

Update on Keep Australia Beautiful litter research, 6.6.07

The next round of results are planned to be released in August 2007.

National Litter Index

- the last report, based on November 2006 fieldwork, was released 19.2.07
- fieldwork was undertaken at sites across Australia during May 2007
- as indicated in the update issued 8.5.07 the following changes to fieldwork have been incorporated:
 - each site was measured to determine its area in square metres
 - each count includes litter in any gutters that may be in the count area
 - each count records the number of items of each brand of litter observed.

A number of changes will also be made to the format of the report:

- reporting against a set area in preference to a nominal 'site' as has been done in the past
- reporting a year-year comparison for 2005/6 versus 2006/7
- excluding illegal dumping volume from the volume report
- focusing the report on measured data and comparisons.

The report on May fieldwork is planned to be ready to release in August.

Branded Litter Study

- fieldwork was undertaken at sites across Australia during November 2006
- it should be noted that the November 06 fieldwork measured litter presence, not litter quantity, across Australia
- as detailed above the fieldwork undertaken in May changes the methodology to record the number of items of each brand of litter observed.
- because of this change of methodology KAB, in consultation with the jurisdictions providing the funding, has recommended that KAB release an embargoed version of the draft report on November fieldwork to each of the brand owners named in the report and to stakeholders.
- KAB, in consultation with the jurisdictions providing the funding, is keen to consult with all parties prior to the public release of any data and where ever possible to promote collaborative approaches to reducing litter.