Changing behaviour

Moderator

Monica Pfeffer
ANZSOG

Speakers

Associate Professor Liam Smith
Director of BehaviourWorks
Monash university

Victoria Walker
Auckland Council

Please switch off all devices for the duration of the seminar
Changing behaviour

Assoc. Professor Liam Smith
BehaviourWorks Australia
Monash University
Common behaviour change mistake 1

Not fully understanding the problem.
I know what the issue is!
Picture someone who is reported to the roads authority for being an unsafe driver...
Ages of New Medical Review Customers

Percent

Age

16
26
36
46
56
66
76
86
96
Percentage of customers within each age group submitting report

<table>
<thead>
<tr>
<th>Age group</th>
<th>Not submitted</th>
<th>Submitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 30</td>
<td>16.3%</td>
<td>83.7%</td>
</tr>
<tr>
<td>30 to 50</td>
<td>17.2%</td>
<td>82.8%</td>
</tr>
<tr>
<td>50 to 70</td>
<td>9.5%</td>
<td>90.5%</td>
</tr>
<tr>
<td>Over 70</td>
<td>21.9%</td>
<td>78.1%</td>
</tr>
</tbody>
</table>
Percentage of customers within each age group submitting on-time, late or not at all

Age group

- Under 30
  - Not submitted: 16.3%
  - Submitted on time: 43.9%
  - Submitted late: 39.8%

- 30 to 50
  - Not submitted: 17.2%
  - Submitted on time: 42.5%
  - Submitted late: 40.3%

- 50 to 70
  - Not submitted: 9.5%
  - Submitted on time: 60.4%
  - Submitted late: 30.1%

- Over 70
  - Not submitted: 21.9%
  - Submitted on time: 53.2%
  - Submitted late: 25.0%
Other ways to unpack - typologies

- Disengaged (12%)
- Aware but inactive (15%)
- Active but not engaged (31%)
- Engaged but cautious (20%)
- Highly engaged (21%)

Standardised Z scores

- Knowledge
- Environmental ID
- Support for alternative water
- Water saving devices
- Water saving behaviours
- Pollution reduction
Other ways to unpack – modeling

Table 6: Multiple regression analysis assessing predictors of volume of waste from illegal dumping

<table>
<thead>
<tr>
<th>Measured Predictors</th>
<th>Standardized Coefficient</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours (Sat)</td>
<td>-.082</td>
<td>-.964</td>
<td>.337</td>
</tr>
<tr>
<td>Hours (Sun)</td>
<td>.332</td>
<td>3.983</td>
<td>&lt;.001*</td>
</tr>
<tr>
<td>Store size</td>
<td>-.063</td>
<td>1.791</td>
<td>.076</td>
</tr>
<tr>
<td>Store access (Front)</td>
<td>-.096</td>
<td>-1.176</td>
<td>.242</td>
</tr>
<tr>
<td>Store access (Front/side/rear)</td>
<td>.015</td>
<td>.186</td>
<td>.853</td>
</tr>
<tr>
<td>Distance to carpark</td>
<td>-.063</td>
<td>-.781</td>
<td>.437</td>
</tr>
<tr>
<td>Distance to landfill</td>
<td>-.023</td>
<td>-.290</td>
<td>.772</td>
</tr>
<tr>
<td>Preventative: gates/fencing</td>
<td>.264</td>
<td>3.443</td>
<td>.001*</td>
</tr>
<tr>
<td>Preventative: signage at front</td>
<td>-.014</td>
<td>-.167</td>
<td>.868</td>
</tr>
<tr>
<td>Preventative: signage at rear</td>
<td>.068</td>
<td>.829</td>
<td>.409</td>
</tr>
<tr>
<td>Preventative: bins/drop boxes brought in at night</td>
<td>.326</td>
<td>3.772</td>
<td>&lt;.001*</td>
</tr>
<tr>
<td>Preventative: CCTV or camera</td>
<td>.155</td>
<td>1.814</td>
<td>.073</td>
</tr>
<tr>
<td>Verge collection – on demand</td>
<td>-.049</td>
<td>-.615</td>
<td>.540</td>
</tr>
<tr>
<td>SEIFA: Economic resources</td>
<td>-.036</td>
<td>-.319</td>
<td>.751</td>
</tr>
<tr>
<td>SEIFA: Education and occupation</td>
<td>-.386</td>
<td>-3.252</td>
<td>.002*</td>
</tr>
<tr>
<td>1-year mobility</td>
<td>.264</td>
<td>1.566</td>
<td>.121</td>
</tr>
<tr>
<td>5-year mobility</td>
<td>-.403</td>
<td>-2.664</td>
<td>.009*</td>
</tr>
<tr>
<td>Population density</td>
<td>.194</td>
<td>1.674</td>
<td>.097</td>
</tr>
</tbody>
</table>
Common behaviour change mistake 2

