

MEDIA RELEASE

08 November 2019

RETHINK, REDUCE, REUSE, RECYCLE

Recycling is a key activity in managing waste responsibly. But, when it's combined with three other components to become the 4Rs - Rethink, Reduce, Reuse, Recycle – it becomes a very effective way for each of us to maximise our resources and minimise waste.

Resource Recovery Gippsland encourages Gippslanders to rethink their approach to waste and resources by considering how the 4Rs can work at home, at school, at work. According to Resource Recovery Gippsland's executive officer Matthew Peake, the region has a great record when it comes to recycling.

“Collectively, Gippsland generates around 485,500 tonnes of waste per year, with 70% recovered (recycled, reused or repurposed) and 30 per cent going to landfill,” explained Mr Peake. “Although the waste and resource recovery sector is adapting and innovating to maximise recycling in a changing market place, reducing what is generated in the first place is key to managing resources into the future.”

Currently, approximately 25,000 tonnes of recyclables are collected from kerbsides across Gippsland, equating to around 200kg per household each year.

Over the next 20-30 years, Gippsland will be one of the state's fastest growing regions which will present the sector with challenges and opportunities when it comes to minimising waste.

“Recycling is a big part of the waste management process,” acknowledged Mr Peake. “But it's the practice of rethinking, reducing and reusing before recycling that will help us become more responsible and sustainable consumers.

“This will result in less material going to landfill and more resources being conserved or circulating back into the economy.”

National Recycling Week, November 11-17, is a key time to put Resource Recovery Gippsland's 4Rs into practice.

Rethink your approach to what you need, want, buy and consume – your understanding directly influences your choices.

Reduce waste from the outset by using your buying power to shop smart and shop sustainably, for example products with unnecessary packaging. **Reuse** items as much as possible and move away from the habit of depending on disposable or single-use items. Remember, reuse includes borrowing, sharing, repairing and repurposing.

And importantly, make sure you **recycle** right.

“To maximise your recycling effort, know what can and can't go into the recycling bin in your local government area,” emphasised Mr Peake. “And a big winner for the environment and the economy is, where possible, choosing to buy Australian products that are recycled, have recycled content or can be recycled.”

- ENDS -

For further information or comment, please contact:

Matthew Peake- Executive Officer
Resource Recovery Gippsland
03 5633 2744

Additional information

National Recycling Week

In November 1996, Planet Ark founded National Recycling Week to bring a national focus to the environmental benefits of recycling. Now in its 24th year, this established and highly regarded annual campaign continues to educate and stimulate behaviour change, by:

- Promoting kerbside, industrial and community recycling initiatives
- Giving people the tools to minimise waste and manage material resources responsibly at home, work and school.

Resource Recovery Gippsland's 4Rs

RETHINK	REDUCE	REUSE	RECYCLE
<p>Take time to think about:</p> <ul style="list-style-type: none">• what you need and want• what you buy and consume• how you use and reuse• how you deal with what you no longer need/want. <p>Your understanding of what's possible directly influences your choices.</p>	<p>Your purchasing habits can help reduce waste from the outset:</p> <ul style="list-style-type: none">• avoid unnecessary packaging• plan, so that you buy only what's needed• choose quality over quantity. <p>Use your buying power to shop smart, shop sustainably.</p>	<p>Cut down on disposable items by substituting reusable products - start with reusable:</p> <ul style="list-style-type: none">• water bottles• shopping bags• coffee cups. <p>Reuse is also about borrowing, repairing or repurposing – keeping things in use for as long as possible.</p>	<p>Know what can and can't be recycled in your local government area. Visit your council website to find out what can go in your recycling bin.</p> <p>Importantly, buy Australian products that are recycled or have recycled content.</p>

<https://www.resourcerecoverygipps.vic.gov.au/right-cycle/4-rs/>

*You will have known us for some time as the Gippsland Waste and Resource Recovery Group (GWRRG), but we are starting the new financial year with fresh new look – **Resource Recovery Gippsland**.*

Still one of Victoria's seven Waste and Resource Recovery Groups, Resource Recovery Gippsland is committed to supporting our region's journey in maximising resources and minimising waste.