

**RENEW NSW are taking recycling seriously with regional and rural NSW showing us how to do it!**  
**Recycling Week – 12<sup>th</sup> to 18<sup>th</sup> November**

Recycling Week is approaching, providing a timely reminder for all of us to consider actions we need to take to conserve our precious natural resources and minimise the impact of our waste on the environment.

As part of National Recycling Week, **RENEW NSW** – the statewide organisation that focuses on improving waste management practices in rural and regional NSW - is urging residents to get involved in recycling programs in their local community and to work together to make a difference to the environment.

In one year, 187,686 tonnes of domestic waste was recycled by rural and regional councils, which roughly equates to greenhouse gas savings of over 94,000 tonnes (CO<sub>2</sub> equivalent) or taking more than 22,500 cars off the road.

Regardless of whether you live in the city or country, each year every one of us on average generates 1000kg of industrial, commercial or domestic waste! Recycling is an option which can prevent this enormous amount of waste ending up as landfill.

Last year five councils in the NetWaste region, one of 8 regional groups that comprise **RENEW NSW** and includes areas throughout central and west NSW, entered into a 10 year regional domestic waste and recycling contract. With savings and benefits estimated to be of in excess of \$8 million, this initiative has already proved successful with **2,936** tonnes of recyclables collected in a 12 month period. This roughly equates to greenhouse gas savings of over 3,100 tonnes (CO<sub>2</sub>) or taking 748 cars off the road.

Educating the youth of tomorrow is of prime importance to RENEW NSW. This year, schools in the North East Waste Forum region, which includes areas such as Ballina Shire, Byron Shire, Clarence Valley Shire and Richmond Valley, will be participating in council activities educating students about recycling, and the effects on the local community and environment. This will include an interactive mobile waste education trailer named 'The Green House'. Made from reused and recycled materials, the trailer provides a fun learning experience for students.



**1. Learning about recycling is fun with The North East Waste Forum**

Linda Tohver, Education Coordinator for the North East Waste Forum, highlights the importance of making recycling even more effective for the local environment and community: "Our role in recycling doesn't simply stop with separating our household recyclables from rubbish. We also need to purchase and use products that are made from the materials recycled. By doing this we are 'closing the recycling loop', helping to save our valuable resources."

Kempsey Shire Council, as part of the Midwaste group which represents the Mid North Coast of NSW, covering regions such as Coffs Harbour, Port Macquarie and Gloucester, is running a "Waste into Art" program to coincide with National Recycling Week 2007. Since this is the first time Kempsey Shire has run such a program it was decided to focus on the youth of the Shire through a schools-based competition offering cash vouchers as prizes so that the winning schools can buy educational resources.

Cont/

Waste to Art is a community art exhibition and competition that showcases creative works made from re-used & recyclable waste materials. The aim is to challenge perceptions about 'rubbish' and to celebrate the reuse and recycling of waste through arts and crafts.

This innovative approach to waste education invites schools to take up the challenge and create a 'new life' for materials that would otherwise have been thrown away and considered useless. Instead of ending up in landfill these waste materials are transformed into fantastic works of art!

"Council contacted the 23 primary and secondary schools in the shire inviting them to participate in the project. The response so far has been excellent with a majority of the schools expressing strong interest," said Owen Moon, Kempsey Shire Council's Waste Co-ordinator.

Now in its eleventh year, Recycling Week has become a national success creating awareness and opportunities to educate people about recycling and safe waste disposal.

Under the guidance of education programmes and initiatives of **RENEW NSW**, our regional NSW communities are well and truly on the way to achieving this.

National Recycling Week runs from 12<sup>th</sup> November to 18<sup>th</sup> November 2007.

|                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>RENEW NSW simple steps to show what you can do to help save the environment</b>                                                                                                                                                                                                                       |
| <b>Reduce:</b> that is, try to consume less and purchase recyclable products to help reduce unwanted rubbish.                                                                                                                                                                                            |
| <b>Reuse:</b> the same item more than once. Reusing saves the energy and resources that would have been used to make a new product and means that the product does not go in the bin and end up as landfill.                                                                                             |
| <b>Recycle:</b> that is, return a waste product to a factory where it is remade into either the same product or something different. Recycling saves landfill space and also rescues the resources that were used to make the product in the first place. In some cases, recycling can also save energy. |

Interviews are available with –

Tracey Cornell, REROC Coordinator (02) 6931 9050

Linda Tohver, NEWF Education Coordinator (02) 6685 3651

Owen Moon, Kempsey Shire Council's Waste Co-ordinator (02) 6566 2416

Stephen Sykes, Chairperson RENEW NSW (02) 63938215

**ENDS**

*For further information, images or interviews, please contact Lisa Butler or Amy Reiha at Niche Product Marketing on (02) 9331 6662 or via [lisa@nichepm.com.au](mailto:lisa@nichepm.com.au) or [amy@nichepm.com.au](mailto:amy@nichepm.com.au)*