I know what works!
Information and knowledge will change people’s behaviour
“Now they’ll get it!
Convincing the world that bike transport is highly efficient and saves the taxpayer a fortune has never been easy, but this new photograph should help.”
1990

So, this climate change thing could be a problem...

1995

Climate change: definitely a problem.

2001

Yep, we should really be getting on with sorting this out pretty soon...

2007

Look, sorry to sound like a broken record here...

2013

We really have checked and we're not making this up.

2019

Is this thing on?

Tap tap tap
An example closer to home...
BE ENERGY SMART
If you are the last to leave
SWITCH OFF!
Help Reduce Monash's Greenhouse Emissions
BE ENERGY SMART
If you are the last to leave
SWITCH OFF!
Help Reduce Monash’s Greenhouse Emissions

LIGHTS OUT
Switching lights on and off uses more electricity than leaving them on.

_BUSTED_

Switching on a modern fluorescent light uses about the same energy as a 0.09 second burst of light.

_LIGHTS OUT_

_Energy Smart LIGHTS OUT_

_BE ENERGY SMART_
If you are the last to leave

_SWITCH OFF!

Help Reduce Mokahi’s Greenhouse Emissions
IF YOU ARE LAST TO LEAVE THIS ROOM PLEASE TURN THE LIGHTS OFF!!!!!
Incentives (e.g., monetary rewards) will change people’s behaviour
Did a $7 financial incentive increase blood donation?

No
Blood donations decreased from 50% to 32% with the introduction of the incentive.
Did a $3 fine decrease the number of late pick-ups at a childcare centre?

No

Late pick-ups doubled!
“Pay enough or don’t pay at all”
If people only knew the significance of the problem
UtilityCo

John Doe

Last Month Neighbor Comparison

- You used 34% less than your efficient neighbors.

HOW YOU'RE DOING:

- GREAT
  - Good
  - More Than Average

WHO ARE YOUR "NEIGHBORS"?

- ALL NEIGHBORS: Approximately 60 occupied, nearby homes that are similar in size to yours (avg 3,275 sq ft)
- EFFICIENT NEIGHBORS: The most efficient 20 percent from the "All Neighbors" group

Spotlight on Cooling

Your cooling usage compared to your neighbors:

- You used 36% LESS energy on cooling than your neighbors.

SUMMER REMINDER

Adjust your thermostat every time you leave the house. Even one degree can make a difference in savings.

Energy Saving Tips for the Hot Summer

- Overall, move your thermostat up 2°. You won't feel the temperature difference, and you could save up to 16% on your electricity bill.
- When you're away, set it higher. When you leave home or go to bed, turn your thermostat up 10°.
- Consider a programmable thermostat. You can automatically increase and decrease the temperature of your home according to the time of day. Programmable thermostats cost less than $50 and are easy to install.

Find more ways to save online

www.acmepower.com/reports
A CLEANER VICTORIA IS IN YOUR HANDS

STOP LITTER WHERE IT STARTS

REPORT LITTERERS

report.litterers@env.gov.au
1300 LITTER
Big problems ahead as nation warned about growth in obesity

SYDNEY

There is nothing more certain than death and taxes but now most Australians can add one more thing to that list: an ever-expanding waistline.

By 2025, the number of obese Australians will surpass those of healthy weight, according to epidemiologists who have calculated the nation’s future weight gain based on the rate we stacked on the kilograms between 2000 and 2005.

Only about 28 per cent of adults would be a healthy weight in 2025 but nearly 34 per cent would be obese, said study leader Helen Walls, a research fellow at Monash University.

