratepayers in particular. We have skewed the advertising component of the campaign towards the general male population aged 21-60 as they are seen as the most likely decision makers with regard to disposing of bulk waste. Other audiences include contractors who handle items which could become illegally dumped refuse as well as business owners and rural property owners who may either practice or be affected by illegal dumping.
What is important to the audience?	<ul style="list-style-type: none"> ○ Ease of disposal both in terms of location of facilities and operating hours. ○ Cost of disposal. ○ Clean environment and protection of public health. ○ Aesthetically appealing environment. ○ Environmentally sustainable alternatives to dumping. ○ Reducing impacts on ratepayers in terms of enforcing and cleaning up after illegal dumping activities.
Why does the audience need the campaign (to change behaviour)?	<ul style="list-style-type: none"> ○ Readily available information on how to dispose appropriately (where, when, why and how much) will facilitate responsible choices. ○ Highlighting less obvious reasons for not dumping as well as unseen costs of dumping will adjust the actions of reasonable citizens. ○ Community members need to know how they can assist to address the issue. ○ Key messages will be reinforced by both council actions and community opinions.
<p>Which methods of communication may be appropriate for these audiences?</p> <p>N.B. Reasons for above and below-the-line communication selections/recommendations are highlight in this document on page 11 "Selection of appropriate campaign activities".</p>	<ul style="list-style-type: none"> ○ Newspaper advertising and editorials obtained via targeted media releases. ○ Council newsletters. ○ Direct communication (letters, newsletters, electronic communication, etc.). ○ Websites (dedicated campaign, councils' and agencies'). ○ Digital signage (council offices, RTA, etc.). ○ Radio advertising (less likely to be appropriate given wide geographical coverage required) and radio news stories and extended interviews. ○ Television advertising, community service announcements and news stories.

Issues to be addressed

Based on identified audiences, following is a list of likely issues which are most important/relevant to them:

Issue	Likely Community Attitudes
Cost and convenience of disposal	The general community may feel the cost to take material to the landfill is high and therefore think dumping a small amount of excess waste (especially garden waste) is not a big issue. Likewise, the distance required to travel to waste facilities and the restriction of opening hours may be a deterrent.
Infringement cost	Fine levels for different offences (particularly for individuals) are likely to be a deterrent for those considering illegal dumping.
Cost to council/ ratepayers to manage issue	<p>Council rates funding used to manage the clean up, transportation, disposal and rehabilitation of dumping sites could be better spent on other services. Councils costs to resource the investigations and prosecution of offenders are also a drain on limited resources.</p> <p>Without dumping, these costs would be reduced by some hundreds of thousands of dollars a year. This would mean lower impacts on ratepayers and/or more funds for services which are likely to be more appealing to the community, e.g., footpath maintenance, play equipment, etc.</p>
Environmental damage and pollution	<p>Most community members are likely to have some concern regarding damage to the environment – particularly water quality and aspects which may directly affect their recreational and utility use of the environment.</p> <p>Reasonable members of the community will also be concerned by the (often misunderstood/underestimated) impact of dumping garden waste and the resulting affect on native flora and fauna.</p>
Aesthetics	Community members are likely to value a clean and nice looking local area. Dumping affects community pride and will also affect property values.
Health Hazard	Known health hazards such as asbestos are of concern to the community, particularly when there is risk of uncontrolled contamination, e.g., through floods and bushfires increasing the movement and spread of contaminants. This is particularly concerning for the likes of volunteer bushfire fighters and others who give their time willingly to the community.
Alternatives to dumping (ease of disposal)	<p>People may not be aware of the full range of alternatives to dumping. Even non-dumpers will benefit from communication on this issue which will help make waste management easier for the community.</p> <p>Non-dumpers will welcome the information and be able to share it with their networks to better avail the community of available services and facilities. Highlighting the “green initiatives” of reduce/reuse/recycle will have broad appeal, especially to younger audiences who are early adapters of green practices.</p> <p>Good communication on this issue also removes excuses for dumpers.</p>

Existing barriers to responsible management of waste disposal

Barriers	Ways to address barrier
Landfill opening times unknown/inconvenient	<ul style="list-style-type: none"> • Better communication and promotion of opening times through a range of media/information sources. • Data collection on most popular times of use and community opinions on opening times to inform any future adjustment of hours.
Rising disposal costs – unwillingness or inability to pay for landfill	<ul style="list-style-type: none"> • Encourage and communicate ways of reducing tip fees through appropriate sorting of waste and reducing/reusing/recycling. • Maximise and promote alternative services which are included in paid rates such as free tip vouchers, free drop off days for commonly dumped items, bulky-waste collection days, etc.
Distance to disposal facilities	<ul style="list-style-type: none"> • Encourage and communicate alternatives to disposal, e.g., reducing/reusing/recycling. • Maximise and promote alternative services which are included in paid rates such as free tip vouchers, free drop off days for commonly dumped items, bulky-waste collection days, etc.
General laziness - it's easier to dump	<ul style="list-style-type: none"> • Make dumping harder through the use of structural measures and increased risk of getting caught and being fined. Widely communicate the increased chance of being caught and the level of fines possible. • Make correct disposal easier through better communication of services and more community involvement in selecting appropriate services, e.g., annual survey on perceived usefulness and ease of use of services, community review and input into strategic planning on the issue, etc.
Lack of perceived risk of getting caught	<ul style="list-style-type: none"> • Increase surveillance, patrols and investigations to maximise successful enforcement. • Promote enforcement action and results of enforcement, e.g., examples of infringements issued, blitz events and increased surveillance. • Involve the community in reporting offenders and promote this avenue as another way dumpers can be 'caught'.
Unsure of how to access council provided waste collection services	<ul style="list-style-type: none"> • Better communication and promotion of alternative services included in paid rates, e.g., free tip vouchers, free drop off days for commonly dumped items, bulky-waste collection days, etc. • Make correct disposal easier through better communication of services and more community involvement in selecting appropriate services, e.g., annual survey on perceived usefulness and ease of use of services, community review and input into strategic planning on the issue.
Uncaring attitude	<ul style="list-style-type: none"> • Promote the wide range of impacts dumping has – especially those that directly affect people. • Promote the actions of others who do care about the issue, e.g., volunteers, community groups, to continually reinforce the norm that dumping is unacceptable
Lack of awareness of full range of dumping impacts	<ul style="list-style-type: none"> • Promote the wide range of impacts dumping has – especially those that directly affect people.

