



MEDIA RELEASE

Wednesday 21st September 2011

Buloke Shire Council wins community grant from Keep Australia Beautiful to increase beverage container recycling

Buloke Shire Council has won a \$6,769 community grant to increase beverage container recycling in the local area and reduce waste being sent to landfill.

The Keep Australia Beautiful grant, funded by The Coca-Cola Foundation, will enable the Buloke Shire Council to purchase the infrastructure needed to install recycling bins next to all existing waste management systems in the main shopping strips in Birchip, Charlton, Donald and Wycheproof.

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.

Buloke Shire Council was awarded a grant, along with three other Victorian community projects, so that they could purchase and install recycling bins to the main shopping precincts within the shire. Not only will this encourage the community to take part in away from home recycling, it will recover precious resources that were otherwise being sent to landfill.

Scott Lyall, National Executive of Keep Australia Beautiful, said "Buloke Shire 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."

Cr Leo Tellefson, Mayor of Buloke 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."

PHOTO OPPORTUNITY

What: Cheque handover with Buloke Shire Council Mayor, community & CCA rep.

When: 10:00am – Wednesday 21st September 2011

Where: Charlton Travellers Rest, Calder Hwy, Charlton, VIC, 3525.

For media enquiries please contact:

- **Gary Driscoll**, Superintendent Waste & Environment, Buloke Shire Council on 0419 874 463 or gdriscoll@buloke.vic.gov.au
- **Alexandra Davy**, KABNA Publicity Assistant on (03) 9592 4001 or media@kab.org.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>