



Community and Stakeholder Engagement Report

Toy library – reducing plastic waste

Impact level: two

Consultation period: 26 November 2021 to 23 January 2022

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1. Summary




This report outlines the outcomes of community and stakeholder engagement conducted between 26 November 2021 and 23 January 2022 where we looked to understand what role Council could play in supporting a toy library and recycling concept on the Northern Beaches.

During the consultation, many people expressed support for the existing Cubby House Toy Library in Forestville and the Peninsula Seniors Toy Repairers as well as interest in how Council could help expand these services.





There was also strong interest in local libraries offering toys for loan as part of their collections and in a beach toy library service.

Several respondents wanted more awareness raising of how we can ensure toys do not end up in landfill and better promotion of the options. This related to the donation of unwanted toys as well as the repair and reuse of broken toys.

1.1 Key outcomes

 Total responses	52	
 How responses were received	Ideas board contributions Written responses (email/letter)	Completions: 51 Number received: 1
 Feedback themes	Cubby House Toy Library Peninsula Seniors Toy Recyclers Quality toys Unwanted toys	Repair and reuse of toys Public library service Beach toy library

1.2 How we engaged

 <p>Have Your Say: visitation stats</p>	Visitors: 2017	Visits: 2515	Av. time onsite: 1m16s
 <p>Social media</p>	Library Facebook posts		Reach: 650 Impressions: 671 Link clicks: 21
	2 Council Facebook posts		Reach: 9,626 Clicks: 78
	1 Council LinkedIn post		Reach: 1,170 Clicks: 24
 <p>Electronic direct mail (EDM)</p>	Community Engagement (fortnightly) newsletter: 2 editions		Distribution: Approx. 22,000 subscribers
	Council (weekly) e-News: 4 editions (three times in the Your Say section, once in the Environment section)		Distribution: Approx. 160,000 subscribers
	The Drift Library newsletter: 1 edition		Distribution: 86,178 subscribers
	Cooee Newsletter: 1 edition		Distribution: 1,583
	Disability Newsletter: 1 edition		Distribution: 1,304 Clicks: 3
 <p>Key stakeholder engagement</p>	Meeting with representatives of Cubby House Toy Library		Attendance: 3
	Meeting with representatives Peninsula Seniors Toy Repairers		Attendance: 2

2. Background

A Notice of Motion tabled at the Council meeting in October 2021 requesting Council staff engage with the community on the role we could play in supporting toy recycling on the Northern Beaches.

We want to promote sustainability and reduce the likelihood of cheap toys finding their way to landfill and support families by providing quality toys and equipment to meet their children's changing developmental needs.

There are existing toy recycling and library programs on the Northern Beaches.

3. Engagement objectives

Community and stakeholder engagement aimed to:

- build community and stakeholder awareness of participation activities
- provide accessible information so community and stakeholders can participate in a meaningful way
- identify community and stakeholder concerns, local knowledge and values.

4. Engagement approach

Community and stakeholder engagement for the Toy Library consultation was conducted over an 8-week period, from 26 November 2021 to 23 January 2022.

The engagement was planned, implemented and reported in accordance with Council's [Community Engagement Matrix](#) (2017).

A project page¹ was established on our have your say platform with information provided in an accessible and easy to read format. This included information about existing toy library and recycling initiatives. The engagement was centred around how we could build on these to meet environmental and community needs.

The project was primarily promoted through social media, a diverse range of email newsletter (EDM) channels, and emailed stakeholder notifications.

Feedback was captured through an online ideas board tool where people were encouraged to share their ideas and thoughts on what they felt Council could be doing to support toy recycling and toy library concepts on the Northern Beaches.

4.1 Reaching diverse audiences

A thorough stakeholder mapping exercise was completed to identify and understand the needs of the whole community.

It was determined for this project that it was particularly important to hear from parents and carers of younger children, including children with disability.

A notice about this consultation was included in Council's Disability Newsletter and staff from Children Services were asked to promote the Ideas Board to their networks.

¹ <https://yoursay.northernbeaches.nsw.gov.au/toy-library>

5. Findings

During this consultation, people were asked to share their ideas about how Council could support the toy library and recycling concept in an online Ideas Board.

Table 1 below provides a summary of what we heard during the consultation and our response.

The full list of ideas can be viewed on the Ideas Board on the project Your Say page: <https://yoursay.northernbeaches.nsw.gov.au/toy-library>

Table 1: Main ideas and suggestions and Council's response

Theme	What we heard	Council's response
Quality toys	A number of respondents would value the opportunity to borrow a variety of quality educational toys suited to their child's age and stage of development.	We will consider options to increase opportunities to borrow quality toys in various locations.
Cubby House Toy Library	Several respondents are supportive of the existing Cubby House Toy Library and would like to see greater community awareness and expansion of the service via longer hours and more locations.	We will investigate opportunities to increase awareness of the Cubby House Toy Library. We will investigate opportunities for additional support for the Cubby House Toy Library.
Peninsula Seniors Toy Recyclers	Several respondents would like to see an expansion of the existing service to include more drop off points and/or workshop locations plus inclusion of bikes and scooters for repair and sale.	We will investigate if there is scope for Council to provide further support to Peninsula Seniors Toy Recyclers. Bicycles are already donated to and repaired by Peninsula Seniors Toy Recyclers and Bikes for Life at Kimbriki.
Beach toy library	Some respondents would like beach toy libraries similar to those seen in some other LGAs.	We will investigate opportunities to pursue this.
Unwanted toys	Several respondents would like to know more about their options with regard to donating unwanted toys. One respondent would like to see more involvement by schools.	We will investigate and publicise options for donating unwanted toys, including through schools.
Repair and reuse of broken toys	A number of respondents would like ways to ensure broken quality toys are repaired rather than go to landfill.	We will consider ways to make it easier for our community to donate toys for repair.

Public library service	A number of respondents would like the public library to expand its collection to include quality toys for loan.	We will evaluate the feasibility of this idea.
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Document administration	
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Notes	Community and stakeholder views contained in this report do not necessarily reflect the views of the Northern Beaches Council or indicate a commitment to a particular course of action.