Incentive to managing waste appropriately

Incentives	Ways to capitalise on incentives
A cleaner, safer and better looking environment and natural area	<ul style="list-style-type: none"> • Promote the value of a clean, safe environment, free from dumping. • Highlight the possible improvements for people in terms of aesthetics and recreational enjoyment of public spaces. • Property values will not be adversely affected in dumping practices are eradicated. • Outline possible safety improvements, particularly for community service people and volunteers. • Showcase the benefits for native flora and fauna.
Lower impacts on ratepayers	<ul style="list-style-type: none"> • Promote the cost savings of managing (in terms of remediation and enforcement) less dumping and the potential for money to be redirected to more desirable services such as park play equipment and improved walkways.
Feeling of ‘doing the right thing’ – no guilt or fear of being caught	<ul style="list-style-type: none"> • Promote community members’ and council’s opinions on the issue of dumping and showcase areas free of dumping to continually reinforce the norm that dumping is unacceptable and undesirable and those doing the wrong thing will be ostracised and penalised. • Promote greener alternatives in terms of reduce/reuse/recycle to reinforce positive actions and give a sense of community pride in adopting more sustainable practices.

Key messages

A number of key messages have been identified as integral to the communication strategy. The following outlines each key message and elaborates on the message, highlighting information which would be communicated in longer format communication materials.

The most effective methods for communicating these messages to the target audiences form part of the recommendations starting from page 11 under “Selection of appropriate campaign initiatives”.

The community backlash against the “Dob in a Dumper” campaign highlights the need for communication to be positive wherever possible. While Illegal Dumping is largely a negative issue, it is possible to put a positive angle on most of the key messages and communicate them accordingly, i.e., while an issue may currently be negative, there is the potential to change behaviours and adopt positive practices and achieve positive outcomes.

Where possible, members of the community and real life examples should be used to communicate the key messages, to give them a warmth and real life association rather than have them seem like another dry directive from local council.

MESSAGE ONE: Illegal dumping costs ratepayers money.

Local councils bare the cost of removal, transport and correct disposal of illegally dumped materials as well as associated costs for surveillance, investigation, enforcement and management of illegal dumping sites. All of these costs are passed onto ratepayers and the community as a whole.

Expansion on message: *Ratepayers are burdened with the cost of illegal dumping*

Use real life examples such as: "Council's recently released financial report/ annual report/ illegal dumping plan has estimated the true cost of dumping at \$X per year.

"An estimated \$X was spent on the removal, transportation and correct disposal of illegally dumped materials across the LGA. In addition, \$X was spent on surveillance and management of known dumping hotspots as well as investigating and prosecuting members of the public who dumped materials illegally.

"All of these costs are eventually passed on to ratepayers and take resources away from other integral services provided by council.

"By undertaking measures to reduce the incidence of illegal dumping, council will be able to redirect funds for extra services and facilities such as play equipment in parks, footpath maintenance, etc."

MESSAGE TWO: Dumping is illegal and there is more chance than ever of offenders getting caught.

Councils are working together and using new technology and information to catch and fine dumpers. The community is more informed about the issue and can watch out and report illegal dumping offenders to councils for potential action. Penalties for those caught dumping illegally range from \$750 to \$250,000 for individuals and \$1500 to \$1million for companies.

Expansion on message: *Illegal dumpers are more likely to get caught in your local area.*

"Your local council is working with other organisations in the Hunter and Central Coast to share information on how best to catch and fine illegal dumpers.

"Utilising a regional network of enforcement officers, council has identified local dumping hotspots and the types of materials predominantly being dumped. The program has devised methods for deterring this activity and effective methods for identifying and enforcing penalties on those who undertake illegal dumping."

Highlight the fact that both the owner of the waste and the transporter are responsible for the safe disposal of the waste and must be able to prove it was transported to a lawful place.

Insert particulars for each LGA such as the use of cameras, details on database, blitzes, monitoring approach, fines/penalties issued, etc.

MESSAGE THREE: Dumping affects visual amenity and community pride.

Dumping creates an eyesore and ruins the beauty of natural areas, parks and neighbourhoods. The presence of dumped materials often attracts further illegal dumping, leading to a serious state of degradation. This can reduce community pride, lower property values and contribute to an increase in crime. Dumped material can also attract vermin and pests such as rats, mice, foxes, rabbits, cockroaches, termites and flies. Native flora is also adversely affected.

Expansion on message: *Local neighbourhood sick of being a 'dumping-ground'.*

Use actual residents for quotes and photo opportunities: "Residents of X are fed up with their local reserve being subjected to illegal dumping. Over the past month/year, X number of incidents have occurred including XYZ. Some residents have expressed concern about how dumping [insert common complaints such as attracts other illegal behaviours, reduces property values, attracts vermin, etc.]."

MESSAGE FOUR: Dumping creates a fire hazard and health risk.

Dumping of hazardous waste such as asbestos, tyres or chemicals in bushlands and on roadsides poses a risk to the health of the community. In the case of a bushfire, toxic fumes and particles from household and electrical goods, tyres, chemicals and asbestos place fire fighters and residents at serious risk.

Expansion on message: *Illegal dumping of asbestos presents health risk to community.*

"A recent illegal dumping incident/spike in dumping involving asbestos has outraged local [fire officers/SES commander/health care professional/council staff] concerned with community health.

"Asbestos which is dumped illegally in our natural areas presents a health risk to the community, our staff and the environment. During incidents of bushfires or heavy rain, particles of asbestos can be released into the environment posing a threat to fire-fighters and emergency workers as well as nearby residents. Volunteer SES personnel are put at risk due to XYZ.

"If you choose to dump asbestos illegally, you are potentially exposing everyone in your community to a very real and potentially life-threatening risk. There is no excuse for not handling asbestos correctly, including transporting it responsibly and disposing of it at an approved facility".

Where local examples include hazards caused by dumping of chemicals, household goods, tyres, etc. the message should be modified accordingly.

MESSAGE FIVE: Dumping pollutes our environment.

Dumped material may contain chemicals which can leach into the soil and contaminate the environment for long periods of time. Native animals can be poisoned by toxic substances or become tangled in waste and die. Dumping of garden waste including soil and lawn clippings is a serious threat to our bushland reserves. It leads to the spread of weeds, pollution of creeks with excess nutrients and blocking of drainage lines with soil. Piling of dead vegetation also creates a potential bush fire risk.

Expansion on message: *Local creeks threatened by illegal dumping.*

"Local [Landcare/Council staff] and the community are worried about the impacts illegal dumping is causing to a number of local creeks. Last month/year X cubic metres of dumping occurred in creek-side reserves. This dumping can leach chemicals, block drainage and contribute algae and weed growth in our local creeks. This threatens water quality, aquatic life and users of the creeks."

Specific local examples showing impact on waterways, flora and/or fauna to be identified and publicised. The will drive home the importance of vigilance and the impact of having disregard for the environment. Photo opportunities should be explored in each incident.

MESSAGE SIX: You can help manage illegal dumping.

You can play a hands-on role in managing the impacts of Illegal Dumping in your community.

Encourage your neighbours not to dump rubbish or green waste in bushland, parks or onto the street.

Contact your local council to make sure you are taking advantage of all of the waste and recycling services available in your area. Many councils offer a number of free waste pickups each year, free days at the tip and/or chemical drop off days.

Report illegally dumped rubbish to your local Council or the EnviroLine (ph: 131 555). Your diligence can make a real difference.

