



Strategic Community Plan

2023 – 2033



**Western
Metropolitan**
Regional Council

Managing waste wisely

This Strategic Community Plan outlines the role of the Western Metropolitan Regional Council (WMRC) as WA moves to a circular low waste economy as outlined in the *WA Waste Avoidance and Resource Recovery Strategy 2030*. WMRC will work in collaboration with our Member Councils and other customers and stakeholders to reduce waste, recover resources, and minimise the environmental impact of waste for the communities and organisations in our catchment area.

WMRC is governed through the WMRC *Establishment Agreement 2003*. Our Member Councils, are:

- Town of Claremont
- Town of Cottesloe
- Town of Mosman Park
- Shire of Peppermint Grove
- City of Subiaco

Their total residential population is just under 50,000; our central west metropolitan Perth catchment area has a total residential population of nearer 150,000.

This Strategic Community Plan was prepared in accordance with the requirements of the *Local Government (Administration) Regulations 1996*. It is the result of a four-year major review of the WMRC's Strategic Community Plan 2019–2030.

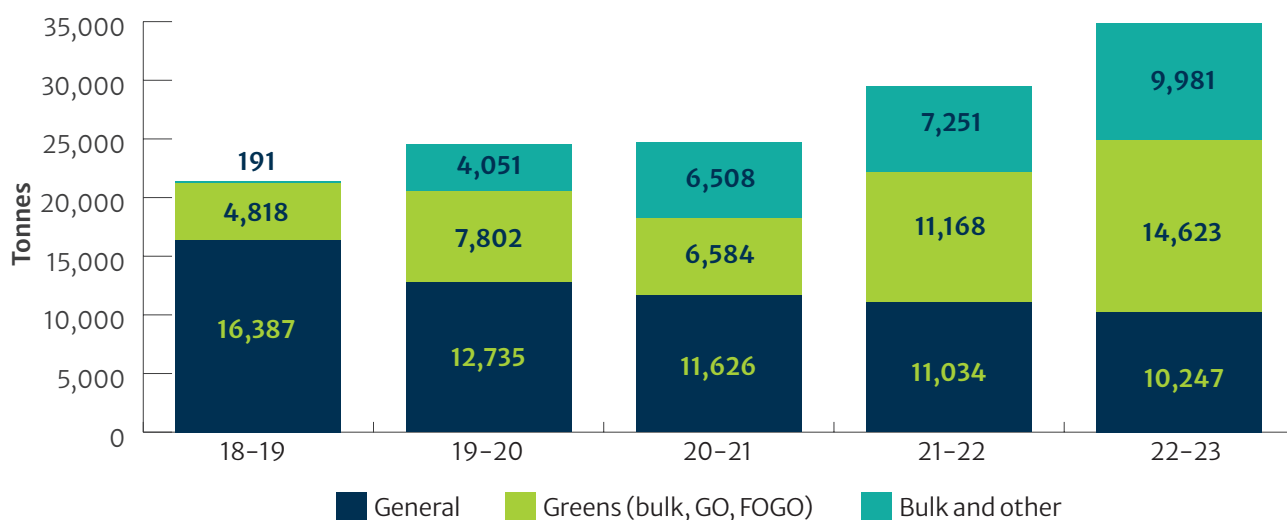
It will inform our Corporate Business Plan, other subsidiary plans and the annual budgeting process.

The WMRC operates a single physical facility: the West Metro Recycling Centre situated in Shenton Park. This facility operates as a transfer station to compress and aggregate various types of waste for efficient waste transport to distant treatment and disposal facilities. In addition, it handles specific types of solid waste, recyclable and reusable materials delivered by residents and contractors.

