



The City with Spirit

MEDIA RELEASE

Friday 21 August 2009

WASTE LIVES ON

The Keep Australia Beautiful mission is to encourage the Australian community to protect and conserve the natural environment through individual actions.

And while this is Keep Australia Beautiful Week, Council embraces this mission every day with a key strategic goal to live lightly on our environment and many strategies in place to achieve it.

The theme for this year's Keep Australia Beautiful Week is "Waste Lives On". When Council was reviewing our recycling services late last year, the issue stirred the emotions of the community and we received a very strong and clear message from our residents that they supported the decision for an improved recycling service.

Devonport City Council in partnership with the other north west councils will introduce a collection service using a 240 litre wheelie bin. The new bins will make it easier to collect recyclable materials as they no longer have to be sorted or bundled, it will be easier to put out for collection being a wheelie bin rather than the current crate and residents will have double the capacity. The new service contracted to Veolia Environmental Services will commence the week of 14 September.

Devonport City Council proudly supports the Keep Australia Beautiful program. "Council will highlight the potential benefits, both environmentally and economically, of this new service to its residents with ongoing information provided to reinforce the "Waste Lives On" message", Mayor Lynn Laycock said.

When you consider that packaging can take hundreds or even millions of years to break down, depending on where it ends up, really makes you stop and think. A glass bottle can take up to 1 million years, a plastic bottle around 450 years, an aluminium can up to 200 years and a printer cartridge thrown into landfill can take up to 450 years to decompose.

"Devonport residents have a strong sense of 'home' and ensuring the whole city remains sustainable well into the future is of prime importance to us", the Mayor said.

To achieve this it's not just up to Council. It's up to all of us. Individually, schools and businesses are all encouraged to make a difference.

Spirit of Tasmania helps 'Keep Australia Beautiful' by recycling paper, cardboard, glass, aluminium cans, milk cartons and plastic within the terminals and offices.

Recyclables are collected by the Gleecraft Recycling Centre which is the self-help division of Glee Club Inc. This not-for-profit organisation is a service provider for people with disabilities.

By recycling, Spirit of Tasmania supports a section of the community who need jobs and a little extra support. Currently, paper recycling is being trialed on board with the hope to increase recycling efforts to include glass, plastic, aluminium and milk cartons.

As such an iconic Australian tourism provider, Spirit of Tasmania help by doing what they can to ensure mainlanders enjoy Tassie's pristine environment.

Keep Australia Beautiful Week is a reminder that it's about the community working together for a common goal. When that happens, anything is possible.

-ENDS-

For more information please contact Tricia Alford on 0415 466 402.