



# Circular Economy Roadmap

.....

**OCTOBER 2023-2026**

An action of the Sustainable  
Hepburn Strategy

*Hepburn*  
SHIRE COUNCIL



## Acknowledgement of Country

Hepburn Shire Council acknowledges the Dja Dja Wurrung as the Traditional Owners of the lands and waters on which we live and work. On these lands, Djaara have performed age-old ceremonies of celebration, initiation and renewal. We recognise their resilience through dispossession and it is a testament to their continuing culture and tradition, which is strong and thriving.

We also acknowledge the neighbouring Traditional Owners, the Wurundjeri to our South East and the Wadawurrung to our South West and pay our respect to all Aboriginal peoples, their culture, and lore. We acknowledge their living culture and the unique role they play in the life of this region.

<b>What is the circular economy?</b>	<b>3</b>
<b>Policy &amp; Decision</b>	<b>4</b>
<b>Implementing the Circular Economy</b>	<b>5</b>
<b>How to read this document</b>	<b>6</b>
Sustainable Hepburn objectives and actions	6
Activities	6
Case Study or Flagship Project	6
Council Teams and External Partners	6
Progress to date	6
<b>Integrating Circular Economy into Council Operations</b>	<b>7</b>
Sustainable Hepburn objectives and actions:	7
Aligned objectives and actions:	7
Activities	8
Case Study	9
Teams:	10
Progress to date/ Work to build from:	10
<b>Working with the Resource Recovery Team to improve circularity</b>	<b>11</b>
Sustainable Hepburn Goals:	11
Aligned objectives and actions:	11
Activities:	11
Council Teams:	12
External Partners:	12
Possible Future Flagship (Vision):	12
Progress to date/ Work to build from:	12
<b>Working with the Business Community</b>	<b>13</b>
Sustainable Hepburn CE goals:	13
Aligned objectives and actions	14
Activities:	14
Council Teams:	15
External Partners:	15
Possible Future Flagship (Vision):	15
Progress to date/ Work to build from:	15
<b>Circular Economy Research, Communication &amp; Networks</b>	<b>16</b>
Sustainable Hepburn goals:	16
Possible Future Flagship (Vision):	17
Activities:	18
Council Teams	19
External Partners	19
Progress to date/ Work to build from:	19

# What is the circular economy?

The circular economy is an evolution from the current linear economy, which sees precious resources thrown into landfill, creates damaging and costly pollution and thrives on an expensive throwaway consumer culture. The circular economy seeks to:

- **Design out waste**, through cleaner production, renewable sources of energy and materials, and a shift to service provision and the share economy;
- **Keep materials in circulation** as long as possible by extending the life of products and re-cycling/ re-using goods and materials; and
- **Regenerate natural systems** to reverse the damaging effects the linear economy has had on ecosystems that support life on earth, e.g. through building back healthy soils and restoring habitat.

The Circular Hepburn logo, pictured below (on the right), embodies these three directives required for the circular economy transition, depicted with the three different colours and associated icons.

Embracing the circular economy is a pathway to zero net emissions, biodiversity conservation and a thriving and resilient society, which is able to harness emergent opportunities and withstand the shocks of a more volatile climate. It is good for business, government, and community health.

The circular economy is also about localisation and relationships, particularly for an economy and shire at the scale Hepburn Shire.

“A local circular economy is a collaborative economic practice sustained by the local circulation of resources, including energy, materials, nutrients, knowledge and money.

Plant Chicago's Circular Economy Toolkit for Small Business

Figure 1: Three pillars of the Circular Economy (left), Hepburn Shire's Circular Economy logo (right)



# Policy & Decision

The Global Circularity Report estimates that the world is only 7.2% circular (i.e. only 7.2% of materials used in production are cycled back into the global economy after the end of their useful life). This means that more than 90% of materials are either wasted, lost or remain unavailable for reuse for years as they are locked into long-lasting stock such as buildings and machinery. The result is that the planet is in overshoot in terms of at least four planetary boundaries.

A global circular economy, based around circular solutions in the food, buildings, manufacturing and transport sectors, will allow us to fulfil people's needs with only 70% of the materials we now extract and use—moving human activity back within the safe limits of the planet, including limiting global warming to 2 degrees C<sup>1</sup>.

The Victorian State Government has established Recycling Victoria as its 10-year policy and action plan to reform waste management across the State with a complete overhaul of our recycling system. Beyond recycling, this shift aims to fundamentally transform Victoria's economy away from a linear mindset (take-make-waste) to a circular mindset (reuse, recycle, repair and restore).

The Recycling Victoria action plan seeks to foster industry innovation, invigorate existing business, create new business opportunities and deliver jobs. It leans heavily on Councils to help with the shift to a more circular economy, with grant opportunities and other forms of support.

In 2024, Sustainability Victoria released its Strategic Plan (2024-2027) with a focus on accelerating circularity on behalf of the Victorian Government.

Council's response to this policy context is embedded in the Council Plan and the Sustainable Hepburn Strategy.

