

## ReefClean Online Workshop

<b>Date of Workshop:</b>	22 May 2020
<b>Location:</b>	Online
<b>Project:</b>	ReefClean <i>Don't Dump on our Reef</i> campaign
<b>Campaigner:</b>	Tom Godfrey
<b>Coordinators:</b>	Jules Lim, Vanessa Carey, Romaine Westwood
<b>Partners:</b>	Alexandra Earl, Douglas Shire Council

### Introduction

Tangaroa Blue ran an online ReefClean Source Reduction Project (SRP) workshop on 22 May 2020 with the aim of reducing single-use plastic dog poo bags littered around The Great Barrier Reef. There were 11 attendees from local councils and community groups.

### Project Description

The ReefClean Australian Marine Debris Initiative (AMDII) data shows single-use plastics such as dog poo bags are one of the top 10 items of litter found around the reef. From other community research<sup>1</sup>, we know there are many different types of dog owners from those who pick up their dog's waste every time to those who don't pick up at all. Studies have shown that if someone feels they are being watched, they are more likely to pick up their dog's waste, bag, and bin it<sup>2</sup>. The project aimed to draw attention to the issue of dog poo bag litter. In developing the campaign there was discussion around the ability to influence dog owners who mistakenly believe that dog poo itself is natural and is safe to be left where it fell. After due consideration, the workshop developed the *Don't Dump on our Reef* campaign to engage, inform and change the behaviour of dog owners. The campaign messages were:

1. *Don't Dump on our Reef*
2. *Dog poo contains parasites. Stop the spread. Please bin it, thanks!*

By engaging with dog owners in a hotspot location along the reef and promoting the campaign through local media, social media, vets, pet stores and council, we aimed to empower dog owners to make a more informed decision to pick up and bin their dog's waste.

<sup>1</sup> Paul Webley, Clare Siviter, *Why Do Some Owners Allow Their Dogs to Foul the Pavement? The Social Psychology of a Minor Rule Infraction*, Journal of Applied Social Psychology, vol. 30, issue 7, 31 July 2006

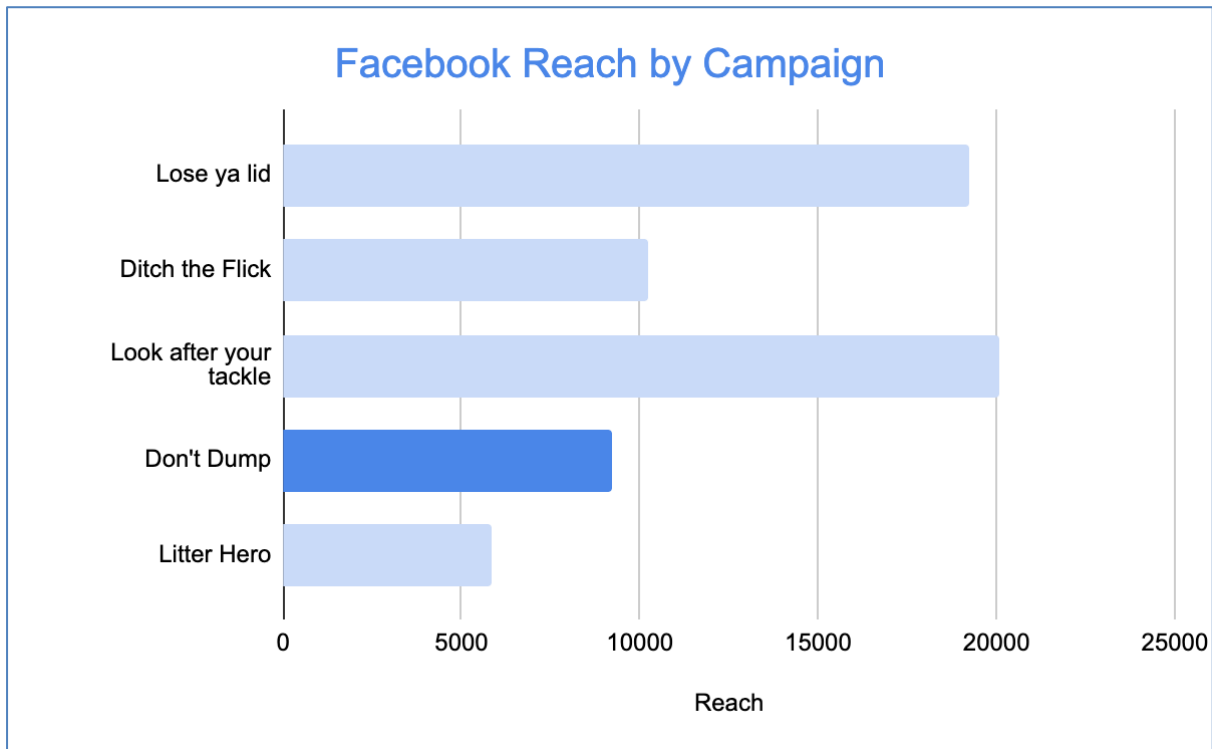
<sup>2</sup> Christopher Lowe, Karl Williams, *Environmental and social impacts of domestic dog waste in the UK: investigating barriers to behavioural change in dog walkers*, International Journal of Environment and Waste Management, vol. 13, no. 4, 2014

