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MEDIA RELEASE

Young Australians rewarded for anti-litter ads

An engaging animated crab called Kevin with a powerful message about marine litter has helped his creator, Robbie Reid, pick up \$1000 in Keep Australia Beautiful's Trash My Ad 2011.

The competition, which is open to people 25 years or under, challenges entrants to create either a 30-second anti-litter TV commercial or radio advertisement with an anti-littering message targeting their age group.

Keep Australia Beautiful National Executive, Scott Lyall, said there were more than 50 creative entries in the competition this year, which is now in its third year.

"The entries showed a clear understanding of the litter problem and the creativity used to come up with fresh ways to get the anti-litter message across is impressive," he said.

"There are quirky songs, clever slogans, powerful images and delightfully original ideas – every bit as good as what you can see on YouTube."

"It's not surprising the public involvement was fantastic, there were more than 1000 online votes in the People's Choice category, which is good for the creators of the ads and for getting the anti-litter message across."

Mr Lyall also said that the results from a follow up survey of voters on the Trash My Ad website indicated that the competition provided a range of educational and behavioural change benefits.

Of those who completed the online survey:

- 80 percent said as a consequence of viewing and rating the ads they were more aware of litter issues;
- 51 percent said they had changed their attitudes towards the effects littering has on the environment;
- 72 percent said they were more inclined to dispose of their litter responsibly;
- 74 percent said they had talked about litter issues to others; and
- 95 percent said that creating anti-litter ads was a good way to engage youth in discussing litter issues.

"I congratulate each and every entrant in the Trash My Ad competition and our winners and I look forward to sharing the ads with the Australian public and spreading the anti-litter message." Mr Lyall added.

From more than 50 entries and more than 1000 online votes in the People's Choice category the below entries have been announced as winners:

The category winners of this year's *Trash My Ad* competition are:

- **TV – 18-25yrs** (\$1000 prize)
This is Kevin - Robbie Reid, Carine, WA
- **TV – Secondary school** (\$1000 prize)
Littering 'Aint Cool - Alexie Ymer-Welsby, Greta Giovinazzo, David Meaney and Mairead O'Connor, Northcote, Victoria
- **Radio – Secondary school** (\$500 prize)
Reduce Rubbish - Sarah Hogan and Emily Rozic, Kellyville, NSW
- **People's Choice TV**(\$250 prize)
Feel It - Aaron Dowson, Floreat, WA
- **People's Choice Radio** (\$250 prize)
Gill the Garbage Can- Jeremy Gorniak, Sandy Bay, Tasmania.

The winning TV ads and finalists will be shown on 3 and 4 September during Rottfest, a short-film, comedy and music festival on Rottnest Island in WA. Winning ads will also be screened and made available for use at outdoor cinema events and festivals nationally.

Community events or groups that would like to use the ads can contact the Keep Australia Beautiful national publicists on 03 9592 4001. For more information or to view all the entries visit www.trashmyad.com.au.

For information about Keep Australia Beautiful visit www.kab.org.au

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Editor's Notes:

TrashMyAd 2011 is presented across Australia by Keep Australia Beautiful thanks to WA Department of Environment and Conservation and the 'Do the Right Thing' program of the Packaging Stewardship Forum.

About Keep Australia Beautiful

The purpose of Keep Australia Beautiful is to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment. Our objectives are to lead, influence and advocate for environmental sustainability; honour achievement in environmental endeavor; provide support through education, innovation, engagement and research; and to deliver effective partnerships and programs ensuring mutually beneficial environmental outcomes.

About 'Do the Right Thing'

The 'Do the Right Thing' program works with partners to deliver industry recycling, litter reduction and education programs. The highly successful 'Do the Right Thing' anti-litter campaign has proven to be a strong litter prevention message, with more than 80% of people recognising that 'Do the Right Thing' means put your waste in the bin and more than 300 towns and cities around Australia taking the 'Do the Right Thing' message to their communities. 'Do the Right Thing' is a long term partner of Keep Australia Beautiful. Contact: Jenny Pickles 0418 558 31.



Department of
Environment and Conservation