Dr Walls used data from nearly 6300 people collected as part of the landmark Australian Diabetes Obesity and Lifestyle Study to predict the scale of the obesity epidemic.

Belly flop: Obesity crisis looms.

Though the percentage of overweight people was expected to remain steady at about 38 per cent, over the 25-year period the numbers of obese would swell.

“That means a lot of people who are overweight will move into the obese category but they are being replaced by more people from the normal weight range,” Dr Walls said.

Of the healthy-weight people aged 25-29 in 2000, fewer than 30 per cent would remain so 35 years later, according to the study, which was published in the journal Obesity.

Dr Walls said the surge in obesity could be prevented if the Government implemented the recommendations of the National Preventative Health Taskforce.

Paul Zimmet, director emeritus of the Baker IDI Heart and Diabetes Institute, said Australians had seen only the tip of the iceberg in weight-related problems.

A plethora of obesity-related conditions, from arthritis to sleep apnoea to depression, would increase.

“People just haven’t got their heads around what the impact of obesity through disease will be,” Professor Zimmet said.

SYDNEY MORNING HERALD
FOR generations, family violence has been Victoria's hidden disgrace.

We might have known it under another name. A domestic. A bloke giving his missus a touch-up. A private dispute. And none of our business.

It's none of these things. It's not a dispute and it's not just a domestic. It's a crime. It almost always involves a man attacking a woman. And it is everyone's business.

It's time for us to get involved. It's time for all Victorians to say enough is enough.

Today, the Herald Sun is launching a campaign called Take a Stand to confront the scourge of family violence in our community. The campaign will not make for comfortable reading. Family violence is devastating.

Every week in Australia, a woman dies at the hands of her partner or ex-partner. In Victoria, it's the leading contributor to preventable death, illness and disability in women aged 15-44 years.

It costs the Victorian economy $3.4 billion a year in police and courts costs, hospital time, ambulance response, lost productivity and support.

It will be hard for all of us to confront the reality that is family violence. It may mean we have to accept that the mate from work, the good bloke from the footy club, or the friendly neighbour from down the street is beating his partner and possibly his children behind closed doors.

But the figures do not lie.

Last year, police responded to a record 50,382 family violence reports in Victoria. Of these callouts, 16,046 were assaults in the home. The overwhelming majority of the victims were women, bashed
Every week in Australia, a woman dies at the hands of her partner or ex-partner. In Victoria, it's the leading contributor to preventable death, illness and disability in women aged 15-44 years.
Common behaviour change mistake 3

Relying on just one strategy
Figure 1.4:

Milestones in reducing smoking in Australia 1980–2007

Source: The Cancer Council of Victoria 2009
Victorian Road Toll and Road Safety Enforcement Initiatives

- **1970**: Highest road toll recorded. Legislation introduced for compulsory wearing of seatbelts.
- **1976**: Random breath testing introduced.
- **1983**: Red-light cameras introduced.
- **1985**: Small number of mobile speed cameras introduced on a trial basis.
- **2000**: First fixed digital safety cameras began operation on CityLink.
- **2001/02**: Default urban speed limit lowered to 50km/h and new 40km/h limit introduced for school and strip shopping zones. 50% increase in mobile camera hours and speeding tolerance reduction.
- **1989/90**: Covert operation of mobile cameras commenced. Thirteen RBT ‘booze buses’ and penalties introduced for BAC exceeding 0.05.
- **2006**: Random drug testing and vehicle impoundments introduced.
Workplace safety intervention toolkit

- Financial incentives
- Community engagement
- Social marketing
- Research

- Information Education
- Regulation Legislation

- Social rules Norms
- Environmental restructuring

Emotional Connection
Workplace safety: Injuries per million hours worked

Campaign 1

Campaign 2
Unable to play video on our website
WHY DO WE MAKE THESE MISTAKES?
They’re not like you.
Understanding behaviour to see influence opportunities...
Problem identification and prioritisation

Behaviour identification and prioritisation

Early Assessment Tool

Literature and practice review

Primary data to understand behaviour

Design Workshop

Test and measure
Identification and prioritisation
## Household water saving behaviours