## Current Status

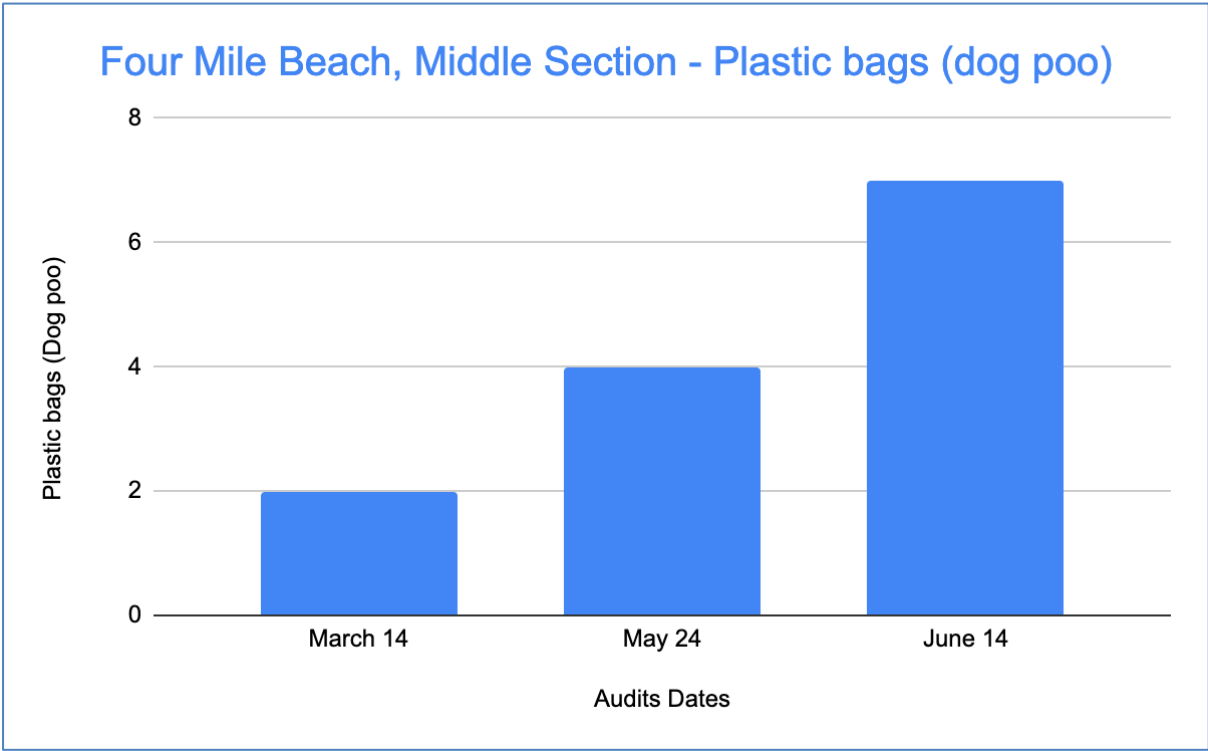
	Next Steps:	TO DO	Actions
Task 1	Digital workshop and weekly check-ins	Promote and host an online dog poo bag litter workshop on 22 May and facilitate weekly check-in meetings.	Completed
Task 2	Audit	Audit dog poo bags in Port Douglas from 24 May to 25 June.	Completed
Task 3	Design - physical assets	Design UV stable directional signage stickers for display on dog poo bag dispensers and bins.	Completed
Task 4	Design and write - social assets	Design and write weekly social media posts to promote the campaign on Facebook.	Completed
Task 5	Design and write - website landing page	Design and write the campaign website landing <a href="http://reefclean.org/dontdump">reefclean.org/dontdump</a> .	Completed
Task 6	Design and write - Dog poo factsheet	Design and write dog poo factsheets for distribution online and through RSPCA, vets, pet stores and councils.	Completed
Task 7	Print - directional signage stickers	Print and distribute UV stable directional signage stickers to project officers.	Completed
Task 8	Display - directional signage	Gain council approval and display directional signage in hotspot location.	Completed
Task 9	Awareness - media management	Write and sell in local media releases featuring local dog owners in Port Douglas.	Completed
Task 10	Audit progress - weekly check-ins	Conduct regular audits at two locations along Four Mile Beach in Port Douglas to see if the campaign sticker signage and awareness has resulted in a reduction in dog poo bag litter.	Completed