**Our goal:** to transition Hepburn Shire to a Circular economy

Supported by the Council Plan:

*Priority statement 4.4 and Action 4.4.2: Develop and promote the circular economy to diversify our local economy and support our sustainability goals.*

and the Sustainable Hepburn Strategy:

*Objective: Transition Hepburn Shire to a Circular Economy,*

supported by the following actions:

- Develop a circular economy roadmap and implementation framework for the Shire.
- Integrate circular economy principles across Council operations.
- Work with local and regional stakeholders to deliver circular economy outcomes.

Being a cross-cutting theme, there are many opportunities for circular economy partnership in all four of the thematic areas of the Sustainable Hepburn, particularly under the theme: A Low Waste Shire.

The full set of circular economy related objectives, actions, suggestions of 'what success looks like', suggested partners and time frames (as it appears in the Sustainable Hepburn Strategy) is provided in Appendix 1.

<sup>1</sup> CGR 2023 (circularity-gap.world)

# Implementing the Circular Economy

Hepburn Shire Council’s Circular Economy (CE) work is divided into four activity domains, each of which involve different teams within Council, held together by a central, coordinating circular economy role. They are:

- Integrating Circular Economy into Council Operations
- Assisting the Resource Recovery Team to design out waste
- Incubating a Circular Business Community
- Supporting the Community through communications, research and engagement

The Sustainable Hepburn Strategy sets out a number of Circular Economy aims and actions across the themes of a Beyond Zero Emissions Council, A Low Waste Shire and A Climate Resilient Shire. These are listed against each of the four pillars at the start of each section in this Roadmap.

This document delivers on the action:

Develop a circular economy roadmap and implementation framework for the Shire

## Four pillars of the CE role



Figure 2: Four pillars of the Circular Economy Role

In terms of priority and timing, those pillars that are about “walking the talk” and getting our own house in order first are the focus of the first two years of the Strategy (2023/24-2024/25). Working with the business community will be actioned in the last two years of the Strategy (2024/25 – 2025/26). Communications, Research and Engagement will be ongoing, but the engagement with the public on the future vision for a circular economy will also be weighted towards the latter half of the Strategy implementation.



# How to read this document

In the next five sections, each representing a different pillar of the Framework, are the following headings, each described below.

## Sustainable Hepburn objectives and actions

Sustainable Hepburn Strategy objectives and actions that guide this pillar of work. This includes those where the circular economy role leads, and those 'aligned objectives and actions' which are led by others.



## Activities

The ways in which the actions will be implemented in each pillar. Indicative time frames are provided.

## Case Study or Flagship Project

An illustration of work undertaken by other Councils which might provide inspiration, or a scoping of a flagship or partnership project. Note these are for illustration purposes at this stage, and their feasibility will be fleshed out as the Roadmap is implemented.

## Council Teams and External Partners

List of teams and organisations that will be approached to partner on this pillar of work, or some of its activities.

## Progress to date

As work has already begun on implementing the actions in Sustainable Hepburn, this section lists some early achievements and steps taken to meet goals.

**The sooner we establish local approaches to value waste as a resource, the sooner we can develop the circular economy as a viable local market to benefit the local community.**

*Sustainable Hepburn Strategy  
(2022-2026)*

# Integrating Circular Economy into Council Operations

Council itself operates like a business with resource streams and a range of services, all of which would benefit from the application of circular economy principles to increase resilience, save money and regenerate natural systems with positive flow on effects into the community. As a member of this community, it's important for Council to take a leadership position and "walk the talk" on circular economy, taking steps alongside other organisations in this Shire.

The team with the most relevance to circular economy is the Resource Recovery Team (the old 'waste' team), and partnership with this team is significant enough to warrant its own domain of activity (see the following section). Other teams where significant progress can be made include: Procurement, Facilities, Parks and

Open Spaces Depot and Works, but all teams will be invited to participate in activities to integrate circular economy into their work. Specific activities related to these teams are highlighted below.

## Sustainable Hepburn objectives and actions:

**Beyond Zero Emissions Council (BZE) Objective:**  
Transition Hepburn Shire to a Circular Economy

- **Action:** Integrate circular economy principles across Council operations (2022/3-2025/6)
  - > **What success looks like:** Knowledge sharing and capacity building workshops held across Council resulting in a cross-Council working group to progress circular economy opportunities.

