

Attachment C

Engagement Report - Waste Reduction and Circular Materials Strategy 2026-2035

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Executive summary

The City of Sydney is developing the Waste Reduction and Circular Materials Strategy 2026–2035. This report summarises what we heard during community engagement carried out in October–November 2025. We asked people to tell us what they think of the strategy directions, and how we can make our waste and recycling services easier to use.

Community feedback shows very strong support for the strategy. People want us to reduce waste, make recycling easier, keep the city clean and build a more circular local economy. They also want to work with us to keep valuable materials in use for longer.

At least **95%** of survey respondents told us they support all the strategy directions.

Key feedback themes included:

Education and awareness: people want clearer information about what can be recycled, how to use our services, and why waste reduction matters. This was the strongest theme across comments from all engagement activities.

Food waste: there was strong support for expanding food scraps recycling, especially for residents in apartments.

Plastic reduction: participants want us to continue reducing single-use plastics and work with businesses to minimise packaging.

Convenient local access: people want more nearby drop-off points, more pickup options, and services that are easy to use without a car.

Reuse and repair: many participants want more access to clothing swaps, repair cafés, sharing libraries and reuse programs.

Litter and cleanliness: people told us some areas need more street cleaning, stronger enforcement and better bin management.

Apartments and strata: residents in high-density areas want more support, clearer advice and better recycling systems in shared buildings.

Business responsibility: participants want businesses to reduce waste, design better products and take responsibility for packaging and disposal.

Council leadership: people want us to lead by example, make our own operations more circular and ensure our services are reliable and easy to access.

Overall, participants strongly support the waste reduction and circular materials strategy 2025–2035 and want us to be ambitious, practical and collaborative. People want a city where recycling is simple, waste is reduced, and circular practices are part of everyday life. They want us to keep working with residents, businesses and community organisations to create a cleaner, more sustainable and more resilient Sydney.

Overview

Background

The City of Sydney is developing our **Waste Reduction and Circular Materials Strategy 2026–2035**. The strategy sets out a 10-year plan to cut down waste, reduce environmental impacts and support a more circular economy across our local area.

The strategy proposes five directions focused on avoiding waste, making reuse and recycling easier, improving product and building design, keeping the city clean, and planning long-term waste and recycling systems that can cope with future needs. It aims to help residents, businesses and visitors reduce waste, choose more sustainable options and access services that support repair, reuse and recycling.

Engagement summary

From **24 September to 5 November 2025**, we asked our community to comment on the draft strategy. The consultation sought feedback on the five directions, barriers to using our recycling services, and what else is needed to move towards a more circular economy.

Engagement activities included an online survey, community pop-ups, a stakeholder workshop, and opportunities for written submissions. The consultation was promoted through Sydney Your Say, email direct marketing, social media ads, and in-person engagement at pop-up sites.

This report details the engagement activities that took place and summarises what we heard.

Purpose of engagement

The purpose of this consultation was to inform our community about the draft strategy and to better understand how well the proposed directions align with community expectations. Feedback gathered during the public exhibition was used to refine and strengthen the final strategy.

Objectives

- Ensure the community is informed about the draft strategy.
 - Gather feedback on priorities, challenges and ideas to support waste reduction and circularity.
-

Engagement reach

A total of 236 written contributions were received across all channels. This includes survey responses, email submissions, and written comments from community pop-ups and a workshop. Promotion and outreach ensured local awareness and encouraged broad participation from residents, community organisations and industry groups. Survey respondents represent a diverse range of ages and household types. Most respondents live in the local government area.