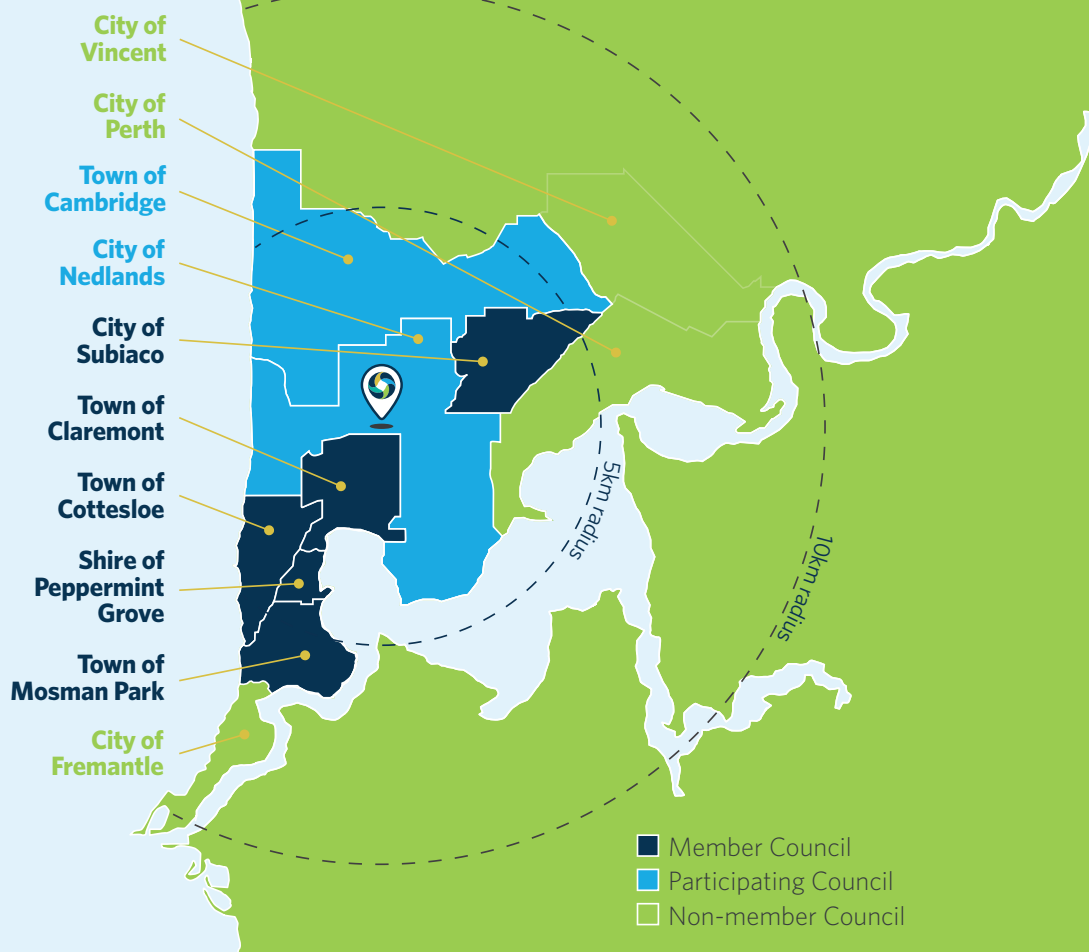
As a local government-operated transfer station, WMRC advantages local governments across its catchment area by effectively placing all potential waste collection contractors on an equal footing. In this way WMRC maximises opportunity for value-for-money in collection contracts as well as improving waste management service efficiency.

Waste received trends

We anticipate trends of decreasing general waste and increasing both green and overall waste received to continue over the period of this Strategic Community Plan.



The WMRC acknowledges the Whadjuk people of the Noongar nation as the traditional custodians of the land on which we work, and we pay our respects to their Elders past and present and recognise that their culture continues to be important.



The WMRC's business model is primarily to provide excellent shared waste services to our Member Councils and their residents. We optimise efficiency by attracting patronage from other nearby Local Governments and their residents and commercial customers. These services include those delivered through the West Metro Recycling Centre as follows:

- General (red lid bin) waste transfer
- Garden Organics (lime green lid bin) waste transfer
- Food Organics Garden Organics (lime green lid bin) waste transfer
- Bulk Green waste transfer
- Bulk junk/hard waste transfer
- Construction and demolition waste transfer
- Household Hazardous Waste handling
- E-waste, scrap metal, cardboard, polystyrene and other specific items collection for recycling
- Textiles for reuse
- Mulch and FOGO-based compost for collection or sale

The WMRC also delivers complementary services through its Communications and Education team as follows:

- Verge Valet™ pre-booked bulk and green waste collection and processing service
- Recycling Hotline
- Community tours, workshops and events on waste avoidance and recycling
- Schools program
- Member Council staff support including information, waste reduction advice and services, waste communications materials, policy and advocacy support
- Waste communications and education consultancy

Our services are specifically designed to meet the direct needs of our Member Councils and the objectives of the *Waste Avoidance and Resource Recovery Strategy 2030*.

Guiding Principles

Purpose	To serve our Member Councils by minimising and efficiently managing waste across our catchment area.		
Vision	Our environment protected through avoiding waste then reusing and recovering resources.		
Values	Reliability We can be relied on to deliver on our commitments.	Transparency Our business dealings are clear and transparent.	Customer Service We aim to develop and retain happy customers.
	Excellence We always aim to do the best we can.	Risk Management We manage risks carefully to protect people, resources and planet.	Value for Money We focus on providing best value to our stakeholders.
	Collaboration We know that collaborations and partnerships are essential to achieving our purpose and we actively foster them.		
Stakeholders	Primary Stakeholders <ul style="list-style-type: none"> Member Council councillors and staff Member Council residents Customers of the West Metro Recycling Centre and other WMRC services. 	Secondary Stakeholders <ul style="list-style-type: none"> Councillors, staff and residents of adjacent Local Governments. 	Tertiary Stakeholders <ul style="list-style-type: none"> Other Regional Councils State Government Federal Government Other residents, waste management organisations, small businesses.

