

City of Marion wins LGA Marketing Campaign of the Year Award

The City of Marion has won the inaugural Local Government Marketing Campaign of the Year Award for the roll-out of the Council's kitchen caddy program to boost the collection of household food waste.

The MarStars Award for Marion was announced last week at the 2023 Local Government Communicators Conference.

The City of Marion's winning marketing campaign was developed to support the distribution of more than 42,000 caddies to residents in 2021, with a Kitchen Caddy Ditty developed to support the messaging, and as part of an education campaign as to what food waste goes in a kitchen caddy.

An audit of the Council's kitchen caddy rollout has also shown that nearly five times more households are doing the right thing by putting food waste in the green bin, increasing from five per cent before the introduction of the caddies to 29 per cent.

This has led to a 16 per cent decrease in the volume of food waste going to landfill, with some 1,144 tonnes diverted, saving ratepayers \$162,334 in landfill costs and cutting 2,174 tonnes (CO₂e) of greenhouse gas emission.

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