Figure 1. Engagement activity and responses

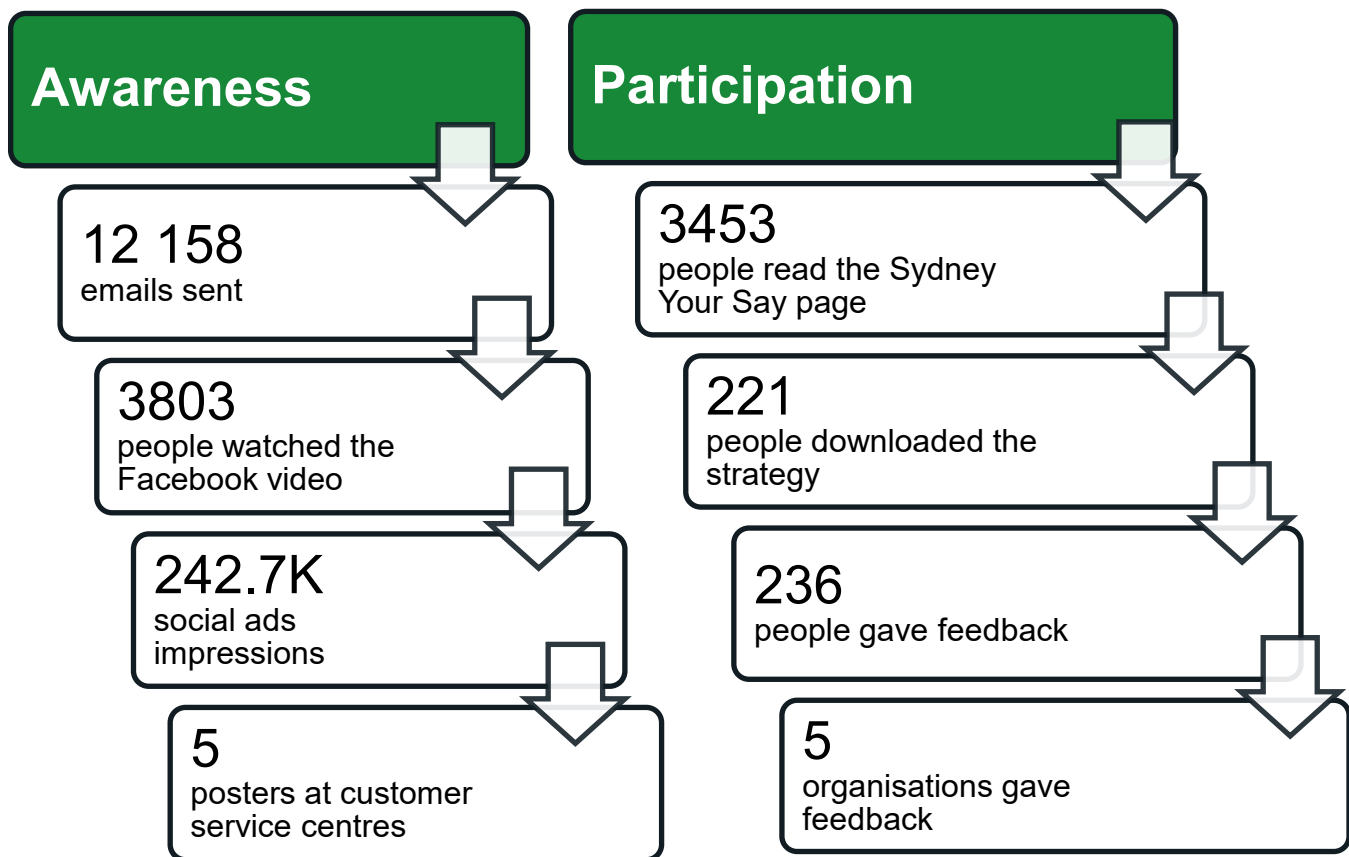


Figure 2. Survey respondent snapshot

Survey respondent snapshot

Respondents live in 40 different suburbs.
88% are City of Sydney residents.

23% live with their family, 26% are single,
45% are in a couple and 4% live with other adults.

47% are aged over 55 years
38% are aged 35-54 years, 11% are aged 18-34.

80% own their home, 20% are renting.

57% live in an apartment, 21% in a townhouse, 13% in a duplex and 11% in a stand-alone house.

93% speak English at home.
62% are female, 30% are male.

*respondents could choose to not provide this information.

Key findings

What we heard about the waste reduction and circular materials strategy 2025–2035

We asked people to tell us what they think about the draft strategy directions, what ideas they have for reducing waste and supporting a circular economy, and what would make it easier to use our recycling and waste services.

Across all engagement activities, people expressed **very strong support for the strategy** and a clear appetite for more action, better education, and easier access to services.

The key findings fall into three areas based on the consultation topics. Response themes were consistent across all engagement channels.

Support for the strategy directions

Community support for the directions in the draft strategy was extremely strong. Between 85% and 95% of survey respondents **strongly supported** each direction, and this was echoed across pop-ups, emails and the community workshop.

Environmental protection and climate action

The most common reason for support was concern for the environment and the need to act on climate change. People want to reduce landfill, protect natural systems and prevent pollution, including plastics entering waterways. Many described the strategy as essential for protecting biodiversity and creating a more sustainable city.

“These strategies will help to sustain life on our planet”.

“Not as much waste in the ocean.”

“Reducing waste and increasing recycling across the board are critical for the health of the planet and to reduce global warming. We all need to play our part.”

It just makes sense.

Many respondents said the five directions simply make sense. People felt the strategy reflects practical, common-sense action that aligns with their own values and expectations. Comments often described the directions as obvious, sensible and equally important, noting that waste reduction, reuse, repair, better design, city cleanliness and long-term planning all work together. This theme reflected a strong sense that the approach is holistic and realistic.

“They simply make sense.”

“We need to do everything we can.”

“I believe strongly in all the issues raised.”

Reducing consumption and preventing waste

People repeatedly said they agree that the most effective action is preventing waste in the first place. They want to see less over-consumption, less packaging, fewer single-use items, and more support for buying less, buying better and extending the life of products.

“We need to consume differently: better with less.”

“People are consuming too much. We can’t continue like this.”

“There is too much waste. People don’t think before tossing.”

Other reasons people gave for supporting the strategy directions include:

- People want us to plan for waste systems that can cope with demand.
- Community members value repair, reuse and sharing.
- The strategy aims to make reuse and recycling easier to access.
- They want to live in a clean city.
- They expect us to show strong leadership on waste and the circular economy.
- They believe education is central to the success of reducing waste.
- They are concerned about the world we leave for future generations.

Ideas to reduce waste and support a circular economy

We asked if there are any other focus areas that are important to reduce waste and move towards a more circular economy. Across survey comments, emails, the workshop and pop-ups, the most mentioned topics were:

Regulations, incentives and corporate responsibility

Calls for stronger regulation and real accountability were some of the clearest messages in the feedback. People expressed strong and sometimes urgent views about the need for tougher rules, meaningful incentives and greater accountability from businesses, industry and government. They said residents cannot solve the waste problem alone when products are over-packaged, built to break, or impossible to recycle. Comments called for bans on excessive packaging and single-use plastics, “right to repair” laws, and action on planned obsolescence. People asked for stronger enforcement for businesses and households that do not act responsibly. Comments suggested incentives to encourage better choices, such as discounts or rate-based rewards.

“I wish you had included another focus, which is to encourage preferably force companies, particularly supermarkets, to avoid unnecessary, excessive and wasteful packaging with products and to participate in recycling the products they manufacture.”

“Help for apartment buildings to better recycle. Penalties for those that don’t.”

“Take back schemes from retailers - encouraging more cradle to grave responsibility from retailers.”

“Must include businesses, can’t just land on individuals... Put actual constraints in place so that there is a genuine cost to not doing business with sustainability in mind. Enshrine right to repair.”