Expansion on message: *Community asked to play hands-on role in stopping illegal activity.*

With costs of managing illegal dumping on the increase, Council is looking to the community to assist with preventing and catching illegal dumpers.

“We know members of the community are the eyes and ears of our local area and they can help protect it by reporting illegal dumping incidents.

“Community members are asked to contact council if they see someone dumping illegally, noting the date and time, description of the person and vehicle (including rego number if possible), a description of what is being dumped and any other information which could help identify the offender.

“Council will follow up reports wherever possible and enforce fines and/or appropriate action such as ensuring the offender cleans up the site.”

MESSAGE SEVEN: Council is undertaking a number of actions to reduce illegal dumping.

Actions include:

- Developing an illegal dumping and litter plan.
- Using measures to deter dumpers from accessing reserves to dump materials.
- Providing extensive waste and recycling services such as E-Waste and chemical drop off days, bulky-waste clean-up days, free tip-vouchers, etc.
- Routine patrols and monitoring of hot-spot areas.

Expansion on message: *Increased surveillance of dumping hotspots.*

Increased surveillance of dumping hotspots is one of a number of actions Council will be implementing to target illegal dumping this year. Other actions include [list local examples]. The actions are part of an illegal dumping and litter plan under development/ released (or similar).

MESSAGE EIGHT: Volunteers want to help our environment – not pick up after dirty dumpers.

Hundreds of volunteer hours are spent participating in Clean Up days, and community clean-up programs. A significant proportion of work by Dunecare and Landcare groups includes clean up of dumped waste and removal of exotic weeds which originate from illegally dumped garden waste.

Expansion on message: *Volunteers are sick of cleaning up illegal dumping.*

“[insert name of organization] volunteers are fed up with having to work around and clean up illegally dumped material at XX reserve.

“We spend a lot of time looking after this reserve and it is heartbreaking when people come along and dump things which should be taken to the tip – ruining our hard work and making the place look awful,” said [name of volunteer].

This message will have particular relevance during Clean Up Australia Day activities in March 2012.

MESSAGE NINE: Recent fines for illegal dumpers.

Use current examples for media releases each and every time they become available. For example: “Last month, a [location] man was fined \$750 for illegal dumping XYZ materials in a council reserve at [insert location]. In the same month, three offenders were ordered to removed illegally dumped [type of material] and charged \$440 each. [Name of company] was fined \$1500 for illegal dumping building and demolition waste at [location] and face the possibility of [insert penalty] for any further breaches.”

Expansion on message: *More dumpers caught and fined.*

“Last month X people were fined for illegal dumping offences in the [name of LGA] area. In total, X fines have been issued this year to date, demonstrating Council’s strong approach to dealing with this issue. “

In each release, provide details on what was dumped and common environmental, economic and social consequences of dumping.

MESSAGE TEN: Illegal dumping, there are alternatives.

Details ways of disposing of items without breaking the law including:

- Make use of councils waste services, e.g., waste and recycling services, E-Waste and chemical drop off days, bulky-waste clean-up days/ free tip-vouchers (contact Council for further info).
- Donate to local charities, e.g., Lifeline or St Vincent de Pauls welcome donations of clothes, books, furniture.
- Hold a garage sale and make some money.
- Get high tech and list materials for a price on online auctions such as eBay or free trading sites such as FreeCycle.
- Contact Planet Ark or visit www.recyclingnearyou.com for extra recycling options.
- Reduce and Reuse – share your creative ideas with others.
- Compost organic food and garden waste – you’d be surprised how easy this is.

Expansion on message: *Illegal dumpers reminded of legal alternatives*

In an effort to reduce illegal dumping, Council is reminding the community of the many alternatives available to correctly dispose of or recycle unwanted items.

“Many people may not be aware of the excellent range of services offered by organisations for recycling and disposal of unwanted goods. For example, local charities welcome donations of

furniture and some even come to you to pick up goods.

“Council provides a number of events to assist residents to recycle or dispose of unwanted items such as E-Waste and chemical drop off days, bulky-waste clean-up days and/or free tip-vouchers.

“Council also has information to assist the community with composting organic materials – a great way to get rid of food and garden waste and get a useful product in return.

“People can hold garage sales or utilise web trading tools such as eBay to sell items or list them on FreeCycle to give them away.

“There is absolutely no excuse for illegal dumping and people are encouraged to use all of these alternatives.”

Provide real examples of households or businesses adapting these initiatives and benefitting financially, environmentally and socially as a result.

MESSAGE ELEVEN – Illegal dumping impacts are cumulative.

Every act of illegal dumping adds up and contributes to wider consequences and impacts.

Expansion on message: *Every illegal dumping incident has an impact.*

“Some people may think an illegal dumping act may only have a small impact but these impacts can add up when others also think this way.

“It doesn’t take long for an area to become degraded with weeds, pests and harmful rubbish as a result of a few illegal dumping acts.

Each illegal dumping act also contributes to council’s costs for clean up and management which are then passed onto ratepayers.”

Selection of appropriate campaign activities

As outlined, promotion of issues associated with illegal dumping and better communication around alternatives to dumping are important ways to address barriers and capitalise on incentives.

When considering the most effective methods of communicating the key messages, we took into account a number of issues, including:

- The need to communicate multiple messages – eleven in total.
- Comparative complexity of each key message, i.e, they cannot be communicated in their entirety with a simple campaign strap line.
- Need to communicate with all stakeholders across a vast geographical location covering the 14 member LGAs.
- Desire for a campaign lasting six to nine months.
- Very limited budget with which to reach a wide audience with a complex message.

The main advantage the HCCREMS member councils have is their relationship with local media for the placement of news stories in print and electronic media and access to their regular channels of communication including mayoral columns in papers, newsletters, rates notices, electronic communication with ratepayers, public facilities to display posters, etc.

The campaign strategy has been broken into above-the-line (paid advertising) and below-the-line activities with both utilising a campaign line which encapsulates the range of key campaign messages.

Campaign line

To tie the campaign together, a strong “strap line” is required. In reviewing the key messages, one theme presented throughout and that is the issue of cost. Illegal dumping has a cost to ratepayers, to council, to the environment, to our wellbeing and safety and to those caught breaking the law. From this, we propose a strap line of:

“Illegal Dumping – what’s it costing you?”

It is a strong line with direct appeal because it makes the issue personal by asking what is it costing you. In a time of economic uncertainty, the thought of something having a financial impact on an individual will attract attention and enhance the call to action, i.e, find out more information of the implied cost. The use of the word “costing” implies a continuum/ongoing cost to the reader.

The line can be used across all communication mediums to drive home the message that Illegal Dumping affects all of us.

Below-the-line Campaign Activities

Dedicated website

At the heart of the strategy we propose a dedicated Illegal Dumping website be established by HCCREMS. The major advantages of a website are:

- Adaptability of content – information can be changed, refreshed and/or updated regularly at little expense (as opposed to printed material). The constraints presented by printed material in terms of amount of text, page numbers, etc. are also not present in a website.
- Ability to customise content for individual regions.
- Simplicity of “call to action” in advertising – the viewer/reader needs to only remember a simple URL and visit there to obtain all available information and contact details.
- Potential for interactive functions (as outlined below).
- Measurability – a major benefit in terms of assessing visiting traffic to the site and monitoring it in relation to the above-the-line advertising activity, e.g., assessing responses on the day of and days following a press advertisement.

