



A word from our General Manager

The edition highlights a number of significant projects that the PSF has delivered through partnerships with a diverse range of stakeholders. From rail networks, to shopping centre managers, to major sporting stadia, there is a lot happening in the “away from home” area.

Thanks to the development of new guidelines for public recycling in shopping centres by the National Packaging Covenant, Lend Lease Retail has come on board and installed recycling systems across their nine shopping centres nationally. Congratulations to Lend Lease Retail for being a leading light in the retail sector.

Congratulations also to Connex in Victoria, as the first rail network in Australia to implement recycling systems across their metropolitan train stations in Victoria. The PSF is now in discussions with Queensland Rail and NSW Rail with a view to rollout of new systems across their rail networks during financial year 2009-10.

The recent edition of the WACA to the list of stadia and entertainment venues at which the PSF has installed recycling systems takes the total to nine, with more to come over the course of the next 12 months.

Jenny Pickles
General Manager

Our Projects



Recycling on the Rails – Connex, Victoria

Connex has this month commenced the rollout of 1200 recycling bins throughout nearly half of Melbourne’s train stations.

The project, funded by the Packaging Stewardship Forum, mX Magazine and

Connex, aims to divert more than 4,000 tonnes of recyclable material – or the equivalent of 54,000 wheelie bins – from landfill each year. The main focus of the campaign is getting commuters to do the right thing by putting their old newspapers, bottles and cans in the recycling bin instead of littering stations and trains.

Latest News

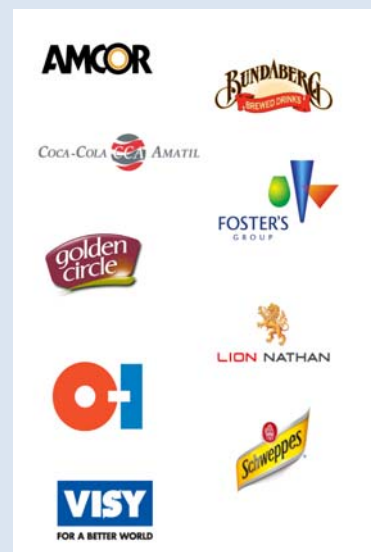
NSW town Tamworth has taken the title for Australia’s Tidiest Town, in the 2009 Keep Australia Beautiful Tidy Towns Awards.

The Awards were held at Government House in Canberra with the Governor General, Her Excellency Ms Quentin Bryce, hosting and presenting Tamworth with their award.

Out of the 300 townships that use *Do the Right Thing* Tamworth is an early adopter, having used the message for six years, with great results.

The town has stickers displaying the *Do the Right Thing* message on recycling and waste bins throughout the main street and come Country Music Festival time ambassador Troy Cassar-Daly also jumps on board encouraging visitors to the town to do the right thing and help keep Tamworth tidy. Congratulations Tamworth – Australia’s Tidiest Town in 2009!

Our Members





Each week Connex trains facilitate 3.5 million passenger journeys demonstrating the potential the project has in delivering outstanding outcomes in the away-from-home area and diverting tonnes of materials from landfill.

The project is a first for the PSF with plans to expand into train stations in Queensland and New South Wales later on this year. Assessment of commuter's response to the bins and bin audits will be carried out in two months time to assess performance.

Lend Lease Shopping Centres – Queensland, New South Wales & Victoria

Recycling whilst away from home just got a whole lot easier with a partnership between the PSF and Lend Lease Retail seeing recycling bins and signage installed at nine major Lend Lease shopping centres through out Queensland, NSW and Victoria.

Following successful trials at Lend Lease's Greensborough Plaza in Victoria, new recycling infrastructure and signage in food courts, along with improved back-of-house waste management systems have been installed carrying the message *Do the Right Thing, Use the Right Bin*.



The awareness message is aimed at encouraging people to make the effort when they are away from home to not only put their rubbish in the bin, but to put it in the *right* bin by recycling. The trial at Greensborough Plaza has proved the effectiveness of the project with the plaza now recycling 3.5 tonnes of cans and bottles per month and contamination rates in recycling bins reduced to virtually zero.

The key to the successful implementation of the project is keeping it simple and making it easy. With funding support from the National Packaging Covenant, Queensland Government and Sustainability Victoria, the PSF has developed a guide for shopping centre managers called '*Guidelines for public recycling in shopping centres*' to provide a roadmap for effective implementation of public recycling systems.

Lend Lease Retail is committed to reducing its environmental footprint and the reduction of waste to landfill through increased recycling in all of its shopping centres throughout Australia. One of their goals is to achieve a

About Us

The Packaging Stewardship Forum (PSF) was established in May 2006 as a forum of the Australian Food and Grocery Council.

The forum has been established as a delivery agent for industry recycling, resource recovery, litter reduction and education programs on behalf of its members, who consist of major brands and suppliers of packaging to these brands within the beverage and food packaging sector.