Convenient infrastructure

Many people said it needs to be easier to recycle and reuse everyday items. They want more places to take things, clearer options in public spaces, and simple ways to sort waste at home. Comments focused on having more recycling bins, better drop-off points, services that work well for apartments, and options to drop off items in places people already visit such as supermarkets

and libraries. People also want the City to fix current pick-up issues, reduce the need to travel long distances, and make it easy to recycle tricky items like soft plastics.

“Making recycling a street-level activity rather than individual house collection – like Paris and Barcelona.”

“As a worker within Sydney CBD, I would like the City to implement public recycling bins, food organics bins within public spaces...”

“More plastic recycling facilities, chemical waste.”

Plastic and Packaging

People frequently raised concern about the amount of single-use plastic, excess packaging and items that are difficult to recycle. Many want stronger rules, bans and advocacy, especially for takeaway food, soft plastics, and over-packaged supermarket goods.

“Ban single-use plastic and soy sauce fish.”

“Modifying packaging in supermarkets and shops to more sustainable options; reducing single use takeaway cups and containers.”

“Reduce plastic esp in wrapping and supermarket shopping, anything else that is single use should be banned.”

Education and awareness

Education came through as one of the most common ideas. People want simple, consistent, easy-to-find information about what can be recycled, how to sort waste properly, and how the City’s services work. They expressed concern that confusion or lack of awareness leads to contaminated bins and suggested that more education will result in more people recycling items.

“Education. When you reinforce and keep front of mind by advertising constantly, people will adopt it into their everyday.”

“Innovative education is essential to motivate people.”

Do more to help everyone understand how they can make a contribution to this initiative by running a comprehensive education campaign”

Food waste options

Many respondents said food waste should be a priority. They asked for food-scrap services for all households and centralised composting options. This topic was especially important to people who rent their home and younger people.

“Food waste/scraps recycling for all households would have the biggest impact on waste by far.”

“Implement food waste program for all apartments asap.”

“More organic waste bins and more incentives for businesses to use these. More food scraps bin for all households”

Ideas for improving waste and recycling services

We asked how we can make our waste and recycling services easier to use. Across survey comments, emails, the workshop and pop-ups, the most mentioned topics were:

Services close to home

Many people told us it would be easier to use recycling and waste services if they were available closer to home. This includes requests for more local drop-off points, services in places people already visit, and options that don't require driving. Apartment residents said they need simple, nearby solutions because they cannot store items for long periods or transport them easily. Others asked for expanded doorstep collections, so they don't need to take items to another location. Overall, people want services that are easy to reach and designed for households without cars.

"Pop up drop in centres, without a car it is difficult to get some items to a specific recycling centre."

"More local drop off points."

"I love the doorstep pick-up service."

Clear information

The need for clear, simple information to make good use of recycling and waste services was often mentioned in comments. Several comments highlighted confusion about what can and cannot be recycled, especially for tricky items, and frustration when instructions differ across locations or platforms. Others said information is scattered or hard to find, and they want straightforward guidance in one place. People also asked for clearer communication about service availability, collection rules and upcoming events. Overall, residents want practical, consistent, easy-to-understand information that helps them recycle correctly and reduces contamination.

"More detailed information about what can and can't be recycled in general recycling. Too often am I faced with indecision as to what item I should or should not put in the yellow bin."

"To know about them & how they all work."

"Knowing what I can recycle and where"

"Send me a calendar."

More frequent service

People often said they would like recycling and waste services to be available more frequently or open longer hours. They asked for regular schedules, more collection days, and services that operate weekly or monthly so they can dispose of items without needing to store them for long periods. Several people said more frequent services would be easier to remember and to access. Some asked for services and drop off points to be open longer hours, so they could take items after work.

"At a minimum, 'Recycle it Saturday' should be EVERY SATURDAY."

"More drop off locations. More frequent collections."

"Possibly a few more drop off dates each year (and chemicals) as I travel frequently for work so often miss scheduled Recycle It and Chemical Drop Off dates."

Feedback also showed support for our current waste and recycling service program, with many people using this question to give positive feedback or say that no improvements were needed.

Other suggestions people made to make using waste and recycling services easier include:

- More options for a food waste service, including shared food waste bins
- Pick up services and drop off points that accept a broader range of items
- More services designed for apartment buildings

Feedback from people who rent

We asked survey respondents to tell us if they own or rent the place where they live. We received 26 survey responses from people who rent. The feedback from this group of people broadly aligns to the overall themes and support for the strategy directions is strong. However, compared to the responses from people who own their home, this group was more concerned with education, clear information and convenient infrastructure. The most common reason for supporting the directions was the importance of easy access to convenient services. They raised access to food waste as an important focus area, second only to convenient infrastructure such as community recycling centres and more frequent pick up and drop off services. Many renters support an increase in both regulations and incentives to motivate businesses and community members to recycle responsibly.

Outreach activities

Community pop-ups

We held three pop-up sessions during the exhibition period to speak directly with community members about the waste reduction and circular materials strategy 2025–2035. Pop-ups took place at Customs House Forecourt, Green Square Library, and Glebe Library lawn. Each session included information displays, voting boards, and opportunities for people to share ideas and ask questions. The strategy team spoke with passers-by, explained the five directions, and invited people to leave feedback using sticky-dot voting and comment boards. Across the three sites, we collected **91 votes** of support for the strategy directions and **61 comments** reflecting a mix of local priorities and practical suggestions for reducing waste and improving recycling.

The recycling service most used by pop-up voters are doorstep recycling, bulky household pick up, food scraps recycling, recycling stations and recycle it Saturday.

