



Litter Prevention Toolkit Funding Guidelines

2026

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What is the Litter Prevention Toolkit?

The [Litter Prevention Toolkit](#) is a suite of practical resources for councils, community groups and organisations to implement in their local area to encourage anti-littering behaviour.

The Toolkit was developed by BehaviourWorks Australia, Shannon Behaviour Change and Melbourne Water and has been informed by behaviour change research and insights from a community forum.

The Toolkit includes a suite of ready-to-use resources to help promote litter prevention behaviours, using clear, universal messaging. The Toolkit includes:

- Semi-customisable posters (partner logos can be added)
- Social media post templates
- Bin and floor decals
- Litter prevention discussion guides for communities, schools and construction sites

These assets can be downloaded from the [Litter Prevention Toolkit website](#).

Melbourne Water is offering funding to help organisations implement the Toolkit and its assets. Funding will be awarded via an [Expression of Interest \(EOI\) process](#). Successful applicants will then be notified and apply through the [Liveable Communities, Liveable Waterways \(LCLW\) incentives system](#).

EOI process will open from **Sunday 1st February at 9am** and close **Wednesday 11th March at 4pm**. Successful applicants will be notified by **Thursday 26th March** and required to apply through the incentives system for funding before **Thursday 2nd April**.

Applicants can apply for up to \$5,000 (ex GST) from a pool of \$50,000 (ex GST), funded through the [Waterways and Drainage Investment Plan](#) - Community access, involvement and recreation program.

Successful applications will be those that:

- Use funding to implement the Litter Prevention Toolkit assets (e.g. printing and installation of toolkit assets, paid advertising of toolkit assets).
- Target litter generation hotspots using toolkit assets. Litter generation hotspots are places where littering activity is frequently observed.
- Demonstrate a strategic approach to implementing toolkit assets through one or more of the following; timing of implementation, collaboration with

other organisations and combining with existing litter advocacy projects and campaigns.

- Contribute in-kind contributions and co-funding to broaden the reach of toolkit assets (desirable).
- Include data collection to evaluate the Toolkit using suggested methods (desirable).

2026 Litter Prevention Toolkit funding details:

EOI process opens	Sunday 1st February 2026 at 9am
EOI process closes	Wednesday 11th March 2026 at 4pm
Applicants notified of outcome	Thursday 26th March 2026
LCLW applications due	Thursday 2nd April 2026
Funding available	Up to \$5,000 (ex GST)
Location	Melbourne Water's Operating area, see LCLW website
Eligible projects	Projects that implement toolkit assets within litter generation hotspots, demonstrate a strategic approach, contribute in-kind contributions and co-funding and evaluate toolkit assets using suggested methods.
Eligible applicants	Councils, not-for-profit organizations, community groups and educational organisations.
Auspice	Yes
Projects completed by	12 months from signing contract

Who can apply?

Funding for implementing the Litter Prevention Toolkit is open to **councils, not-for-profit organisations, community groups and educational organisations**. To be eligible, your organisation must have a bank account and be incorporated. If your organisation is not incorporated, you can enter an auspice arrangement with an appropriate auspice agency.

You cannot apply for funding if you have failed to complete and report on previous LCLW projects to the satisfaction of Melbourne Water.

What can be applied for?

Funding is available for implementing the [Litter Prevention Toolkit](#) assets. Activities that can be funded include:

- Printing and installing toolkit assets.
- Paid advertising of toolkit assets (e.g. physical advertising space or digital paid ads).
- Project management and administrations costs (including staff hours) required for project delivery. Costs must be specific to the project and can't exceed 10% of the total funding requested.

Applicants intending to implement the Toolkit's physical assets **must** seek the necessary approvals and permissions from their local council or relevant landowner before applying.

What won't be funded?

- Activities conducted retrospectively or currently underway.
- Activities conducted outside of Melbourne Water's operating area (see [LCLW website](#)).
- Promotion of other litter related campaigns or activities, however implementing the Litter Prevention Toolkit alongside other litter related campaigns and activities is encouraged.
- Litter clean up equipment.
- Project management and administration costs that exceed 10% of the total funding requested.
- Group operating costs e.g. insurance, incorporation and operational needs.

Do projects have to benefit a specific location?

Activities must benefit and/or be conducted within Melbourne Water's operating area (see [LCLW website](#)) and should target known litter generation

hotspots. Litter generation hotspots are places where littering activity is frequently observed. These are typically busy public areas like:

- Transport hubs (e.g. train stations, bus stops)
- Commercial zones (e.g. supermarkets with large carparks, shopping strips)
- Entertainment venues and precincts

To demonstrate your chosen location is a 'known' litter generation hotspot, you may include in your application:

- Reports by consultants, councils, government agencies, researchers or litter-related organisations.
- Results of litter audits.
- Area specific litter-related complaints from the public.
- Observations of littering activity – photographs, written observations, results of observational surveys.
- Anecdotal and expert opinions.

