Bronte Catchment Project
Proposed Business Education Strategy
July 2001

1. Introduction

This document outlines the proposed education strategy for businesses located in the Bronte catchment. This strategy forms part of a wider education campaign targeted towards all sectors of the Bronte community and Waverley Council.

The Bronte Catchment Project aims to support, develop and evaluate inclusive community and organisational processes to improve water quality at Bronte Beach. This means involving all sectors of the community and council throughout each phase of the project in working towards integrated and sustainable solutions to stormwater quality. The business sector is a major community stakeholder and is therefore one of the target groups for the proposed education campaign. There will be distinct educational strategies designed for this group, directly linked to education work with other catchment stakeholders (residents, Waverley Council and non-resident catchment users).

The proposed strategies included in this document are developed out of project activities and previous research conducted in the catchment1.


We have identified a range of key issues which inform the rationale for the specific education strategies included in this document. These key issues are:

- In identifying environmental issues of concern, most businesses focused on visible pollutants such as litter, flooding and cigarette butts.
- Many businesses do not make the connection between their own behaviour and the impact that this has on stormwater quality.
- Many businesses in the Bronte Catchment have an externalised sense of responsibility. There is a general perception that the management of environmental issues is primarily the responsibility of ‘others’. ‘Others’ includes Waverley Council and customers.
- Some businesses reported dissatisfaction with Waverley Council regarding lack of responsiveness to issues that businesses have brought to their attention.
- Many businesses perceive themselves primarily in terms of how they operate as a business in a commercial context rather than in a community context - they do not necessarily perceive themselves to be part of the Bronte community.

2. Rationale

In identifying environmental issues of concern, many businesses focused on visible pollutants such as litter, flooding and cigarette butts. Therefore, this campaign aims to shift or expand this focus to non-visible pollutants as well.

Based on the perceptions from businesses around Council's role and responsibility in relation to stormwater management and businesses' externalised notion of responsibility, this campaign proposes to focus on encouraging engagement and responsive relationships between businesses, council and the community. Enhancing goodwill between Council and business is key to enabling improved levels of communication and integration between the two.

The perception from many businesses that they operate in a commercial context rather than a community context has significant implications for the direction of the campaign as well, especially in terms of emphasising to businesses the importance of customer (ie resident) concern. This points to the need to locate businesses within a community context, linking their practices with those of others in the catchment which affect stormwater.

3. Aims of the Business Education Campaign

The strategy aims to:

- Locate businesses in a community context
- Communicate community concerns
  - Indicate to businesses the high level of customer concern for environmental outcomes thus identifying commercial pressure for businesses to respond to these concerns.
  - Promote positive environmental behaviour, highlighting economic incentives of adopting this behaviour (ie. responding to the concerns of customers).
- Acknowledge the concerns of businesses
  - Indicate to businesses that we are aware of their concerns, in particular, those regarding the need for a more responsive relationship with council and that all sectors of the community have a role to play in addressing stormwater pollution
  - Indicate to businesses that council is committed to changing their practices in the catchment and recognises the positive contribution that businesses can make (and in some cases is already making) to managing stormwater pollution;
- Encourage engagement and good will amongst businesses, community and Council by linking businesses with other community and council initiatives.
  - Provide information to businesses which not only educates, but enables an attitude shift. This shift will encourage businesses to engage more with the community (enabling participation) and with Council, thus moving towards a higher level of integration and enhancing a sense of ‘good will’.
  - Indicate to businesses that they are part of a broader education campaign which targets other groups and emphasise that it is not only their behaviour which has an impact on stormwater quality;
- To communicate relevant and useful information in an accessible way, especially regarding language and culture
4. Education Intervention Strategies

4.1 Directly Addressed Letter to Businesses

A directly addressed letter would contain information relating to the following issues:

- Businesses are important community stakeholders and make significant contributions towards the community;
- The high level of customer concern for environmental outcomes;
- The incentives associated with adopting positive environmental behaviour, both in terms of economic incentives (linking it with customer concern for the environment) and making a positive contribution towards the quality of stormwater;
- Outlining specific suggestions for how businesses can alter their behaviour to improve the quality of stormwater;
- Urging businesses to participate in current community activities;
- Emphasise council commitment and other education work that is taking place with other key groups in the community.

