



MEDIA RELEASE

12 September 2011

Victorian local communities win grant funding from Keep Australia Beautiful to increase beverage container recycling

Four local communities across Victoria have been awarded a Keep Australia Beautiful Beverage Container Recycling Grant to increase beverage container recycling in their local area.

The Keep Australia Beautiful grants program, funded by The Coca-Cola Foundation, is in its second year with all communities across Australia invited to apply during the call for entries period. Grants range from \$3,000 to \$10,000 for projects that result in a measurable increase in beverage container recycling in local communities.

Applications were open to community groups, local associations, schools, small to medium enterprises and local government authorities and were awarded for:

- projects which address the specific issue of beverage container recycling and its by-products;
- practical local solutions that can be used as examples for others and leave a legacy;
- projects that do not duplicate existing recycling activities; and
- projects that result in measurable volumes of recycled materials.

A proven ability to implement suitable projects, such as those who have participated in the Keep Australia Beautiful Sustainable Communities Awards - incorporating the Tidy Towns and Sustainable Cities programs, was also taken into account.

For larger communities, the grants provide recycling infrastructure for events, or for special venues such as large retail centres, sporting venues or education centres. In smaller communities, the grants provide assistance with transport or processing to overcome remote location or dispersed population.

In 2010, The Coca-Cola Foundation provided \$184,162 for the small grants program to encourage away from home recycling with a total of 26 projects, representing all states and territories, chosen to receive grants.

This year, The Coca-Cola Foundation provided a total of \$170,000. Across Victoria, grants were provided to:

- **Loddon Shire Council**, to provide recycling infrastructure to the community of Wedderburn;
- **Baw Baw Shire Council**, to implement a paired waste management system at the council's three largest recreational reserves;
- **Hume City Council**, to provide recycling infrastructure to the communities main shopping precincts; and
- **Buloke Shire Council**, to introduce public place recycling along prominent shopping strips to encourage away from home recycling.

Keep Australia Beautiful National Executive, Scott Lyall, commended the communities on their efforts to encourage everyday sustainable practices.

“Not only are these projects helping local communities become more sustainable, they help ensure that they are recovering materials that can be recycled into new products, saving precious resources and diverting waste from landfill at the same time”, he said.

- ends -

For media enquiries please contact:

- **Lara Shannon**, KABNA Publicity Manager on 0415 076 015 or laras@kab.org.au
- **Quentin Fogarty**, Media Communications Manager on 0421084089 or quentin.fogarty@sustainability.vic.gov.au

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>