



MEDIA RELEASE

Monday 17th October 2011

Victoria Daly Shire Council & Roper Gulf Shire Council win community grant from Keep Australia Beautiful to increase beverage container recycling

Victoria Daly Shire Council and Roper Gulf Shire Council have received a community grant to increase beverage container recycling in Wadeye and Borroloola, and reduce waste being sent to landfill.

The Keep Australia Beautiful grants, funded by The Coca-Cola Foundation, awarded Victoria Daly Shire Council with \$6,037 to install recycling bins along the main strip of Wadeye and at community sporting and recreation events. This follows on from the \$2,200 grant awarded to the community of Kalkarindji in 2010 to introduce an aluminium can recycling program, whilst last year a \$2,952 grant was provided to Nauyui to introduce a collection of beverage containers for recycling.

The \$6,000 grant awarded to Roper Gulf Shire Council will enable them to purchase the infrastructure required for the recycling of beverage containers and to promote and encourage public place recycling. This will include installing several recycling wheelie bins along the main street of Borroloola, as well as at community sporting events and festivals.

The focus of the \$170,000 nationwide Community Grants Scheme is on increasing away from home recycling, through practical projects that leave a legacy and do not duplicate existing recycling activities. Project results must be measurable and show how recycled materials are being collected and diverted from landfill.

Heimo Schober, CEO of Keep Australia Beautiful NT, said "Victoria Daly Shire Council and Roper Gulf Shire Council were selected to receive a grant as their projects provide clear and tangible outcomes for increasing the recycling rate of beverage containers in public places. With many remote communities unable to participate in recycling due to a lack of infrastructure, these two grants provide a tangible way for the local community to increase the recycling rate for beverage containers in particular when they are out and about."

Liz Graham, Wadeye Shire Services Manager for Victoria Daly Shire Council said, "We are delighted to receive this grant from Keep Australia Beautiful and The Coca-Cola Foundation. We are keen for our community to play a role in increasing the recycling rates of beverage containers and this grant will help assist with providing the infrastructure and recycling education needed to engage the public in this process."

Michael Berto, CEO of Roper Gulf Shire Council said, "It is great to be able to have funding provided by Keep Australia Beautiful and The Coca Cola Foundation to help us engage the local community with recycling initiatives, particularly for when people are attending events or are out at other public places where they otherwise might have to throw recyclables in the bin for landfill, helping to recover a valuable resource."

PHOTO OPPORTUNITY

What: Cheque handover with Victoria Daly Shire Council Wadeye & Roper Gulf Shire Council representatives & CCA rep.

When: 12:15pm – Monday 17th October

Where: Victoria Daly Shire Council, 14 Katherine Terrace, Katherine, NT, 0850.



For media enquiries please contact:

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Editor's Notes:

Results from the 2010 Beverage Container Recycling Grants

In 2010, 26 projects were awarded funding. Those that have reported results so far show that a total of \$130,016.03 in grants resulted in 215,440.08 kilos of recycled material at an average cost of 60c per kilo.

The success of the grants program is not only measured by recycling figures, but also takes into account the increased awareness and promotion of away from home recycling and the ongoing recycling outcomes in the long term due to increased infrastructure and facilities for the local area or event.

About Keep Australia Beautiful

Keep Australia Beautiful seeks to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment. National programs include the Australian Sustainable Community Awards consisting of Tidy Towns and Sustainable Cities; the National Litter Index (results released in August) and Keep Australia Beautiful Week (22-28 August in 2011).

About The Coca-Cola Foundation

The Coca-Cola Company is a local business on a global scale. As our business has expanded over the years, so our community support has grown to create and support projects most relevant to local communities around the globe. We are committed to investing our time, expertise and resources to help develop and maintain vibrant, sustainable and local communities.

Established in 1984 (and wholly funded by The Coca-Cola Company), The Coca-Cola Foundation helps keep that commitment every day by partnering with organizations around the globe to support initiatives and programs that respond in a meaningful way to community needs and priorities.

More information on The Coca-Cola Foundation can be found at <http://www.thecoca-colacompany.com/citizenship/foundation.html>