### Impact – likelihood matrix

<table>
<thead>
<tr>
<th>Impact</th>
<th>Likelihood of uptake</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW</td>
<td>LOW</td>
</tr>
<tr>
<td></td>
<td>Install efficient irrigation</td>
</tr>
<tr>
<td></td>
<td>Choose water-efficient pool filter</td>
</tr>
<tr>
<td></td>
<td>Install water-efficient taps</td>
</tr>
<tr>
<td>LOW</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Choose drought-tolerant plants</td>
</tr>
<tr>
<td></td>
<td>Connect grey-water to garden</td>
</tr>
<tr>
<td></td>
<td>Install dual-flush toilet</td>
</tr>
<tr>
<td></td>
<td>Use a broom, not hose, for cleaning</td>
</tr>
<tr>
<td>HIGH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Allow lawn to go brown</td>
</tr>
<tr>
<td></td>
<td>Reduce lawn area</td>
</tr>
<tr>
<td></td>
<td>Use drought-resistant grass</td>
</tr>
<tr>
<td></td>
<td>Connect rain tank to bathroom</td>
</tr>
</tbody>
</table>

Behaviours include:
- Reducing lawn area
- Using drought-resistant grass
- Connecting rain tank to the bathroom
- Buying a water-efficient front-loader
- Add cistern weight to the toilet
- Installing & using a pool cover
- Connecting rain tank to the garden
- Installing a dual-flush toilet
- Using a low-flow shower
- Using a broom, not a hose, for cleaning
- Irrigating in the morning or evening
- Watering the garden according to conditions
- Grouping plants with similar needs
- Mulching the garden regularly
- Choosing drought-tolerant plants
- Using a watering can, not a hose
- Connecting grey-water to the garden
- Installing efficient irrigation
- Ensuring the washing machine is full
- Fixing leaks in the house
- Reducing the amount of water used when brushing teeth
- Turning off taps when not using them
- Choosing water-efficient taps
- Installing water-efficient taps
- Washing the car less often
- Wash car less often
- Don't use running water for rinsing
- Using a full dishwasher for every wash
- Buying a water-efficient dishwasher
<table>
<thead>
<tr>
<th>HIGH</th>
<th>LOW</th>
<th>Likelihood of uptake</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce lawn area</td>
<td>Buy water-efficient dishwasher</td>
<td>LOW</td>
</tr>
<tr>
<td>Use drought-resistant grass</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Connect rain tank to bathroom</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Buy water-efficient front-loader</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Connect rain tank to garden</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Install &amp; use pool cover</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Add cistern weight to toilet</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Have shorter showers</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Flush toilet less often</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Irrigate in morning or evening</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Water garden according to conditions</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Collect shower water for garden</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Group plants with similar needs</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Mulch garden regularly</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Choose drought-tolerant plants</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Use a watering can, not hose</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Connect grey-water to garden</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Install efficient irrigation</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Ensure washing machine is full</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Fix leaks in the house</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Turn off taps when brushing teeth</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Don't use in-sink disposal unit</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Wash car less often</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Don't use running water for rinsing</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>Full dishwasher for every wash</td>
<td>Install water-efficient taps</td>
<td>LOW</td>
</tr>
<tr>
<td>LOW</td>
<td>Buy water-efficient dishwasher</td>
<td>LOW</td>
</tr>
<tr>
<td>LOW</td>
<td>Buy water-efficient dishwasher</td>
<td>LOW</td>
</tr>
<tr>
<td>LOW</td>
<td>Buy water-efficient dishwasher</td>
<td>LOW</td>
</tr>
</tbody>
</table>

Don’t water lawn

Have shorter showers
Prioritising water saving behaviours in households

- Reduce lawn area
- Use drought-resistant grass
- Connect rain tank to bathroom
- Buy water-efficient front-loader
- Add cistern weight to toilet
- Install & use pool cover
- Have shorter showers
- Flush toilet less often
- Install dual-flush toilet
- Low-flow shower
- Use a broom, not hose, for cleaning
- Irrigate in morning or evening
- Water garden according to conditions
- Collect shower water for garden
- Group plants with similar needs
- Mulch garden regularly
- Choose drought-tolerant plants
- Use a watering can, not hose
- Connect grey-water to garden
- Install efficient irrigation
- Ensure washing machine is full
- Fix leaks in the house
- Turn off taps when brushing teeth
- Don’t use in-sink disposal unit
- Choose water-efficient pool filter
- Install water-efficient taps
- Wash car less often
- Don’t use running water for rinsing
- Full dishwasher for every wash
- Buy water-efficient dishwasher
Paula Wright

