



Aerosol Association Breakfast

Brad Gray

18th September 2014



Major
Sponsor



Associate
Sponsors



Introduction

Planet Ark

Aerosol
Research

National
Recycling
Week

Planet Ark has a vision of a world where **people live in balance with nature.**

We **help people, businesses and governments** work together to protect our planet's ability to **thrive.**

National Tree Day



- **Australia's largest** community nature care event in schools.
- **200,000+** participants
- **4,000+** sites and events
- **21 million** trees planted
- **17 years** of success

'Cartridges 4 Planet Ark'



25 million+ cartridges
recycled by business, gov't
and schools since 2003

Recycling Information Services



2.3million+ visits in 2013
nation-wide coverage



National Recycling Week



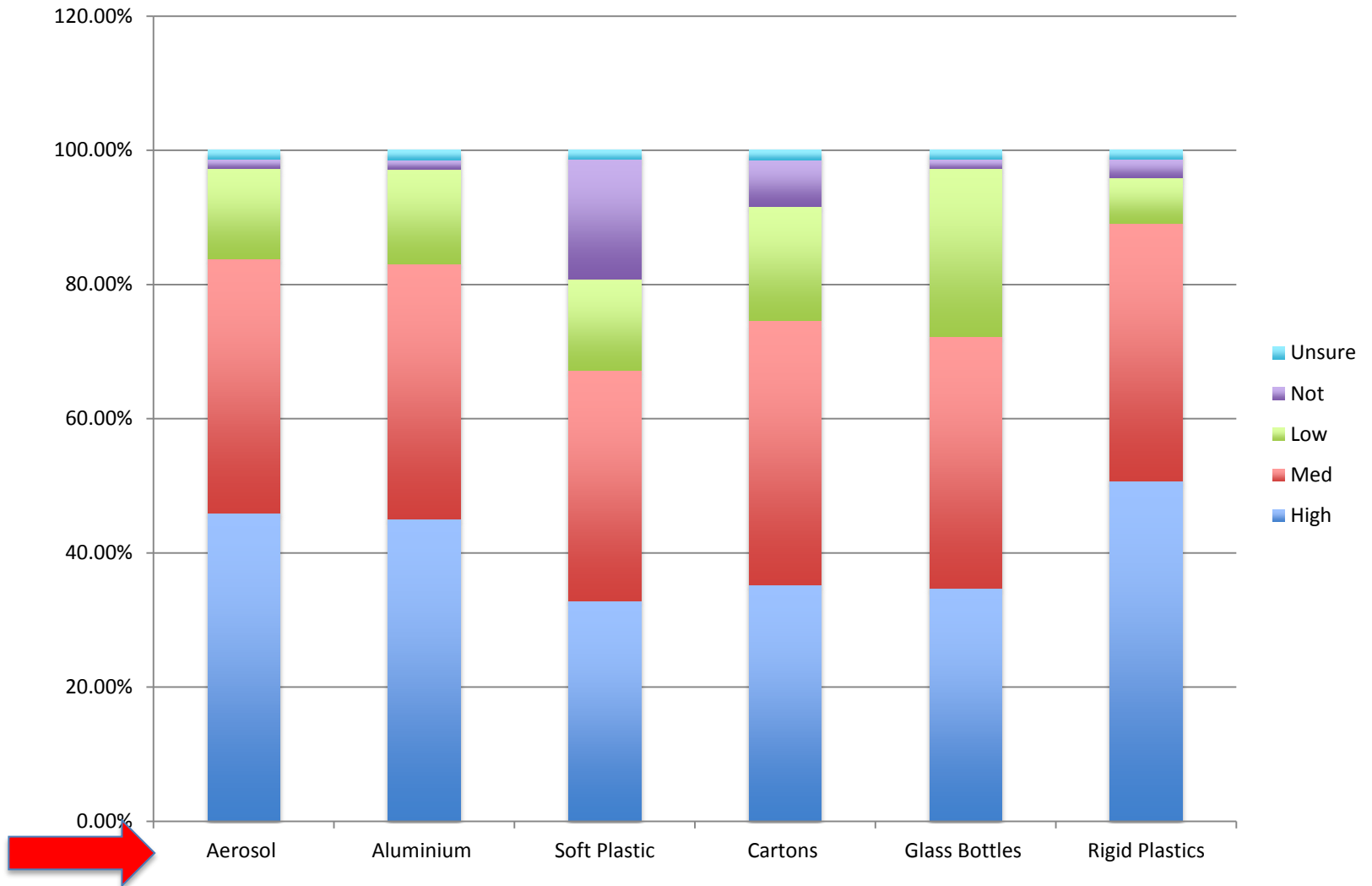
70,000 students

4,000 workplaces

\$3.4 million media

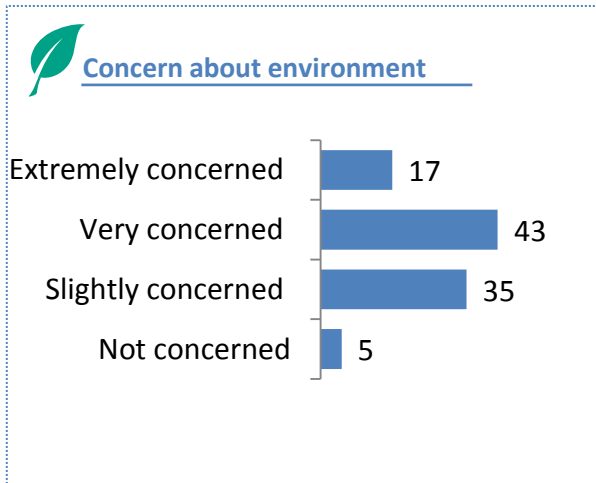
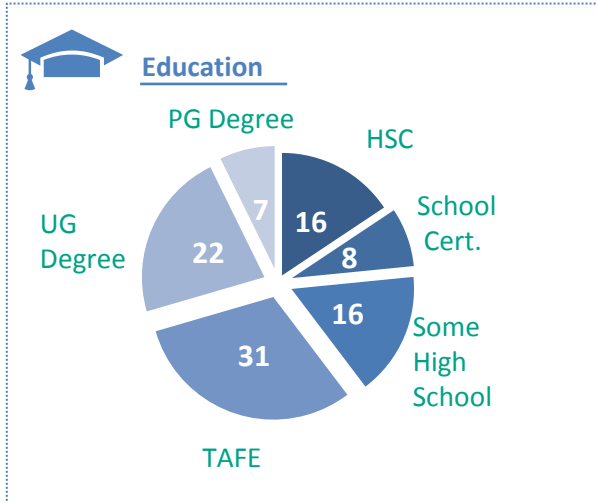
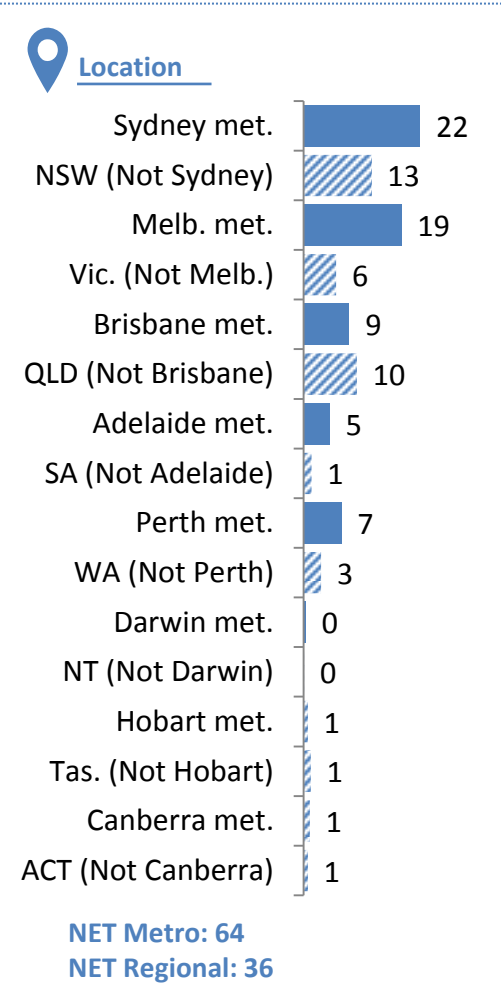
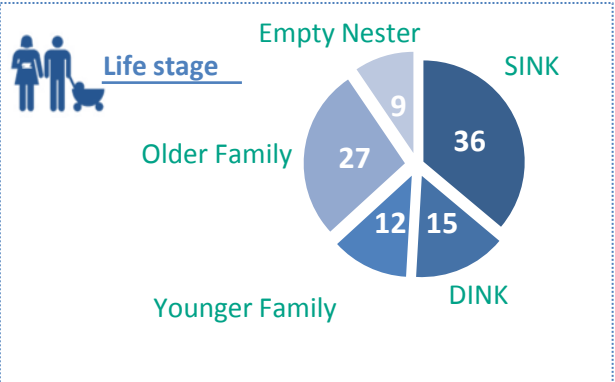
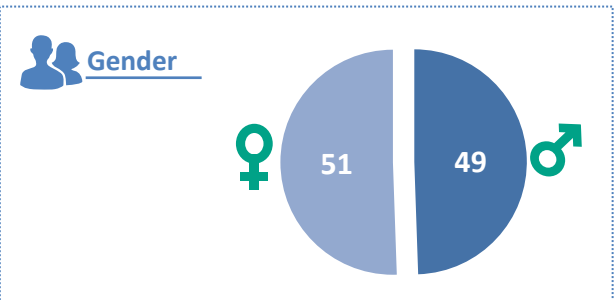
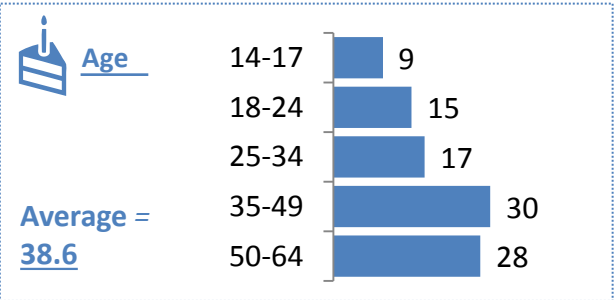
14 million audience

