



## **MEDIA RELEASE**

**Monday 23 August 2010**

### **National campaign to increase public place recycling comes to Brisbane 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 Queenslanders to help lift recycling rates as Keep Australia Beautiful (KAB) Week starts today.

According to Keep Australia Beautiful, 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.

To assist at a local level, Keep Australia Beautiful has announced the Queensland recipients of the Beverage Container Recycling Grants, funded by the Coca-Cola Foundation.

In Brisbane, a \$5000 grant has been awarded to the Kingfisher Centre at Aspley Special School, to help increase beverage container recycling. The funds provided to Kingfisher will go towards a purpose-built trailer for mobile recycling, fitted with can and glass-crushing equipment that they can take into the wider community at public events. Other Queensland recipients include Torres Shire Council, Scouts Wooroolin in Kingaroy, Bowen State School on the Whitsunday Coast and Rockhampton Girls Grammar School.

Southbank Parklands will also join the "public place recycling awareness program" with specially labelled bins throughout KAB Week and during the Brisbane Festival, starting with Riverfire on Sept 4<sup>th</sup>.

During KAB Week, Hungry Jack's restaurants nationally will be encouraging their customers to recycle. With the support of Coca-Cola Amatil, selected restaurants in each state and territory, will be introducing beverage container recycling trials, to enable their customers and the general public to recycle their empty bottles and cans when they are out and about.

"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 KABQ CEO, Rick Burnett. "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."

"The work that is undertaken at the Kingfisher Centre, as well as projects planned amongst the other grant recipients provide an excellent example of how local communities can work together to achieve positive economic, environmental and social outcomes.", Rick Burnett added.

Celebrity ambassadors helping to promote the KAB Week campaign include Channel 7 Brisbane personality, Kimberley Busted, along with Channel 9 personalities including Getaway's Jules Lund and Natalie Gruzlewski, Hey Hey It's Saturday's Livinia Nixon and Suze Raymond and Channel 10's Bondi Rescue Lifeguard, Bruce 'Hoppo' Hopkins.

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."

Kimberley Busted 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).

- Ends -

**For further information, interviews or images please contact:**

- **Keep Australia Beautiful PR**- Lara Shannon on T: 0415 076 015 or E: [laras@kab.org.au](mailto:laras@kab.org.au) or Annie Cronyn on or 0403 814 556 or [pr@kab.org.au](mailto:pr@kab.org.au)
- **KABQ CEO** - Rick Burnett on 07 3252 2886 or 0419 460 782
- **Aspley Special School** – Alison Hawe or Janine Hussey on 07 3867 2333 or 0425 233 418

**MEDIA PHOTO/VISION OPPORTUNITIES**

**1) Aspley Special School Recycling Facilities**

**Date:** Monday 23 August 2010  
**Time:** Call to arrange specific time  
**Location:** Kingfisher Centre, Aspley Special School, 25 Dorville Road, Aspley

**2) Southbank public place recycling with Rick Burnett, KABQ CEO & Kimberley Busted**

**Date:** Monday 23 August 2010  
**Time:** Call to arrange specific time  
**Who:** Rick Burnett with Brisbane Ambassador, Channel 7's Kimberley Busted  
**Location:** Southbank

**3) Hungry Jack's recycling trials – all week**

<b>QLD north</b>	Herston	44 Bowen Bridge Road, Herston (BP), QLD 4006
<b>QLD north</b>	Strathpine	388 Gympie Road, Strathpine, QLD 4500
<b>QLD south</b>	Algester	1939 Beaudesert Road, Algester, QLD 4115
<b>QLD south</b>	Annerley	564 - 574 Ipswich Road, Annerley, QLD 4103