***Media Release <Insert date>***

**<Council name> goes From Waste War to Recycling Reboot**

*Reboot your perspective on recycling this National Recycling Week*

New research commissioned by Planet Ark has found that the majority of Australians think their kerbside recycling actually gets recycled. However, 21% think most of it goes to landfill while 27% are unsure what happens to their recycling.

As China’s waste import ‘ban’ hits Australia and our population and waste levels continue to rise, recycling matters now more than ever. This year Planet Ark is encouraging Australians to reboot their perspective on recycling in the most important National Recycling Week (12 – 18 November) since it was founded 22 years ago.

Residents and businesses in the <insert organisation / council> area can help by taking control of their own recycling journey and discovering the many elements of recycling that lie outside the public eye. Nearly all Australians recycle and think of themselves as conscientious recyclers, but many residents want to know what happens once the wheelie bin is emptied from kerbside.

Council is supporting National Recycling Week by <insert recycling focus. Eg running an event, promoting a drop-off facility>. <Insert details – date, time, location, contacts>.

<Quote from your council about developments in waste/recycling area over past 12 months: “Over the last 12 months there have been some big changes in Australia’s recycling industry….,” says John Smith, <Insert details>>

The impact of China’s new waste policies, marine plastic pollution and the ABC’s War on Waste series have dominated discussions around the environment in 2018. This year’s theme for National Recycling Week, **From Waste Wars to Recycling Reboot**, aims to resolve some of the confusion surrounding Australia’s waste.

A council survey conducted by Planet Ark found that the most common recycling mistake made by residents was soft plastics (like bread bags) in the recycling bin, bagged recyclables in the recycling bin and food scraps or organics in the recycling bin. These mistakes cause problems at the sorting facilities and lead to more of Australia’s recyclables going to landfill.

“National Recycling Week is the perfect time to reboot your own recycling habits,” says Ryan Collins, Planet Ark’s Recycling Programs Manager. “Planet Ark’s research has revealed that despite 71% of people being confident in knowing what can and can’t be recycled, 61% would still like to see more information on these topics.”

It’s not all doom and gloom either with a number of positive recycling stories emerging this year. Bingo Industries have reported an increase on their industry leading construction and demolition recycling rates to 85% at their Minto facility. MobileMuster have recycled over 1,400 tonnes of mobile phone components overall with 99% of materials being recovered. Nespresso now have over 20,000 collection points for their coffee capsules. Popular Unilever brands using 25% locally sourced recycled plastic will be on shelf in 2019. Whilst Cartridges 4 Planet Ark are very close to breaking the 40 million cartridges recycled barrier.

Residents are also being given a helping hand to recycle right with the launch of the new Australasian Recycling Label. It aims to help consumers understand which bin a piece of packaging should be placed in.

Planet Ark’s **Buy It Back Day** (Sat 17 Nov) is back to encourage the community to celebrate National Recycling Week through mindful purchasing by buying something secondhand or buying a product made from recycled materials. Secondhand stores and tip shops are all invited to get involved.

Shoppers are encouraged to share their finds on social media with a photo and hashtags #BuyItBack and #NationalRecyclingWeek.

Schools can take the **Schools Recycle Right Challenge** (8 Oct – 16 Nov) with free, fun and interactive teaching resources. A school from each state and territory will win a Replas outdoor seat valued at over $600.

<insert organisation / council> residents can join the community’s war on waste and make this National Recycling Week the biggest yet! For more information on any of the above visit [www.recyclingweek.planetark.org](http://www.recyclingweek.planetark.org) or call the hotline 1300 733 712.

**National Recycling Week Events:**

The **Schools Recycle Right Challenge** (8 Oct – 16 Nov), the **Friday File Fling** (Fri 16 Nov), **Buy It Back Day** (Sat 17 Nov) and the **Big Aussie Swap** (12 – 18 Nov).

**Sponsors:**

National Recycling Week 2018 is kindly supported by **Major Sponsor** **Bingo Industries**, Associate Sponsors **MobileMuster, Nespresso, Australasian Recycling Label** and **Cartridges 4 Planet Ark** andSupporting Sponsors, **Unilever** and **Tetra Pak.**

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