## Aligned objectives and actions:

- BZE Action: Embed sustainability and climate change into council decision making processes
- LOW WASTE Action under 'Walk our talk – Council to incorporate zero waste objectives into contractual purchases and services':
  - > Update Procurement policy to avoid purchase of disposable single use goods, minimal waste in products and packaging and waste free events



## Activities

### Year 2023/2024:

- Run 2 internal half-day Circular Economy Workshops, open to all staff, to include:
  - > Introduction to circular economy concepts, values, and mindset/culture
  - > Workshop employing the Circular Economy Toolkit developed for Hepburn Shire Businesses to identify opportunities for each team, and across teams.
  - > Onboarding to the ASPIRE Platform and preliminary data collection.
- Position the Circular Economy Officer as an embedded resource across Council teams through dedicated meetings and attendance at existing team meetings.
- Following the CE workshops, assist teams in an ongoing capacity to implement actions identified and to engage with the ASPIRE platform

### Year 2024/25

- Procurement (specific project potentially already underway, but each team in Council will develop its own action list/ roadmap):
  - > Work with the procurement team to update policy regarding circularity and zero waste (see Case Study in Box 1 below).
  - > Work with tourism and events teams on waste wise events (ongoing).
- Case studies: track and showcase (on the web, etc) examples of circularity in Council operations, demonstrating the principles and strategies being applied
- Continue to assist teams to implement circular economy projects
- Progress Procurement project to completion (e.g. policy released)
- Case studies continue to be generated

Figure 3 shows the process of integrating the work done on the Business Toolkit (see next Section) with the workshops and ongoing implementation of workshop generated ideas. There is an iterative component of this process, whereby case studies continue to be generated as actions are implemented, and these feed into future versions of the toolkit and future workshops (as new staff arrive).



Figure 3: Roll out of Internal Circular Economy Integration



## Case Study

### Box 1: Building a Circular Greater Bendigo: City of Greater Bendigo's CIRCULAR ECONOMY & ZERO WASTE POLICY (2021)

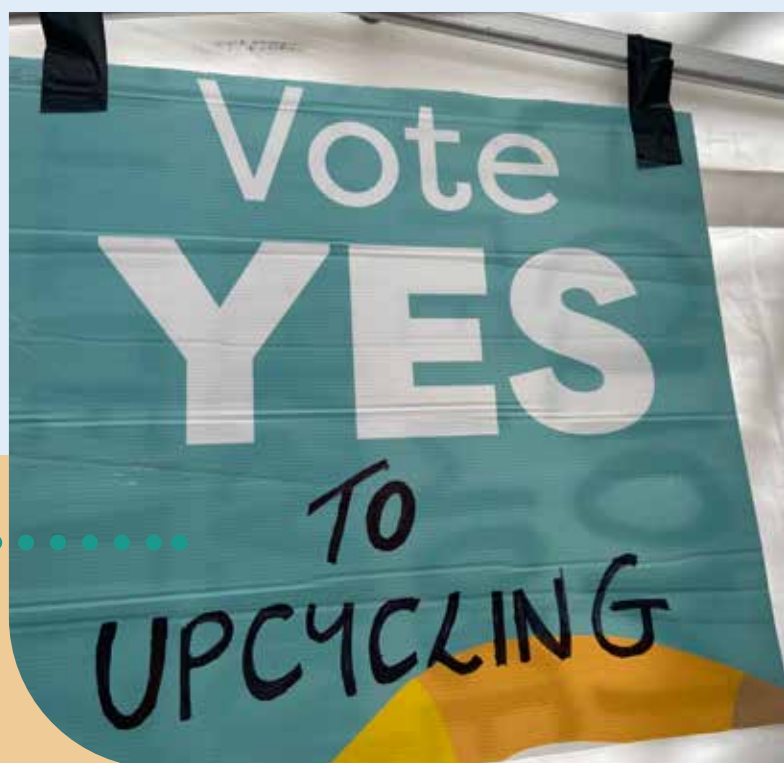
The purpose of this policy is to reduce the material footprint of the City's work to support the residents of Greater Bendigo and use its size to stimulate a market for circular economy solutions in the region. The policy acts on the opportunity for the City to "get its own house in order" and "practice what it preaches" by reducing the material consumption and waste output in all work that it does both internally and out in the community.

The policy applies to all staff at the City of Greater Bendigo. It applies to all works, services and goods used in future operations and projects, and also to all purchases, both via new and existing contracts and panels. That is to say, this policy will influence and guide our Procurement Policy, but its focus is not strictly limited to how the organisation procures but rather how it operates and uses suppliers i.e. designs, procures, uses and "disposes" of goods and materials through its delivery of works and services to the community.

Key features of the policy include:

- This policy aims to avoid the need for each procurement panel to assess detailed "sustainability" criteria, but rather embed standard response requirements that will provide circular, zero waste solutions that can be assessed via the current standard procurement assessment procedure.

- Commits the City to:
  - > Not fund the planning, purchase and use of new materials and goods (from non-recycled content or non-reused/refurbished) where viable reused, refurbished or recycled content containing alternatives exist (that are also able to be recycled).
  - > Ensure as far as is viable all works, services and goods that are procured and used will not result in disposal to landfill i.e. all materials and goods can be reused, recycled or returned to the supplier.
- All new projects and new and existing contract tenders are required to ask for reused/recycled product/content options AND a requirement for the products to be feasibly (not just technically) recyclable as one of the tender solution response requirements.
- This policy incentivises more 'circular solutions' vs. 'standard solutions' by allowing for up to a ≤10% cost premium of recycled content/reused materials compared to the cost of materials in a standard solution.
- Capacity building of staff and suppliers, as well as ongoing support, in order to implement the policy.