The following URLs are currently available for a cost of between \$8 and \$12 per year. Securing the available web address now means HCCREMS could use the URL for all future Illegal Dumping campaigns:

www.illegaldumping.info

www.illegaldumping.com.au

www.illegaldumping.net.au

www.illegaldumping.net

www.illegaldumping.org

Australian-based web hosting is available for less than \$4 per month (<http://www.crazydomains.com.au/web-hosting/>)

Depending on available resources, the website could take two possible forms.

OPTION ONE:

A full service website containing expanded information on each of the 11 key messages with changing messages each month on the home page reflecting the media release related “Message of the Month” (details in the following section).

The information written for the website would be readily adaptable to a printed brochure customised for each council and suitable for mailing out to ratepayers.

The site would be linked to and from individual council websites – preferably with banners/hot buttons on the home page of each council website.

The site would contain relevant local information (via a 'select your region' function) on waste facilities, opening times, curbside collections, bulk waste collections, etc. It would be a one-stop location for all issues related to Illegal Dumping.

The site could also contain case studies of successful remediation programs and before and after images. Where available, before and after video footage should be uploaded to Youtube and included on the website.

A "name and shame" component listing convicted offenders would have strong impact, particularly in smaller communities where having your offence listed would carry a strong social stigma.

The site could have a facility for anonymous reporting of offenders for those who may be concerned, for example, of being embroiled in neighbourhood disputes.

A final function would be the potential to conduct community surveys by individual councils as deemed necessary.

Content and images made available on the website could be adapted for use on council Facebook and Twitter accounts as appropriate.

The launch of the dedicated website would present an additional media opportunity with its launch date being publicised in each LGA.

OPTION TWO:

If a full service website is not possible due to budgetary or resource constraints, it is highly recommended a www.illegaldumping.info site still be established with the site comprising a single landing page with links through to the relevant pages on each of the member councils' websites.

While the full service site is obviously the preferred option, if it is not feasible, the landing page option is still of significant value as it enables the ongoing promotion of the single, easy to remember URL www.illegaldumping.info.

Another advantage of the single URL (rather than listing the individual council's website in newspaper advertising/editorial) is it takes into account the audiences of publications such as the Newcastle Herald. When you have a paper such as this with potential readership across a wide range of LGAs, a single council website address does not suffice and listing all of them would distract from the message.

If Option Two is selected, the written information proposed for use on the dedicated website (and in associated print materials) would be provided to each member council for inclusion on their individual sites. A home page banner would be encouraged with the message changing each month to reflect the media release "Message of the Month".

Media releases

The power of well-written and targeted media releases to drive home messages should not be underestimated.

Editorial enjoys a level of credibility which paid advertising cannot hope to match. A well-written editorial piece accompanied by topical and interesting images (including photographs, graphs, tables, etc.) will largely be viewed as factual, believable and informative by your target audiences.

As noted in the Wyong Council Illegal Dumping Case Study of the 2009 campaign: “the media release campaign received a high level of response from local media with five articles in the Central Coast Express Advocate, an article in the Lakes Mail, a story on Star FM and a story on NBN Central Coast TV news. This occurred within a period of two months and was in addition to Council’s own media and paid advertising.”

This demonstrates the power of well-written, highly targeted media releases which form part of an overall communication strategy. Importantly, the use of topical media releases which will attract news coverage is highly cost effective. If Wyong council was to purchase the print column cms and electronic air space obtained in the above example for paid advertising initiatives, it would exceed the budget many times over. What’s more, it would not have the level of credibility afforded by editorial coverage.

The eleven key messages outlined in this strategy present a strong portfolio of news stories and could readily be translated into monthly messages, each of which could feature in a media release as well as in vehicles such as mayoral columns in local newspapers, regular council newsletters and general mail outs as deemed appropriate.

Given the limited budget coupled with a desire for a nine-month campaign, we propose a series of nine targeted media releases issued once per month to keep this issue top-of-mind. By exploring each of the diverse messages and presenting them in a fresh, news angle, you will be maintaining a regular news media presence on the issue to show it isn’t going away and council isn’t taking its eye off the objectives or the offenders.

The release schedule could look like this – with each “Message of the Month” also featured on the dedicated website and/or on a banner on the home page of each member council:

- **February 2012:** Illegal dumping costs ratepayers money.
- **March** (to coincide with Clean Up Australia Day): Volunteers want to help our environment – not pick up after dirty dumpers.
- **April** (following on from momentum of Clean Up Australia Day): Dumping affects visual amenity and community pride. Affects are accumulative.
- **May:** Illegal dumping, there are alternatives (important to promote this in early part of campaign).
- **June:** Council is undertaking a number of actions to reduce illegal dumping.
- **July:** Dumping is illegal and there is more chance than ever of offenders getting caught.
- **August:** You can help manage illegal dumping.

- **September:** (coming into bush fire season and a time of “Spring cleaning”): Dumping creates a fire hazard and health risk.
- **October** (Spring when people are appreciating the outdoors more): Dumping pollutes our environment. Affects are accumulative.

Message nine, i.e., promoting recent fines for illegal dumpers should be ongoing throughout the campaign, media releases should be released by council as and when information on offenders and their punishment comes to hand. Likewise, media releases related to blitzes should be prepared as they happen and followed-up with a release on the results.

Also throughout the campaign, releases related to positive stories on rehabilitated sites should be issued by the respective council whenever possible showcasing the before and after affects of council and community efforts.

For each media release, council will be given the option of supplying relevant information for a locality-specific media release to be written by Rollingball or they will be supplied with a “donut” release where they can fill-in the details.

For all print-focused media releases, picture points and/or graphics will be supplied as will suggestions for appropriate spokespeople.

Local media extension activities

In addition to newspaper coverage, special consideration should be given to obtaining electronic media coverage. Local commercial radio station newsrooms as well as ABC Radio and community radio should be targeted each month. Council’s media officers should pitch the stories to them and offer up appropriate spokesperson/s whether members of the community, council representatives or other officials.

Likewise, television newsrooms should be targeted and, where possible, quality footage supplied to the newsrooms to facilitate the coverage of stories.

Newspaper/radio coverage could be further extended via the implementation of competitions on the local level. Customised to suit the individual audiences and available media in each LGA, the competitions could encourage community input on the issue and, in turn, reward them with relevant prizes such as free tip vouchers.

Other supporting activities

Additional supporting activities such as letters to key stakeholders – including rubbish removal contractors (building and demolition) and gardening/landscaping contractors – will be recommended to councils and template resources supplied/ shared.

The information used in the website and media releases will be readily adaptable to other forms of communication such as mayoral columns in local papers, newsletters and rates notices at no additional expense for the copywriting.