Council Priority



Consumer Research

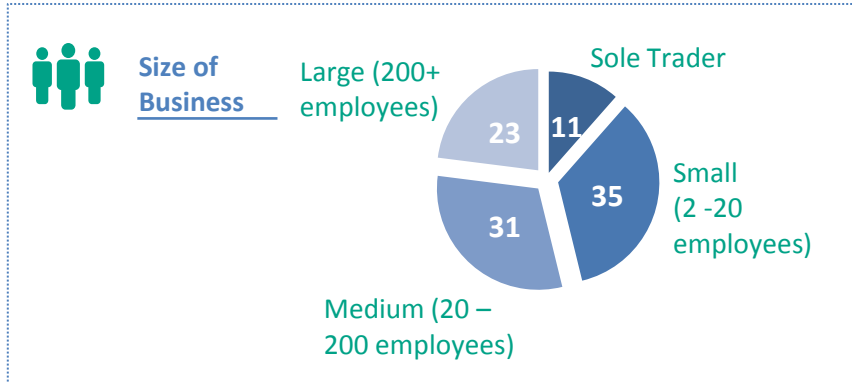
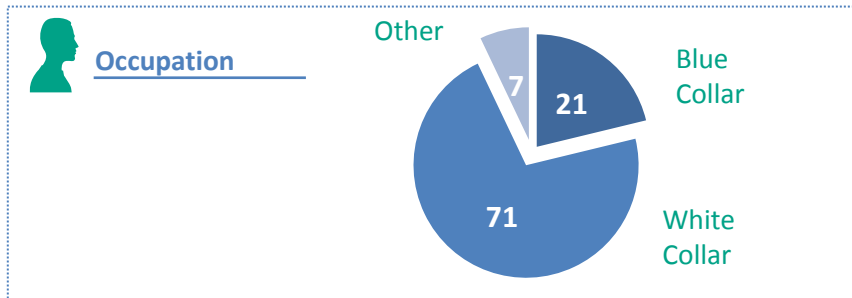
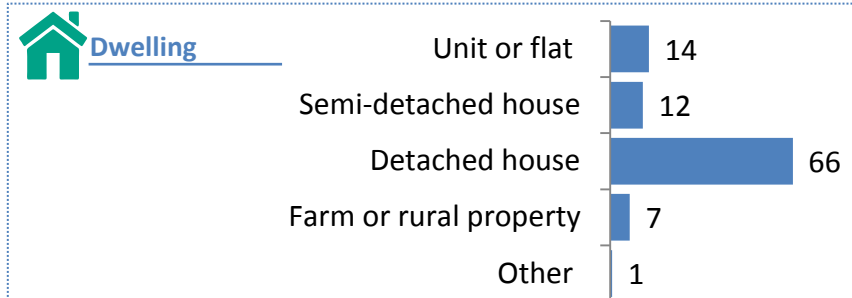
NOTE: All numbers are %