Comments on priorities and improving recycling services included:

- access to **food scraps** recycling for everyone.
- **Education and clearer signage** on what can be recycled.
- **Soft plastics** solutions and retailer take-back schemes.
- More **bins and facilities** in public places and apartments.
- **Community sharing and repair** programs (swaps, repair cafés).
- Continued focus on **clean streets** and **reducing single-use plastics**.

Community workshop

We held a small in-person workshop at Town Hall House with **7 community members** on Tuesday 21 October. The session included a short presentation on the Waste Reduction and Circular Materials Strategy 2025–2035, followed by group discussion and activities about waste challenges, priorities and opportunities.

Participants were highly engaged and supportive of the strategy directions. The conversation echoed many of the themes raised in the survey and at pop-ups, particularly strong interest in making recycling easier, reducing unnecessary packaging, and supporting reuse and repair in the local area.

Participants focused on the importance of clear communication and practical support for reuse and repair. They asked for better information on rates notices, case studies showing our organisation applying circular principles, and more promotion of reuse activities such as clothing swaps. People strongly supported container deposit opportunities, the new sustainable buildings grant, and the idea of tools—such as apps and digital platforms—that help residents find reuse and repair services. They noted that not everyone uses social media and rely on City newsletters and emails for updates. Libraries were praised as trusted places for community services, and participants asked how we will continue engagement and communication once the strategy is adopted.

Survey responses

We received **159 responses** to the online survey. The questions asked people if they support the proposed directions in the *Waste Reduction and Circular Materials Strategy 2025–2035*, why they do, or don't, support the directions, if there are any other priorities that we should focus on, and what would help them reduce waste or use our recycling services more easily. The survey provided both multiple-choice options and space for people to share comments. WE also asked people to tell us about their household size and type, to better understand the different experiences and needs of different people. The main themes of survey responses are represented in the key findings section above. This section details the answers to each survey question.

Feedback on the strategy's priorities

We asked survey respondents how important each direction proposed in the strategy is, in their opinion, to cut down waste, reduce our environmental impact and support a circular economy. The results show clear support, especially for planning long term waste and recycling systems that can cope with future needs. Support for each priority is detailed below in figure 3.

Figure 3. Responses to the survey question 'In your opinion, how important is each direction?'

Direction 1. Encouraging people to reduce waste and buy more carefully

85%

strongly support

10% Somewhat support

3% Do not support

2% Neutral/not sure

Direction 2. Making reuse, repair and recycling more convenient and accessible

94%

strongly support

4% Somewhat support

1% Do not support

1% Neutral/not sure

Direction 3. Designing buildings and products to last and be reused

90%

strongly support

8% Somewhat support

1% Do not support

1% Neutral/not sure

Direction 4. Keeping our streets clean and safe from litter

92%

strongly support

6% Somewhat support

0% Do not support

2% Neutral/not sure

Direction 5. Planning long-term waste and recycling systems that can cope with future needs

95%

strongly support

5% Somewhat support

0% Do not support

0% Neutral/not sure

Reasons for support levels

We asked survey respondents to tell us in their words why they had given those ratings.

As detailed in the key findings section, the main reasons people gave for supporting the directions are concern about the environment, a desire to reduce consumption and general agreement.

People who said they somewhat support some of the directions emphasised that easy access to convenient services is fundamental for the strategy to be effective.

People who were not sure about some of the directions expressed concern about litter in the streets.

In total, 4 respondents said they disagreed with one or more directions. One respondent expressed dissatisfaction with current waste services, one asked for larger bins, one asked for Council to do more, and one gave no comment.

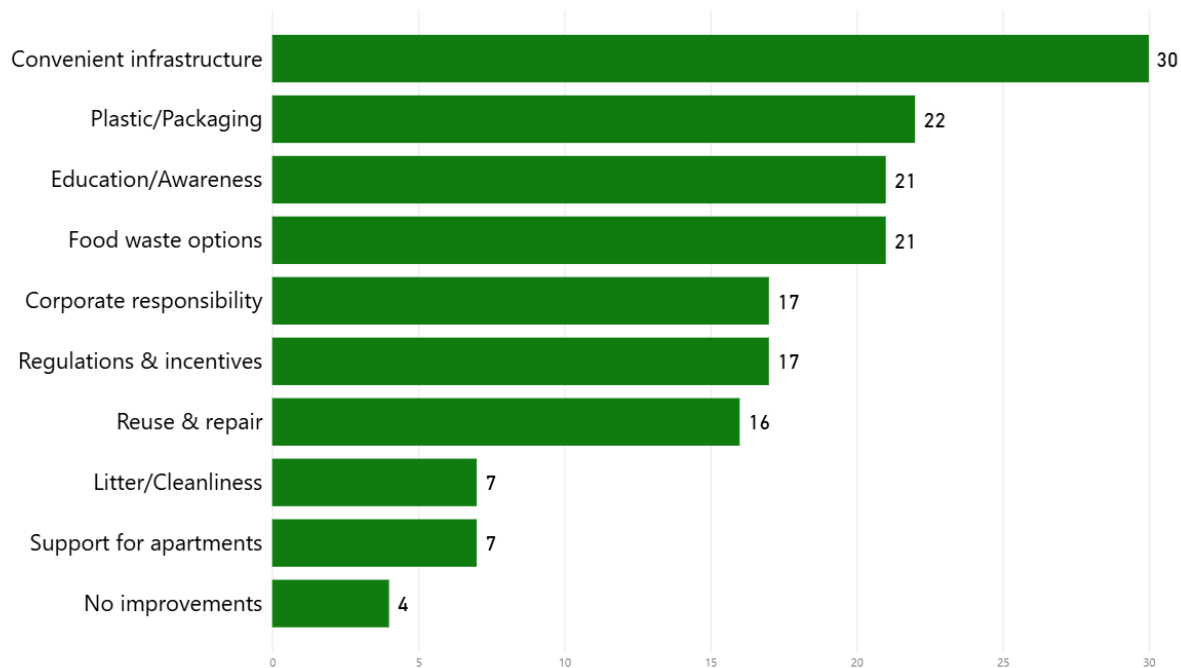
Other focus areas

We asked survey respondents if there are any other focus areas that are important to reduce waste and move towards a more circular economy. Of the total 159 respondents, 120 answered this question. Most of the responses align with actions in the draft strategy. The topics raised in these responses are described in the key findings section of this report. The graph in figure 4. shows how many times each topic was raised in total.

