



## MEDIA RELEASE

- FOR IMMEDIATE RELEASE -

### KEEP AUSTRALIA BEAUTIFUL WEEK 2023 CHALLENGES AUSTRALIANS TO CHOOSE ONE OF THE 6 Rs OF WASTE

–14 July, 2023 –

Keep Australia Beautiful (KAB) have embraced the iconic annual event 'KAB Week' without pause for 51 years. This year the campaign will run from 7<sup>th</sup> to 13<sup>th</sup> August.

KAB Week is an important event that raises awareness about environmental sustainability and motivates Australians to take action to reduce their waste and litter. It involves educating Australians and inspiring simple behavioural changes that can limit our daily environmental impact. In 2020-21, Australia generated 75.8 mega tonnes of waste, with 14 mega tonnes of that total produced by households and local government. Reducing the amount of waste we produce will slow landfill growth and cut harmful greenhouse gases, something that all Australians can assist with. From saying 'no' to a printed receipt, to saving food scraps for the compost bin, change begins in everyday life, and KAB Week is a call to action to make that change now.

This year, KAB Week is challenging Australian households, businesses, and schools to choose one of KAB's 6Rs of Waste (Refuse, Rot, Reduce, Reuse, Recycle & Renew) and to share stories about how they've successfully reduced their waste and formed waste-reducing habits. Participants can create videos, photos or share posts on social media to show how they've engaged with the spirit of KAB Week.

With KAB Week registration now open, Val Southam, Chief Executive Officer of Keep Australia Beautiful, said, "We are really excited to see the creative ways in which Australians will participate in this challenge."

She hopes that by making small changes during KAB Week, these will then form new habits which will inspire others to do the same.

"We encourage all Australians to become engaged in caring for our environment and its biodiversity", added Ms Southam.

Find out more about Keep Australia Beautiful Week and the 6Rs of Waste, and register your household, workplace, or school: [www.kab.org.au/kabweek2023](http://www.kab.org.au/kabweek2023)

#KABWeek2023 #6RsOfWaste #ReduceWhatsInYourBin

- ENDS -



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### KAB Week 2023 Resources / Media Assets:

<https://drive.google.com/drive/folders/1cvjrJEp2sJf9fLSna8lhE5cv2GKZ4jMl>

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### About Keep Australia Beautiful

Keep Australia Beautiful is a not-for-profit organisation working to inspire and educate communities to keep their environment clean and beautiful. Founded in 1968 by Dame Phyllis Frost, Keep Australia Beautiful was Australia's first anti-litter campaigner and sustainability advocate. Driven by national and state-based offices and passionate local community volunteer groups, their core objective is to raise awareness and promote sustainable living. Through partnerships and programs such as Tidy Towns, Eco-Schools, Adopt A Patch and Paint Australia Beautiful, they provide education, inspiration, engagement and research to lead environmental sustainability and preservation.

To find out more, head to [kab.org.au](http://kab.org.au)

@keepaustraliabeautiful #KeepAustraliaBeautiful

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