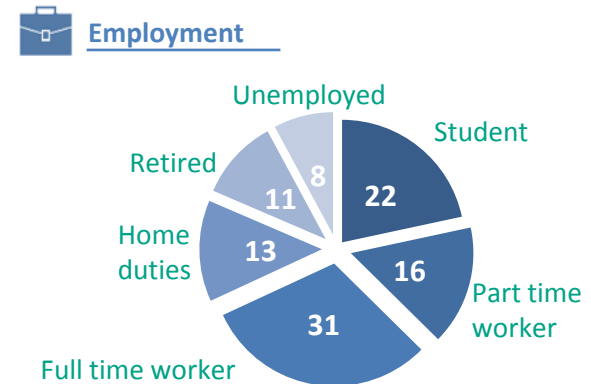
Base: Total sample, n=1003

Consumer Research

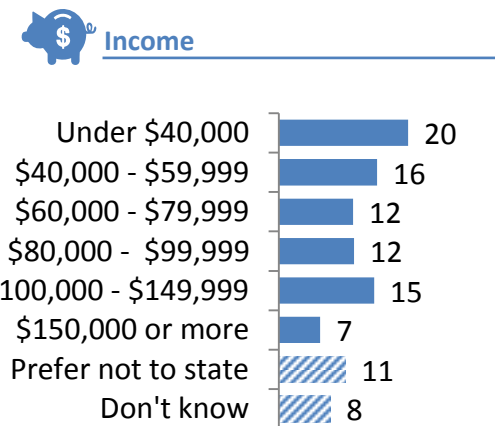
NOTE: All numbers are %



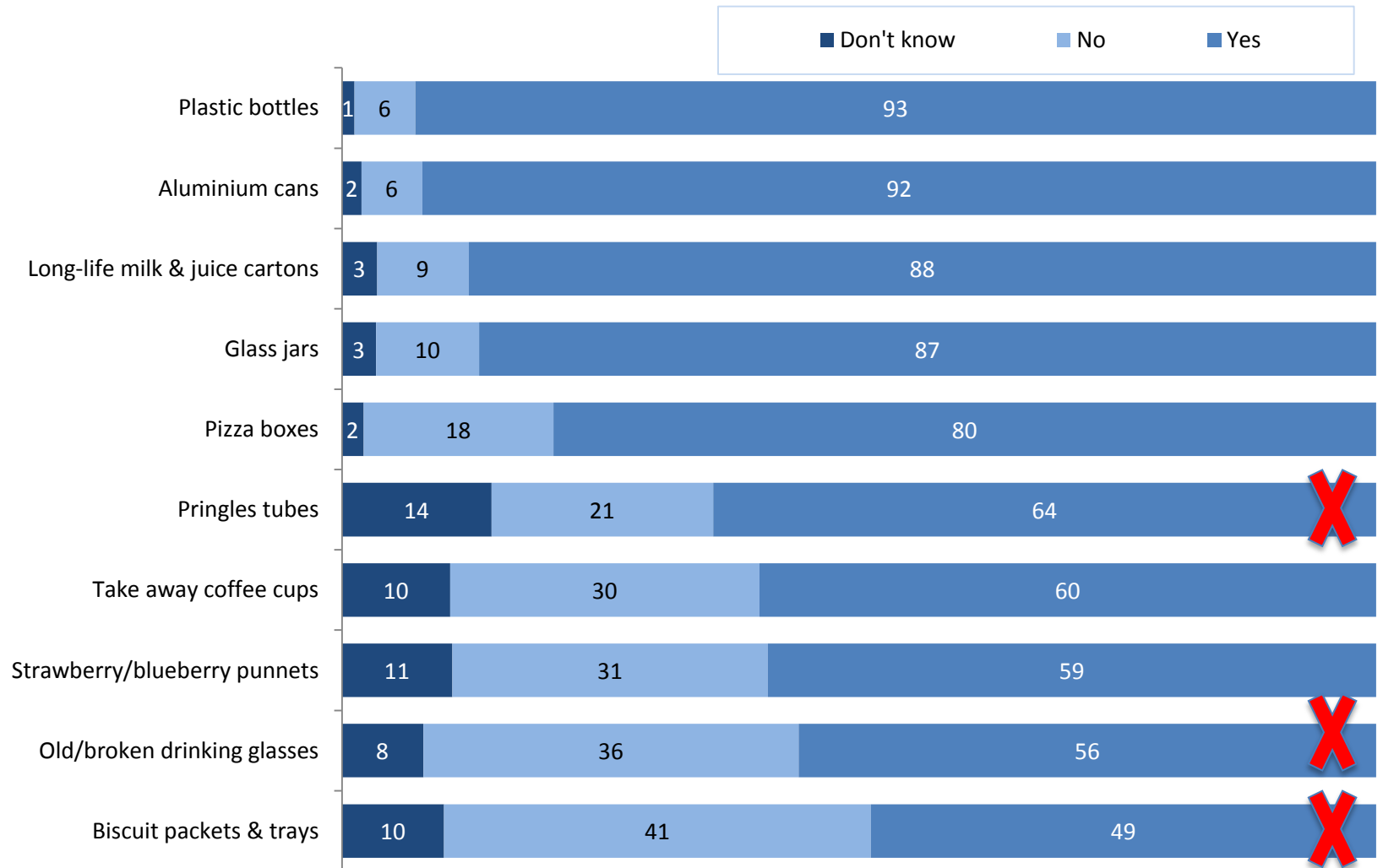
Base: Total sample, n=1003



