



The Great Northern  
Clean Up

MAJOR PARTNERS



## Media Statement – Wednesday 17 August 2016

### **Clean Up Australia Chairman and Founder, Ian Kiernan congratulates the Western Australian Government and Environment Minister Albert Jacob for the announcement of a state-wide container refund scheme for their state**

*As the annual Great Northern Clean Up approaches, Clean Up Australia Chairman and Founder Ian Kiernan AO congratulates the Western Australian Government and Environment Minister Albert Jacob for the leadership shown with the announcement of a state-wide container refund scheme for their state.*

According to Ian Kiernan this announcement is the culmination of more than 13 years of community funded lobbying and support for waste management reform.

The Western Australian government has shown great leadership in seeing through a lot of the greenwash delivered by beverage funded campaigning to make their decision based on sound research and economics, said Mr Kiernan.

Joining their eastern neighbours, the scheme will actively encourage diversion of the nearly 27% of rubbish recorded by West Australian volunteers as part of Clean Up Day action.

As northern Western Australians take to their streets in September for the Great Northern Clean Up, they can now take comfort from the fact that the beverage containers that fill their bags will soon be a thing of the past.

“A container deposit scheme represents significant waste management reform for the state and overall improved energy management. It is a huge boost for the recycling industry; creating jobs and better management for finite resources.”

Private capital investment in support of the scheme is estimated at \$100million, resulting in 409 direct and 257 indirect jobs and boosting growth in the resources recovery sector by \$21million per annum.

Local government savings of an estimated \$34million per annum can be diverted into support of other community initiatives and infrastructure.

“It’s a major win for the people of WA, particularly everyone who has dedicated their time and passion for such a positive result.”

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**For more information and to arrange an interview with Ian Kiernan or Terrie-Ann Johnson, CEO, please call Tracey Wigg on 0419141 266**

PARTNERS



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