Figure 4. Key themes in comments on other focus areas

Focus area comments

Are there any other focus areas that are important



Recycling services

To improve our understanding of how familiar survey respondents are with our current waste and recycling services, we asked them to tell us which services they had used in the last 12 months.

All 159 respondents answered the question. Most had used at least one service, and many had used more than one. The most used services were bulky household pick up, the food scraps recycling services and our doorstep recycling service. In total, 8 respondents said they did not know about any of these services. Three respondents said they were aware, but the services are not convenient, and three said they were not residents of our local area. Figure 5 shows the number of responses for each option.

Figure 5. Waste or recycling services used in the last 12 months

Bulky household pick-up	82
Food scraps recycling service	79
Doorstep recycling service	75
Recycling stations	61
Recycle It Saturday	57
Ultimo recycling pop-up	37
Household Chemical CleanOut events	26
None, I didn't know about them	8
None, I knew about them but they aren't convenient for me	3
None, I'm not a resident	3

Challenges and preferred improvements to recycling services

We asked survey respondents to choose their main challenges in using our recycling services from a multiple-choice list of common barriers. They could choose as many options as they liked. We then asked them to tell us in their own words what would make it easier to use our waste and recycling services. All 159 survey respondents answered the multiple-choice question, and 120 people answered the open text question.

The challenges most nominated from the list are access to the drop off location (85 votes), knowing what's available (58 votes) and finding time to use the services (45 votes). These top 3 challenges were consistent across age categories between 35 and 65 years. People aged under 35 and over 65 found 'knowing how to use the service' to be a challenge more often than finding time to use the service. Figure 6 shows the number of respondents who selected each challenge on the multiple-choice list.

The main ways that people told us we can make our waste and recycling services easier to use are described in the key findings section of this report. The graph in figure 6. shows how many times each topic was raised in total.

Figure 6. Main challenges to using our recycling services

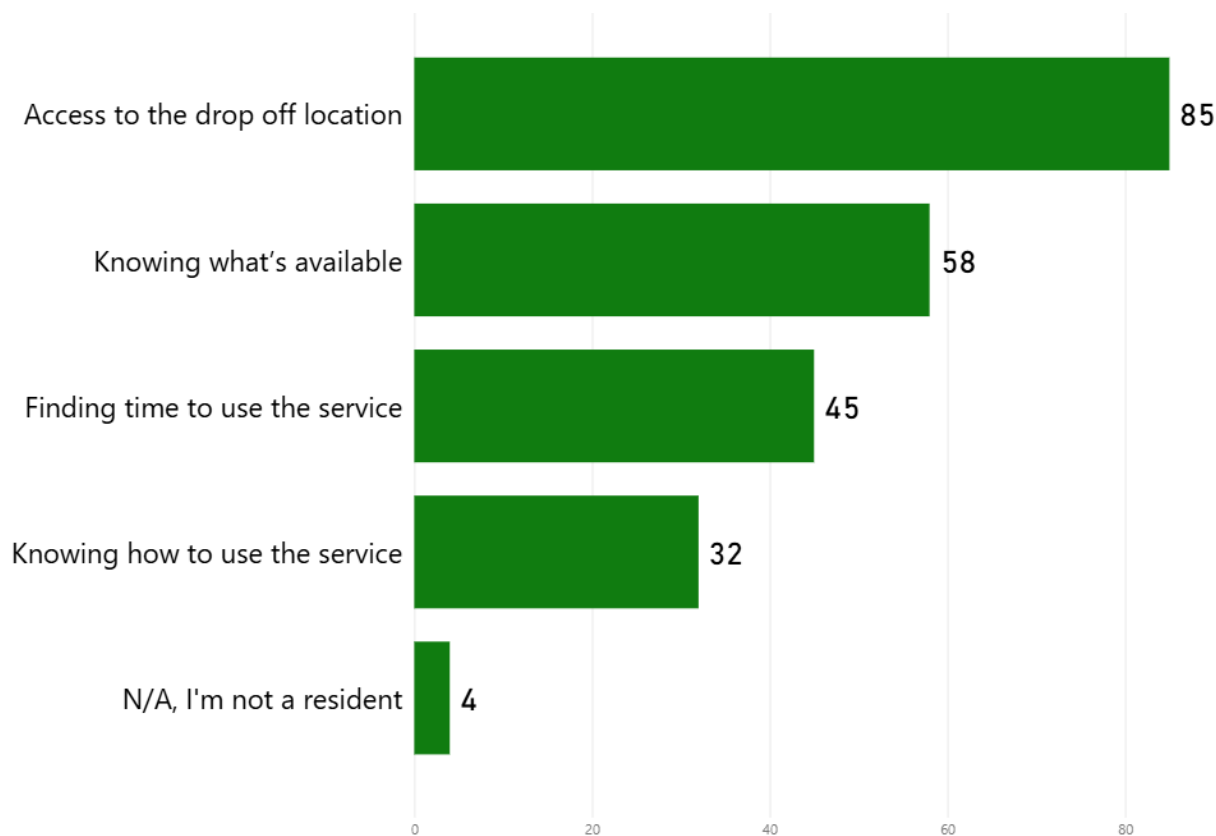
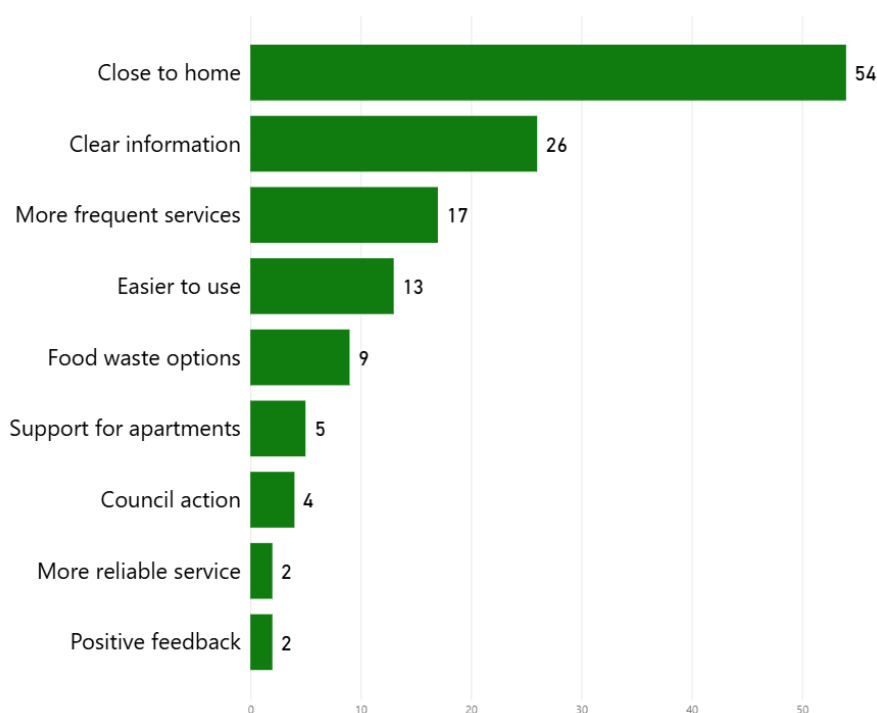