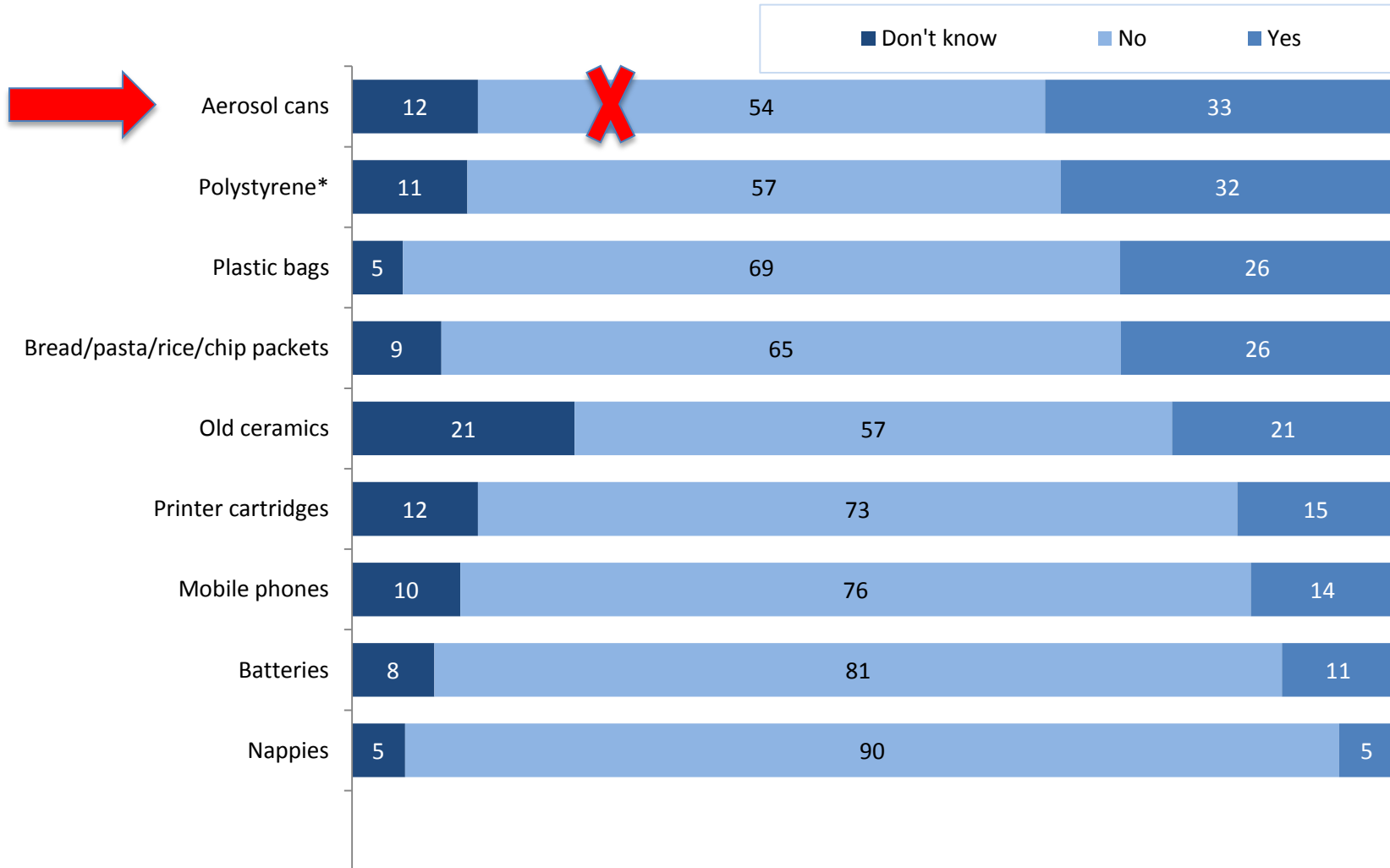
Ratio of Indoor : Outdoor = 80:20



Can You Recycle In Your Home Bin

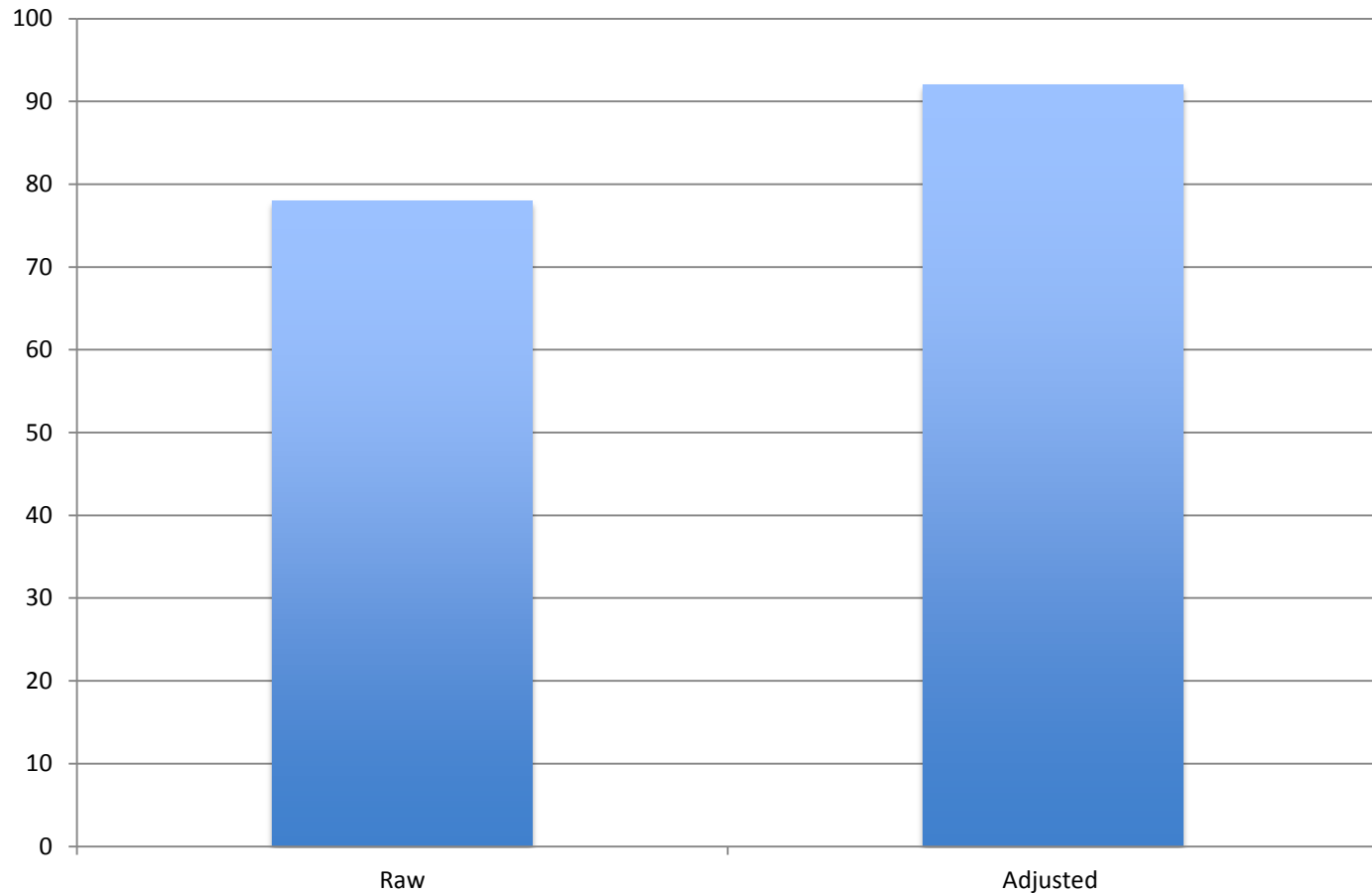


Can You Recycle In Your Home Bin

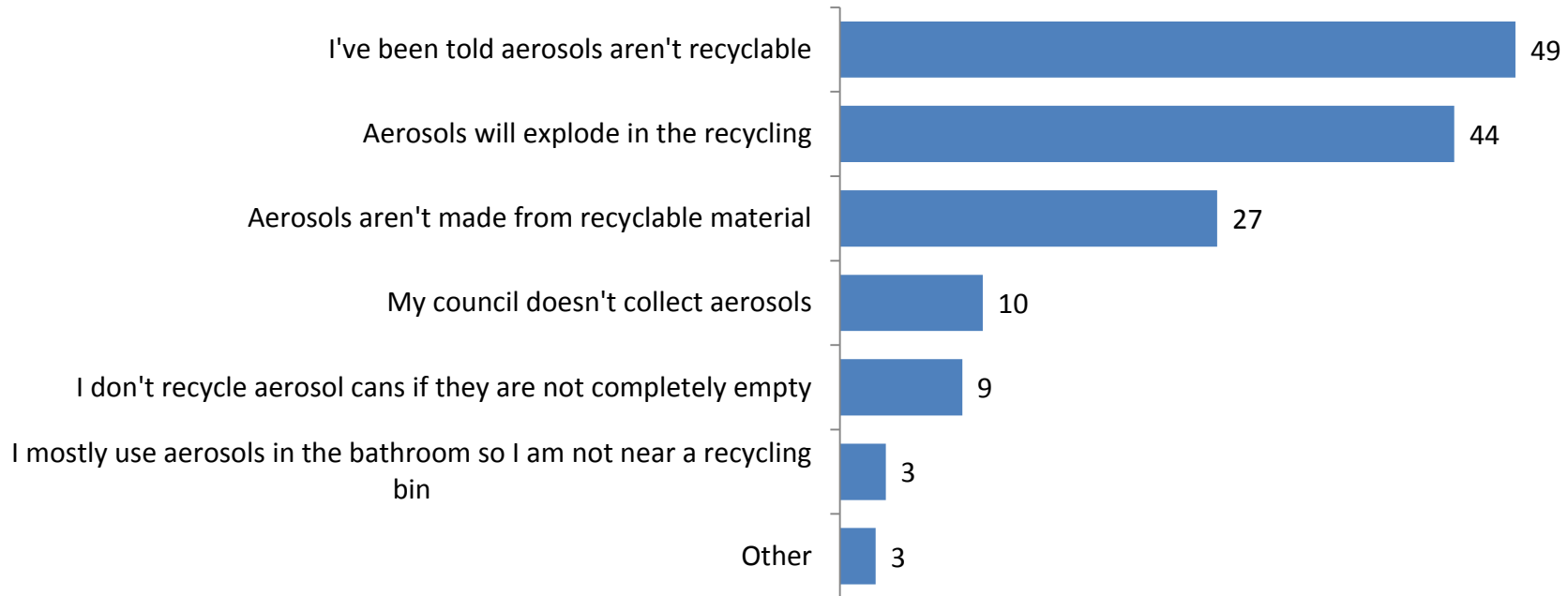