**Outcome and Data**

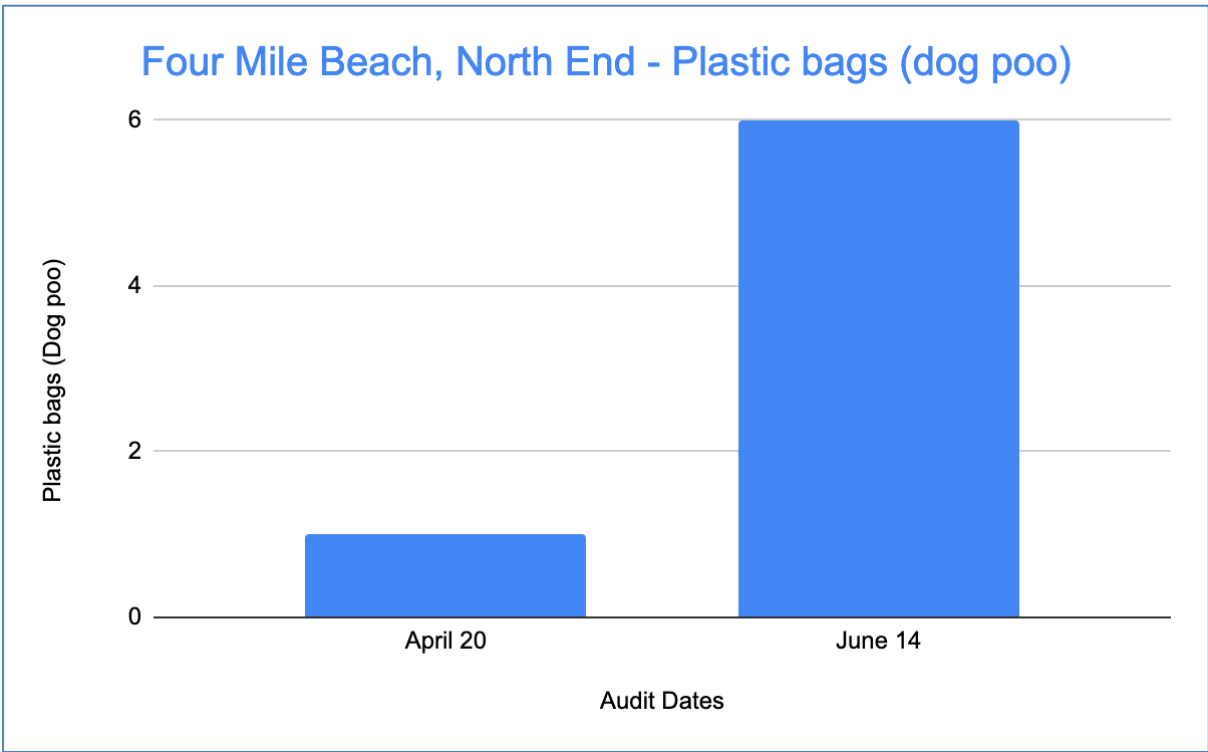
The ReefClean *Don't Dump on our Reef* campaign ran for four weeks and reached 9,345 people through Facebook and more through local media coverage (attached).



An audit program was implemented in two hotspot locations at Four Mile Beach in Port Douglas, the middle section and the North end. Three audits were completed in the middle section of the beach. Over the monitoring period we saw an increase in dog poo bag litter following the implementation of the campaign.



Two audits were also conducted at the North end Four Mile Beach, one on April 20 and one on June 14. Dog poo bag litter increased from 1 to 6 items following the implementation of the campaign.



**Observations**

It seems dog owners believe that dog poo is organic and does not pose a risk to The Great Barrier Reef. This mistaken belief results in many people failing to pick up and bin their dog’s waste. During the audit period we saw an increase in dog poo bag litter. One factor for this increase may have

been the easing of COVID-19 restrictions which saw more people out and about with their dogs. We believe that if the UV stable stickers were able to be displayed for a longer period, supported by ongoing awareness of the issue, dog owners would begin to change their behaviour.

### ***Challenges, barriers and opportunities***

Gaining council approval for the UV stable directional signage stickers was a challenge and reduced length of time the stickers could be displayed. This ultimately decreased the effectiveness of the campaign. There is an opportunity to run the *Don't Dump on our Reef* campaign in other hotspots around the reef.