The **“Illegal Dumping – what’s it costing you?”** message driving traffic to the website will also work well in a variety of other collateral including:

- posters (including the web address) to be displayed in council facilities,
- on council and/or RTA Variable Message Signs as and when available,
- featuring in on hold messages for council facilities,
- included in email signatures, along with the web address and
- featured on collateral such as magnets mailed out in rates notices.

Where AV/computer facilities are available, the television commercial (TVC) should also be played in council offices. If the existing TVC is used (this is explained further in the document), an end tag driving traffic to the website should be included for use on council facilities.

To extend the ‘voice’ of the campaign, as many of these elements as possible should be implemented as and where possible giving due consideration to budgetary and resource constraints. The more frequently the **“Illegal Dumping – what’s it costing you?”** message is seen and understood, the more effective will be the campaign.

Clean Up Australia Day for 2012 is on Sunday, 4 March and presents obvious opportunities to tie-in activities. This year, they have also released an iPhone app which is of interest:

<http://www.cleanupaustaliaday.org.au/about/resource-centre/iphone-app-for-clean-up-australia-day>

Below-the-line campaign evaluation

As outlined above, the establishment of the website has many advantages, not least of which is the capacity to continually monitor and report on visitor activity and relate this to other known activities such as television advertising or the placement of an impactful news story.

Without the budget or resources to conduct qualitative pre and post-campaign market research, the most effective method of evaluating this component of the campaign will be:

1. Monitoring the issuing of media releases and reporting on their uptake in both print and electronic media outlets.
2. Charging council personnel with monitoring calls and visitor enquiries related to the issue of illegal dumping and, in particular, relating them to above and below-the-line campaign activity, e.g., customer service personnel supplied with simple daily check sheets where they record the number and nature of enquiries with this information collated against known campaign activity.
3. Monitoring increases/changes in citizen reporting of illegal dumping activity.
4. The ultimate measure will be the reduction in illegal dumping behaviour in each LGA.

Above-the-line Campaign Activities

Paid advertising media overview

Several advertising mediums were considered for this campaign, bearing in mind the budget limitations.

The target audience has a strong male skew and the campaign has appeal to both tradesmen and the general male population in the 21-50 demographic. This demographic selection is based on extensive agency knowledge and experience in wide-ranging community/social marketing campaigns, particularly those undertaken for a range of state and national government organisations.

Reach and Frequency – Radio VS Television

It is relatively easy to build reach using television advertising – using just one station, you can achieve 50 to 60%+ reach within one week. To achieve similar reach on a single radio would require four to six weeks of advertising.

Radio has long been considered a frequency medium whereas television is a reach medium. It is possible to achieve higher reach with less frequency but these strategies require long term placement over a variety of networks/program areas.

For example, if you had the budget to place spots on all four commercial radio networks in Newcastle, your reach would be much higher and more comparable to television. Multi station combinations work much better for radio advertising in order to enhance reach but this approach is expensive. For example, a motor dealer targeting the same demographic as the illegal dumping campaign would run its advertisements across KO, NX and possibly NEWFM, with 20 to 30 spots per week over at least three weeks at a cost of around \$7,000 each week.

Television attracts a bigger audience than radio and there is less 'exclusive audience'. Radio listeners are more loyal and tend to stick with one station. So although you are getting good frequency (number of times heard), you are preaching to the same audience.

In the smaller rural markets this is not quite so critical, as there are fewer radio stations and more listeners per station.

Radio

As outlined above, while radio will provide good frequency, reach is slow to build and adequate reach can only be achieved by using multiple networks in major markets. Considering the high cost of radio spots in Newcastle and the Central Coast (please refer to Annexure Three: Radio Rates & Recommendations), we do not believe radio would be a cost effective medium for this campaign. Another issue is advertising clutter. Unless you have outstanding creative or are prepared to pay loadings for target placement, your ad runs a very high risk of being 'lost in the crowd'.

Should an individual LGA/LGAs desire to run a radio campaign based on past experience of radio's considerable effectiveness in their community, a radio commercial could be produced and costs for this are supplied at the end of the document. An option to script live reads has also been provided.

Outdoor

Quality outdoor signage is difficult to find and the reason is obvious – all the good locations are quickly snapped up by major advertisers.

To buy effective signage across all the campaign markets would be cost prohibitive. Billboards in the Hunter region start at around \$2000 per month and, depending on the location, can be \$6000+ per month. This does not include the cost of producing and installing the skins (artwork). Mobile billboards rates start from \$550 for a three day campaign and can be in excess of \$2000 for a 30 day period.

Outdoor signage also tends to appeal to a mass market so your message would be dissipated across a more general audience.

As with radio, if individual LGAs have access to well-positioned, cost-effective billboards in their area, their use would be encouraged as the **“Illegal Dumping – what’s it costing you?”** message would be readily adaptable to this medium. The message could also be utilised on council billboards and/or variable message signs or RTA signs where available.

Press

Taking into consideration the footprint of the 14 member councils, we looked at all leading newspapers in each LGA – 15 papers in total (for reasons which will be explained, two papers were costed in Newcastle).

OPTION ONE: EGN Display Advertisements

The placement of quarter page (10cm x7 column), mono (black and white) strip advertisements has been costed (see Annexure One for details).

While colour press ads, particularly in EGN (Early General News) may seem a more attractive option, colour attracts a substantial loading and would add between \$200 to \$500 for each press insertion. If well designed, a mono advertisement can still have effective cut-through.

The obvious advantage of a 10x7 advertisement is it can enable the communication of a range of key messages as well as promoting the **“Illegal Dumping – what’s it costing you?”** line and directing enquiries to the website and relevant council phone numbers. A suite of ads could be developed to cover off all of the key messages in a visually stimulating and coherent manner.

A single insertion (one day) of a 10x7 ad across 14 newspapers (we did not include The Newcastle Star for this component) in EGN or Sport would cost \$7381.86 +GST (this includes a group buy discount for Rural Press papers).

OPTION TWO: Classified Advertisements

As the budget needs to stretch considerably further than a single insertion, we also looked at the placement of well-targeted classified ads. When placed in relevant pages of the paper such as trade sections, public notices, weather or sports results, well designed advertisements in the classifieds section can be highly effective. Their effectiveness is reflected in the comparatively high costs for column centimetres in these sections which, in many cases, are significantly higher than for EGN placement.

We have costed a series of 10x2 mono adds across all 15 papers, N.B., The Newcastle Star is included in the classified advertising buy because of its effectiveness in this category as is evidenced by its cost relevant to its EGN display ads when directly compared with the Newcastle Herald.

Inserting a 10x2 display advertisement in the classifieds section of all 15 papers would cost a total of \$2220.32 (a 5x2 would be half this rate as it's charged strictly on column centimetres).

In classified display advertising, short sharp messages are expected as it reflects the tone of that section of the paper (in contrast to long news stories). In addition, 10x2 display ad (or its 5x2 cut down version) only allows for a simple message.

