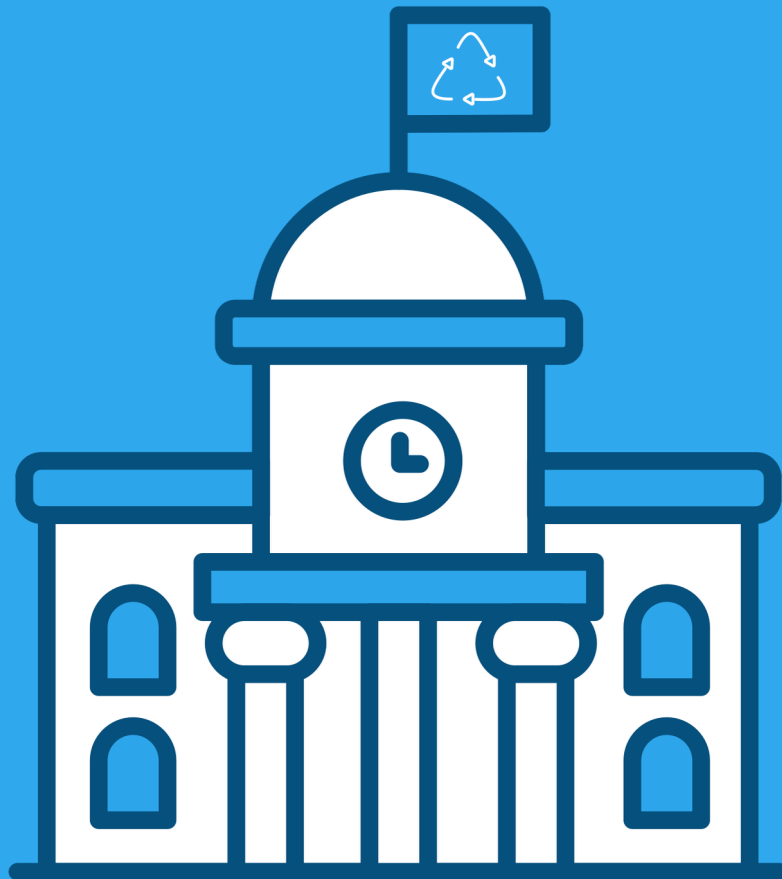


PLANET ARK'S NATIONAL RECYCLING WEEK

Councils Guide



This guide provides a range of ideas, resources and suggested activities designed to make it easy for councils across the country to get involved in National Recycling Week.



NATIONAL
RECYCLING
WEEK
PLANET ARK

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About National Recycling Week

TALKING RUBBISH SINCE 1996

Back since recycling bins were just a small black tub, Planet Ark has been helping Australians recycle right. National Recycling Week (NRW) is one of Planet Ark's flagship campaigns and every year aims to educate and empower people to do the right thing when they're at the bin.

Since the campaign was established in 1996, we have held it every year during the second week of November. This year, NRW will be from 10 - 16 November, 2025. Our education also focuses on the waste hierarchy – reduce, reuse, recycle - to minimise strain on finite resources.

We connect with individuals, community groups, schools, businesses and government to provide them with all the tools they need to help educate their network and run their own National Recycling Week events.

We are asking all Australians to **JOIN THE CYCLE**

Use this guide to find out how your council can get involved, and how to use our logo and assets for National Recycling Week.



Using our logo

VARIATIONS AND USAGE RULES

Local councils and schools can use the National Recycling Week logo and tagline ('Join the cycle') in their communications and posters. For further information, please contact partnerships@planetark.com.

Standard logo

Our standard logo consists of a logomark, campaign title and embedded Planet Ark logo. The standard logo should be used across the majority of assets, against a white/light background. The inverse logo is for use against dark backgrounds.



Standard logo - horizontal



Standard logo - vertical



Standard logomark



Inverse logo - horizontal



Inverse logo - vertical



Inverse logomark



Using our logo

VARIATIONS AND USAGE RULES

Variations

The NRW logo is available in tones of blue and green, as well as mono. The green tones should ONLY be used in assets relating to schools (i.e., Schools Recycle Right Challenge).



Blue toned logos (also available in vertical and logomark form)



Green toned logos (also available in vertical and logomark form) - for schools content only



Mono logos (also available in vertical and logomark form)

[DOWNLOAD LOGOS](#)



Using our logo

VARIATIONS AND USAGE RULES

Please do

Maintain clear space

An area of clear space must be maintained around the logo at all times. The clear space equates to the x-height of logo's letters.



Use tones to differentiate content in 2025 campaign

For the 2025 campaign ("Join the Cycle"), you may use the blue-toned logo for general NRW content, and the green-toned logo for schools-related content.



