



MEDIA RELEASE

23 August 2010

North West Bay Scouts in Kingborough celebrates Keep Australia Beautiful Week with a community grant to increase beverage container recycling

As Keep Australia Beautiful Week kicks off today, the North West Bay Scout Group based at Snug Bay celebrates winning an \$11,172.20 community grant to increase beverage container recycling.

This coincides with the start of Keep Australia Beautiful Week which is focused on lifting recycling rates when people are out and about.

According to Keep Australia Beautiful, around 90% of households have access to kerbside recycling and 99% are participating in some form of re-use or recycling. However, Australia faces a major challenge to increase recycling rates when people are away from home to help reduce the significant volumes of recyclable waste ending up in landfill.

The Keep Australia Beautiful grant, funded by the Coca-Cola Foundation, will enable the Scout Group in conjunction with the organising Committee to implement the "Tasmanian Scout Guide Regatta Recycling project". The funding will go towards the purchase of infrastructure and recycling bins for the annual regatta held in the Snug Bay in May 2011.

Ken Stewart, Chairman of KAB TAS said, "The Tasmanian Scout Guide Regatta Recycling project was chosen as their project provides a clear and tangible outcome for increasing the recycling rate of beverage containers in public places. With only just over half the total waste produced in Australia each year being recycled, this project provides an option for the public to recycle their beverage containers when they are on the move."

The focus of the \$200,000 Community Grants Scheme funded by the Coca-Cola Foundation is on increasing away from home or 'out & about' 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.

Lex McIndoe, the Group Leader at North West Bay Scout Group, 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 education needed to engage the participants of the regatta and for future community use."

Kingborough Mayor, Graham Bury, added, "Young people are very aware of protecting the environment so this grant is an added incentive to the North West Bay Scouts to keep up their good work." "Kingborough Council is committed to urging residents and groups in the community to increase their recycling, and congratulates the North West bay Scout group on obtaining a grant from Keep Australia Beautiful and the Coca-Cola Foundation.

For further information about the campaign, what you can recycle in your local area and other recycling tips, visit www.kab.org.au.



MEDIA PHOTO OPPORTUNITY

Date: Monday 23 August 2010
Time: 1:15pm – 1:45pm
Location: Snug Beach. Meet at the end of Beach Road
Opportunity: North West Bay Scouts and Group Leader Lex McIndoe joined by Kingborough Mayor, Graham Bury and KABTAS Chair, Ken Stewart.

For media enquiries please contact:

Lex McIndoe, North West Bay Scout Group Leader on 0417 573 286

Ken Stewart, Chairman of KAB TAS on 0418 314 080

Lara Shannon - Keep Australia Beautiful National Publicist on 0415 076 015 or laras@kab.org.au

Editor's Notes:

National Waste Report 2010

- 43 777 000 tonnes of waste were generated in Australia in 2006–07 including construction, industry and municipal waste. Only 52 per cent of this total waste was recycled.
- Per capita, Australia generated around 2.08 tonnes of waste in 2006–07, of which 1.08 tonnes was recycled.
- Only 52% of people have access to recycling facilities for plastic, steel, aluminium cans and glass at their workplace.
- 89% of survey respondents said it was important to be able to recycle in the workplace in the same way as at home.

KAB National Litter Index

Findings from the Keep Australia Beautiful National Litter Index 08/09 show non-specific litter produced the most litter by volume, followed by beverage containers at 32.2% of the total litter stream. Cigarette butts produce the most litter by item, followed by non-specified litter and beverage containers ranking third at 6.2%.

Beverage Container Recycling

Around 90% of households have access to kerbside recycling, with an average of 78% of the beverage containers we use at home recovered for recycling. The challenge for beverage container recycling comes when people are out and about, with an average recovery rate of around 24%.

Source: Australian Beverage Packaging Consumption, Recovery and Recycling Quantification Study - Hyder Consulting Pty Ltd