For these reasons, we propose the display ads be used to publicise the campaign strap line with a call to action driving people to the dedicated website or to the local council customer service centre. With strong design, it will be striking and catch the audience's eye in the classifieds section of the paper.

The more straightforward key messages could be easily communicated in the classifieds format (one per insertion). For example:

- Every household is paying for illegal dumping (Message One)
- Dumping illegally? You're going to get caught (Message Two)
- Illegal dumping creates fire hazards and health risks (Message Four)
- You can help stop it (Message Six)
- There are alternatives (Message Ten)

Sample press rates are included for reference at Annexure One. To offset insertion costs and provide extension of the campaign, we would recommend placing ads in the major press (Herald and Central Coast Express) on a week on/week off basis, with insertions in regional press on alternating weeks.

It should be noted, in some markets the difference in cost between a 10x7 EGN display ad and a 10x2 classifieds display ad are not proportional in the least. In these LGAs, the preference may be to select the 10x7 option and, as such, it is proposed a series of three 10x7 advertisements be produced and provided to council as well as the 10x2 and 5x2 classifieds option. The 10x7 ads may also be utilised in other council communications such as newsletters and rates notices.

Online – Newspapers

As either an option to or in addition to press insertions, we suggest consideration be given to placement on the Herald, Port Stephens Examiner and Central Coast websites. Skyscraper or medium rectangle ads in these publications range from \$220 to \$880 per week. These banner ads carry flash animation and would provide a click-through to the dedicated Illegal Dumping website for further information.

Online – Facebook

Facebook is relatively inexpensive on a CPC (cost per click) basis, however it must be remembered people on Facebook aren't there to buy, they are there to socialise and advertising messages can sometimes be intrusive.

One of the main advantages is selective targeting by gender, geographical area and age. For example, the illegal dumping campaign could be targeted to a male audience, age 21 to 50 in each of the Council geographic zones.

Cost per click on Facebook is between \$5 and \$7 and you would need to set a suitable target to arrive at a budget. Let's say you are targeting 50 click throughs to your website per week, then weekly cost would be a maximum of \$350.

Television

If funds permit, we would recommend the existing 30 second television commercial (TVC) be refreshed to carry the new strap line and accommodate a new voiceover and fresh images. If the budget does not allow this, the existing 30 second TVC can be utilised.

If possible within the budget, cutting the TVC back to 1x15 or 2x15 second 'stand alone' ads would deliver additional mileage for the campaign.

General placement on NBN

NBN has offered community service bonus for the campaign in addition to paid placement and their schedule is attached covering Newcastle and the Central Coast markets (three weeks for approximately \$6969+ GST). It is estimated the schedule will reach 70% of the target audience with a frequency of x3.2 (times seen). They will also place the ads on a 'filler' list to be aired at no charge to extend the campaign over several months.

As the messages are highly community focused, we have sought and been assured of a high level of bonus/filler placement on television.

Targeted placement on NBN

As an alternative, we have also provided cost for news or Rugby League placement on an ongoing basis. Newcastle Knights home games deliver a very large male audience and provide an ideal environment for reaching your target market. Due to the high cost of placement in NRL matches however, we believe a 15 second TVC would be more cost effective.

We have provided a sample schedule which delivers a good TARP (target audience rating points) and an effective frequency, e.g., seen by that audience an average of three times, which is the recognised industry benchmark:

Seen once	=	Curiosity
Seen twice	=	Recognition
Seen three times	=	Decision to act

So any ongoing television advertising beyond the schedule outlined will build on this initial reach and frequency and create more 'brand awareness'.

Research shows television viewers are 50% more likely to notice a commercial in a show they **want** to watch and are more likely to recall the ad afterwards. So a program you watch avidly is termed 'high involvement', as opposed to low involvement programs which barely attract the viewers' attention.

By placing in high involvement programs like news and football, we are going to achieve a higher share of audience to our target market of males 21-50.

For example: If you are targeting all people 18+ in a football match, you may achieve rating points of between 12 and 15 (percentage share of audience to that demographic). However, by drilling down to a male audience of 21-50 (our prime target), those shares can rise to up to 30%. It may be a smaller audience in terms of numbers but it will deliver effective reach.

If the news only option is selected, in order for them to be effective, ideally (and budget permitting), you should aim for two or three news placements per week. However, even only one placement per week after an initial campaign will be suffice to keep awareness slowly 'ticking over'. And, of course, any placement in Rugby League will provide a big boost in target audience.

There are cheaper options, such as placing the ad ROS (run of station – 6am to midnight) but the risk is that the ad will appear in an area of little appeal to our target audience, such as daytime soaps.

General placement on Prime's 7MATE

Considering the strong male skew, Prime has also been approached re. placement on 7MATE. This would provide coverage from the Central Coast to Taree. It should be noted that because the digital signal cannot currently be split into sub-markets, there would be some spillage into the Northern

Rivers/Gold Coast and New England areas. A coverage map has been included as an attachment to this document.

Prime has indicated for a budget of around \$2000 they would be able to include sufficient bonus placement to extend the campaign on 7MATE for four weeks across these markets, provided the placement was booked locally. The comparative cost to the NBN rates very much reflects audience share.

Media Recommendations

Television – classified press – online

Dependant on available funds, our recommendation is to launch the Illegal Dumping campaign with a television campaign using NBN Newcastle and Central Coast and 7MATE for additional coverage if possible.

To complement the TV campaign, we suggest press using display classifieds and placement on press websites in the major markets (Newcastle, Port Stephens and Central Coast).

Although we have provided costs for EGN placement in press we believe the bulk of the budget would be better spent on television as it will provide a bigger audience at far less cost, e.g., three plus weeks on television (NBN Newcastle and Central Coast) will cost \$6960 +GST while a single ¼ page press ad for one week in all markets (including a discount for regional group buy), will cost \$7382 +GST.

Facebook should be considered as an option only if there is sufficient budget. Any placement on Facebook should be carefully monitored to gauge results (click through rate) as the campaign is running, providing the opportunity to terminate the advertising if it is not producing results.

Rationale for Media Selection

TV provides the opportunity for cost effective mass reach. To some extent, radio also serves this function but at a much higher cost over the large coverage area. It is also more difficult to specifically target an audience on radio and there is the question of message cut-through among the advertising clutter.

Outdoor mediums were also rejected as they are static and don't provide good reach and frequency.

For this particular message, press is the ideal complement to television. The message can be specifically targeted to males and the use of classifieds is relatively low cost.

The selection of classifieds is based on success with similar government campaigns. Placement in classifieds is comparative to 'high involvement' programs on television. The classified section has the strongest readership in any newspaper. When consumers read the classifieds, they give it their full attention. This is particularly true with regional press, where readers see the newspaper as close to the community and a trusted friend.

Online newspaper advertising is the perfect partner to our television and press recommendation. It is low cost and provides a direct link back to your website. It provides longevity, e.g., one press insertion only provides exposure for one day, for the same cost, an online banner provides exposure for several weeks and it has the advantage of allowing the viewer to simply click through straight to your website. The other advantage of online is audience involvement can be readily monitored and measured to assess campaign effectiveness.

