

## MEDIA RELEASE



### Industry Urges Australians to ‘Do the Right Thing’

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The Packaging Stewardship Forum (PSF) has welcomed the release of the Keep Australia Beautiful Branded Litter Study - urging every Australian to ‘Do the Right Thing’ and dispose of litter appropriately.

The Packaging Stewardship Forum, better known as the organisation behind the iconic ‘Do the Right Thing’ campaign, said that the Keep Australia Beautiful (KAB) study was a valuable tool in assisting industry and government to better understand the littering habits of Australians.

The PSF is a not-for-profit organisation which represents the leading companies within the beverage industry who for the past 30 years have been leading the fight against litter.

PSF General Manager Jenny Pickles said that the KAB’s survey is an integral part of the PSF’s strategy to reduce litter rates across Australia.

‘However, it comes as no surprise that some of our members’ products feature in KAB’s results, due to the size of their market share.

‘The PSF considers that the real issue is whether **all** Australian manufacturers, consumers and governments are doing enough to reduce litter.

‘We all have a part to play in the fight against litter. The question is why there continues to be a section of the community which does not ‘Do the Right Thing’.

‘Is it because they think others will clean up after them? Or because there are no bins available, or that there’s no enforcement of littering laws? These are questions that the PSF and its members are actively working with governments to address,’ Ms Pickles said.

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