Prioritising water saving behaviours in households

**Priority behaviours:** where opportunity is moderate or high

**Focus behaviours**

- Reduce lawn area
- Use drought-resistant grass
- Connect rain tank to bathroom
- Buy water-efficient front loader
- Install & maintain pool cover
- Have shorter showers
- Flush toilet less often
- Irrigate in morning or evening
- Water garden according to conditions
- Connect shower water for garden

**Behaviours that add up**

- Group watering regularly
- Mulch garden
- Choose drought-tolerant plants
- Use a watering can, not hose for cleaning
- Install efficient irrigation
- Fix leaks
- Turn off taps when brushing teeth
- Don’t use in-sink disposal unit
- Wash car less often

**Leverage behaviours**

- Allow lawn to go brown
- Install & maintain pool cover
- Have shorter showers
- Flush toilet less often
- Irrigate in morning or evening
- Water garden according to conditions
- Connect shower water for garden
- Ensure washing machine is full
- Don’t use in-sink disposal unit
- Wash car less often
- Full dishwasher for every wash
Primary data to understand behaviour
Behaviours can be driven by:

- **Attitudes**
- **Social norms**
- **Capability**
- **Opportunity**
- **Habits**
- **Biases**
- **Emotion**
- **Context**

**More automatic, peripheral decision-making**

- Questionnaires / interviews about beliefs, implicit tests
- Observation, secondary data

**More deliberative, thoughtful decision-making**

- Observation, interviews, questionnaires
- Media assessment (for macro factors), observation
- Literature search, observation
- Observation, FACS (state), personality tests (trait)
- Observation, self-report habit index
Early assessment tool
Is it deliberative (a thinking behaviour)?

YES

Observe and ask:

What are the benefits and costs of the behaviour?

Who approves and disapproves?

What makes it easy and hard?
Is it deliberative?

- **YES**
  - Regulation
  - Incentives
  - Context cues
  - Moments of discontinuity
  - Sensitising the market

- **NO**
  - Do you want it to be?
    - **YES**
    - Biases
    - Sensitising the market
    - **NO**
Test and measure...
“One kind of intervention should never be ideologically preferred to any other. Selection of tools and times for intervention ought surely to be seen as tactical, problem-specific choices ... advocating for specific intervention options, too early and without sufficient analysis, often drives out open-minded examination of the harm itself.”
Pay now, stay safe
If you get caught driving an unregistered vehicle you could face fines of over $700 and could impact TAC insurance coverage.

CERTIFICATE OF REGISTRATION

NAME AND RESIDENTIAL ADDRESS
O'XXX, CCCCCCC
65 CORNERST DR
MERREEEEE VIC 9998

REGISTRATION NO: 538852
TRAILER: 222.1 TowPak Box
VIN NO: J2DJ78003780500000
ENGINE NO: 34000003780500000
FEE CODE: TV PRIVATE TRAILER
TARE: 540
GVM: 1900
REG. EXPIRY DATE: 23 MAR 2016

TOTAL AMOUNT DUE: $54.00
PAYMENT DUE BY: 23 MAR 2015

CHARGE SUMMARY
REGISTRATION FEE $54.00
TAC CHARGE $0.00
INSURANCE DUTY $0.00
TOTAL AMOUNT $54.00

Missing house?
You can quickly and conveniently change your licence and registration address online at vicroads.vic.gov.au/ChangeAddress.
You will receive a new driver licence address label in the post.

SAVE TIME AND PAY ONLINE OR ON MOBILE IN 2 EASY STEPS
1. Choose from one of the following payment options to securely pay your registration renewal. Any time of the day or night, you can pay by internet banking or your mobile.

2. Biller Code: 216291
   Ref: 7599 9000 0000 005
   *May not be available for customers of some financial institutions.
   Please use other payment options or contact VicRoads on 13 11 71 if service is unavailable.

