



13 - 19 November 2023

Media Release

23 October 2023

### Diary Note: National Recycling Week just three weeks away

Australian households and businesses encouraged to keep valuable resources out of landfill

Planet Ark is aiming to remind Australians this [National Recycling Week](#) (Nov 13-19) that much of what we currently send to landfill is valuable material that could be reused, repurposed or recycled. This year's theme "**What goes around, comes around**" is all about providing simple tips that enable Australians to keep those valuable materials in circulation, whether at home, work or school.

Last year, Planet Ark research for the annual waste reduction and recycling campaign revealed Australian households are potentially sending nearly 2.5 million tonnes of unnecessary waste to landfill. An estimated 9-18 per cent (441,000 tonnes conservatively) of all material sent to landfill by households is likely recyclable, while a massive 41-52 per cent (2,000,900 tonnes conservatively) could be composted at home or organic processing facilities.

Fighting food waste and ensuring packaging is correctly recycled therefore form a major component of this year's National Recycling Week resources and activities.

"This year Planet Ark is asking Australians to pause and think about what they are currently sending to landfill and ask whether it really is waste after all." said Planet Ark CEO Rebecca Gilling.

"We have come a long way since National Recycling Week was established in 1996, but there is still more we can be doing to ensure valuable resources don't end up wasted in landfill, especially when it comes to food waste and recycling our packaging."

Running from November 13-19, National Recycling Week provides an opportunity for residents and workplaces to learn simple methods of reducing their environmental footprint and preventing waste. Residents can host or join recycling themed events, brush up on their recycling knowledge with educational resources, learn about new developments in recycling policy and technology or discover tricks to reduce what they are sending to landfill and ensure resources don't go to waste.

National Recycling Week was founded in 1996 to help Australians improve their recycling knowledge and build better recycling habits. Since then, the annual recycling rate in Australia has increased from just seven per cent of all disposed materials to more than 60 per cent.

Planet Ark has a number of tools and tips in the National Recycling Week [Resource Hub](#) to enable community groups, councils, households and workplaces to get involved and start reducing waste. To learn more or get involved in National Recycling Week, visit [nationalrecyclingweek.com.au](http://nationalrecyclingweek.com.au).

National Recycling Week is made possible by Major Sponsor **Coles**, Associate Sponsors **Coca-Cola Australia**, **Tetra Pak** and **Samsara Eco**, Media Partner **Seven West Media** and Supporting Sponsor **Mobile Muster**.

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**National Recycling Week Resources:**

[Resource Hub](#)

[Recycling Guide](#)

[Council Activity Guide](#)

[Events Guide](#)

[Food and Garden Organics \(FOGO\) Collection Information](#)

[Home Composting Information](#)

[Schools Recycle Right Challenge](#)

[Recycling Trivia Pack](#)

[How to Set Up a Recycling System Guide](#)

[Workplace Recycling Toolkit](#)

[Workplace Recycling Presentations](#)

**For further information, interviews or images please contact:**

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**About Planet Ark**

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Established in 1992, it is one of Australia's leading environmental behaviour change organisations with a focus on working collaboratively and positively. Planet Ark promotes and creates simple, positive environmental actions – for everyone.

**About National Recycling Week**

Planet Ark's National Recycling Week, founded in 1996, highlights the environmental benefits of re-use and recycling programs, while making participation enjoyable and easy through community events and programs. The dates for National Recycling Week in 2023 are **Monday 7 to Sunday 13 November 2023**.