## Teams:

Procurement, Tourism / Events, Ecodev, Engineering/  
Works, Parks and Open Spaces Depot

## Progress to date/ Work to build from:

- The Adaptation workshops run for Council officers in the Grampians region in 2023 offered a useful model to build from for the delivery of internal Circular Economy and Climate workshops
  - > Work being undertaken for the Adaptation Game project with Emergency services can also feed the workshop design
- ASPIRE Platform has been subscribed to and onboarding started
- Conversations progressed with Procurement on embedding circularity and sustainability, including on waste wise events (advice provided to update both policies)
- Internal case studies identified: FOGO, e-waste
- Intro to Depot and Works team with collaborative work on the use of FOGO generated compost on Parks and Open Spaces underway
- Sustainable Hepburn Working Groups across the organisation can integrate Circular Economy and be the vehicle for designing and implementing workshops and outcomes

## Staff workshops will bring a circular economy lens to Council operations



# Working with the Resource Recovery Team to improve circularity

The circular economy role can assist the Resource Recovery team in meeting their goals for a low-waste Shire by expanding the capacity of the team to:

- attract funding for facilities upgrades;
- enable a smoother and integrated transition to curbside reform;
- develop partnerships with community and business organisations that will improve the circularity of resource streams that Council manages;
- advocate for better policy from state and Federal government; and
- Partner with other Councils on joint management of resource streams (e.g. Ballarat EOI, Aspire platform possibilities)

## Sustainable Hepburn Goals:

**Low Waste Objective:** Lead and enable a thriving circular economy

- **Action:** Investigate social enterprise at transfer stations and the opportunity for a Resource Education centre at MRF
- > **What success looks like:** Create an expression of interest for a resource recovery social enterprise (2022/3 – 2023/4)

## Aligned objectives and actions:

- Low Waste Objective: Reduce waste to landfill and make improvements to kerbside collection
  - > Actions include : Roll out FOGO, Trial soft plastics drop off
- Low Waste Objective: Improve operations at Transfer stations
  - > Actions include: Improve the layout and flow of our transfer stations, Capture more granular data of material entering the transfer stations, Develop best practice model for regional transfer stations, Implement changes to improve Shire tip shops
- Low Waste Objective: Provide education and awareness to the community on transitioning to a low waste shire

## Activities:

Ongoing: assisting the team to:

- Rebrand as a resource recovery team
- Contribute to the development of a masterplan for the Daylesford Transfer station (and other transfer stations) towards greater resource recovery and with a potential social enterprise partnership in mind
- Map and track the flow of resources through Council's service delivery (kerbside collection, transfer stations, hub collections and other) and
- Development of communications around our resource flows and resource recovery initiatives with the community.

## 2023/24

- Assist the Waste team with the roll out of kerbside collection of food and garden organics (FOGO) – in particular through education and communication, with focus on circular economy and alignment of messaging

- Explore the social enterprise model at transfer station(s) with initial research
- Procure services for master planning at transfer stations, building on best practice models
- Seek funding for major upgrades at transfer stations

#### 2024/2025 – 2025/26

- Implement major changes at transfer stations towards circular economy hub concepts

### Council Teams:

Waste and Resource Recovery, EcoDev, Sustainability

### External Partners:

Business community, local community, other LGAs and regional partners, Sustainability Victoria

### Possible Future Flagship (Vision):

The Circular Hub concept imagines one or a number of potentially co-located community co-owned circular economy enterprises at the transfer station(s) – such as a repair café, tool library, men/she shed, upcycling emporium, glass crushing, bottle washing/re-use, mobile mulcher, nursery, café, resource recovery education centre, etc –a circular economy hub would deliver on the following commitments in the Sustainable Hepburn Strategy.

- > a circular economy partnership project and
- > improvements at the transfer stations, as each would be focused on avoiding waste to landfill and providing resources back into the local economy and community.

In addition, such a hub would help us:

- > develop a local share economy, and
- > partner with the community on grassroots activities to strengthen our circular economy

### Progress to date/ Work to build from:

- Data gathering at Transfer Stations to inform data visualisation on circular economy flows and finances to improve resource recovery (commenced, ongoing)
- FOGO and circular economy educational materials in development (commenced, ongoing)
- Knowledge exchange/ site visits with City of Bendigo (July-Sept 2023)
- Community workshop held at the Daylesford Transfer Station with the Repair Café and Resourceful Hepburn – focused on transfer station improvements and potential for social enterprise (Sept 2023)





# Working with the Business Community

With the ambitious goal of transitioning Hepburn Shire to a circular economy, the Council's role in assisting the business community to embrace opportunities of this transition is outlined here.

Actions include:

- Providing tools for businesses to make steps towards circularity in their own operations
- Providing opportunities for businesses to meet, network and connect with each other and with circular economy leaders in the shire and beyond;
- Providing opportunities for businesses to exchange resources between them for material circularity, e.g. through the Aspire platform;

The following activities could be explored in partnership and if funding opportunities and internal resources allow:

- Providing a supportive environment / ecosystem of support to guide the transition of the business community through the creation of circular economy champions and case studies, business awards, dedicated grant opportunities and educational opportunities (see Figure 3).