Above-the-line Campaign Evaluation

While we can estimate what our TV schedule will deliver, press is more difficult to quantify. The only real way to gauge a press audience is to include a mechanism such as a dedicated telephone number or website where audience response can be physically measured.

Online audience measurement is far simpler, it is delivered by the number of 'click-through' responses to your website.

SAMPLE ACTIVITY TIMELINE FOR ILLEGAL DUMPING CAMPAIGN

ACTIVITY	FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER							
Launch website	■	■	■	■																																				
Maintain website					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■				
Media Releases	■				■						■				■				■				■				■				■				■					
TVC on NBN		■	■	■																																				
TVC on 7MATE			■	■	■	■	■																																	
10x2 classified display ad in Newc, CC & Pt Steph		■		■																																				
10x2 classified display ad in regional press			■			■																																		
5x2 classified display ad in Newc, CC & Pt Steph							■				■																													
5x2 classified display ad in regional press								■			■																													
Clean Up Australia Day							■																																	
Letter to contractors			■																																					
Posters, signs, onhold msg	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■				
Council internal communication initiatives/mailouts (qtly)			■												■																■									

Quotation for campaign components

N.B. All costs are exclusive of GST.

- Write copy for dedicated website and advise on design and layout of same. Adapt website copy for use in brochure and other relevant material to be printed in-house. \$3000
- Write copy for nine media releases (one per month) and instruct on suitable imagery, spokespersons, story pitches and adaptation for electronic media including potential for radio and television interviews \$3600

N.B. Information and imagery produced for the above two items will be suitable for adaptation by individual councils for inclusion in mayor columns, council newsletters, rates notices, etc.

- Write copy for and advise on design of following press ads:
 - Three versions of 10x7 EGN display ads
 - One 10x2 classifieds display ad
 - One 5x2 classifieds display ad\$825
- Write copy for and advise on design of online advertisement (cost per ad) \$125
- Letters to waste contractors, garden contractors, businesses and rural property owners \$250
- Media planning and advice on booking if required \$80 p.h.

Production Costs

TELEVISION OPTION ONE

Refresh existing illegal dumping TVC with updated still images supplied by client and new voiceover reflecting new messages

- Project management: \$240.00
- Script revision in line with new campaign: \$475.00
- Voice over: \$600.00
- Edit: music bed, audio and dispatch: \$820.00

TOTAL: \$2135.00 + GST

TELEVISION OPTION TWO

Produce 15 second cut down of existing 15 second TVC: \$1700 + GST

RADIO OPTION ONE

Fully produced 30 second and 15 second radio ads

- Project management – \$160.00
- Script adaptation from TVC – \$150.00
- Voiceovers – \$600.00
- Audio mix, music bed and dispatch – \$320.00

TOTAL: \$1230.00

RADIO OPTION TWO

- Project manage and write scripts for radio live reads – \$450.00

ON HOLD MESSAGES

- Write script for one minute long message (includes two sets of client changes) – \$360.00
- Record voice for one minute message – \$220.00
- Audio mix and file dispatch – \$180.00

TOTAL: \$760.00

WEBSITE

A detailed quote on website production costs will be provided once Option One or Option Two is selected and HCCREMS advises available internal resources for building the site.

ANNEXURES

1. Press Rate Card
2. NBN News or Sports Only spots
3. Radio Rates and Recommendations
4. Summary of Options and Rates

ATTACHMENTS

1. NBN proposed schedule
2. NBN Hunter coverage map
3. NBN Central Coast coverage map
4. Prime 7MATE coverage map

PRESS RATE CARD (current as at 8.12.11)

Publication	Day	Size	EGN Display*	Size	Classified Display*
FAIRFAX					
The Herald	Friday	T24	\$ 1523.80	10x2	\$ 163.00
Port Stephens Examiner	Thursday	T24	\$ 541.12	10x2	\$ 106.00
Great Lakes Advocate	Wednesday	10x7	\$ 416.50	10x2	\$ 109.56
Lakes Mail	Thursday	T24	\$ 314.64	10x2	\$ 55.20
Newcastle Star	Wednesday	T24	\$684.00 (N/A)	10x2	\$ 140.00
Myall Coast NOTA	Thursday	T24	\$ 452.00	10x2	\$ 158.00
RURAL PRESS					
Manning Great Lakes Extra (Taree)	Wednesday	10x7	\$ 580.30	10x2	\$ 152.20
<i>Cessnock Advertiser</i>	Wednesday	10x7	\$ 573.30	10x2	\$ 162.20
<i>Dungog Chronicle</i>	Wednesday	10x7	\$ 382.90	10x2	\$ 96.48
<i>Gloucester Advocate</i>	Wednesday	10x7	\$ 382.90	10x2	\$ 96.48
<i>Maitland Mercury</i>	Friday	10x7	\$ 483.00	10x2	\$ 148.00
<i>Muswellbrook Chronicle</i>	Friday	10x7	\$ 341.60	10x2	\$ 124.08
<i>Singleton Argus</i>	Friday	10x7	\$ 366.10	10x2	\$ 116.41
<i>Scone Advocate</i>	Friday	10x7	\$ 416.50	10x2	\$ 119.52
Central Coast Express Advocate	Friday	4MW	\$ 1135.00	10x2	\$ 473.22

EGN Display combined buy (10x7)

N.B.: not available for display
classified ads

*Combined buy for Cessnock,
Dungog, Gloucester, Maitland,
Singleton, Muswellbrook
and Scone*

as above as above \$ 2418.50 (Saving of \$528)

*** Rates do not include GST**

N.B. The Friday edition was selected for the Newcastle Herald as it has very good readership and a strong sports section leading into the weekend. It also contains the TV Guide, further increasing readership. The Saturday edition is also considerably more expensive and very cluttered.

Disclaimer: Although these rates were quoted by the sales representative as 'council rates', it should be noted the individual councils may be able to negotiate better rates due to their relationships built through dealing with their local papers directly rather than going through a central rep for all papers.

NBN TELEVISION NEWS/SPORT ONLY RATES (current as at 8.12.11)

An option exists to book spots on NBN in the 6pm news only on an ongoing bases. Rates are as follows:

News Only Spots:

DAY OF THE WEEK	30 second spot	15 second spot
Monday to Friday	\$850	\$425
Saturday	\$900	\$450
Sunday	\$1200	\$600

NRL Only Spots:

- 30 second spot: \$1200
- 15 second spot: \$600

While the rates during the NRL are high, the male audience is extremely strong and ideally suited to our target demographic and worthy of possible consideration for 15 second spots. However, the spots should only be considered if the message is tailored such that the audience would be receptive to it while watching such a sporting event.

The first match of the season is Knights V Dragons on 1 March which is guaranteed to have a very big audience as both teams have major followings in the region.

