

**Submission from Keep Australia Beautiful Queensland.**

INTRODUCTION – Keep Australia Beautiful Qld welcomes this draft document and supports the policies and endeavours contained within.

Keep Australia Beautiful sees an important role for our organisation in the implementation and performance of various aspects listed as the aims of the document.

Keep Australia Beautiful is pleased to be part of the Strategy Committee and the processes outlined.

COMMENTS –

We see behavioural change being a key in the strategy and believe we have a key role in achieving this.

Keep Australia Beautiful Queensland is already preparing an audio/visual campaign to address various issues outlined in the Draft Document and would like to make a separate submission for funding to carry this public awareness campaign forward.

Many topics listed in the Draft can be adapted to “community messages” prepared and delivered by Keep Australia Beautiful.

Keep Australia Beautiful believes in product stewardship initiatives and the acceptance of responsibility of waste generation by producers of the waste stream. This means “offsets” (or penalties) may apply, and be applied to, those companies producing packaging and containers that require special handling and consideration in recycling.

Public education about methods of recycling and resource recovery need a continual and integrated campaign in all forms of the mass and popular media, and school curricula.

The debate about deposit legislation appears over in Queensland, given the amount of money invested in Transfer Stations and resource recovery, that relies on financial returns from valuable waste streams passing through these established stations.

It is imperative to find more uses for recyclables. Eg glass, rubber, paper, metals. Innovation needs to be sponsored by governments at all levels with incentives to develop new uses for recyclables to replace non-renewables.

One example is the use of crumbed rubber from tyres as a replacement for non-renewable diesel fuel used in blasting in the mining industry. It is calculated that millions of litres of diesel can be saved each year by using recycled tyres.

Tyres and glass can also be used in road building. This is only done at a limited level currently.

In all proposals the “carbon footprint” of processes and handling procedures need to be monitored and measured against existing and future methods and technology. Offsets should not be an excuse for bad practices.

Waste generation is exponentially growing with population. The key is to have the population reduce its waste per capita. The education of the population is the key.

Penalties need to be more clearly defined and imposed strictly, to demonstrate the importance of the issue. Illegal dumping should be totally banned with harsher penalties and imprisonment to make examples of offenders.

WA has a litter reporter scheme, which can be easily adopted in Queensland and run by Keep Australia Beautiful Queensland in conjunction with Queensland Transport.

MSW -- Consumption of food and habits of buying packaged goods needs more education. Campaigns need to be designed to let people know the problems of certain packaging and disposal of types of packaging. Eg foam trays, plastic wrapping, plastic bags, etc. Campaigns about growing food at home and recycling at home (eg paper into gardens) can drastically reduce waste to landfill in a community. Neighbourhood sharing of responsibility in purchasing, like car-pooling to cut emissions and fuel consumption, can reduce waste. Advertising and marketing campaigns can address these topics.

Industry must be encouraged to change behaviour which is primarily profit-based and invest in more sustainable products. E.g. bio-degradable bottles and cigarette butts, to replace PET and hydrocarbons that have unacceptable lifecycles in the waste stream.

The public needs more awareness of the waste in our oceans. The North Pacific Gyre has been getting some news publicity, but the Ghost Nets and rubbish in our own Gulf of Carpentaria need not just education but action to reduce and eliminate in a time-frame that needs defining.

Topic 2 – Changing the Focus – is a very good précis of the efforts required.

Engagement with communities and spreading the responsibility is a key and can only be achieved by education and a sense of duty.

The goals and targets are achievable. But all decision-makers and law-makers need to have a blueprint to work together, as we send waste into new uses such as construction materials, like concrete and bitumen being supplemented with glass and rubber.

Consistency of the laws and the messages needs to be nationally coordinated so state boundaries create no confusion or excuse.

Waste levies are inevitable. But people who “do the right thing” should not be charged the same as those who do not. Incentives so people learn to “save” on waste should be rewarded so they save money. Another campaign of education should target this issue.

I would like to emphasise the importance of existing Keep Australia Beautiful community programs that address the senses of pride and care that need nurturing more broadly across the population.

Tidy Towns, Adopt-a-Road, Clean Beaches, Sustainable Cities all direct the thinking and actions of communities towards reducing litter and preserving the environment.

We reward the efforts of councils, industry and "local legends" from community clubs and even primary school, who teach as all by their example. Behavioural change is taught by role models and demonstration.

If "Keep Australia Beautiful" were completely successful in its aims – "Clean up Australia" would be out of business!

RICK BURNETT – CEO Keep Australia Beautiful Qld.