



MEDIA RELEASE
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**NSW households urged to reduce their waste as
Keep Australia Beautiful Week begins today**

According to Keep Australia Beautiful, Australia's longest serving grassroots environment group, Australians are one of the highest producers of waste in the world per capita, with every Australian household producing over one tonne of waste each year on average.

Whilst New South Wales has shown an increase in recycling, over 13 million* tonnes of waste is still produced each year. Yet up to 80% of what we throw away could instead be reused or recycled.

In a bid to address this and educate people on ways to reduce their waste, the annual Keep Australia Beautiful (KAB) Week campaign begins today with the theme *Waste Lives On*.

National figures also show around a third of the total household waste thrown away is organic (food and green) waste that could have been composted instead. By removing these organics from the municipal waste stream, a 2% reduction of Australia's greenhouse gas emissions could be achieved.

"If we continue producing waste at the rate we are today, and based on current reporting and data, it is estimated that up to 70 million tonnes of waste will be generated nationally each year, by 2020*", says KAB NSW CEO, Peter McLean. We simply cannot continue rubbishing Australia like we do if we are serious about conserving resources and tackling climate change.

"What we throw away today may still be polluting our environment for generations to come, which we hope to highlight with the *Waste Lives On* theme. By significantly reducing waste, people can save money and the environment, whilst recycling materials can give new life to our waste", he added.

By recycling old or broken mobile phones with MobileMuster at your local Cartridge World store during KAB Week, participants will receive a 10% discount voucher on printer cartridge refills. By refilling and then recycling printer cartridges you will also be reducing your impact on the environment and saving money at the same time.

Meanwhile, local Hungry Jack's restaurants will be encouraging its customers to get involved in KAB Week activities and is pioneering an Australian first dining room food composting trial in selected SA restaurants. Nationally, the chain has also introduced a 'Bag it & Bin it' message on their packaging to help reduce take away food litter.

To find out how you can get involved at home, work or at school **visit www.kab.org.au**

"It is up to every Australian to play their part in helping to protect and preserve our environment for future generations. Let's make sure we don't leave them a legacy of waste. By participating in a waste reduction challenge, together we can make a difference", McLean added.

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For further information or statistics on litter and waste, please visit www.kab.org.au

** Based on figures currently available (2004-05), Hyder Consulting Waste & Recycling Australia 2008*