

MEDIA RELEASE

EMBARGOED UNTIL 12PM Monday 4th May, 2015

CASH IN YOUR TRASH

HOW FAMILIES ARE UNNECESSARILY THROWING AWAY MORE THAN **ONE BILLION DOLLARS** EACH YEAR IN THEIR WHEELIE BINS

As a country we need to get better at recycling organic waste. According to a recent survey by The Centre for Organic Research and Education (CORE) 80 per cent of Australians DON'T recycle properly, and many of us are clogging up our landfill sites unnecessarily with organic garden waste and food scraps.

Each year, Australian families generate approximately 13.7 million tonnes of organic waste. More than 6 million tonnes of that rubbish is disposed of in landfill.

According to CORE Spokesperson Eric Love, if every household started composting we could save more than a billion dollars each year.

“Landfill is the most expensive form of waste management with costs escalating by a whopping 10 per cent in the last 3 years. Places to dispose of our waste are filling up fast and becoming scarce, many have already closed down for good. We have to stop making the situation worse, by throwing out what we can recycle at home.”

“As part of **International Composting Awareness Week (May 4th-10th)** we are urging families to start composting. If we all became a little greener, then we wouldn't need to pay the staggering bills to send the scraps to landfill. We calculate that struggling households could save at least \$106 each year. Not to mention the priceless benefits to our environment.”

The not-for-profit organisation is urgently seeking funding support to implement its industry blueprint and work with governments around Australia to develop other recycling industry initiatives to create existing and new uses for compost products and divert it from being dumped as waste at our overflowing landfill sites.

“We as a country don't have time to waste on discovering productive solutions for these growing piles of rubbish. We need to act now.”

Members of the community are being invited to take part in an ICAW composting station which will be set up all week in Martin Place. CORE staff will explain what type of rubbish contaminates our wheelie bin collection and offer tips on how families can cut back on waste, clean up the environment and save money at the same time.

EVENT DATE: Tuesday 5th May

PRESS CONFERENCE: 9.30am

LOCATION: Martin Place near Castlereagh St.

NOTE TO MEDIA:

- Photo/filming opportunities at composting bin station (Martin Place)



International Composting Awareness Week
4-10 May 2015 Australia



Centre for Organic
Research & Education

- Photo/filming opportunities at landfill site (Eastern Creek 11 am to 1pm Sydney)
- CORE spokesperson to reveal national waste figures
- Local government person available for interview.
- ICAW Ambassador and TV gardening personality Costa Georgiadis available for interview
- Members of the public available for case studies

Media Enquiries:

Eric Love - Chairman, CORE : (02) 9922 1591 or 0419 619 455

Cecile Plantade - Marketing Executive - CORE: (02) 9922 1591 or 0419 621 054