### ***Budget***

<b>Organisation</b>	<b>Details</b>	<b>Amount</b>
<b>Campaign Coordination</b>	Project Officer	\$150
<b>Sticker Printing and Distribution</b>	Directional signage stickers (UV stable)	\$19.20
<b>Campaign Design and Development</b>	Campaign and design support	\$4,667
<b>In-kind Support</b>	Partner & volunteer hours based at \$30/hr	\$1410
<b>Total</b>		\$6246.20

### ***Closing Statement***


If given enough time for the directional signage to be displayed, the ReefClean *Don't Dump on our Reef* campaign could prove an effective way to help inform the community about the impact of single-use plastic dog poo bags and dog poo itself on the reef. Empowering dog owners with more information about the environmental impact of dog poo on the reef will ultimately help to reduce dog waste litter.

## Appendix

### Socials Screenshots

**ReefClean**  
June 7 at 12:14 PM · 🌐

**#dontdumpourreef** - dog poo contains pests like campylobacteriosis, tapeworm, e. coli, and salmonellosis and is toxic if it washes onto the Great Barrier Reef.  
Bag it and bin it - don't leave it hanging in a tree.....  
Learn more at [www.reefclean.org/dontdump](http://www.reefclean.org/dontdump)... See More



**Reach More People With This Post**  
You could reach up to 1,253 people daily by boosting your post for A\$25.


**1,578** People Reached      **75** Engagements      **Boost Post**

You and 19 others      3 Comments 3 Shares

Like Comment Share

**ReefClean**  
June 2 at 7:30 AM · 🌐

Did you know that dog poo can be toxic if it washes onto the Great Barrier Reef?  
Dog poo contains campylobacteriosis, tapeworm, e. coli, and salmonellosis.  
Check out our ReefClean **#dontdumpourreef** webpage for more information on what you can do to keep this waste from entering our Reef.... See More



**2,063** People Reached      **71** Engagements      **Boost Post**

You and 21 others      4 Comments 9 Shares

**ReefClean**  
June 5 at 2:44 PM · 🌐

Have you seen dog poo bags left in your neighbourhood?  
We're running a campaign to help reduce the number of single-use plastic dog poo bags that get washing into the Great Barrier Reef. Learn more at [www.reefclean.org/dontdump](http://www.reefclean.org/dontdump).  
Australian Department of Agriculture, Water and the Environment #ReefTrust  
#GreatBarrierReefMarineParkAuthority Tangaroo  
BlueReefClean #AMD1 #LeaveltBetterThanYouFoundit  
#marinedebris Douglas Shire Council



**Reach More People With This Post**  
You could reach up to 1,253 people daily by boosting your post for A\$25.

**440** People Reached      **15** Engagements      **Boost Post**

You and 4 others      2 Shares

# DON'T DUMP ON OUR REEF

Dog poo contains parasites\*

**STOP THE SPREAD.  
Please bin it, thanks!**

\* Campylobacteriosis, tapeworm,  
E. Coli and Salmonellosis.



DOG WASTE





ReefClean

www.ReefClean.org/DontDump


reefclean
...

reefclean Did you know that dog poo can be toxic if it washes onto the Great Barrier Reef? Dog poo contains campylobacteriosis, tapeworm, e. coli, and salmonellosis.

Check out our #ReefClean #dontdumpoureef webpage for more information on what you can do to keep this waste from entering our Reef.

[www.reefclean.org](http://www.reefclean.org)

@awegov #ReefTrust  
@gbrmarinepark @tangaroablue  
#ReefClean #AMDI  
#LeaveItBetterThanYouFoundIt  
#marinedebris #dogpoo #plastic

♡
💬
📌
🔖

🌍 Liked by janewalkermusic and 16 others

JUNE 4

Add a comment...
Post

**ReefClean**  
June 11 at 12:30 PM · 🌐

📸 Send us photos of poop!

We've all seen it... dog poo bags hanging in trees or scattered on the beach and in the bushes. Not only are the bags plastic, but many people don't realise that dog poo contains parasites, germs and bacteria that can transmit diseases and infections to humans, such as Salmonella, campylobacteriosis, cryptosporidiosis, toxocarasis, hookworm infection, Echinococcosis (caused by tapeworms) and Giardia 🦠

Help us raise awareness of this issue by se... [See More](#)



**Reach More People With This Post** ✕  
You could reach up to 519 people daily by boosting your post for A\$25.

2,202 People Reached      223 Engagements      [Boost Post](#)

👍👎👤 22      17 Comments 7 Shares

👍 Like    💬 Comment    ➦ Share    🌐

**ReefClean**  
June 19 at 12:30 PM · 🌐

We all wonder WHY people leave plastic bags of poop behind, left to be washed into the ocean... Well did you know studies have shown there are 5 different types of people when it comes to picking up dog poo?

