**Media Release – [Insert date here]**

**National Recycling Week 2023: what goes around, comes around**

[Insert location] residents encouraged to keep valuable resources out of landfill

[Insert council/community group name] and Planet Ark are reminding [insert location] residents that much of what we currently send to landfill is actually valuable material that could be reused, repurposed or recycled as part of [National Recycling Week](https://recyclingnearyou.com.au/nationalrecyclingweek/) 2023. This year’s theme “**What goes around, comes around**” 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 13-19, National Recycling Week provides an opportunity for residents and workplaces to learn simple methods of reducing their environmental footprint and preventing waste. Residents 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.

“[*Insert spokesperson quote eg. importance of recycling to local community*]”

As part of this year’s celebrations, [*insert org/council name*] has organised the following events:

|  |  |  |  |
| --- | --- | --- | --- |
| **Event Name** | **Contact** | **Date & Time** | **How to Register** |
| *[Fill as required, or remove if not relevant]* |  |  |  |

Last year, Planet Ark research revealed Australian households were potentially sending nearly 2.5 million tonnes of unnecessary waste to landfill. An estimated 9-18 per cent (441,000 tonnes conservatively) of all material sent to landfill by households is likely recyclable, while a massive 41-52 per cent (2,000,900 tonnes conservatively) could be composted at home or organic processing facilities. Addressing food waste and ensuring packaging is correctly recycled therefore forms a major component of this year’s National Recycling Week resources and activities.

“This year Planet Ark is asking Australians to pause and think about what they are currently sending to landfill and ask whether it is waste after all,” said Planet Ark CEO Rebecca Gilling.

“We have come a long way since National Recycling Week was established in 1996, but there is still more we could be doing to ensure valuable resources don’t end up wasted in landfill, especially when it comes to food waste and recycling our packaging.”

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. Since then, the annual recycling rate in Australia has increased from just 7 per cent of all disposed materials to more than 60 per cent.

Planet Ark has a number of tools and tips to enable community groups, councils, households and workplaces to get involved and start reducing waste in the National Recycling Week [Resource Hub](https://recyclingnearyou.com.au/nationalrecyclingweek/councils/hub).

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

To learn more or get involved in National Recycling Week, visit [nationalrecyclingweek.com.au](https://nationalrecyclingweek.com.au/).

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**National Recycling Week Resources:**

* [Resource Hub](https://recyclingnearyou.com.au/nationalrecyclingweek/councils/hub)
* [Recycling Guide](https://recyclingnearyou.com.au/resources/golden-rules)
* [Council Activity Guide](https://recyclingnearyou.com.au/documents/doc-9015-nrw-2021-council-guide.pdf)
* [Events Guide](https://recyclingnearyou.com.au/documents/doc-9014-nrw-2021-events-guide.pdf)
* [Food and Garden Organics (FOGO) Collection Information](https://recyclingnearyou.com.au/resources/fogo)
* [Home Composting Information](https://recyclingnearyou.com.au/resources/home-composting)
* [Schools Recycle Right Challenge](https://recyclingnearyou.com.au/nationalrecyclingweek/at-school/)
* [Recycling Trivia Pack](https://recyclingnearyou.com.au/nationalrecyclingweek/trivia)
* [How to Set Up a Recycling System Guide](https://recyclingnearyou.com.au/nationalrecyclingweek/at-work/recycling-systems)
* [Workplace Recycling Toolkit](https://recyclingnearyou.com.au/documents/doc-15078-nrw-workplace-toolkit.pdf)
* [Workplace Recycling Presentations](https://recyclingnearyou.com.au/documents/doc-15079-nrw-presentations-all.zip)

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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 2023 are **Monday 13 to Sunday 19 November 2023.**