% Population With Access to Aerosol Recycling

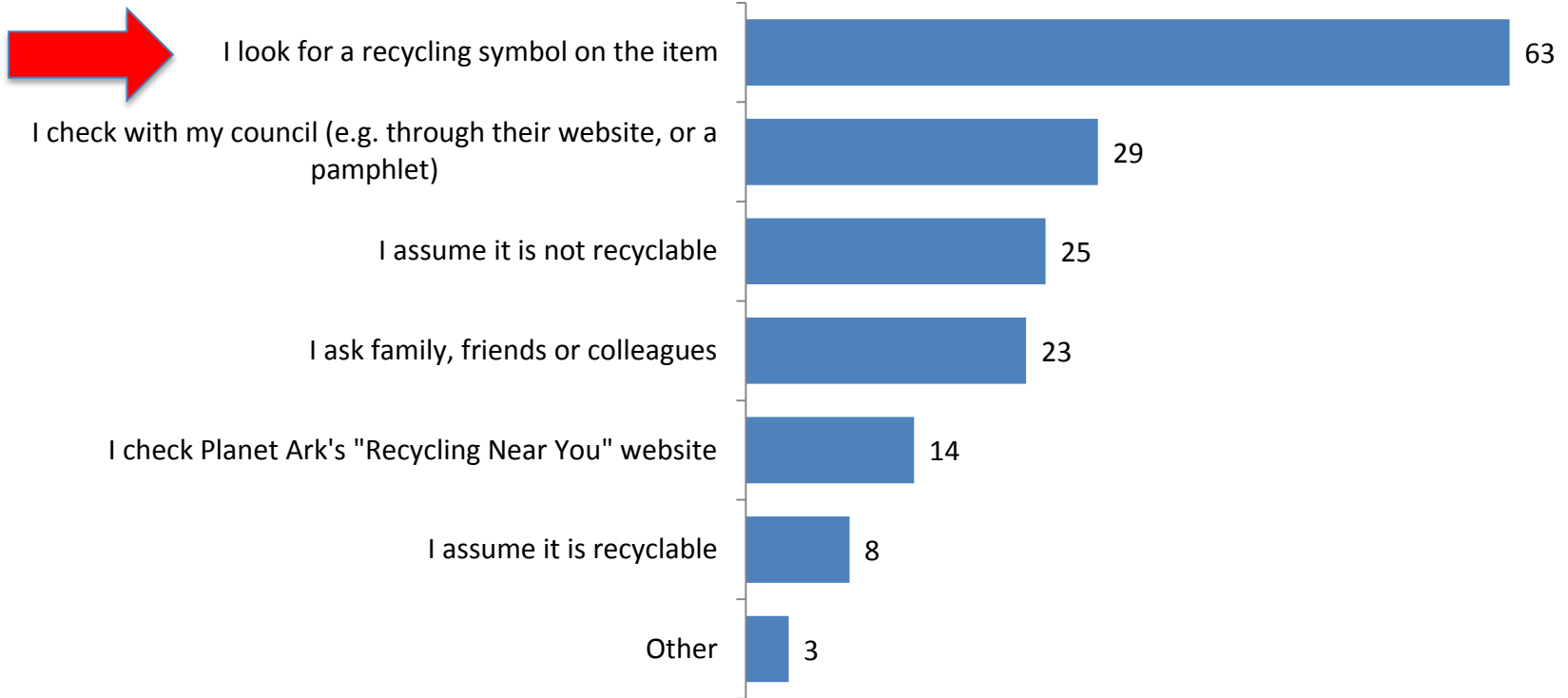


Why Don't You Recycle Aerosols



People don't recycle aerosol cans because they don't believe they're recyclable, or they think they'll explode