1. Proud to pick up – happy to be seen carrying dog waste, will pick up in all locations and take it home if no bins are available.
2. It is the right thing to do - will pick up in public places but will seek to dispose of the waste as soon as it is practical.
3. I have... [See More](#)



**Reach More People With This Post** ✕  
You could reach up to 538 people daily by boosting your post for A\$25.

2,344 People Reached      302 Engagements      [Boost Post](#)

👍👎👤 17      20 Comments 7 Shares




**ReefClean**  
Yesterday at 3:29 PM · 🌐

Speaking of dog poo... we've put together a Fact Sheet that explains, in a nutshell, how dog poo and dog poo bags affect the Reef, and what dog owners can do to help. Visit [www.reefclean.org/dontdump](http://www.reefclean.org/dontdump) for more info.

**Australian Department of Agriculture, Water and the Environment ReefClean Tangaroa Blue Douglas Shire Council #ReefTrust #GBRMPA RSPCA Cairns Paws and Claws Refuge and Boarding Centre - Port Douglas #dontdump**

Fact sheet

## Dog Poo and the Great Barrier Reef.



**DON'T DUMP ON OUR REEF**

Dog poo contains parasites\*  
\*Cryptosporidium, Toxocara, Echinococcus

**STOP THE SPREAD. Please bin it. Don't eat!**

**ReefClean**  
Educate - Reduce - Prevent

- The Great Barrier Reef Marine Park Authority lists plastic marine debris as one of the main threats to the reef.
- The Australian Marine Debris Initiative Database shows single-use plastic items like dog poo bags are a major litter issue facing reef and waterways across Australia.
- Animal waste might seem like a small source of pollution, but it can add up to big problems for water quality, particularly when combined with plastic litter.
- Dog poo contains bacteria, germs and parasites that can transmit diseases and infections to humans, such as Salmonella, Campylobacteriosis, Cryptosporidiosis, Toxocarasis, Hookworm infection, Echinococcosis (caused by tapeworms) and Giardia.
- Dog poo contains nutrients that cause excessive algal and weed growth, and even eutrophication. This can make the water unusable for swimming, boating, or fishing.
- Plastic from dog poo bags breaks up and gets into the soil, air, waterways and the ocean.
- Plastic items pose a threat to marine animals from entanglement, smothering, and ingestion as well as accumulation of toxins attached to the plastic.
- In order to make a difference to contamination of our soil, water, food and air, we all need to do our bit.

**Dog owners can do this by:**

- Being prepared - carry a bag, trowel or scooper with you on every walk with your dog
- Picking up after your dog
- Disposing of dog poo bags responsibly, in a designated bin or appropriate compost facility
- Keeping plastics out of soil and waterways
- Raising awareness of the toxicity of plastics and dog poo

**Did you know?**

Dog poo doesn't just decompose. It adds harmful bacteria, parasites and nutrients to local waterways when it's not disposed of properly.

For more information, resources and references go to: [www.reefclean.org/dontdump](http://www.reefclean.org/dontdump)

ReefClean is funded by the Australian Government's Reef Trust

Australian Government | REEF TRUST | AUSTRALIAN MARINE DEBRIS INITIATIVE | **ReefClean** Educate - Reduce - Prevent

Yesterday at 12:00 PM · 🌐

Have you ever stepped in dog poo?

When dog poo isn't picked up and binned, it cannot only leave you with toe jam but it can wash into our waterways and cause major environmental and health issues.

It contains bacteria, germs and parasites that can transmit diseases and infections to humans, such as Salmonella, Campylobacteriosis, Cryptosporidiosis, Toxocarasis, Hookworm infection, Echinococcosis (caused by tapeworms) and Giardia. It also contains nutrients that cause exce... See More



**Reach More People With This Post**  
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286 People Reached    35 Engagements    **Boost Post**

👍❤️👍 17    1 Comment

**Reach More People With This Post**  
You could reach up to 1,555 people daily by boosting your post for A\$25.

199 People Reached    10 Engagements    **Boost Post**

👍❤️👍 6

**ReefClean**  
6 hrs · 🌐

Big THANKS to **Newsport Daily** for getting behind our ReefClean Don't Dump on our Reef campaign!

You can read their write up here:  
<https://www.newspost.com.au/2020/june/dont-dump-on-our-reef/>

Thanks also to Romayne and George for staring in the photo!

**#dontdump #dondumpoureef Douglas Shire Council Australian Department of Agriculture, Water and the Environment Tangaroa Blue ReefClean #ReefTrust #GreatBarrierReefMarineParkAuthority**



NEWSPOST.COM.AU  
**Don't dump on our Reef**  
Dog poo bags are one of the top 10 items of litter impacting t...

**Reach More People With This Post**  
You could reach up to 1,575 people daily by boosting your post for A\$25.

112 People Reached    9 Engagements    **Boost Post**

👍❤️👍 6



mobile: 0410 166 684  
email: reefclean@tangaroablue.org  
[www.reefclean.org](http://www.reefclean.org)

## ***DON'T DUMP ON OUR REEF***

### **Local council supports campaign to help stop dog owners dumping on the reef**

**Yet to be released to the media:** Douglas Shire Council has joined Tangaroa Blue Foundation's ReefClean *Don't dump on our Reef* campaign to help reduce single-use plastic dog poo bags from ending up on the Great Barrier Reef.

