



Media Release

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National Recycling Week 2022: waste isn't waste until it's wasted
Australians encouraged to keep valuable resources out of landfill

Planet Ark's [National Recycling Week](#) is reminding Australians that much of what we currently send to landfill is actually valuable material that could be reused, repurposed or recycled. This year's theme "**Waste isn't waste until it's wasted**" is all about providing simple and actionable tips that enable Australians to keep those valuable materials in circulation, whether at home, work or school.

Running from November 7-13, National Recycling Week provides opportunities for residents and workplaces to learn simple methods of reducing their environmental footprint and preventing waste. Australians can host or join recycling themed events, brush up on their recycling knowledge with educational resources, learn about new developments in recycling policy and technology or discover tricks to reduce what they are sending to landfill and ensure resources don't go to waste.

National Recycling Week was founded in 1996 as an opportunity for Australians to take waste and recycling into their own hands by improving their recycling knowledge and building better recycling habits. According to Planet Ark's research, since then the annual recycling rate in Australia has increased from just 7%, or 1.5 million total tonnes recycled, to more than 60% of all disposed materials. That means we have gone from recycling just 1.5 million tonnes of material recycled to a massive 43 million tonnes each year.

"Recycling in Australia has come a long way since 1996 and is highly valuable for both our environment and our economy," said Planet Ark co-CEO Rebecca Gilling.

"But there is still more we could be doing to ensure valuable resources don't end up wasted in landfill. That's why this year Planet Ark wants people to pause and think about what they are currently sending to landfill and ask whether it is waste after all."

Planet Ark also has a number of tools and tips to help community groups, councils, households and workplaces to get involved in the National Recycling Week [Resource Hub](#).

National Recycling Week is made possible by Major Sponsor **Coles**, Associate Sponsors **Coca-Cola Australia** and **Tetra Pak**, Media Partner **Seven West Media** and Supporting Sponsors **Australasian Recycling Label** and **Cartridges 4 Planet Ark**.

To learn more or get involved in National Recycling Week, visit nationalrecyclingweek.com.au.

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National Recycling Week Resources:

- [Resource Hub](#)
- [Recycling Guide](#)
- [Council Activity Guide](#)
- [Events Guide](#)
- [Schools Recycle Right Challenge](#)
- [Recycling Trivia Pack](#)
- [How to Set Up a Recycling System Guide](#)
- [Workplace Recycling Toolkit](#)
- [Workplace Recycling Presentations](#)

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About Planet Ark

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Established in 1992, it is one of Australia's leading environmental behaviour change organisations with a focus on working collaboratively and positively. Planet Ark promotes and creates simple, positive environmental actions – for everyone.

About National Recycling Week

Planet Ark's National Recycling Week, founded in 1996, highlights the environmental benefits of re-use and recycling programs, while making participation enjoyable and easy through community events and programs. The dates for National Recycling Week in 2022 are **Monday 7 to Sunday 13 November 2022**.