How Do You Know If Something Is Recyclable

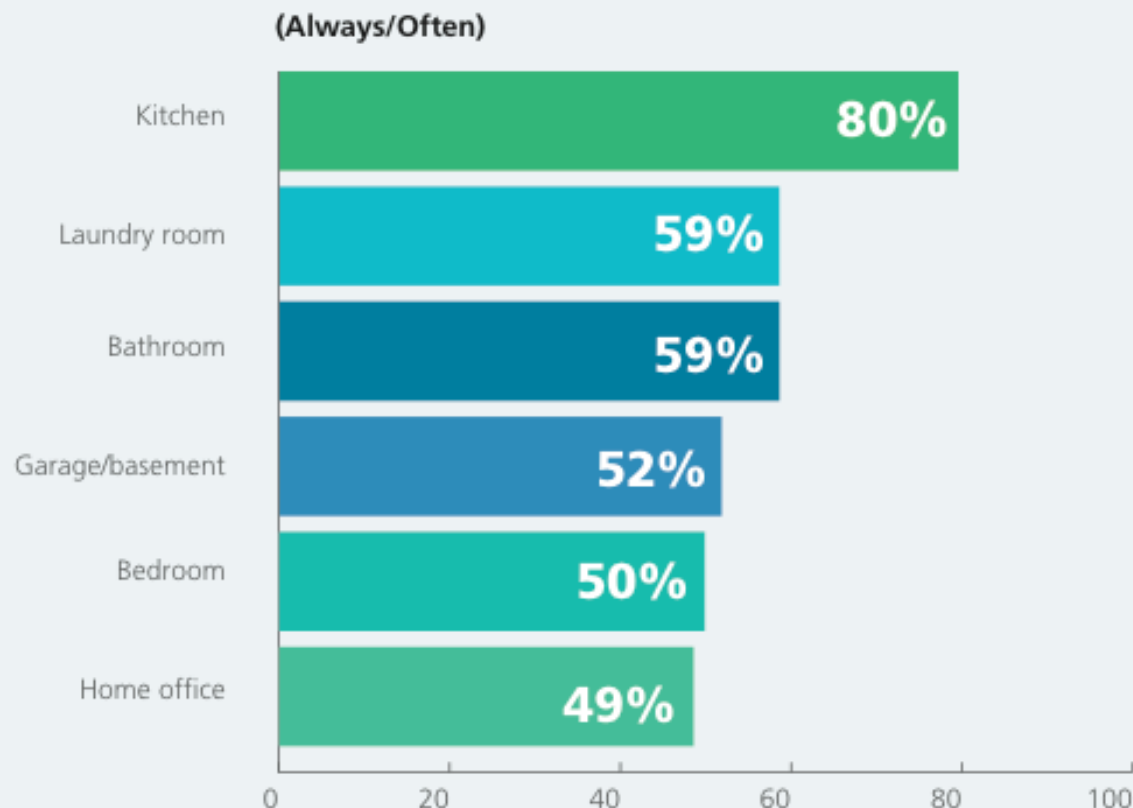


Around the House



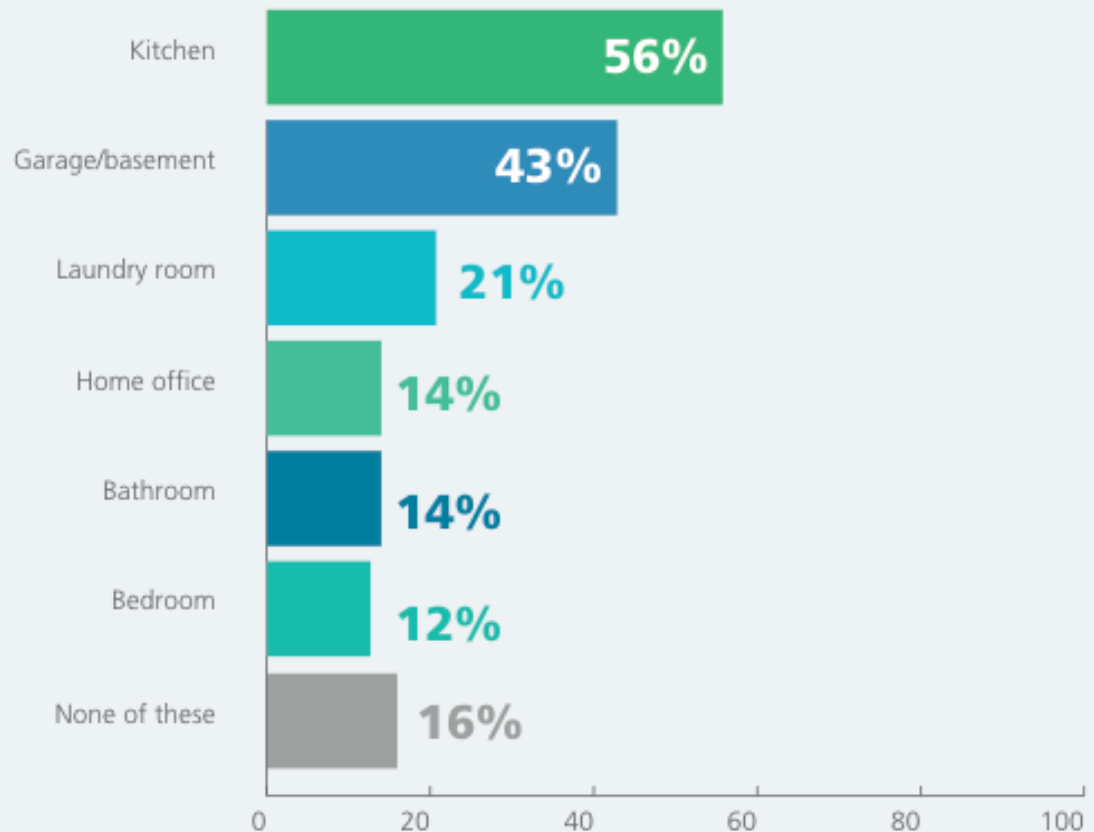
Kitchen Hub

The kitchen is the recycling hub of the home, as it's the room in which consumers most frequently recycle:¹



