

Call for Tasmanian Motorists to Stop Rubbishing Our Roads as the National Litter Index results are released

Keep Australia Beautiful Week kicks off today with environment group Keep Australia Beautiful targeting motorists and calling on people to stop rubbishing highways and roads as Tasmania tops the country's list for the most littered state by item.

Releasing the results of its annual National Litter Index (NLI) today, Keep Australia Beautiful Tasmania says that the overall average number of items per 1,000m² across all of the 76 sites surveyed within Tasmania was 86, compared to the national average of 58. The biggest contributor was cigarette butts, with 56 butts per 1000m² recorded - double the national average of 28 butts per 1000m².

The most littered sites surveyed within Tasmania were generally retail by item and industrial sites by volume, however combined, highways and car parks also recorded high levels of litter by volume, indicating that Australian motorists are not doing the right thing with their rubbish - and highlighting how often people are now eating and drinking whilst on the move.

As a result, millions of pieces of litter including food containers and wrappers, cups, cigarette butts, beverage containers, bottle tops and newspapers are being discarded along our highways and roads.

According to Ken Stewart, Keep Australia Beautiful Chairman, this roadside litter poses a threat to people and the environment. "Not only does litter lining our roads and highways look ugly and is bad for the tourist experience, it also damages fragile roadside environments, many of which contain rare and threatened species.

"In coastal areas, litter travels through the storm water system to pollute our creeks and oceans, causing harm to all forms of marine life including our birds, whales and dolphins. We have also seen devastating bushfires started by someone flicking a lit cigarette butt out of their car window, so the message we hope will sink in is that it is *never* okay to litter!", Stewart added.

Nationally, cigarette butts remain the most frequently littered items, whilst plastic litter objects contributed the largest amount of litter by volume to the litter stream in 2011/2012.

The Hungry Jack's 'Bag it and Bin it' program is Principal Sponsor of Keep Australia Beautiful Week, and will be targeting customers with the anti-litter message to remind them of the need to dispose of their packaging waste responsibly when on the road.

KAB Tasmania is delivering a \$230,000 pilot litter reduction and recycling

program across the state over the next 12 months.

The program is part of the National Bin Network's \$100 million, five-year industry-funded plan to increase recycling and reduce litter.

Fully funded by industry, KAB Tasmania will work with community groups to clean up litter hot spots and with local government and private property owners to install new recycling bins in retail shopping areas, hotels, sporting facilities, entertainment venues and transport hubs.

For further information visit www.kabtas.com or www.kab.org.au

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