Applicants intending to implement the Toolkit's physical assets must seek the necessary approvals and permissions from their local council or relevant landowner before applying.

How much can I apply for?

Applicants can apply for funding of up to \$5,000 (excluding GST).

Can I submit multiple applications?

Applicants can submit multiple applications, however only up to one application will be awarded.

How will applications be assessed?

Eligible applications will be assessed by an assessment panel against the criteria below.

Table 1: Litter Prevention Toolkit funding assessment criteria

Criteria	Weighting	Description
Targets known litter generation hotspots using toolkit assets	30%	<p>Litter generation hotspots are places where littering activity is frequently observed. These are typically busy public areas like:</p> <ul style="list-style-type: none"> • Transport hubs (e.g. train stations, bus stops) • Commercial zones (e.g. supermarkets with large carparks, shopping strips) • Entertainment venues and precincts <p>To demonstrate your chosen location is a 'known' litter generation hotspot, you may include in your application:</p> <ul style="list-style-type: none"> • Reports by consultants, councils, government agencies, researchers or litter-related organisations. • Results of litter audits. • Area specific litter-related complaints from the public. • Observations of littering activity – photographs, written observations, results of observational surveys. • Anecdotal and expert opinions.
Strategic approach to increase reach and impact of toolkit assets	20%	<p>Demonstrates a strategic approach for implementing the Toolkit, that will increase the campaign's reach and impact in reducing litter.</p> <p>Strategic approach may be demonstrated through:</p> <ul style="list-style-type: none"> • Timing – aligning the campaign with events, significant days. • Collaboration – strategic collaborations with other organisations to increase reach and impact. • Combining the campaign with existing litter advocacy projects and campaigns.

Criteria	Weighting	Description
Value for money	30%	Budget represents good value for money and includes itemised costs. Co-funding or in-kind contributions are included in the budget to broaden the reach and impact of toolkit assets.
Monitoring and evaluation	20%	Project includes data collection to evaluate the Toolkit using suggested methods . Project includes monitoring and removal of physical assets at end of life.

When can I apply?

Applications open via the EOI process at **9am, Sunday 1st February** and close **4pm, Wednesday 11th March**. Applicants will be notified of an outcome by **Thursday 26th March** via email. Successful applicants will then need to submit an application through the LCLW system before **Thursday 2nd April** to receive funding.

When do projects have to be completed by?

Successful applicants are required to complete their projects within 12 months from signing a project contract. Following completion of their project, successful applicants will be required to submit a project audit report.

How do I apply?

Applications must be submitted online via the EOI Litter Prevention Toolkit Funding Application:

<https://forms.office.com/r/qGGVPTksEU>

All applications must be submitted before **4pm, Wednesday 11th March 2026**. Late and incomplete applications will not be considered.

All applicants will be notified of an outcome via email and successful applicants will need to apply for funding through the online [LCLW incentives system](#). Applicants will use the information in their EOI application to complete an application in the LCLW system. Successful applicants will be sent a copy of their EOI application along with instructions on how to apply through the LCLW

system. First time users of the system will need to register and create an account.

