

M E D I A R E L E A S E

REUSE DIRECTORY

Turning one person's trash into someone else's treasure has been taken to a whole new level! Now the reuse directory is calling on you to Reuse, Repair, Rent or Loan!

In an effort to minimize waste going to landfill, the North East Waste Forum of Councils (NEWF) which covers 5 local councils - Ballina Shire Council, Byron Shire Council, Clarence Valley Council, Tweed Shire Council, and Richmond Valley Council - launched the 'Reuse Directory' website. This web-based directory encourages people to 'reuse' as an alternative shopping option, rather than buying new goods created with virgin resources.

NEWF is one of 8 regional groups that comprise **RENEW NSW** (the statewide initiative focused on improving waste management for rural and regional NSW). NEWF aims to increase waste diversion from landfill by making it easier for people to reuse, repair, rent or loan their unwanted goods via www.reusedirectory.com

NEWF Waste Co-ordinator, Gordon Fraser-Clark said "Reuse Directory is all about waste reduction, of both resources and your money, and caring for our future. Thousands of tonnes of reusable products are sent to landfill every year because it's too hard to find someone who could fix it or wants take it off our hands. Reuse Directory will make it easier for people to link with businesses and organizations who can repair or put those unwanted items to good use."

So how does it work? The Reuse Directory comprises of a wide range of reuse and repair businesses and organizations in the North East region of New South Wales. If your car needs new parts, for example, you can now browse www.reusedirectory.com for auto wreckers to source quality 'left over' parts that can be reused. Reusing saves the energy, resources, time and money needed to buy new products or to recycle items into other materials.

Some of the categories of the Reuse Directory include Furniture Repair, Auto Parts/Wreckers, Equipment Hire, Building Material, Bicycles, and even video Hire.



How does a businesses register? The reuse directory provides FREE listings to businesses, and is able to do so through funding by participating local Councils. Simply visit www.reusedirectory.com to set-up an account! However, in order for a business to qualify for an approved listing, the following conditions must be met:

- a) businesses must be part of the reuse, repair or recycling industry;
- b) businesses must be based on the North Coast of NSW ONLY in the following Council areas: Ballina Shire, Byron Shire, Clarence Valley, Lismore City, Richmond Valley and Tweed Shire
- c) the final listing approval will be given by the NEWF

The concept of the Reuse Directory is so simple and yet can help save the environment on such a large scale that it will really make an impact. So next time your TV goes bust think 'Reuse Directory' – It can be repaired and therefore used again rather than thrown away (creating more landfill) and another one bought (using energy and resources to make). Visit www.reusedirectory.com for more details.

Interviews are available with – Gordon Fraser-Clark, NEWF Waste Co-ordinator, (02) 6622 4221
Stephen Sykes, RENEW NSW Chair – 0419 415 110

For further information, images or to arrange an interview please contact Lisa-Shae Butler at Niche Marketing Group on (02) 8585 4333 or via lisab@nichegroup.com.au