RADIO RATES & RECOMMENDATIONS

1. Rates

NEWCASTLE RADIO

Coverage: Newcastle, Cessnock, Dungog, Lake Macquarie, Maitland, Port Stephens, Singleton.

- KOFM \$125 per spot
- NXFM \$125 per spot

NB: HD is skewed too old (audience profile is 50+) and NEWFM is not rating well and so were not considered. In Port Stephens, consideration should be given to BAYFM. While this is a community radio station, it does provide paid advertising placement at a minimum cost (under \$5 per spot).

MUSWELLBROOK RADIO

Coverage: Muswellbrook, Singleton and Upper Hunter

- 2NM \$30 per spot
- POWERFM \$30 per spot

Recommend PowerFM

CENTRAL COAST RADIO

Coverage: Gosford and Wyong

- 2GOFM \$125 per spot
- SEAFM \$125 per spot
- STARFM \$100 per spot

Recommend STARFM

TAREE RADIO

Coverage: Gloucester, Taree, Great Lakes

- 2RE \$35 per spot
- MAXFM \$35 per spot

Recommend MAXFM

N.B. We have recommended the FM networks in all markets as they will have greater appeal to the target market. In Newcastle, 2HD appeals to an older audience, as does 2GO, 2NM and 2RE in the other markets. To some extent, KOFM also has a slightly older skew but when combined with NXFM (buying week about) it does provide a good audience to males 20-50.

1. Placement and costs

Placement:

A minimum of 20 x 30 second spots per week would be required for the campaign to be effective, ideally placed over a three-week period.

We would also recommend placement towards the end of the week leading into, and targeting weekend activities, e.g., Wednesday to Saturday.

Costs:

- Newcastle: NXFM or KOFM 20x30 @ \$125 \$2500 pw
- Muswellbrook: PowerFM 20x30 @ \$30 \$600 pw
- Central Coast: SEAFM 20x30 @ \$100 \$2000 pw
- Taree: MAXFM 20x30 @ \$35 \$ 700 pw

Campaign effectiveness:

In terms of reach and frequency, this is difficult to estimate without providing an actual schedule. However, based on placing 30 spots per week for two weeks, we supplied KO/NX with a sample plan and the results are as follows:

Buy NXFM – 30x30 BMAD (Breakfast, Mornings, Afternoon, Drive) first week, then KOFM – 30x30 BMAD second week.

Target audience: Males 20-40 (potential audience 112,000)

Week 1 Reach	26.7%	Frequency (times heard)	x4.1
Week 2 Reach	40.0%	Frequency (times heard)	x5.8

CONCLUSION

In the larger markets of Newcastle and Central Coast, radio is relatively costly in comparison with television. Reach is also low and much slower to build. Although frequency is higher, there is much more advertising clutter on radio, therefore recall is not as strong.

In the smaller markets of Muswellbrook and Taree radio becomes more cost effective making it a much more viable option.

Annexure Four

SUMMARY OF OPTIONS AND RATES

Option	Summary of suitability/ recommendations	Development Cost	Delivery Cost
'Below-the- line' options			
Dedicated website – option 1 (Full service site)	Recommended option due to ability to provide monthly key messages, link easily to council sites and potential for interactive functionality and campaign evaluation	Words and design advice for website (Rollingball) \$3000 Website production and set up (Rollingball can provide further quotations)	URL cost from \$8 per year Webpage hosting from \$4 per month (estimated cost for 12 months from \$56)
Website – option 2 (Landing site only) or information for individual council pages	A landing site is still recommended to allow easy access to information (without promoting several council websites with long addresses)	Words and design advice for website (Rollingball) \$3000 Possible website production costs if landing site required	URL cost from \$8 per year Webpage hosting from \$4 per month (estimated cost for 12 months from \$56)
Series of Media Releases on key messages	Recommended due to ability to cover off on key messages and Councils' ability to obtain wide-reaching media coverage	Writing of nine individualised media releases and provision of advice for council use (Rollingball) \$3600	In kind only (Councils)
Local media extension work, e.g., radio interviews, competitions, etc.	Recommended that council media staff target and build relationships with local media outlets to extend messages	Some advice for extension work provided in above In kind (Councils)	In kind (Councils)
Council supporting activities (foyer displays, brochures, signage, mail outs, newsletter articles, etc.)	Recommended that as many as possible supporting activities are undertaken by Councils to extend the 'voice of the campaign' and recognition of the strap line "Illegal dumping – what's it costing you?"	Wording and images from Rollingball (above website and media release options) adapted by Council/ HCCREMS (in-kind only) Rollingball available to write template letters (four letters for \$250)	In kind (Councils)

'Above- the-line' options			
Radio ads	Not recommended on the regional scale due to low cost effectiveness (number of stations needed to provide reach) and loss of message in 'clutter' Applicable at the local scale for councils that have experienced past successful use of radio in their communities	Rollingball production from \$450 (scripts for live reads)	Cost varies per station. For example Power FM (Singleton (Muswellbrook and Upper Hunter) is \$22.50 per 15sec spot, \$30 per 30sec spot. So 4 x 30 sec spots per day for one week = \$840 (single station)
Outdoor signage (billboards)	Not recommended on the regional scale due to low cost effectiveness and lack of high profile positions Applicable at the local scale for councils that have access to good positions	Content adaptable from Rollingball materials (ads, website) \$0	Cost varies per sign type and area
Newspaper advertisements – Display ad in EGN	Not recommended at the regional scale due to poor cost effectiveness in comparison to TV Applicable to Local council insertion, especially where EGN costs are similar to classified costs	Rollingball wording and design advice for a range of 5 different ads \$825	\$7382 (quarter page ad in regional papers – one off)
Newspaper advertisements – classifieds	Recommended due to cost effectiveness and ability to deliver short sharp messages such as campaign strap line	Rollingball (see above)	\$2220 (10cm x 2col ads in 15 papers – one off) Or \$1110 (5cm x 2col ads in 15 papers – one off)
Newspapers – online ads	Possible additional option with good cost effectiveness (present for a whole week rather than one day paper read) and ability for readers to click through to dedicated website	Rollingball \$125 per ad	\$220 - \$800 per week per newspaper site
Facebook	Possible additional option to trial although not strongly recommended due to incongruity with audience (people there to socialise)	Adapt from web and newspaper materials provided by Rollingball	\$5-7 per click on your ad
Television advertisement – General placement on NBN	Recommended as provides cost effective mass reach to the target audience throughout the 14 LGAs	Rollingball refresh of existing ad in line with new campaign \$2135	\$7000 (3 weeks on Newcastle and Central Coast stations)
Television advertisement – General placement on 7Mate	Recommended if budget allows as a fill in to NBN placement, appealing because of male and age demographic.	Rollingball (see above)	\$2000 for 4 weeks
Television advertisement – Targeted placement on NBN (NRL and/or news)	Possible alternative option if funds permit to maximise reach to target audience	Rollingball \$1700 for 15 second cut down	15second News spots from \$425 each, 15 second NRL spots from \$600 each (4 spots a week for 4 weeks from \$6800)