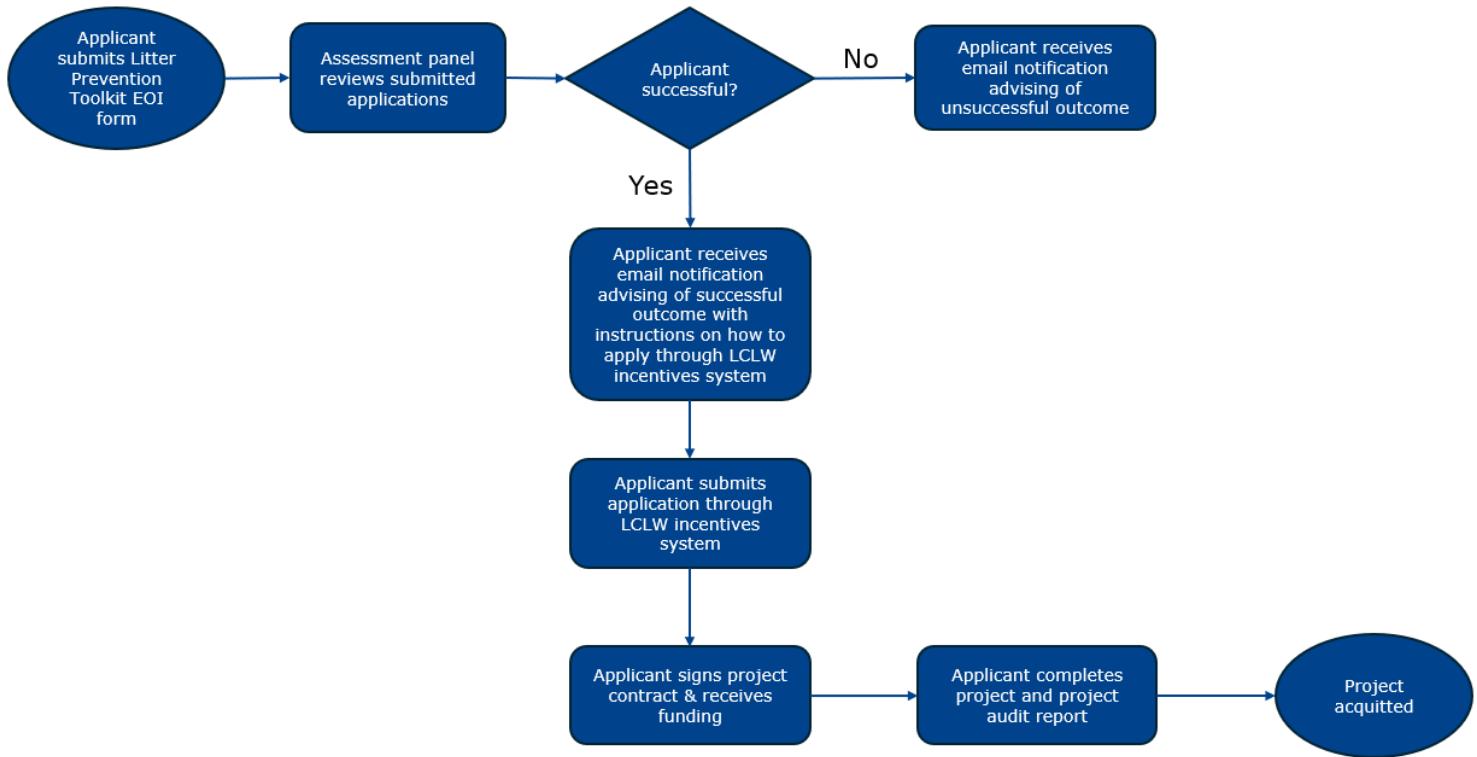


Figure 1. Process flow of applications from submission to completion

What needs to be included in my application?

Below is a list of application requirements:

- Completed in full and filled out correctly
- Submitted online before **4pm, Wednesday 11th March 2026**

If your application is successful, you will need to supply the following when submitting your application through the LCLW incentives system. Please ensure you have these documents ready:

- ABN (if you have one)
- Incorporation number (if you have one)
- Copy of your auspice agreement (if your organisation is not incorporated). See Appendix 1 for what needs to be included in an auspice agreement.
- Quotes for project activities
- Any necessary written approvals or permissions from landowners (e.g. council, Parks Victoria, relevant authority) to install physical toolkit assets.
- Any relevant reports or documents demonstrating your project area is a 'known' litter generation hotspot.

Contact

If you require assistance with your EOI application please contact Melbourne Water:

- 131 722 between 8:30am-5pm Monday to Friday
- waterwatch@melbournewater.com.au

Useful resources and websites

- Litter Prevention Toolkit website - <https://www.melbournewater.com.au/litter-toolkit>
- EOI funding application - <https://forms.office.com/r/qGGVPTksEU>
- Suggested Toolkit evaluation methods - <https://www.melbournewater.com.au/media/eyJtZWRpYSI6IjMwMTk2In0%253D/downloads>
- Melbourne Water's Operating Area - <https://healthywaterways.com.au/map>

Appendix 1 – Auspice agreement

If your application is successful, you will need to supply the following when submitting your application through the incentives system:

1. Written confirmation from your auspicing organisation that they agree to:

- Signing the project contract.
- All legal and financial responsibility of the project on your organisation's behalf.
- Receiving and distributing project funds under the project agreement.
- Ensuring all project activities or events are completed.
- Submitting accountability and evaluation reports and financial acquittals on your organisation's behalf.

2. Details of your auspicing organisation:

- Company name
- Contact details including phone, email and postal address
- Full name of contact person at the auspicing organisation
- ABN

Please ensure you have approached an auspicing organisation, discussed the above and have these items ready before submitting an EOI application.