

MEDIA RELEASE

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Annual results from the National Litter Index show Australians still need to tidy up!

Keep Australia Beautiful today released the results of the National Litter Index for 2006/07. By measuring 983 sites nationally two times each year, the research provides base line data on litter across Australia. The report details litter by type, by location and by volume which assists governments, businesses and community organisations in the development of policies and programs to reduce litter.

According to Scott Lyall, National Executive Officer, Keep Australia Beautiful: "Litter by material type shows cigarette butts are still the most numerous, whilst plastic containers are the most voluminous. This information helps keep track of resource recovery. Litter by industry shows tobacco as the most numerous and beverage the most voluminous. This helps prioritise groups of customers to receive litter reduction messages."

Alec Wagstaff, President, Packaging Stewardship Forum, Australian Food & Grocery Council adds: "Keep Australia Beautiful's National Litter Index gives us a valuable snapshot of what litter is found and where. Each time the Index is run, it helps us plan how to change people's behaviour to cut litter, and know how well our programs have worked. We'll be working with KAB and our partners across government and industry to change people's behaviour at litter hotspots, increase recycling and cut the amount of litter for good."

Ed Cordner, CEO, National Packaging Covenant said: "We are pleased to have been involved with this essential research and very happy that all States and Territories have either helped fund the research or have indicated that they will in future. The new reporting format allows each jurisdiction and industry to compare progress against a national average. Having a single measure that all stakeholders support is a significant step forward and of great assistance to the National Packaging Covenant process."

"By providing year on year comparison and full transparency of all data we hope that the National Litter Index will now be more useful than ever to industry and to State and Territory jurisdictions." He added.

In 2006/07, national figures show a continuing increase in litter items and litter volume:

- litter items up from 70 items in 2005/06 to 74 items in 2006/07 per 1,000sqm measured
- litter volume up from 8.86 litres in 2005/06 to 9.68 litres in 2006/07 per 1,000sqm measured

The report provides results across various site types including Beaches, Car Parks, Highways, Industrial, Recreational Parks, Residential, Retail and Shopping Centres.

In the past year nationally:

- litter items increased in Retail and Shopping Centres.
- litter volume increased along Highways and in Residential areas, but declined in Industrial sites

“Keep Australia Beautiful’s environmental awards programs such as Tidy Towns involve people in local issues such as litter. They demonstrate how individual actions can help make a positive difference to our environment. We all have a part to play in keeping Australia beautiful.” added Scott Lyall, National Executive Officer, Keep Australia Beautiful.

The full report detailing methodology and results for the past two years is available at www.kab.org.au

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Media Contacts:

KABNA: Scott Lyall on 0419 016 401, Max Spedding, 0400 880 677 or Lara Shannon on 0415 076 015 and laras@kab.org.au

Editor’s Notes:

The Keep Australia Beautiful Network has been encouraging people all around Australia to care for their local environment for over 30 years. Through its awards programs such as Tidy Towns, Sustainable Cities and Clean Beach Challenge, local communities and individuals are recognised for their achievements in helping create sustainable communities.

Keep Australia Beautiful Week is held in the last week of August to coincide with spring and is time for all Australians to think about how they can contribute to the KAB mission of ‘positive environmental change through individual actions’. These are just some of the activities that involve up to 3 million Australians each year. Further information about Keep Australia Beautiful can be found at www.kab.org.au