



Media release

From the Minister for Environment

Thursday 27 May, 2004

BRACKS GOVERNMENT LEADING ON LITTER IN LEAD UP TO GAMES

More than \$1 million will be spent on an anti-litter campaign in the lead up to the Commonwealth Games, the Environment Minister John Thwaites announced today.

Speaking in Melbourne at the first national conference on litter, Mr Thwaites said that the State Government was committed to getting Victoria looking its best in the lead up to the Games.

“In 2006, we will be in the international spotlight. We can’t miss this great opportunity to promote Victoria as an attractive destination, and leave a lasting legacy for the state,” Mr Thwaites said.

“Litter is one of the most visible forms of pollution, and costs the state at least \$47 million a year.

“The cost to the environment is much higher, with thousands of marine animals alone dying a year as a result of rubbish floating down our waterways and out to sea.

“As an event that will capture the imagination of millions of Victorians, the Games are an ideal platform for raising awareness and changing behaviour on how we handle litter,” he said.

The statewide litter campaign, to begin later this year, is being developed by EcoRecycle Victoria in conjunction with the Office of Commonwealth Games Co-ordination and in consultation with local government and community groups.

Mr Thwaites said practical measures would include advertising and education campaigns, and extra focus on ensuring there are bins and recycling facilities in public areas.

“Victorians have already shown they are prepared to cut the rubbish and reduce waste through recycling – now we need to answer the challenge on litter,” Mr Thwaites said.

Delegates from across Australia are in Melbourne to discuss the litter eradication challenge facing communities throughout the country, at the *Leading on Litter* Conference, which runs from 26 to 28 May 2004.

The conference features leading international and national speakers and showcases best practice initiatives from around the country.

EcoRecycle Victoria is the State Government agency responsible for advancing Victoria’s waste reduction agenda.

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