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Monday 17th November 2008

DOYLE WILL TAKE MELBOURNE FROM 30TH TO TOP TEN IN RECYCLING

Robert Doyle today announced, if elected Lord Mayor, he'll take Melbourne into the recycling "top ten" for municipalities in the metropolitan area.

"And ideally, I'd like to see Melbourne at number one", Mr. Doyle said today

Melbourne currently rates last for recycling among the Metropolitan Waste Management Group's 30 member councils.

"This figure is appalling and is a result of a fragmented service," Mr Doyle said.

"I not only want Melbourne to lift its rating, I want Melbourne, as a first step, to be in the top ten for recycling in the metropolitan region."

"We should be leading the way on recycling and I promise to deliver a more coherent and responsive service."

Mr Doyle said attitudes to recycling are positive and the Council should be doing more to encourage residents and businesses to do their bit.

"As Lord Mayor, I will promote corporate responsibility and individual responsibility to recycle and increase recycling," Mr Doyle said.

"Businesses have enormous scope to use recycling to their advantage and will increase their customers by promoting their willingness to be a good corporate citizen, in the same way that corporations partner with and support charities.

"Households are also willing to help - 90 per cent of Victorians feel they can do something about the environment as individuals."**

As part of the policy, Mr Doyle will implement two schemes **Activate Melbourne's Corporate Responsibility to Recycle** and **Activate Melbourne's Individual Responsibility to Recycle**. Both will involve an awareness campaign and competition for innovative and effective recycling methods.



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ADDITIONAL FACTS AND FIGURES

Sustainability Victoria found that by 2006-07, the volume of recycled material increased by 66 per cent since 2000-2001*. It also found that Victorians are producing less household waste, 16kg less in 2006-07 compared with 2005-06.

Victorians recycling efforts are estimated to include savings of 277,016 tonnes of greenhouse gases a year, or taking 16,169 cars off the road and 10537 megalitres of water a year which would fill 4215 Olympic sized swimming pools.

*Victorian Local Government Data Collection 2006-07

** Sustainability Victoria's Green Light Report