The move comes as the Australian Marine Debris Initiative Database shows single-use plastic items such as dog poo bags are one of the top 10 items of litter impacting the Great Barrier Reef and in waterways across Australia.

"Our campaign has been designed to help dog owners understand the impact dog poo, and the single-use plastic bags used to collect it, has on the reef," says Tangaroa Blue CEO Heidi Tait.

"While some dog owners always pick up their dog's waste, bag and bin it, others are less vigilant which can result in damage to the reef."

Studies have also found dog poo contains parasites such as campylobacteriosis, tapeworm, E. Coli and Salmonella so failing to collect it and dispose of it properly can present a public health risk.

"When it comes to dog waste, we need to stop the spread and we need dog owners around the reef to take responsibility for their dog's doo," Tait says.

As part of the campaign Tangaroa Blue will roll out dog poo bag dispenser signage in hotspot locations in Port Douglas.

ReefClean is funded by the Australian Government's Reef Trust and delivered by Tangaroa Blue Foundation.

For more information on the ReefClean *Don't Dump on our Reef* campaign, visit: [ReefClean.org/dontdump](http://ReefClean.org/dontdump).

**ENDS**


**MEDIA CONTACT:** Tom Godfrey - 0477 486 095 - [tom@tangaroablue.org](mailto:tom@tangaroablue.org)

ReefClean is funded by the Australian Government's Reef Trust. ReefClean is a project to remove and reduce marine debris impacting the Great Barrier Reef.



## DON'T DUMP ON OUR REEF


TANGAROA BLUE FOUNDATION

 **KARLIE BRADY**  
JOURNALIST  
[Email Karlie](#)

88% 12%

SHARE EMAIL COMMENT

Last updated: 22/06/2020 - 10:45 (AEST)



Romayne Westwood responsibly picks up after her dog George when going for walks on Four Mile Beach. Image: Karlie Brady.

88% 12%

**Don't dump on our Reef is the message from the Tangaroa Blue Foundation in a new campaign, supported by Douglas Shire Council, to highlight the issue of single-use plastic dog poo bags and dog poo ending up on the Great Barrier Reef.**

The Australian Marine Debris Initiative Database shows single-use plastic items such as dog poo bags are one of the top 10 items of litter impacting the Great Barrier Reef and waterways across Australia.

Tangaroa Blue CEO, Heidi Tait, said the Don't dump on our Reef campaign has been designed to help dog owners understand the impact dog poo, and the single-use plastic bags used to collect it, has on the reef.

"While some dog owners always pick up their dog's waste, bag, and bin it, others are less vigilant which can result in damage to the reef," she said.

Studies have also found dog poo contains parasites such as campylobacteriosis, tapeworm, E. Coli, and Salmonella so failing to collect it and dispose of it properly can present a public health risk.

"When it comes to dog waste, we need to stop the spread and we need dog owners around the reef to take responsibility for their dog's poo," Ms Tait says.

As part of the campaign, Tangaroa Blue will roll out dog poo bag dispenser sticker signage at Four Mile Beach in Port Douglas in June.

It will then conduct audits of the number of single-use plastic poo bags left before and after the signage is implemented.



Tangaroa Blue will add sticker signage as part of the campaign to dog-poop bag dispensers which are available at Four Mile Beach. Image: Karlie Brady.

Douglas Shire Mayor, Michael Kerr, encouraged dog owners to pick up after their pooches and be aware of how they dispose of it.

"We would like to remind dog owners that it is their responsibility to clean up any little surprises that may happen during their daily walks," he said.

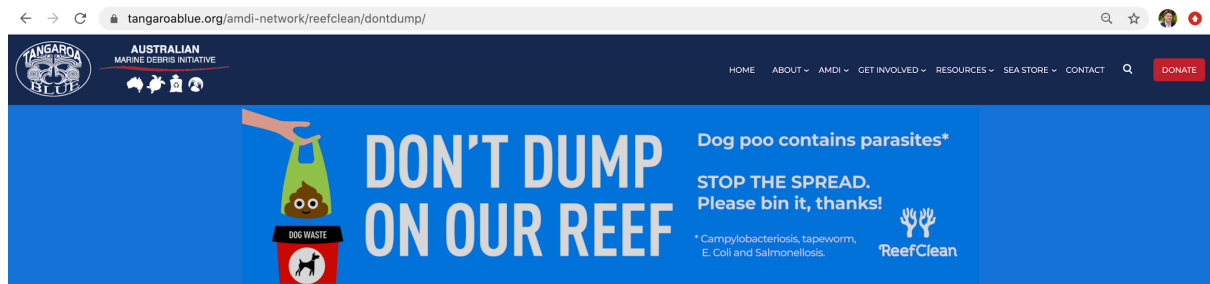
"Dog-poop bag dispensers are available at popular beach entries and parks in the Shire."