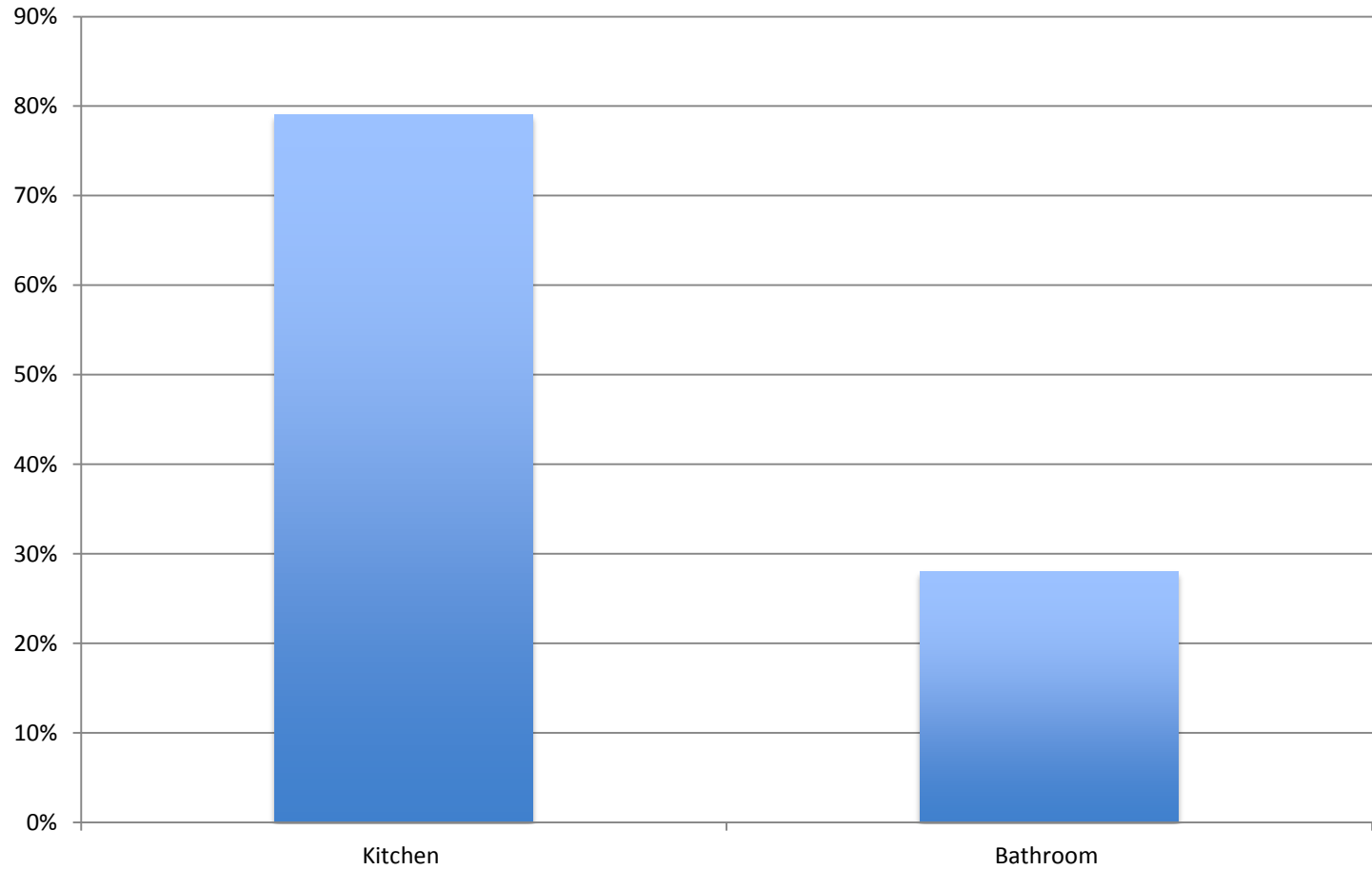
Limited Bins

**Bins to collect
recyclables are limited
throughout the home.
When asked in which
rooms they keep bins,
consumers said:¹**





Plastic Bottles Kitchen v's Bathroom





Unilever



Council Comms and Resources



Hi Brad,

I'd like to thank the 100 council respondents that provided input to the consumer research that Planet Ark has commissioned for National Recycling Week. Common themes include reducing plastic bag contamination and increasing recycling of rigid plastics, as well as understanding the recyclability of aluminium, steel and aerosol can.

Preparations for National Recycling Week (10-16 November), under the theme of **The Seven Habits of Highly Effective Recyclers**, is moving along quickly.

As we get closer to the date we will provide councils with resources like adaptable media releases, advertisements, and posters to help improve these recycling habits.

Activities could include:

- ✓ MRF or facility tours,
- ✓ Workshops,
- ✓ Community stalls,
- ✓ PR, media and advertising (Planet Ark)
- ✓ Hosting a workplace or public Swap
- ✓ Holding a Friday File Fling in the office
- ✓ Check out our [Council Activity Guide](#)

I look forward to making this the biggest National Recycling Week Centre on 1300 733 712 or recycling@planetark.org.au

Regards and thanks,

Brad Gray
Head of Campaigns, Planet Ark



Register Your Event

Now is a great time to [register your event](#) with us. It only takes a few minutes to register and your event will appear on the RecyclingWeek.PlanetArk.org and RecyclingNearYou.com.au websites to make it easier for your residents to find it.

[Register now](#)



Major
Sponsor



Supporting
Sponsors





PR & Media



Social Media