   VicRoads
   VicRoads.vic.gov.au/RenewRegistration

BPAY® telephone & internet banking
Call your bank or financial institution to make this payment from your cheque, savings, credit card, debit card or transaction account. More info at bpay.com.au
Any payment must be for the exact amount of this invoice and must be made by the due date to enable you to continue to drive this vehicle. If unpaid the registration of the vehicle will be cancelled 2 months after the expiry date on this notice and cannot be renewed by paying this invoice.
Credit card payment online
Pay with a credit card (MasterCard or VISA) via the web or your mobile.
<table>
<thead>
<tr>
<th>Message Header</th>
<th>Message Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>Say goodbye to rego stickers for all light vehicles.</td>
<td>Note: Not part of the trial</td>
</tr>
<tr>
<td>Pay now, stay safe</td>
<td>If you get caught driving an unregistered vehicle you could face fines of over $700 and could impact TAC insurance coverage</td>
</tr>
<tr>
<td>Keep your family safe</td>
<td>Pay your registration on time and ensure they have TAC coverage if they are injured in an accident</td>
</tr>
<tr>
<td>Would you accept TAC payments if injured in an accident?</td>
<td>Pay your rego on time so we can help you and others get back on their feet after an accident</td>
</tr>
<tr>
<td>Win a weekend in Marysville!</td>
<td>Pay your registration before the due date and you'll automatically go into the draw to win a weekend for two at the new Vibe Hotel Marysville (please see the VicRoads website for the terms and conditions of the holiday).</td>
</tr>
<tr>
<td>Say goodbye to rego stickers for all light vehicles.</td>
<td>Note: The control group</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
On time

Overall Renewal Time
Total - 100,961 Customers

% of Customers

Select Renewal Time:
ON TIME

Family safe
Accept TAC payments?
Late

Overall Renewal Time
Total - 100,961 Customers

Pay now, stay safe
Not paid

Win a trip to Marysville
NO LITTERING

Leaving donations here when the store is closed is illegal. Fines apply.

This area is under surveillance.

Donate during opening hours:
Monday to Friday: 9.00 am – 5.00 pm
Saturday: 9.00 am – 5.00 pm
Sunday: 11.00 am – 4.00 pm

The real cost of dumping at charities

Leaving your donations here after hours costs us money to clean up. We'd rather spend this money on providing food and shelter for people in need.

Make your donation count!
Donate during opening hours:
Monday to Friday: 9.00 am – 5.00 pm
Saturday: 9.00 am – 5.00 pm
Sunday: 11.00 am – 4.00 pm

NACRO
Vinnies

Salvos Stores
Waste disposal costs (small stores)

- Sign (personal impact)
- Sign (social impact)
- Sensor lighting
- CCTV

Average cost ($) per day

- Pre-intervention
- ≤ 3 months post-intervention
- > 3 months post-intervention
Quantity of waste (large stores)

Average weight (tonnes) per day

Study week

Warehouse comparison
Quantity of waste (large stores)

Average weight (tonnes) per day vs. Study week:
- Fencing + sign
- Warehouse comparison
About HPSP
Changes

• Changes to visit
  – Inclusion of descriptive norms
  – Commitment strategies
  – Loss aversion language

• Changes to follow up
  – Shorter letter from assessor
  – Phone call follow up
  – SMS from assessor
  – Second visit
Performing behaviours

- Pre-trial: 1.25
- None: 1.35
- SMS: 1.33
- Phone call: 1.40
- Second visit: 1.38
Five take home messages...

• Unpack problems
• Don’t assume you know what works because you are not in a good position to judge
• More than one approach usually works better
• There are many drivers of behaviour which can be loosely grouped as deliberative and non-deliberative and your approach should consider this
• Test and measure different approaches (in combination as well as individually)
Thank you

Liam Smith
BehaviourWorks Australia,
Monash Sustainability Institute
Liam.smith@monash.edu
Make the most of waste

Victoria Walker
Head of Marketing and Publicity
Auckland Council
Today, we’ll cover

- our goal: zero waste
- our campaign – who, what and how
- success stories
- lessons learned
Zero waste by 2040
The path to zero waste
Recycling right saves time and money
Rubbish or recycling?
Please follow the link for the video.

http://www.makethemostofwaste.co.nz/recycling/recycling-intruder-video/
Using mass media for impact

Smarter recycling could save $1m

A truck load of recycling was dumped in Aotea Square last week to highlight how important it is to recycle right.

