



From Waste War to Recycling Reboot Report Key Findings

National Recycling Week 2018 Research (conducted by Pollinate for Planet Ark)

Key findings:

- Over 90% of Australians believe recycling is the right thing to do and trust in recycling programs is high across the board.
- Trust in kerbside recycling is relatively high at 59% and only 11% of people have **low trust** in kerbside recycling (remainder ambivalent).
- Older Australians have less trust in kerbside recycling than younger.
- Awareness of long running product stewardship programs like Cartridges 4 Planet Ark and MobileMuster has increased in the past 5 years.
- Over 35s are more likely to have heard of Cartridges 4 Planet Ark and MobileMuster than under 35s BUT under 35s are more likely to have heard of Nespresso coffee capsule recycling than over 35s.
- Understanding of what happens to kerbside recycling is very mixed.
 - 42% believe most of it is recycled while 21% believe most of it goes to landfill.
 - 27% of people responded they are unsure what happens to their recycling.
- Over half of us (54%) dispose of kitchen waste in a more environmentally friendly way than landfill, feeding them to animals, composting them or using a food recycling bin.
- Two thirds of Australians are willing (i.e. ranging from slightly willing to completely willing) to pay either \$1 or \$2 per week extra in council rates to help cover the cost of kerbside recycling.

Australasian Recycling Label 2018 Research (conducted by Pollinate for Planet Ark)

Key findings:

- Recycling at home is common behaviour and over 90% of people believe it is the right thing to do.
- 85% of Australians think recycling at home is easy and 81% think recycling at home is convenient.
- 71% are confident in knowing what can and can't be recycled, yet 61% still want more information about what can or can't be recycled.
- 86% of respondents agree it is important to reduce the amount of contamination in home/kerbside recycling.
- Almost 50% of Australians and New Zealanders claim to have seen the Australasian Recycling Label on packaging.
- Over 75% of respondents see the Australasian Recycling Label as a great idea, easy to understand and can see the label making them more likely to recycle.



Council issues (Planet Ark 2018 survey of 180 local councils)

- Top recycling mistakes
 - Soft plastics in the recycling bin (46%)
 - Bagged recyclables in the recycling bin (41%)
 - Food/organic waste in the recycling bin (22%)
 - Non-recyclable plastics (16%)
 - Polystyrene (15%)
 - Clothing (11%)
 - Nappies (11%)
- Next big waste issue
 - Food and organic waste and how to deal with it (25%)
 - Developing markets for recyclables and recycled materials in Australia (24%)
 - Improving the current kerbside recycling system (19%)
- Almost 76% of councils listed 'reducing resident confusion' as a high priority, with over 90% seeing it as a mid to high priority
- Since the airing of the ABC's *War on Waste* in 2017 and 2018, as well as the issues arising out of China's National Sword policy, councils identified the following as the most in demand waste/recycling services:
 - Food and organic waste (26%)
 - Soft plastics (23%)
 - E-waste (15%)
- Since the airing of the ABC's *War on Waste* in 2017 and 2018, as well as the issues arising out of China's National Sword policy, councils received the most enquiries from residents about the following waste issues:
 - What actually happens to the recyclables put in kerbside bins (40%)
 - Food and organic waste (over 30%)
 - Soft plastics (27%)
 - General recycling enquiries (22%)
 - Other plastics (18%)

The full report will be available at www.recyclingweek.planetark.org