- Supporting where possible the development of circular economy 'nodes' or hubs.
- Jointly commissioning dedicated work on sectoral strategies for circularity relevant to the Shire (or sharing existing studies through the web and events).
- Commissioning work on material flows and networks to inform circular opportunities.

## Sustainable Hepburn CE goals:

**BZE Objective:** Transition Hepburn Shire to a Circular Economy

- Action: Work with local and regional stakeholders to deliver circular economy outcomes
- **What success looks like:** Partnership project that establishes strong collaboration locally and with our regional and other partners to build capacity, innovation and on ground activities to strengthen our circular economy. (2024/5-2025/6)





## Aligned objectives and actions

Overarching objective: Incentivise sustainability and climate action for local businesses and the community (through Sustainable Hepburn Community Grants and a bi-annual Sustainable Hepburn Awards)

Overarching objective: Increase the profile of Hepburn as a "Sustainable destination" and encourage businesses in the area to do more to reduce the impact of climate change, adapt to the challenges climate change will present.

### Activities:

#### 2023/24

- Roll out ASPIRE to build engagement of the business community in this strategy and the toolkit and associated events.
- Develop and disseminate a printed toolkit with associated online presence where further, related resources can be accessed (completed, see image below).
- Consult with business community on this strategy and the development of version 2.0 of the toolkit and associated resources and events.

## The Circular Hepburn Toolkit for Business and Beyond supports local organisations to go circular

#### 2024/25 – 2025/26

- Map the circular economy – identify key players and leaders currently operating in the Shire, as well as key nodes of enabling infrastructure and activity.
- Run business breakfasts / drinks events to connect businesses with the work and with each other to create a community and build knowledge over time.
- Seek opportunities for collaboration with other Councils around resources and support for the business community.
- Over time, build out an online presence for circular economy leadership, activity and events which builds iteratively with each engagement by the business community – e.g. as training is undertaken more webinars and tools are uploaded to the site, as more businesses undertake steps to go circular, more case study examples are put online.
- Provide scaffolding of support to progress businesses through the steps to go circular, e.g. providing dedicated grants round for activities that emerge from undertaking the circularity training, and associated business awards for successful implementation, and circular champions for roles taken up within the ecosystem to share learnings and host events and projects.
- Over time seek to transition this project to a broader consortium of business and organisational leads, such that the circular economy champions (or a subset) are partnering in an ongoing way in delivery of this community of practice.



## Council Teams:

EcoDev, Sustainability.

## External Partners:

Business community (including peak business groups, e.g. Business Creswick; farming community), Circular orgs (e.g. Repair Café, Resourceful Hepburn), Other LGAs and regional partners, Sustainability Victoria, Hepburn Energy, DMT

## Possible Future Flagship (Vision):

The Circular Business Incubator concept brings together a number of elements of the Sustainable Hepburn strategy to support circular economy activities in the business community (yellow highlights and speech bubbles show the actions that are being addressed from the SH Strategy). The vision is one that can develop over a number of years, with support from leading partners in the business community.

It is depicted in Figure 6 as an iterative process. The starting point for business engagement is events offered to the business community, such as breakfasts, webinars etc to share the resources Council is making available through the Business Toolkit and ASPIRE platform, and to offer networking and build a circular economy community of practice. This broad (and ongoing) engagement leads on to specific workshops offered to particularly engaged businesses to deepen their knowledge around circular economy

opportunities in their workplace. Ideas developed in the workshops can then be put forward for 'low waste' themed community grants (through the Sustainable Hepburn Community Grants program, with additional sponsorship sought). If successful, these initiatives can then be put forward for the bi-annual Sustainable Hepburn Awards. Together these efforts will contribute further case studies to our online presence, and over time will contribute to updates to our toolkit and will build the community of practice around circular economy with an emerging network of CE Leaders and Champions.

