



MEDIA RELEASE

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Australian celebrities break their silence about their littering habits



Keep Australia Beautiful has brought together an unlikely group of Australian celebrities to form a fictitious group called **Litterers Anonymous**.

The comedic new anti-littering campaign aims to lift the profile of littering problems in Australia and will see Keep Australia Beautiful promoting the Litterers Anonymous 'One Step Program' which is simply to 'use the bin'.

Derryn Hinch, Lara Bingle, John Jarratt, Nick Giannopolous, Russell Gilbert and Tania Zaetta are all taking part to help highlight the issue of littering and how easy it is to avoid.

Although their stories are fictitious they aim to highlight the real life habits of litterers, as research shows that many people don't own up to littering and that there are a range of littering 'types'.

Studies have found that there are large differences between the way people reported and described their behaviour, and their actual behaviour. In one study, nearly half of the people observed littering only minutes earlier denied they had done so.*

The Litterers Anonymous campaign hopes to make people more accountable for their actions and remind people to use the bin – and the *right* bin - given the growing number of recycling bins now also available in public places.

Derryn Hinch plays the role of a group moderator who is consistently frustrated by the hapless littering antics of his co-stars. Lara Bingle is "outed" as a littering addict by the paparazzi, while Nick Giannopolous is relapsing from his litter addiction for the second time.

John Jarratt is a serial litterer at movie theatres, Russell Gilbert is trying his hardest to use the right bin, whilst Tania Zaetta can't work out if she is illiterate or a litterer.

This campaign is supported by some of the leading companies in the beverage industry. Keep Australia Beautiful will be launching the campaign in cinema, TV, radio and online this week at www.litterersanonymous.org.au

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EDITOR'S NOTES:

Litter studies/research findings:

- 1) Almost half of the people who had been observed littering within the previous five minutes told interviewers that they had not littered in the last 24 hours or that they could not remember the last time they littered. Three quarters of all respondents said that it was 'never' acceptable to litter. However four out of every five respondents indicated they had littered at some time in their lives [2].
- 2) Despite cigarette butt littering being the most common form of litter in the environment, some people do not see cigarette butt littering as littering at all. These people may recycle and use bins properly in other instances, however still litter their cigarette butts [3].
- 3) A study of littering behaviour clearly showed people misrepresent or do not remember their littering behaviour [4].
- 4) More bins were identified by the majority (71%) of respondents as the main thing that would improve the disposal of litter or reduce litter [1]. However a lack of bins is not a major factor in littering; most littering occurs within five metres of a bin. This was particularly the case for cigarettes [2], [4].
- 5) Litterer Types

Wedgers - people who stuff disposable objects into small spaces where they will not be seen, such as behind a seat.

Undertakers – people who bury disposable objects under sand or leaves.

Foul shooters – people who aim for the bin but miss, and leave the object on the ground [2].

**** Sources:***

- 1) **Car Park Litter and Prevention**
2010, KESAB, McGregor Tan Research, Project No. 8698.
- 2) **Understanding Littering Behaviour In Australia**
Beverage Industry Environment Council - A Community Change Consultants Report
<http://www.afgc.org.au/psf/psf-research-a-reports.html>
- 3) **Butt Free Australia**
Cigarette butt littering behaviour
<http://www.buttlitteringtrust.org/research/butt-littering-behaviour.html>
- 4) **What Works**
Beverage Industry Environment Council - NSW Littering Behaviour Interventions <http://www.afgc.org.au/psf/psf-research-a-reports.html>