4.2 Follow up visit and information kit

As a follow up to the directly addressed letters, it is proposed that a small team of an elected councillor, a council officer, project team member as well as a key community or business representative visit each business in the catchment to introduce the campaign in more detail. Visiting each business would again emphasise Council's willingness and commitment to review its own practices and to support businesses in reviewing theirs. By focusing on the role both council and businesses can play in relation to these issues, this will build on the concept of integration which is central to the overall objectives of this project. In addition to generally introducing the education campaign to businesses, it will also act as a profile building exercise for the project more generally.

As part of this visit, an information kit will be delivered to each business.

**Information Kit**

Specifically designed for businesses, this package will contain more detailed educational material focusing on positive environmental business practices and community participation. This material will include:

**Leaflets**

- The EPA pamphlet ‘Stormwater pollution – The difference is you’ (available in a range of languages). The EPA has also produced stormwater business specific leaflets.
- EPA leaflets for small businesses, looking at a wide range of issues relating to business practices, including stormwater pollution
- EPA Water Quality Information Sheet for retail food businesses, this has the potential to be adapted for all businesses.

**Stickers**

Stickers will also be included in the package which businesses can display in the workplace. These stickers (**Solutions to Pollution**) outline ways in which businesses can prevent the pollution of stormwater through adopting positive environmental behaviour. Limited text and colourful graphics make these stickers an accessible way of communicating information to businesses.
Posters
Posters developed as part of the Charing Cross commercial education campaign were designed for display in staff and cleaning areas. However two weeks after the circulation of the poster, it was commonly and prominently displayed in the front windows of business along the shopping strip, to be viewed by customers and passing traffic. This reinforced survey findings showing businesses had an externalised notion of responsibility for the management of stormwater and a lack of identification with the issues. Based on this experience and similar notions of responsibility from businesses in Bronte catchment, posters will be designed for display in front windows, indicating support for the project and the importance of positive environmental behaviour both from businesses and the rest of the community (ie their customers). The poster would then list different types of positive business behaviour as well as ways the rest of the community can make a positive contribution towards the quality of stormwater. Information indicating customer concern for environmental outcomes (from the Bronte Gully pre-test survey, Water Quality survey and Community Participation Survey) could also be included.

This poster would have a number of positive implications for the education campaign and the project more generally. This strategy encourages the view that local businesses are part of the Bronte community and therefore recognise the high level of environmental concern their customers have.

4.3 Regulatory Strategies

Environmental Audit and PINs
Similar to the regulatory interventions which formed part of the Charing Cross commercial campaign, it is proposed that Waverley Council will undertake targeted audits. This will be a high profile regulatory exercise which will help raise levels of awareness of stormwater pollution while demonstrating council’s commitment to improving the management of stormwater pollution and recognising the important role that the business community plays in this. The audit would be conducted on two businesses in each commercial strip and would aim to ‘promote environmental protection through education and cooperation with the local business community’2. Council would conduct this audit in a similar fashion to the 1999 Environmental Review of Commercial Business Operations in the Bronte Catchment Area 3. Based on this audit, it may be necessary to administer PINs (Penalty Infringement Notices).

The businesses that would form part of this exercise would be assessed in relation to compliance with environmental legislation. Businesses would be offered environmental education through an on-site discussion with the manager of the business which would then be followed by a written report summarising the business’ performance and activities in relation to environmental legislation4. Any identified negative environmental business practices would be addressed by providing specific information on how to address these practices. Businesses would be considered for an ‘environmental achievement award’ recognising positive environmental business practices.

4.4 Environmental Achievement Awards

To highlight existing positive environmental practices in the Bronte Catchment business community and Council’s commitment to and support of these practices, it is proposed that the results of the

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Environmental audit determine the recipients of a special award recognising positive environmental practices.

These awards would be presented by the Mayor or Deputy Mayor and would be given publicity by the local newspapers. This would recognise the positive contribution that businesses can make to reducing stormwater pollution, and complete the education campaign on a positive note.

This intervention will highlight Council initiatives. By highlighting Council’s commitment to this issue in a positive light, local business may become more willing to consider its role in the management of stormwater pollution after seeing council taking the first step.

### 5. Timeline for Business Education Strategy

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<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
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<td>July</td>
<td>Finalise proposal</td>
<td>Develop directly addressed letter</td>
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<td>Design community/business posters</td>
<td>Print community/business posters</td>
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<td>Business</td>
<td>Compile education material package</td>
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<td>Post directly addressed letters</td>
<td>Environmental Audit</td>
<td>Penalty Infringement notices (PINs)</td>
<td>Follow up awards</td>
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<td>August</td>
<td>Distribute community/business posters</td>
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<td>Visit to businesses, distribute information packages</td>
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