

## **Victoria responds to the latest litter count from Keep Australia Beautiful**

Victorian Minister for the Environment and Climate Change Gavin Jennings, welcomed the release of the Keep Australia Beautiful National Litter Index today. “It confirms that Victorians are doing the right thing by binning their litter. It is encouraging to see that the National Litter Index shows a general decline in littering in Victoria since 2006.

Whilst small in volume, cigarette butts continue to be the single most littered item in the State. However, the National study shows that Victorians are increasingly less likely to drop butts.

The next most littered items are paper / cardboard, followed by plastic containers. Whilst there has been a slight increase in paper and cardboard, there has a decrease in the littering of plastic items since 2006.

By providing funding of \$6 million towards litter reduction activities, the Victorian Government's Litter Strategy Action Plan 'Creating cleaner, safer places' will continue to encourage the efforts of Victorians to reduce litter.”

Contact: Monty Sangar, Sustainability Victoria, 03 8626 8764.

Also see Keep Australia Beautiful National Association press release below:



## Media Release

23 September 2010

### Australians continue to litter despite increased awareness of the need to protect our environment

Keep Australia Beautiful's most comprehensive litter report released today shows many Australians are still littering, despite increased awareness about the need to protect our environment.

The National Litter Index is Australia's only national, annual, quantitative measure of litter by type, location and volume, with five years of data for all states and territories.

According to the National Chairman of Keep Australia Beautiful, Don Chambers, "The National Litter Index (NLI) helps define the scale and distribution of litter and identifies key problem areas and litter items so that government, industry and community can refine their approaches to litter prevention and resource recovery."

"It also highlights where consumers are not doing the right thing., At the end of the day it comes down to individual behaviour. Individuals need to take responsibility for the rubbish they produce and where it ends up."

This year for the first time the NLI includes a specific report on packaging and on regional highways. The raw data is published alongside the report so stakeholders with a particular interest in certain litter items such as illegal dumping, cigarette butts or beverage containers can extract the information they need to make informed decisions on how to best address the issue.

"Combined with the Keep Australia Beautiful Branded Litter Study, published in 2008, we now have a rich source of data publicly available to help address litter issues in Australia," Chambers added.

Cigarette butts continue to be the most numerous form of litter, whilst plastic litter objects account for the biggest litter volume. The results also highlight how each state and territory compares against the national average and how they have performed over the past five years. See table 1.

**Table 1**

	Items per 1,000m <sup>2</sup>					Volume (litres) per 1,000m <sup>2</sup>				
	05/06	06/07	07/08	08/09	09/10	05/06	06/07	07/08	08/09	09/10
<b>NATIONAL</b>	70	74	68	63	66	8.86	9.68	8.59	7.73	7.55
<b>ACT</b>	-	68	56	56	51	-	7.04	6.06	4.77	3.31
<b>NSW</b>	80	71	77	65	75	14.95	14.69	11.90	12.13	13.43
<b>NT</b>	-	64	60	84	70	-	5.32	7.24	6.00	5.09
<b>QLD</b>	89	86	76	59	76	7.66	7.59	7.44	5.60	5.65
<b>SA</b>	60	61	68	57	54	7.23	11.08	9.55	8.02	7.13
<b>TAS</b>	59	70	61	64	86	5.15	6.68	5.90	9.20	9.04
<b>VIC</b>	71	80	48	43	50	7.87	7.74	4.19	2.87	4.91
<b>WA</b>	60	83	85	87	71	8.57	12.19	13.06	11.93	9.44

The release of the National Litter Index coincides with renewed emphasis on litter reduction by the Environment Protection and Heritage Council which has called for action on litter and packaging waste, whilst the Australian Packaging Covenant has also outlined its intention to introduce measures to reduce the incidence and impacts of litter.

The Keep Australia Beautiful Network of State and Territory offices are all active in using the NLI to inform a broad range of programs focussed on education, infrastructure and enforcement resulting in reduced litter and increased recycling.

The Keep Australia Beautiful National Litter Index is funded half by Government (all State and Territory Governments) and half by Industry (Australian Packaging Covenant Industry Association)

#### **Media Contacts:**

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

To view the full national, state and territory reports visit: [www.kab.org.au/what-we-do/litter-research/](http://www.kab.org.au/what-we-do/litter-research/)

#### **Dirty Dozen by Litter Count**

Cigarette Butts – total  
Paper/Paperboard – other  
Plastic – other  
Plastic – food container or utensil  
Metal – other  
Miscellaneous – total  
Paper/Paperboard – food container or utensil  
Glass – other  
Plastic – non-alcoholic beverage container  
Paper/Paperboard – cigarette packets  
Paper/Paperboard – Publication  
Metal – non-alcoholic beverage container

#### **Dirty Dozen by Litter Volume**

Illegal Dumping – total  
Plastic - other  
Paper/Paperboard – food container or utensil  
Plastic – non-alcoholic beverage container  
Plastic – alcoholic beverage container  
Glass – alcoholic beverage container  
Metal – non-alcoholic beverage container  
Metal – alcoholic beverage container  
Paper/Paperboard – non-alcoholic beverage container  
Plastic – plain water container  
Paper/Paperboard - other  
Plastic – food container or utensil