



MEDIA RELEASE
24 August 2009

**QUEENSLANDERS URGED TO REDUCE THEIR WASTE
TO HELP KEEP AUSTRALIA BEAUTIFUL**

Keep Australia Beautiful (KAB) is calling on Queenslanders to get involved in a waste reduction challenge during Keep Australia Beautiful Week, which kicks off today.

Australians are amongst the highest producers of waste on the planet, per capita, with the average Australian household throwing away over 1.1 tonnes of waste to landfill each year. Queensland are one of the top producers of waste overall nationally, encouragingly however they have also shown the highest increase in diverting waste from landfill through recycling.

According to KAB QLD Chairman, Emeritus Professor Tor Hundloe AM "We simply cannot continue to unnecessarily send waste to landfill if we are serious about conserving our natural resources and tackling climate change.

"Up to 80% of what we discard can instead be reused or recycled, with many items and packaging providing the resources to create new products, whilst a third of this waste is organic (food and green) waste that could have been composted or avoided in the first place.

"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. This is an unacceptable situation. "What we throw away today, may still be polluting our environment for generations to come, so this year's campaign aims to show how *Waste Lives On*", Hundloe added.

Helping to promote the message is the Brisbane Broncos', Nick Kenny: "Being involved in Keep Australia Beautiful Week is a great way to raise awareness of the importance of protecting our environment for future generations. We can all get involved in some way and I hope to encourage all schools and junior sports clubs to register online and join me in taking up the waste reduction challenge."

There are many ways to get involved in KAB Week. Schools and junior sports clubs can win a range of prizes by participating in the waste reduction challenge and entering their activities online at the Keep Australia Beautiful website.

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**

Media Contacts:

- Jodie Mills, KAB pr, on 0402 305 231 or jodiem@kab.org.au
- Lara Shannon, Campaign Director on 0415 076 015 or laras@kab.org.au
- Emeritus Professor Tor Hundloe, Chair KABQ on 0412 485 691

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