Key Strategies and Actions

Key Strategies		
1 Achieve a comprehensive, cost-effective waste management service across the region. Actions 1.1 Provide cost-effective waste transfer services 1.2 Reduce costs for our Member Councils through economies of scale 1.3 Collaborate with Member Councils to promote better practice waste management/resource recovery 1.4 Procure competitively priced waste transport and treatment services and manage contracts effectively	2 Increase the number of Councils, businesses and people using our services. Actions 2.1 Provide value for money for all customers 2.2 Provide and promote attractive services to Councils, residents and businesses 2.3 Provide excellent customer service	3 Divert waste from landfill by making material and energy recovery available. Actions 3.1 Maximise resource recovery 3.2 Engage with the community to reduce waste contamination 3.3 Direct all general (red lid bin) waste for energy recovery
4 Promote and facilitate waste avoidance and responsible waste management in the community. Actions 4.1 Conduct community waste education programs 4.2 Conduct community waste communication campaigns 4.3 Work with Member Councils to promote better practice waste management/resource recovery	5 Maintain a safe, strong and capable organisation. Actions 5.1 Provide a safe work environment 5.2 Provide conditions that enable staff to work productively 5.3 Manage finances responsibly and effectively 5.4 Provide excellent customer service 5.5 Comply with relevant legislation	6 Contribute to the development of effective policy and advocate on our Member Councils' behalf. Actions 6.1 Advocate and contribute to state and federal policies 6.2 Work collaboratively with relevant external organisations

Strategic Performance indicators

Performance indicator	Measured by	Key Strategies
Safety performance	<ul style="list-style-type: none"> External audit Annual review of WSH plan 	5
Stakeholder satisfaction	<ul style="list-style-type: none"> Annual stakeholder survey 	1, 2, 3, 4, 5, 6
Financial sustainability	<ul style="list-style-type: none"> Financial reports; external audit 	2, 5
Value for money	<ul style="list-style-type: none"> Index of fees and charges Annual stakeholder survey 	1
Operational performance	<ul style="list-style-type: none"> Waste throughput Material/ energy recovery rates Average cost per tonne 	1, 2, 3
Waste education and communications performance	<ul style="list-style-type: none"> Waste contamination levels Number of online interactions Feedback from interactions Annual stakeholder survey 	1, 2, 3, 4, 5, 6

Current and future services

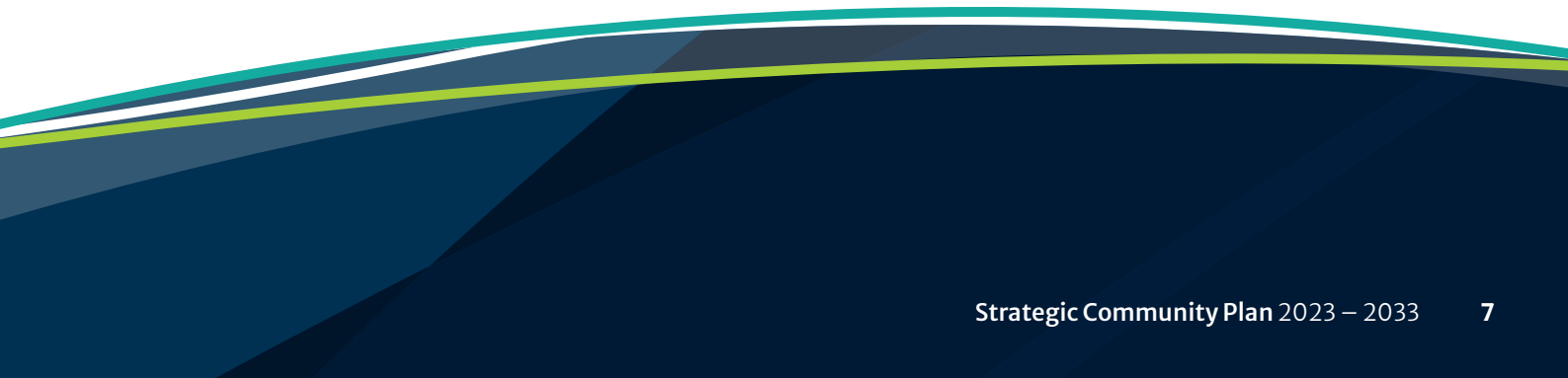
				General waste transfer to landfill	General waste transfer to Waste to Energy	Bulk greenwaste transfer	GO bin waste transfer	FOGO bin waste transfer	Bulk waste transfer	Construction and demolition waste transfer (small quantities)	Free mulch	FOGO Compost purchase (by bag or pallet)	Verge Valet™ pre-booked waste collection
Services to councils	Member Council operations	To 2024	From 2024										
	Participating Council operations												
	Other nearby Local Governments												
	Other WA Local Governments												
Services to residents	Member Council residents												
	Participating Council residents												
	Other residents												
	Commercial customers												



Current service
Future service



Delivered through the West Metro Recycling Centre
Delivered through the Communications and Education Team



Strategic Community Plan 2023 – 2033 7



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