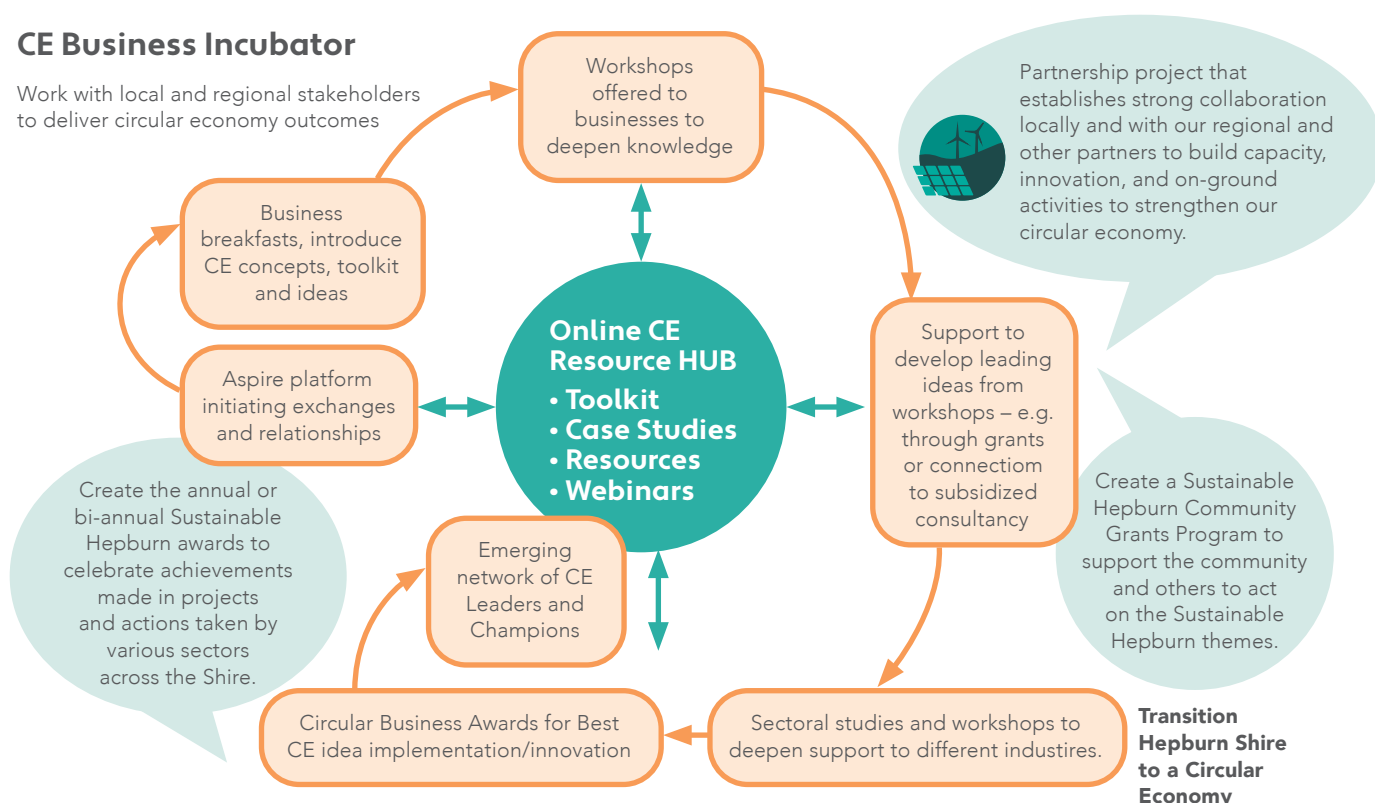
The role that Council plays in this CE Business Incubator is one of initiator, with business community partners stepping in over time to take the lead. Council can play an ongoing role as a partner, but the nature of Council's contribution would change over time.

## Progress to date/ Work to build from:

- Connecting the Circular Economy Stage 1 - complete (up on Participate Hepburn)
- Circular Hepburn Toolkit for businesses (complete)
- Create logo for Circular Hepburn (complete)
- ASPIRE platform purchased and implementation planning underway
- Investment in Tourism and Sustainability/Circular Economy display at VIC

## CE Business Incubator

Work with local and regional stakeholders to deliver circular economy outcomes



# Circular Economy Research, Communication & Networks

Transitioning a Shire (or any locality) to a Circular Economy is an ambitious and long-term undertaking, but one that is being attempted at multiple scales of governance from the global to the local.

There are many ways to embark on this task informed by existing methodologies, case studies, research, policy and community vision. The Circular Economy role is to keep abreast of these developments and to seek – in partnership with others - answers to key questions to guide the work:

Questions:

1. How do we know we've 'gone circular'?
  - a. First need to understand 'how circular' we are, which involves map circular activities in our shire and map resource flows starting with those that Council manages
  - b. Then we need to understand the distance to that goal, and agree with the community that the goal is a shared one.
2. How does circular economy relate to Sustainable Hepburn and Hepburn Z-NET? How can circular economy be a pathway for reducing greenhouse gas emissions and how do we measure this?
3. Do we want to explore the Hepburn Doughnut?  
This is an holistic approach to the circular economy which reframes the goal of the economy as meeting both the social and ecological needs of humanity, providing a compass and monitoring framework for measuring progress towards a regenerative and distributive wellbeing economy.

4. What is the role of Djaara in both framing and delivering our circular economy work? How do we authentically engage with Djaara in this work? Note that the Victorian Federation of Aboriginal Clan Corporations is presenting work on the "Indigenous Doughnut" (see above).
5. What are the best models for circular economy and how do we apply them? Examining all of the ways of framing the circular economy from the most simple (e.g. Victorian government's recycling policy) to the most complex (the Doughnut Economy), what is the narrative and model that speaks most to our community and our role as local government?

