



MEDIA RELEASE

Thursday 20 January 2010

Love your country on Australia Day. Dob in a litterer and help keep it beautiful

Australia Day is a day for patriotism and for all Australians to show how much they love their country, with outdoor celebrations held all around the country.

Yet according to Keep Australia Beautiful, this love is often left behind at the end of the day, along with vast amounts of rubbish left littering our parks, beaches and other public places.

“Doing the right thing with our waste is easy’, says Don Chambers, Chairman of the Keep Australia Beautiful National Association (KABNA). Yet so many people don’t.

“On Australia Day, and indeed every other day of the year, we are calling on all Australians to dispose of their litter responsibly. Put it in the public rubbish or recycling bins, or if there aren’t any nearby, pop it in a bag or car and take it home. It’s a little effort for a big result if everyone plays their part.

“With floods devastating many parts of our country and so much debris being left behind, the rest of us should avoid adding to the problem. The fantastic community spirit and pride amongst the devastation has been seen in communities all across Queensland and Victoria despite their hardship, so we should all take this lead and avoid rubbishing Australia at the local level.

“And for those that don’t, we’re asking others to dob in the litterers to state authorities where a fines scheme exists. Hitting people in the hip pocket is sometimes the only way a message can get through unfortunately.

“If you see someone toss a cigarette butt or some rubbish out of their car, many people don’t know that you can actually do something about it. Recording the number plate, date, time and location of the offence can result in a fine in a number of states and territories around the country.

“So if you’re celebrating all you love about Australia on the 26th January, make sure you do the right thing, put your waste in the right bin and help keep Australia beautiful”, Mr Chambers said.

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Editor's Notes:

In a move to remind people to put their rubbish in a bin or take it home with them, Keep Australia Beautiful has reached into the archives to recycle its iconic TV 1970's TV ad 'I love a sunburnt country'.

Featuring a young boy reciting the poem, 'I love a sunburnt country' as litter is tossed and piles up around him, the ad is a nostalgic reminder to us all to keep Australia beautiful as we celebrate all we love about it.

The TV Community Service Announcement will be distributed via social media including Facebook, Twitter, You Tube and supporting TV networks. To download the CSA visit <http://www.kab.org.au/history/past-tv-community-service-announcements/>

Dob in a Litterer

NSW - Dept of Environment, Climate Change and Water Ph 131 555
<http://www.environment.nsw.gov.au/esdlitteringapp/default.aspx>

VIC - Environment Protection Authority Ph 1800 35 25 55
<http://www.epa.vic.gov.au/reporting/#litter>

WA - Litter Reporter Program Ph 1300 766 541
<http://www.kabc.wa.gov.au/kab/litter-reporting/litter-reporter-form/Page-2.html>

TAS - EPA Division Ph 1300 135 513
<http://www.environment.tas.gov.au/index.aspx?base=2432>

ACT - City Rangers Ph 02 6207 7132
<http://www.nobutts.com.au/file/1271>

Top Tips to reduce your waste this Australia Day

1. Avoid excess packaging. Pack your own lunch and drinks in reusable containers and pack reusable cutlery and crockery
2. Use the rubbish and recycling bins provided, or take recyclable waste home for kerbside recycling.
3. 'Please butt it, then bin it' – put your cigarette butts in the bin or a pocket ashtray.