The ReefClean Don't Dump on our Reef campaign is funded by the Australian Government's Reef Trust and delivered by Tangaroa Blue Foundation, a not-for-profit organisation dedicated to the removal and prevention of marine debris.

Campaign Assets



## Website



[Home](#) > [Amdi Network](#) > [ReefClean](#) > [Don't Dump on Our Reef](#)

## Don't Dump on Our Reef

Join the ReefClean *Don't Dump on Our Reef* campaign today!

This campaign is an initiative to help educate dog owners about the impact dog poo and single-use plastic dog poo bags have around the Great Barrier Reef.

By joining our campaign you're showing your support for reducing single-use plastic litter.

### Download our FREE Don't Dump on Our Reef toolkit

We've created some awesome images you can share on your socials and display on dog poo bins. Simply click to download them and *Don't dump on our Reef!*



Facebook Cover 2037 x 754



DOG POO FACT SHEET



### Why the campaign?

With single-use plastics plaguing the Great Barrier Reef, in May this year, we ran an online ReefClean Source Reduction Plan Workshop looking at how to prevent plastic dog poo bags from ending up in the environment.

We are focusing on creating a fun education campaign encouraging dog owners to collect and bin their dog poo waste.

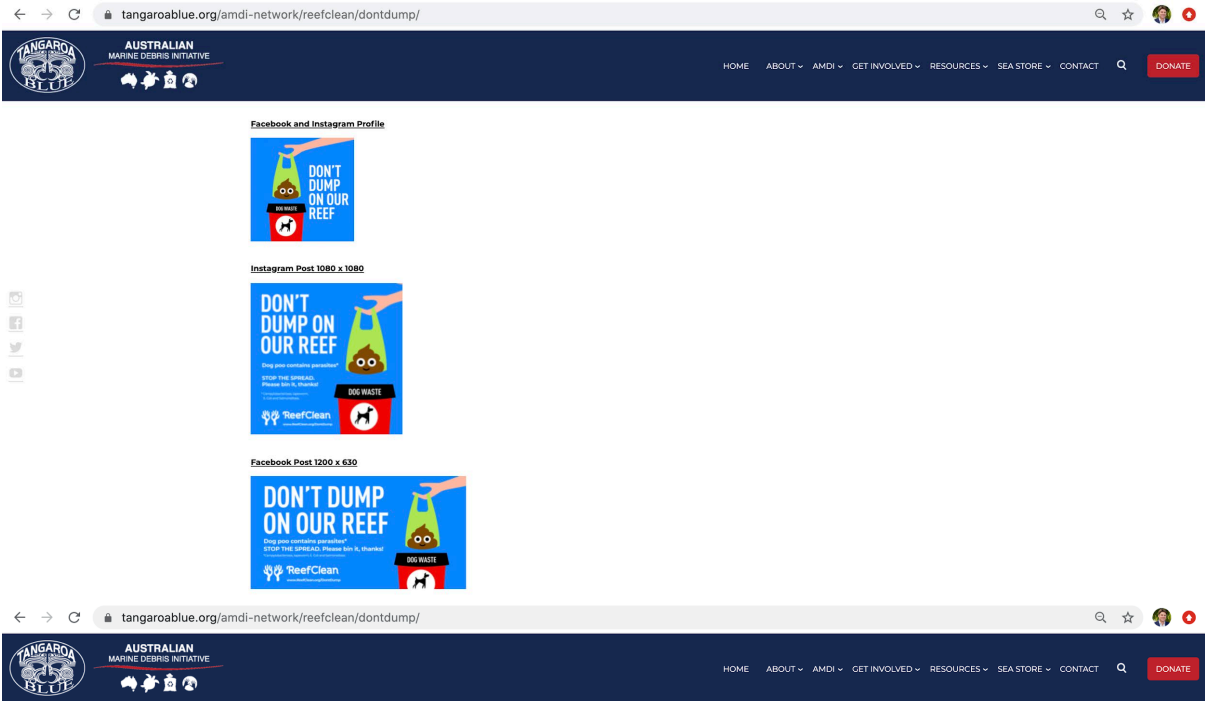
The Australian Marine Debris Initiative Database shows single-use plastic items like dog poo bags are a major litter issue facing the Great Barrier Reef and waterways across Australia.

INSTAGRAM POST 1080 X 1080



FACEBOOK POST IMAGE 1200 X 630





#### How does the campaign work?

On the ground, we are rolling out signage for dog poo bins at a number of hotspot locations around reef catchments. We are then monitoring the amount of plastic dog poo bags left in these hotspots before and after the signage is implemented.