Figure 7. Key themes in comments on making our waste and recycling services easier to use



Respondent households

To better understand the perspective of their comments, we asked survey respondents to tell us about the people living in their household, the type of dwelling they live in, and if they rent or own the place where they live.

Respondents represent a good cross section of couples, single people and family groups.

Most survey respondents own the home they live in. Some respondents (16%) rent the place they live in.

Respondents represent a good cross section of people who live in apartment blocks of different scale, townhouses, semi-detached and standalone houses. Most respondents live in an apartment.

Figure 8 shows the number of responses to each option in the questions on household size and ownership. Figure 9 shows the number of responses to each option for type of dwelling.

Figure 8. Responses to household size and ownership

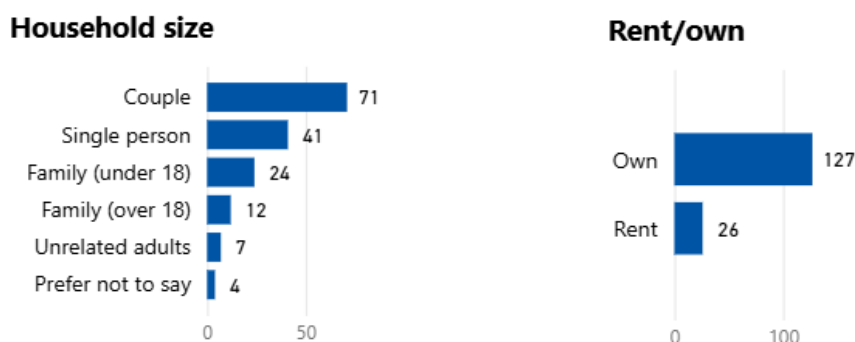
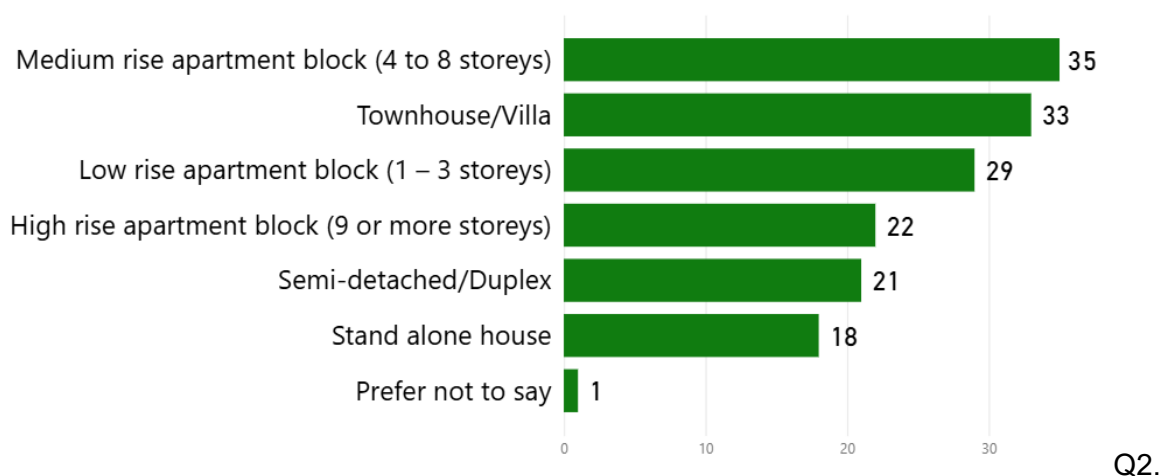


Figure 9. Responses to ‘What type of dwelling do you live in?’

