



**MEDIA RELEASE**  
**Monday 23 August 2010**

**Victorians 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, Keep Australia Beautiful is calling on the public to help lift 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 KAB spokeswoman, Lara Shannon. "This means more litter on our streets and products ending up in landfill that don't need to be there."

"This not only has a negative effect on the environment, but also has a big financial cost. Each year, Victorian councils spend over \$50 million\* sweeping the streets, emptying and servicing street litter bins and litter traps and cleaning up litter."

"Fortunately, many councils, venues and businesses around Victoria are introducing public place recycling bins, so it's up to us all to do our bit and start recycling whenever we can", Shannon added.

And, if there are no public recycling bins nearby, says Keep Australia Beautiful, 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 this week. In Melbourne, participating restaurants include the Burwood and Oakleigh stores.

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. Victorian recipients include the City of Monash, Bendigo Senior Secondary College and the Greater Shepparton City Council.

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, Former Miss Universe Australia, Laura Dundovic and others.

KAB Week Ambassador, Jules Lund, said, "Keep Australia Beautiful Week is the perfect time to think about the impact our lifestyle and behaviour has on the environment and set some goals to reduce our eco footprint all year round. Reducing the amount of rubbish we throw away by reusing or recycling it instead is an easy way to start."

Joining Lund, Livinia Nixon, added, "It's easy for us all to recycle at home, so there's no excuse for any empty bottles and cans ending up in the bin. When you're out and about it's a bit harder, but there are increasing numbers of recycling bins about. If you can't find any around though, why not pop them in your bag or car and take them home with you to recycle."

For further information about the campaign, what you can recycle in your local area and other recycling tips, visit [www.kab.org.au](http://www.kab.org.au).

### **MEDIA PHOTO/VISION OPPORTUNITIES**

#### **1) Monday 23 August – KAB Week launch/morning tea**

**Where:** White Rabbit, 118 Church St, Brighton (next to Middle Brighton train line)

**Time:** 10-11am

**What:** Morning tea with KAB celebrity ambassadors, staff and supporters.

#### **2) Hungry Jack's restaurant recycling trial participants**

Oakleigh	1414 Dandenong Road
Burwood	Corner Elgar and Burwood Hwy

#### **Media Contacts:**

- Lara Shannon, Keep Australia Beautiful on T: 0415 076 015 or E: [laras@kab.org.au](mailto:laras@kab.org.au)
- Annie Cronyn, KAB PR assistant Annie Cronyn on 0403 814 556 or [pr@kab.org.au](mailto:pr@kab.org.au)

#### **Editor's Notes:**

\*Source: EcoRecycle Local Government Data Collection 2004

#### **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*