#### How can individuals get involved?

The easiest way to show your support for the campaign is to display the Don't Dump on Our Reef imagery on your social channels and pick up, bag and bin your dog poo.

#### How can pet stores and councils help?

We need your help to encourage dog owners to pick up, bag, and bin their dog poo. To get involved:

- Simply download the campaign assets from our website: [reefclean.org/dontdump](http://reefclean.org/dontdump)
- Display the campaign sign in-store
- Display the campaign design on your socials
- Mention the campaign to your customers and local community

#### Why should you join the campaign?

It's free! And you'll help to reduce the amount of single-use plastics that end up in our waterways.

#### How long will the campaign run for?

The on-ground Don't Dump on Our Reef campaign will be launched in June and the first sites will be reported on by June 30. We will look to expand the campaign in the new financial year.

For more information, email [reefclean@tangaroablue.org](mailto:reefclean@tangaroablue.org).

ReefClean is funded by the Australian Government's Reef Trust.



#### Why are you encouraging smoking?

We're not encouraging smoking, we're encouraging smokers to change their behaviour and *Ditch the Flick*.

#### How long will the campaign run for?

The on the ground *Ditch the Flick* campaign will be launched in June and the first four sites will be reported on by June 30. We'll look to expand the campaign in the new financial year.

For more information, email [reefclean@tangaroablue.org](mailto:reefclean@tangaroablue.org).

ReefClean is funded by the Australian Government's Reef Trust.

© Tangaroa Blue 2018

*Signage in Place*





# Dog Poo and the Great Barrier Reef.

Fact sheet





## DON'T DUMP ON OUR REEF

Dog waste bin

**Dog poo contains parasites\***  
\*Campylobacteriosis, tapeworm, E. Coli and Salmonellosis.

**STOP THE SPREAD. Please bin it, thanks!**

[www.ReefClean.org/DontDump](http://www.ReefClean.org/DontDump)





- The Great Barrier Reef Marine Park Authority lists plastic marine debris as one of the main threats to the reef.
- The Australian Marine Debris Initiative Database shows single-use plastic items like dog poo bags are a major litter issue facing reef and waterways across Australia.
- Animal waste might seem like a small source of pollution, but it can add up to big problems for water quality, particularly when combined with plastic litter.
- Dog poo contains bacteria, germs and parasites that can transmit diseases and infections to humans, such as Salmonella, Campylobacteriosis, Cryptosporidiosis, Toxocarasis, Hookworm infection, Echinococcosis (caused by tapeworms) and Giardia.
- Dog poo contains nutrients that cause excessive algal and weed growth, and even eutrophication. This can make the water unusable for swimming, boating, or fishing.
- Plastic from dog poo bags breaks up and gets into the soil, air, waterways and the ocean.
- Plastic items pose a threat to marine animals from entanglement, smothering, and ingestion as well as accumulation of toxins attached to the plastic.
- In order to make a difference to contamination of our soil, water, food and air, we all need to do our bit.

**Dog owners can do this by:**

- Being prepared - carry a bag, trowel or scooper with you on every walk with your dog
- Picking up after your dog
- Disposing of dog poo bags responsibly, in a designated bin or appropriate compost facility
- Keeping plastics out of soil and waterways
- Raising awareness of the toxicity of plastics and dog poo

**Did you know?**

Dog poo doesn't just decompose. It adds harmful bacteria, parasites and nutrients to local waterways when it's not disposed of properly.

*For more information, resources and references go to: [www.reefclean.org/dontdump](http://www.reefclean.org/dontdump)*

ReefClean is funded by the Australian Government's Reef Trust







AUSTRALIAN MARINE DEBRIS INITIATIVE





DON'T DUMP ON OUR REEF FINAL REPORT, JUNE 2020

17

Timeline

Deliverable	5/13/2020	5/14/2020	5/15/2020	5/18/2020	5/19/2020	5/20/2020	5/21/2020	5/22/2020	5/25/2020	5/26/2020	5/27/2020	5/28/2020	5/29/2020	6/1/2020	6/2/2020	6/3/2020	6/4/2020	6/5/2020	6/8/2020	6/9/2020	6/10/2020	6/11/2020	6/12/2020	6/15/2020	6/16/2020	6/17/2020	6/18/2020	6/19/2020	6/22/2020	6/23/2020	6/24/2020	6/25/2020	6/26/2020	6/29/2020			
- Briefing																																					
- Workshop																																					
- WIP																																					
- Draft plan & creative																																					
- Plan approval																																					
- Go live																																					
- Draft report																																					
- Final report																																					
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4 Mile Beach (Port Douglas)																																					
- Initial audit																																					
- Sticker application																																					
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