Over the past three decades, the PSF and its predecessor bodies, the former Beverage Industry Environment Council and Litter Recycling and Research Association, has expended more than \$73 million on recycling and litter prevention projects across Australia.

The PSF builds on a range of successful programs established by these bodies, while advocating and promoting new ways of approaching the management of post consumer packaging and its recovery.

Many of the PSF's projects are promoted through its well known anti-litter brand *Do the Right Thing*, a brand which has been around since the late 1970's and is still recognisable today to 81 per cent of Australians.

For more information on the PSF, please go to www.afgc.org.au/psf and view our Business Plan.



recycling rate of at least 30%, with a stretch target of 50%, of all waste generated throughout their shopping centres in Australia.



Gold Coast Pubs & Clubs Glass Recovery – Queensland

The PSF has partnered with the Gold Coast City Council's (GCCC) '2020 Vision on Waste' in a project aimed at promoting the increased recovery of clean uncontaminated waste packaging materials from hospitality venues on the Gold Coast. Using the *Do the Right Thing* message the GCCC in collaboration with the PSF will deliver education, training, and technical assistance for increasing resource recovery from targeted venues.

GCCC is the second largest local government area in Australia with a population of 470,000 people that trebles during the holiday season. There are 3,000 licensed pubs and clubs in the Gold Coast LGA. This project will target 30 bars within the Surfers Paradise and Broadbeach Precincts to establish effective recovery and recycling practices. GCCC operates and manages its own waste and recycling collection services which allows them to strategically implement and manage this project.

The project aims to recover approximately 360 tonnes per annum of recyclable packaging from these venues

PSF and GCCC ran a pilot program during 2006 that successfully increased the recycling and waste management practices within 20 targeted hospitality venues that used GCCC waste management services. The pilot significantly reduced waste to landfill and increased resource recovery by 173 tonnes.

Recycling at the WACA - Perth WA

Cricket fans will be encouraged to *Do the Right Thing* and recycle thanks to a partnership between the PSF and the Western Australia Cricket Association Ground (WACA). Patrons and visitors to the well-known venue will now have access to improved public place recycling systems

Fast Fact

Through trials of the BottleCycler service in NSW and Victorian pubs and clubs, a collective total of 1,400 tonnes of glass has been diverted from landfill and recycled.*

That's over 8 million stubbies!



Contact Us

To subscribe/unsubscribe please contact:

Packaging Stewardship Forum, Australian Food and Grocery Council

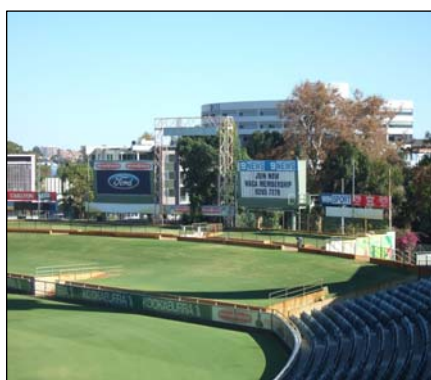
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* Information obtained from BottleCycler. Photo of BottleCycler NSW Launch in April on board the Captain Cook Cruises vessel the *Sydney 2000*.



and education all accompanied with the newly developed message of *Do the Right Thing, Use the Right Bin.*

The WACA is Western Australia's second largest sporting venue and has played host to many sporting events in the past. It is the home of Western Australian Cricket with International and State Cricket fixtures held annually at the ground. Over the years, the WACA has also played host to Australian Football, Rugby League, Rugby Union and Soccer.

The WACA was last redeveloped in 2002 resulting in much improved facilities for both players and spectators. The redeveloped ground now has a capacity to seat 20,000 spectators which can be boosted to 24,000 with the use of temporary seating.

Other stadia and entertainment venues in WA participating in the program include AFL venue Subiaco Oval and Burswood Entertainment Complex. Other states and entertainment venues that have already had new recycling systems installed include Queensland venues Suncorp stadium, Skilled Park, Carrara, Dairy Farmers, Cairns Convention Centre and Sea World as well as Tasmanian venues Aurora Stadium and Bellerive Oval.

Recycling launched in the Royal Tasmanian Botanical Gardens – Hobart, Tasmania

The installation of new recycling bins at the Royal Tasmanian Botanical Gardens were quite fittingly launched at the annual environment festival *Treadlightly* in early June 2009. The festival, held within the Gardens, is in its second year and had thousands of people attend the event, despite the freezing temperatures.

The festival aims to encourage people to change their attitudes about lifestyle and to consider the environment they live in. The PSF has also signing an agreement between the PSF and the Gardens to work together on increased environmental education through co-operative staff training, public programs and awareness initiatives.



The new recycling and waste bin stations have been installed throughout the 14 hectare area all fitted out with the PSF's well known anti-litter message *Do the Right Thing.*

The Final Word...

Reminder: *Do the Right Thing* Signage Support Program applications close **3 July 2009**. For an application form, go to our website www.afgc.org.au/psf or contact Alicia Hewitt at Alicia.hewitt@afgc.org.au.