



Under embargo until 6 November 2006

Major Alliance Launches Big Push To Improve Australian Recycling

Roy Morgan research shows that 48% of Australians are confused about what they can and cannot recycle. As part of National Recycling Week, the Australian Government, Planet Ark, and Sensis are launching two new services that will show people how to recycle properly.

“Too much recyclable waste is ending up in our landfills because people are confused about recycling,” said Planet Ark Founder Jon Dee. “To combat this, we’re launching the National Recycling Hotline and the RecyclingNearYou web site to make it easier for Australians to recycle.”

The Minister for the Environment and Heritage, Senator Ian Campbell, said the Australian Government had invested \$300,000 in the project.

“This is a genuine one-stop service for householders to do what is best for the environment,” he said. “Australia has excellent recycling rates for some products, but for others there is a need for improvement.”

“To find out what and where to recycle in your local area, all you have to do is phone the hotline on 1300 733 712. If you have Internet access, enter your postcode or suburb at RecyclingNearYou.com.au and you will get all of the information you need.”

Mr Dee said Planet Ark and Sensis had entered into an exciting partnership to produce the new website which contains details for recycling and safe waste disposal in all 672 council areas around Australia. Searchable by postcode, the new site is also supported by Yellow® Online content to allow users to find local businesses that provide recycling services.

“The new website and hotline give Australians access to the most advanced recycling resource in the country,” said Fiona Baxter, Group Manager Corporate Responsibility for Sensis. “For the first time ever, Australians will be able to access localised recycling information simply by picking up the phone or by going online.”

Now in its 11th year, National Recycling Week will also see the release of a Planet Ark report entitled ‘Recycling Myths: Sorting Fact from Fiction’. As part of the drive to reduce recycling confusion, the report examines and busts the myths that have circulated about recycling.

The other key message from this year’s event is that Australians are doing very well in some areas of recycling, but there is still so much that can be done.

“In Australia, we’re recycling two billion aluminium cans every year and three million printer cartridges have been recycled by ‘Cartridges 4 Planet Ark,’” said Dee. “Last year, 71.2% of White Pages® and Yellow® phone directories and 75.4% of our newspapers were recycled,” he said. “The makers of ‘SAFE’ also turned 8,500 tonnes of office paper into tissue products.”

“That’s the good news, but there’s still great room for improvement, which is why we’re launching this new recycling search and information service. National Recycling Week is a great opportunity for us all to improve our recycling habits and help the environment.”

National Recycling Week runs from Monday 6 November to Sunday 12 November.

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For information on the National Recycling Hotline, RecyclingNearYou.com.au or for a copy of the ‘Recycling Myths’ report, please contact Joe Fitzgerald on 0412 441 422.

For further information on Sensis please contact Danielle Horan on 0409 861 645.