## Sustainable Hepburn goals:

**BZE Objective:** Transition Hepburn Shire to a Circular Economy

- Action: Develop a circular economy framework and implementation roadmap for the Hepburn Shire
  - > What does success look like? Research and Development into circular economy models and opportunities for local application providing outputs such as circular economy framework, local case studies and a roadmap to lay the foundation for on-ground projects in partnership with local stakeholders.

## Aligned Sustainable Hepburn goals:

- BZE Objective: Tell the story of a Beyond Zero Emissions Shire to inspire and involve the Hepburn community and Beyond with an effective communications and engagement strategy and an annual Sustainable Hepburn Day event.
- Natural Environment & Biodiversity Action: Broaden Council and community relationship and interaction with DJAARA
- Low Waste Action: Celebrate success stories

## Possible Future Flagship (Vision):

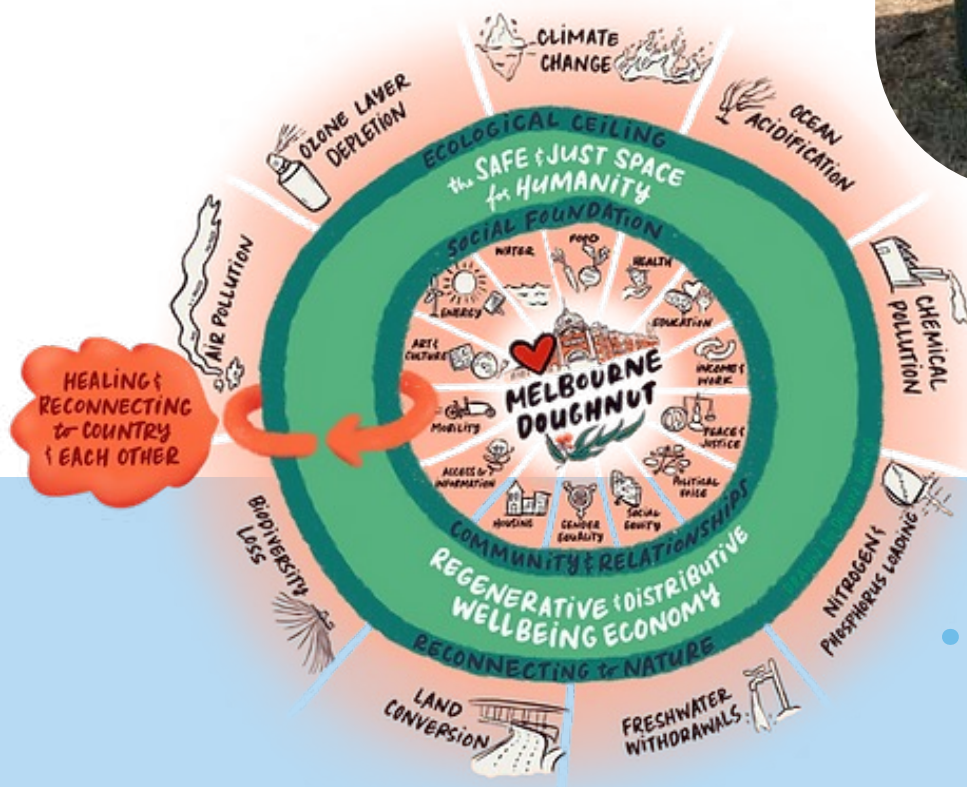
The circular economy is closely associated with concepts such as the Regenerative Economy and the Doughnut Economy. Common to these three re-framings of the economy is the knowledge that the economy is embedded within an ecology (both local and global) and that the economy therefore needs to operate within natural limits (to both generate resources for production and to assimilate waste from production, for example).

There are a number of cities and regions around the world that are undertaking work to define what a future regenerative economy would look like, including defining a 'City Portrait' of the Doughnut Economy, a concept made popular by UK Economic, Kate Raworth. These exercises help communities understand what the local limits and potential of their place is, and to design a society and economy to operate in the 'safe space for humanity' – between an ecological ceiling (limits on e.g. pollution) and a social floor (the targets for health and wellbeing of community).

Such an exercise for Hepburn Shire would further integrate environmental, social and economic sustainability into the Council's operations and services, and provide a blueprint and vision for collaboration with the community beyond the Sustainable Hepburn Strategy. Figure 7 shows the early work of Regen Melbourne, a consortium of organisations attempting to map the Melbourne Doughnut.



