



MEDIA RELEASE
Monday 23 August 2010

**South Australians urged to increase public place recycling as
Keep Australia Beautiful Week kicks off**

With only just over half the total 43.5 million tonnes of waste Australians produce each year being recycled, KESAB is calling on the public to help lift public place recycling rates as Keep Australia Beautiful Week starts today.

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.

"With so many people buying food and drink when they're out and about these days, we have seen big increases in packaging waste being produced, says John Phillips, Executive Director, KESAB *environmental solutions*.

"Fortunately at a local level, councils, businesses and community groups are introducing projects and other initiatives to help increase waste recovery and recycling by diverting it from landfill."

"It's now up to the rest of the community to do their bit and start recycling empty drink bottles and cans in the public facilities provided rather than throwing them in the rubbish bin", Phillips added.

And, if there are no public recycling bins nearby, says KESAB, then take your empty containers home for recycling.

Getting behind the initiative, selected Hungry Jack's restaurants nationally will be encouraging their customers to recycle. With the support of Coca-Cola Amatil, selected restaurants will be introducing a three month beverage container recycling trial.

In Adelaide, the Rundle Street, Port Adelaide and Woodville Hungry Jack's restaurants will feature a specially designed recycling bin in the dining room, whilst staff will be wearing Keep Australia Beautiful caps made out of recycled PET bottles to highlight one of the many ways plastic bottles can be reused. The recovered beverage containers will then be collected by the Scouts Association of South Australia, providing valuable funds for their programs.

The beverage container recycling trial follows a food waste and co-mingled recycling trial held in the Hungry Jack's Fulham restaurant in South Australia last year during KAB Week. With contamination of the recyclable waste stream being one of the challenges for public place recycling initiatives, both trials will help Hungry Jack's restaurants assess the long term feasibility of rolling out further recycling initiatives.

Hungry Jack's SA State Operations Manager, Greg Sleep said: "Hungry Jack's is proud to support the work of KESAB and the National Keep Australia Beautiful Association."

"Through our work with them, we have introduced a range of initiatives to reduce food and other waste ending up in landfill, whilst our 'Bag it and Bin it' program is designed to remind our customers of the need to be thoughtful with how they dispose of their food and packaging waste."

Keep Australia Beautiful will also be announcing the recipients of the Beverage Container Recycling Grants, funded by the Coca-Cola Foundation. The focus of the \$200,000 nationwide scheme is on increasing away from home recycling in local communities. South Australian recipients include the Adopt a Town committee in the Wakefield Regional Council area, City of Mount Gambier and the Gawler AH&F Society.

Celebrity ambassadors helping to promote the campaign include Getaway's Jules Lund and Natalie Gruzlewski, Hey Hey It's Saturday's Livinia Nixon and Suze Raymond, Triple M Hot Breakfast Host, Mieke Buchan and others.

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

- Ends -

Photo/vision opportunities with John Phillips, KESAB CEO, recycling at a participating Hungry Jack's restaurant can be set up upon request.

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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