Blue tones = NRW



Green tones - schools

Please don't



Alter logo colours



Stretch or distort logo



Change logo orientation



Alter logo font



Apply special effects



Get involved

HOST AN EVENT

Whether it's community education, a waste facility tour, upcycling workshop or clothes swap, get your community involved by hosting an event this National Recycling Week.

[Find event resources here](#)

UPDATE YOUR INFO

As people look to reduce, reuse and recycle during National Recycling Week, ensure your local community has the most up to date information on Australia's favourite recycling directory, Planet Ark's Recycling Near You. If you've forgotten your logon details, get in touch and we'll help you out.

[Login to RNY](#)

WORKPLACE TRIVIA

Our recycling trivia pack is one such event to engage and have fun with your team, or use at a community event! It's a great way to teach your workplace about why recycling and resource management is so important.

[Download trivia here](#)

RECYCLING PRESENTATIONS

We've prepared three ready-to-go presentations for you to use, plus a suggested script so that you know all the necessary information. Waste educators can use these presentations at a workplace, school or a community event.

[Download presentations](#)



**RECYCLING
NEAR YOU**

PLANET ARK



Resources

EMAIL SIGNATURE

Your logo here



A hyperlink should be inserted behind this email signature, leading to **nationalrecyclingweek.com.au**

EMAIL OR WEBSITE COPY

This template may be copied and sent to your employees to promote and encourage National Recycling Week activities within the company.

Subject: [Your Council Name] joins National Recycling Week 2025

Copy: We are excited to “Join the Cycle” as part of Planet Ark’s National Recycling Week from 9 - 15 November, 2026.

Since 1996, National Recycling Week has been helping Australians reduce their waste to landfill through education and awareness of reducing, reusing, repairing, recycling and more. Reducing waste not only keeps valuable materials out of landfill, it also benefits the environment by reducing greenhouse gas emissions.

At [council name] we are committed to reducing waste and are working with Planet Ark, one of Australia’s most trusted non-profit environmental organisations, to pave the way to a circular economy in Australia. [Insert particulars of any events/activities staff can participate in] Visit **nationalrecyclingweek.com.au** for more information.



Resources

EDITABLE SOCIAL MEDIA TILES

Find editable social media tiles here:

[Social Tiles Template](#)

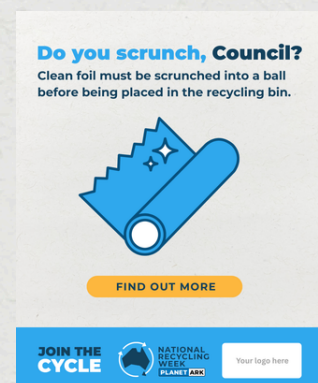
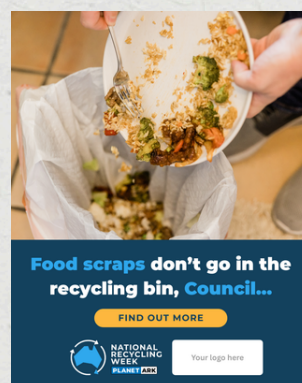
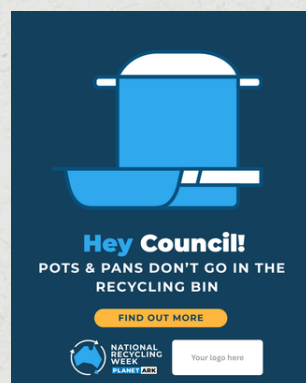


Your council's name here

Your logo here

HOW TO USE

1. Download the templates you would like to use
2. Change the text from 'Council' to the name of your council
3. Add your logo in the space provided
4. Tag us @planetark #NationalRecycling Week

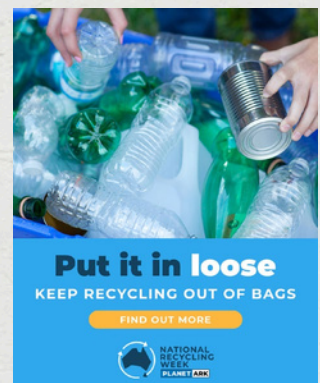
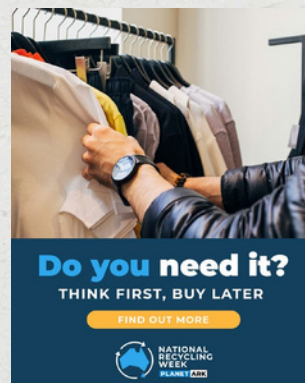
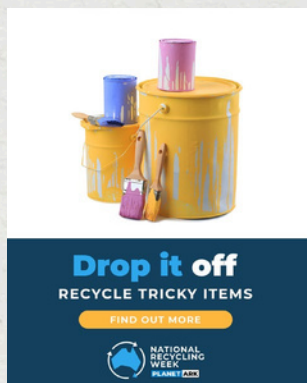
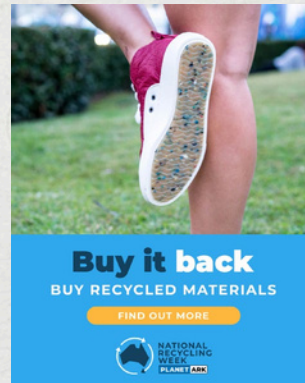