Figure 7: The Melbourne Doughnut Economy (Regen Melbourne)





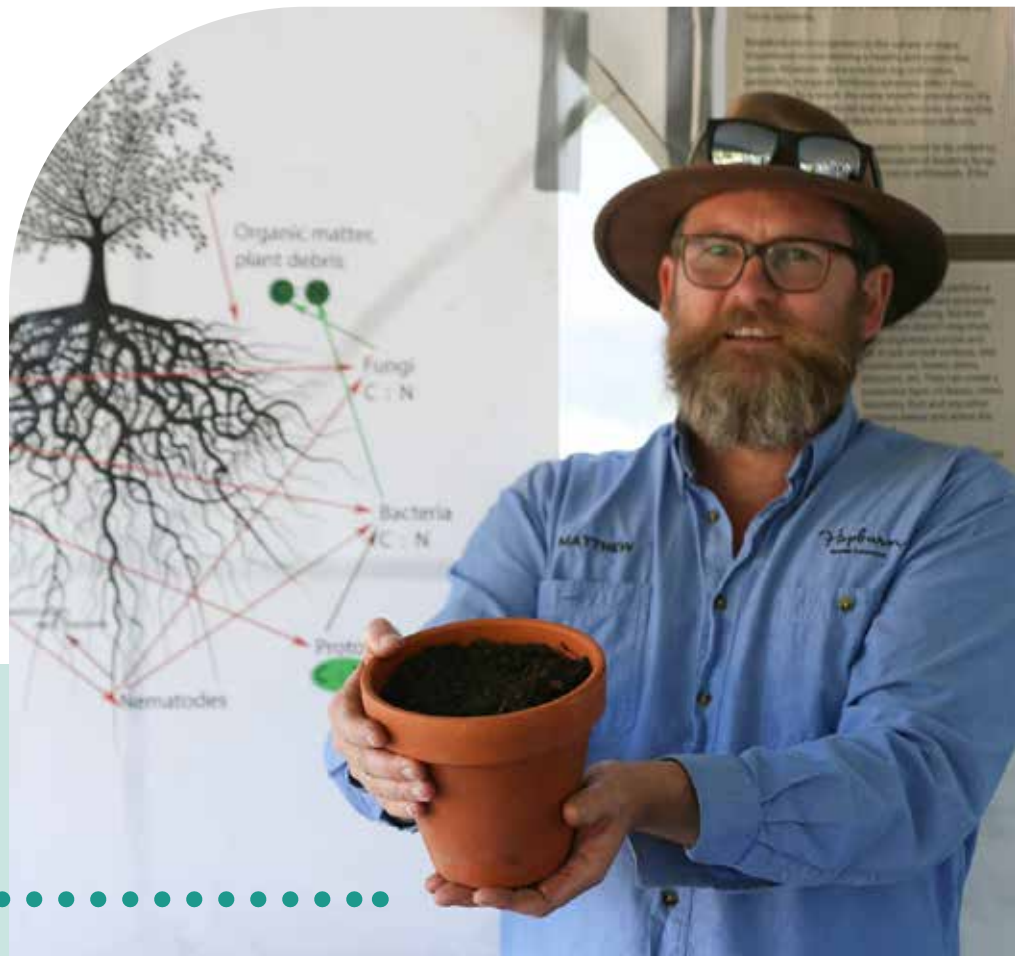
## Activities:

### 2023/24

- Website: create a webpage which has downloads and links to resources
- Logo and rebranding: progress circular economy logo design and presence
- Regular FB updates to create presence in community
- Partner with Waste Education and Coms – FOGO videos and CE branding for FOGO
- Participate in Regional CE community and cross-council partnerships
- Networking with leading experts and professionals in the field
- Engage through other Council with DJAARA to bring an Indigenous lens to circular economy
- Co-create a Circular Economy themed 'Sustainable Hepburn Day' for 2024

### 2024/25

- Embark on broader conversation with the community about what Circular Economy means to them
- Potential 'Circular Economy' roadshow, mapping the circular economy and CE engagement 'pop up' across the shire.
- Build the circular economy community of practice through the work with the business community (and related community organizations).
- Explore an online Circular Economy Hub as a partnership with local businesses and organisations.
- Explore Hepburn Shire Doughnut / Wellbeing Economy strategy with the Ecodev team and Hepburn Energy (as a ZNET partnership)
- Explore an artist in residence program at Transfer Stations
- Present at Circularity Conference





## Council Teams

Communications, Community Life, Waste/Resource Recovery

## External Partners

Djaara, Circular Economy Victoria, Circularity, local businesses and organisations engaged in circular economy

## Progress to date/ Work to build from:

- Circular Economy Toolkit and educational resources being amassed.
- Networks of contacts being forged
- Invitation to DJAARA sent to commence a conversation
- Circular Economy focus for Sustainable Hepburn Day proposed
- Designer engaged to do logo work and design support for Circular Economy framework, FOGO coms and infographics
- Attending Circularity Conference in Nov 23



# Hepburn

SHIRE COUNCIL

## Hepburn Shire Council

PO Box 21 Daylesford Victoria 3460

T: (03) 5348 2306

[shire@hepburn.vic.gov.au](mailto:shire@hepburn.vic.gov.au)

[www.hepburn.vic.gov.au](http://www.hepburn.vic.gov.au)

 [www.facebook.com/hepburncouncil](https://www.facebook.com/hepburncouncil)



Proudly printed on recycled paper

## Council offices

---

### Daylesford

Cnr Duke & Albert Streets,  
Daylesford

### Creswick

68 Albert Street,  
Creswick

### Clunes

The Warehouse - Clunes  
36 Fraser Street, Clunes

### Trentham

13 Albert Street,  
Trentham