



**MEDIA RELEASE**  
**Monday 23 August 2010**

**Campaign to increase public place recycling comes to the  
Top End as Keep Australia Beautiful Week kicks off**

With only just over half the total 43.5 million tonnes of waste Australians produce each year being recycled, Keep Australia Beautiful is calling on all Territorians to help lift recycling rates as Keep Australia Beautiful (KAB) Week starts today.

“With so many people buying food and drink when they’re out and about these days, we have seen big increases in packaging waste being produced, says Keep Australia Beautiful Council NT CEO, Heimo Schober. “This means more litter on our streets and products ending up in landfill that don’t need to be there.”

Australian households that have access to recycling are recovering an average of 78% of their beverage containers, whilst this drops to 24% in public places. To help increase recycling rates, this year’s focus for KAB Week is on increasing the recycling rate of beverage containers, particularly in public places.

In Darwin, Hungry Jack’s will launch a three month recycling trial this week. With the support of Coca-Cola Amatil, selected restaurants nationally will be introducing beverage container recycling trials, to enable their customers and the general public to recycle their empty bottles and cans when they are out and about.

Keep Australia Beautiful has also announced the recipients of the Beverage Container Recycling Grants, funded by the Coca-Cola Foundation. The focus of the \$200,000 nationwide scheme is on increasing away from home recycling in local communities, with grants awarded to a wide range of community groups and councils across the country.

NT recipients of the grant funding include Litchfield Council and the Victoria Daly Shire Council.

On Wednesday, Commonwealth Games sprinter and NT Sportsperson of the Year (1998/99/2007), Crystal Attenborough, will join NT school students in the ‘Re-Thinking Waste’ challenge at the Big Waste Day Out extravaganza.

For further information about the campaign, what you can recycle in your local area and other recycling tips, visit [www.kab.org.au](http://www.kab.org.au).

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