Dwelling type



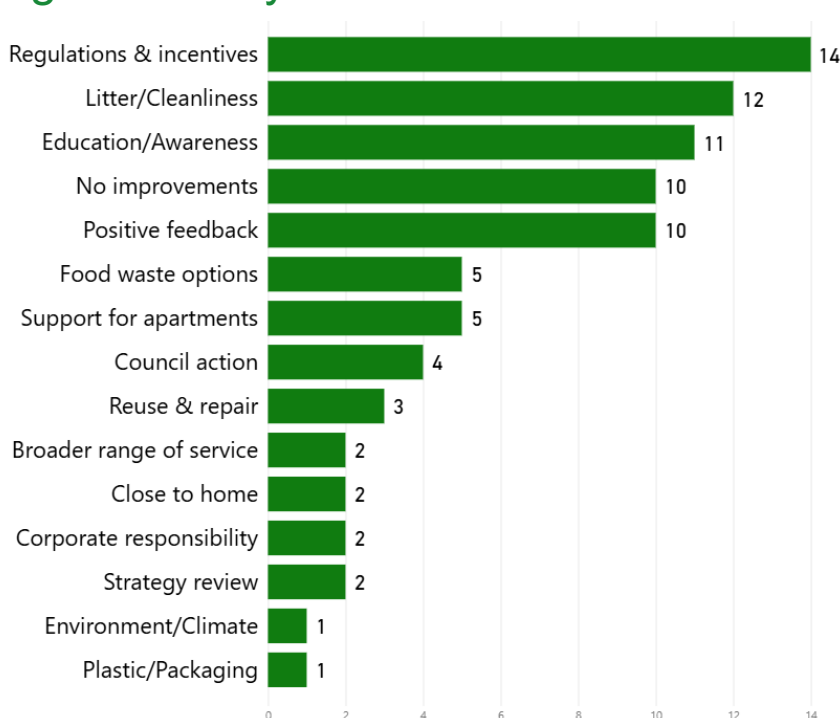
Other comments

We asked survey respondents if there is anything else they would like to tell us about the draft Waste Reduction and Circular Materials Strategy 2025–2035. In total, 64 people answered this question. Most re-emphasised points they made in earlier comments, especially support for regulations and incentives to motivate people to consume and recycle responsibly, the importance of a clean city, and the importance of education and awareness.

Almost a third of the comments (20) stated there were no improvements required to our services, stated general support for the strategy or gave general positive feedback.

Figure 10. shows how many times each topic was raised in total.

Figure 10. Key themes in other comments



Responses from businesses and community organisations

We received feedback from 5 organisations including 3 community organisations, one business, and one peak body, expressing strong support for the strategy. The feedback in these submissions aligns to the broader themes described in this report.

Additionally, these submissions included the following suggestions.

Support upstream innovation

Encourage business models that prevent waste, such as reuse-as-a-service, refill stations, and digital sharing platforms. Provide grants or pilot programs for local innovators, especially SMEs and social enterprises, to grow the circular economy.

Embed circularity in regulation

Integrate circular design principles into planning controls, including material efficiency, design for disassembly, and waste minimisation in construction and demolition projects. This shift prioritises reuse and repair over recycling, aligning with global best practices.

Establish a circular economy hub

Create a permanent hub combining reuse drop-off points, repair workshops, upcycling studios, and second-hand retail. This would expand successful initiatives like “Recycle It Saturday” and foster community engagement.

Incentivise repair

Offer subsidies, rebates, or GST waivers for repair services and provide affordable spaces for repair-focused enterprises. These measures aim to make repair cost-competitive with replacement.

Set circularity standards for city projects

Mandate minimum recycled content and circularity scores in public construction projects using tools like the Materials Circularity Indicator (MCI) and material passports.

Develop industry guidance

Form a Circular Design Advisory Group with developers, architects, engineers, and researchers to co-create practical standards for different asset types.

Address systemic waste issues

- **Food delivery:** Regulate excessive packaging and address e-bike congestion linked to delivery services.
- **Fashion industry:** Challenge overconsumption and unethical practices that drive waste.
- **Construction:** Combat premature demolition and promote longevity in building design.
- **City cleanliness:** Increase street sweeping, tackle illegal dumping, and improve bin management. Issues are linked to housing, job precarity, and short-term rentals.

Build resilient waste systems

Focus on reducing short-lived products that appear cheap but cause environmental harm. Advocate for an economic shift prioritising quality over quantity.

Foster community initiatives

Examples include libraries of things, repair cafés, and cooperative recycling programs. Education, enforcement, and incentives remain critical to success.

Submissions table

Throughout the consultation period we received written feedback on the draft strategy through survey responses (159), emails (9), comment boards at community pop sites (61 comments) and a workshop (7 participants). This table lists the topics and issues raised in the written feedback.

Topic/issue raised	Total (number of times raised)
Requests for waste and recycling services that are accessible at home or close to home, such as doorstep collections and more local drop off points	58
Requests and support for proactive education to raise awareness	39
Concern about the impact of waste on our environment	39
General support for the strategy 'making sense'	39
Strong support for the value of reuse & repair	35
Strong support for the importance of reducing consumption	31
Requests for convenient infrastructure to make recycling easier, such as shared bins, drop off points in places people often visit, and comprehensive collections/drop off points that accept all types of materials	30
Concern about litter and the general cleanliness of the city	30
Requests for clear information on recycling services, including what can be recycled, where and when services are offered and how to use the services	29
Requests for food waste options available for everyone	29
Requests for more frequent services for waste and especially for recycling	29
Support for regulations and incentives to motivate businesses, strata and community members to provide and utilise waste and recycling services	28
General support for the value of long-term planning	23
General concern about the volume of plastic and packaging	23
Requests for more council action, such as more council provided recycling services	22
Support for the importance of services being accessible and convenience	19
Calls for corporate responsibility to reduce waste and provide recycling services	19
Statements that no improvements are needed to our services	17

Engagement report – Waste reduction and circular materials strategy 2026-2035

Topic/issue raised	Total (number of times raised)
Requests to provide more support for apartment residents to recycle	15
General positive feedback and support for the strategy	13
Requests to provide a broader range of services	10
Concern about the impact of current waste management on future generations	8
Calls for urgent action	8
Requests for more reliable waste services	3
Strategy review	2
Concern about a rate rise to enable the strategy	1

Engagement activities

Overview of engagement undertaken

Sydney Your Say webpage

A [Sydney Your Say webpage](#) was created. The page included an overview of the strategy directions, an electronic copy of the draft strategy, a survey and other key information about the consultation. The page was viewed by 3453 people, and the draft strategy was downloaded 221 times.