The event kicks off a month-long focus on recycling, and also marks the beginning of Make the Most of Waste – a two-year campaign to stop Aucklanders throwing away unnecessary waste in coming years.

The goal is to achieve zero waste by 2040.

Last week’s event used the contents of 16 recycling bins, dumped and then sorted on the spot by council staff.

Deputy mayor Penny Hulse and local board members from around the region attended and rolled up their sleeves to help.

The event demonstrated the importance of recycling right, by highlighting wrong items found in the average household recycling bin.

Some of the most common wrong items in recycling include plastic bags, medical waste, food waste, material and batteries.

Auckland’s sloppy recycling under spotlight

Kelly Bennett

Last updated: 10/22/2014

Last year Aucklanders recycled around 177,000 tonnes of glass, plastic, paper and cans, but around 10 per cent of the material collected in recycling was rubbish.

At the same time, we estimate around 15 per cent of the average household rubbish bin or bag collected by Auckland Council – over 20,000 tonnes – are items that could have been recycled.

Some rubbish in recycling also costs the council in excess of a million dollars a year – so it is important we get this cost down as much as we can.
Using mass media for impact

RADIOLIVE DAILY POLL

1. Do you recycle or can't you be bothered?

- Can't be bothered: 8%
- Absolutely: 92%

View Survey
Using mass media for impact
Using mass media for impact

Recycling made easy

- You can recycle packaging from the kitchen, bathroom and laundry.
- Please don't put plastic bags in your Auckland Council recycling bin - they get caught in the sorting machines.
- Use our recycling search at makethemostofwaste.co.nz

Please:
- Rinse and squash all containers
- Leave the lids on all bottles and containers
- Containers should be no larger than 4 litres
- Bundle paper and cardboard securely and place it next to your bin/bag for collection if you live in North Shore, Waitakere, Rodney or the inner CBD.
- Terra Pak cartons are NOT accepted in North Shore, Waitakere and Rodney.

The way recycling is collected is different depending on where you live in Auckland. Check your local service with the collection day search at makethemostofwaste.co.nz or call 09 301 0101.
Using mass media for impact
Using mass media for impact
Using mass media for impact
Reaching the harder to reach
Success

- one in four Aucklanders aware of campaign
- knowledge up 15 per cent
- contamination decreased 35 per cent
Lessons learned

• get the balance right between planning and execution

• set clear targets and get stakeholder buy in

• keep up the momentum
Find out more:

makethemostofwaste.co.nz
Changing behaviour

Moderator
Monica Pfeffer
ANZSOG

Speakers
Associate Professor Liam Smith
Director of BehaviourWorks
Monash university

Victoria Walker
Auckland Council

Please switch off all devices for the duration of the seminar
Upcoming Applied Learning Seminars

Policy transfer: public policy in the import/export business
Speaker: Emeritus Professor Arie Freiberg
Wellington 9 February

Picking the Melbourne Cup winner - uses and abuses of statistical modelling
Speaker: George Argyrous
Auckland Wellington 14 April 18 April

Enquiries
Applied Learning
T +61 3 8344 1900
appliedlearning@anzsog.edu.au

Details online at anzsog.edu.au
# Upcoming Executive Education Workshops

<table>
<thead>
<tr>
<th>Course</th>
<th>Location</th>
<th>Date</th>
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<tbody>
<tr>
<td>Recognising Public Value</td>
<td>Melbourne</td>
<td>February</td>
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<td>Course leader: Mark Moore</td>
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<tr>
<td>Policy and Program Skills</td>
<td>Canberra</td>
<td>April</td>
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<td>Course leader: Michael Mintrom</td>
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<tr>
<td>Applying Behavioural Insights</td>
<td>Wellington</td>
<td>May</td>
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<tr>
<td>Course leaders: David Halpern and Rory Gallagher</td>
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**Enquiries**  
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T +61 3 8344 1984  
Executive.education@anzsog.edu.au  

Details online at [anzsog.edu.au](http://anzsog.edu.au)
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