



## **MEDIA RELEASE**

Thursday 15<sup>th</sup> September 2011

### **Hume City Council wins community grant from Keep Australia Beautiful to increase beverage container recycling**

Hume City Council has won a \$7,209 community grant to increase beverage container recycling in the area and reduce waste being sent to landfill.

The Keep Australia Beautiful grant, funded by The Coca-Cola Foundation, will enable the Hume City Council to purchase the infrastructure needed to install four bins at both the Melrose Drive and Mahoney Road shopping precincts. To encourage adoption of public place recycling, the council will monitor amount of recycled materials, and will give back to the community in the form of a park bench, when a certain recycling goal is reached.

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.

Hume City Council was awarded a grant, along with three other Victorian community projects, so that they could purchase and install the recycling infrastructure at two prominent community shopping strips.

Scott Lyall, Keep Australia Beautiful National Executive, said "Hume City Council was selected 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 out and about."

Helen Patsikatheodorou, Mayor of Hume City 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."

#### **PHOTO OPPORTUNITY**

**What: Cheque handover with Hume City Council Mayor, representatives and CCA representative**

**When: 3:30pm – Thursday 15<sup>th</sup> September 2011**

**Where: Hume City Council, 1079 Pascoe Vale Road, Broadmeadows, VIC, 3047.**

#### **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>