Resources

SOCIAL MEDIA TILES

Find ready-to-use social media tiles here:

[Download social tiles](#)



DON'T FORGET

Let us know how you've celebrated National Recycling Week by connecting the resources you use with us!

Hashtags: #NationalRecyclingWeek #PlanetArk

Tag: @PlanetArk



Start a recycling station



STEP 1:

Decide which items to collect

Search **recyclingnearyou.com.au** to find out which recycling schemes are available in your area. Planet Ark led schemes like Cartridges 4 Planet Ark and Batteries 4 Planet Ark are some examples, but there are similar such schemes for batteries, mobile phones, small electronics, light bulbs, paint and more!

STEP 2:

Set up your receptacles

Buy, collect or order receptacles for each item (some recycling schemes - such as Cartridges 4 Planet Ark - come with their own free receptacles you can order). Place your recycling station in a well-frequented area, and use our [handy signage](#) to make it clear which items go where.

STEP 3:

Organise drop-offs and/or collections

Some schemes allow you to drop your collections off at a local Post Office, and others will collect them directly from you. Search **recyclingnearyou.com.au** to find out what's available in your area.



Sustainability tips

One way to achieve waste-reduction goals: set them yourself

No matter how you approach your path to sustainability, be sure to first consider what is realistic for your organisation and what will have a considerable impact on the wellbeing of your community and local environment. When it comes to waste and recycling, consulting with your waste contractor and conducting a waste audit can provide valuable insight into where your next sustainability target may come from.

When initiating a new sustainability plan, first consider the following:

1. Open up discussion with your processors, secondary processors, and remanufacturers to understand the impact both on capacity and capabilities.
2. Complete a life cycle assessment on the material(s) you're looking to address. Don't forget to include the impact their emissions may have on the environment when changing how they are addressed versus leaving the situation as is. Ensure adequate research has also gone into resourcing and the budget needed to create education and behaviour change programs around the project you're introducing. Part of your education program may be engaging with the community firsthand to find ways they may best receive this new information. Not all residents will engage with your media and communications the same way.
3. Keep Councillors and Executive members informed along the way to help them understand the impact of your efforts and what it will take to become a leader among constituents and other councils.

Approaching and engaging your communities with waste education may take the form of:

1. A formal Council letter, postcard reminder, and newsletter sent directly to every house in the impacted areas.
2. Social media campaigns.
3. Posters, either print or digital, in service centres, libraries, and aquatics centres.
4. Street furniture and retail advertising.
5. Radio advertising.



Another consideration with council-wide messaging is whether all needs of your community are being met, particularly if they are from Culturally and Linguistically Diverse (CALD) communities. Language barriers can hinder behaviour change strategies and can isolate sections of your community should they be punished or made to feel excluded due to incorrect uptake of new initiatives.

Planet Ark used such a strategy with their Australasian Recycling Label campaign, attempting to break down these barriers through the creation of targeted flyers, school outreach, and digital advertisements aimed at CALD communities.

Other councils may find direct community engagement useful in fulfilling their goals: providing in person workshops, community support networks, and specialised community 'champions' to provide ongoing support outside of advertising campaigns periods. By working collaboratively with community groups, schools, or other social networks, direct engagement can allow people to fully realise the benefits of proposed changes and create long lasting connections to these behaviours.

However, you **JOIN THE CYCLE** this National Recycling Week, remember that any step towards making positive environmental change is a good one! Connecting with local communities, organisations, and recyclers can provide you with the support you need to become a more sustainable council.



School resources



Get schools in your LGA involved in Schools Recycle Right as part of your NRW initiatives!

Schools Recycle Right runs from October 6 – November 16, 2025 and offers a wide range of recycling themed activities, lesson plans, and events that have been developed specifically for Australian schools.

Distribute our free Involving Students booklet as a resource to involve more schools in your area.

Each year, more than 300,000 students across Australia become students that recycle right!



[Download lesson plans](#)



[Download resources](#)



“

The greatest threat to our planet is the belief that someone else will save it.

ROBERT SWAN

Explorer and conservationist



PLANET ARK

PLANET ARK
ENVIRONMENTAL FOUNDATION
Suite 3.16
22-36 Mountain Street
Ultimo NSW 2007
E: info@planetark.com

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