Online feedback form via Survey Monkey

The community and stakeholders were able to give feedback using an online feedback form. A link to the feedback form was provided on the Sydney Your Say website.

Sydney Your Say e-news

The consultation was included in the Sydney Your Say October 2025 e-newsletters (4064 subscribers).

Notification letter

An email was sent to 12 158 key stakeholders, including local community groups, accessibility advocacy groups, local chambers of commerce, community garden groups, and people who subscribe to our recycling e-newsletters, inviting them to give feedback on the proposal.

Community consultation workshops / community meetings

A community workshop was held on Tuesday 21 October and was attended by 7 residents and stakeholders. Their feedback has been incorporated into the key findings of this report.

On-site signage

Posters with a QR link to the consultation were displayed notice boards at customer service centres, inviting people to give feedback on the proposal.

Other activities

Support was sought from Better Renting NSW and the Tenants' Union of NSW to raise awareness of the consultation with people who rent.

Marketing and communications

A total of 5 Meta ads (Facebook & Instagram) reel placement resulted in

- 242.7K impressions
- 3 762 total link clicks
- 1.55% avg. CTR
- 62.9K total engagement

Appendix

Appendix A: Top performing ad

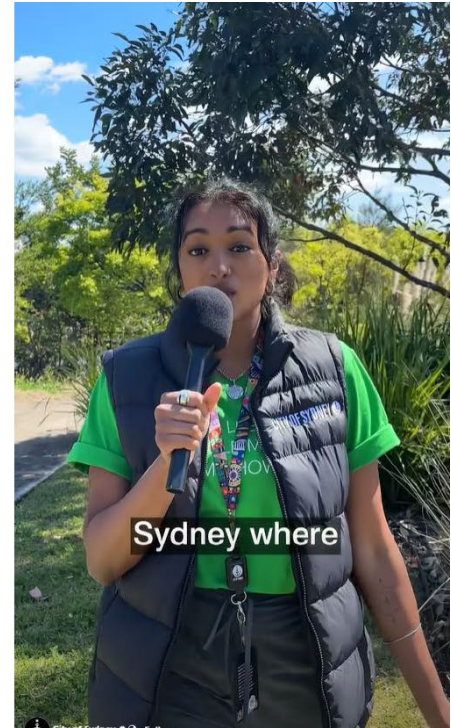
Top performing ad Facebook & Instagram

Waste Ad 2 – No music

- 71K impressions
- 1,288 total clicks with a 1.81% click through rate
- 703 Facebook clicks & 585 Instagram clicks
- 3,803 Facebook video through plays (number of times the video has been watched to completion)
- 331 likes/reactions and 20 Comments

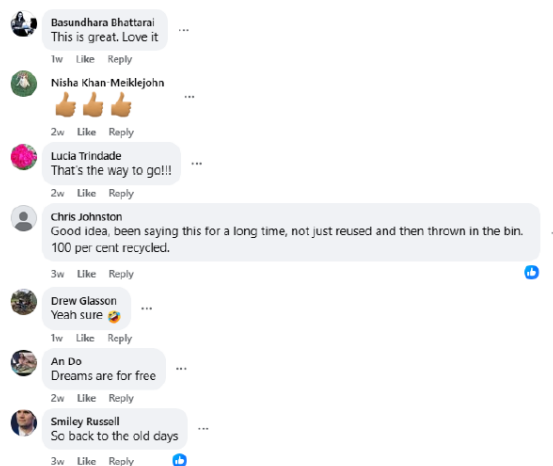


Digital Content team found ads without music and b-roll snippets performed strongly when it delivered a strong key message.

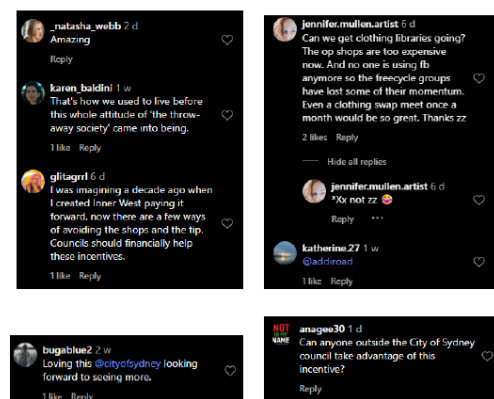


Appendix B: Sample of community sentiment from reel placement comments

Facebook comments



Instagram comments



CITY OF SYDNEY

Appendix C: Sydney Your Say enews article

Sydney Your Say



Have your say on our 10-year waste strategy

Imagine a Sydney where nothing is wasted. Where everything you own can either be reused, repaired or recycled, not thrown away.

That's the goal of our new draft waste reduction and circular materials strategy. It sets our 10-year vision for an even more sustainable, resilient future.

Have we got it right? Attend a community workshop next week or complete our survey by Wednesday 5 November.

[Read more](#)

Appendix D: Community pop-up consultation stall outside Glebe library 23 October 2025



