Keep Australia Beautiful

National Litter Index

And

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Branded Litter Study

Work in Progress 0708
and
Prospectus 0809
and Beyond

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1. Summary

National Litter Index:

-Litter by location helps plan bin infrastructure and clean up regimes.

-Litter by material type and by volume helps plan recycling and resource recovery.

-Litter by product category helps prioritise groups of customers to receive litter reduction messages.

Branded Litter Study

-Litter by brand, by company and by industry category helps brand owners assess their performance against National Packaging Covenant targets.

-see list of brands attached below

2. National Litter Index

The National Litter Index (NLI) is Australia's only quantitative, national, annual measure of litter based on visits to over 900 sites each November and May.

The report details litter present by number and volume and reports litter by type and by location. This assists governments, businesses and community organisations in the development of policies and programs to reduce litter.

It is based on a methodology that has evolved over decades and in its latest form is providing trend data for 0506, 0607 and 0708.

During this period the NLI has been funded by the Australian Government, all State and Territory Governments and Industry.

The National Packaging Covenant specifies that this form of research is to be funded by State and Territory Governments

The NLI report for 0708 will be made public mid August 2008.

The NLI report for 0809 will be based on field work conducted in November 2008 and May 2009 and will be made public mid August 2009.

3. Branded Litter Study

The Branded Litter Study (BLS) was prompted by UK based research on brands and litter.

During 0607 the Australian methodology and reporting was trialled and refined. The 0708 report will be the first published report. Over 900 brands have been identified in the litter stream in counts done to date. The report will focus on the 50 most prevalent brands nationally and their percentage of the litter stream.

The report identifies litter by industry category both nationally and in each state and territory.

It shows the 50 most prevalent brands across all categories and then for alcoholic and non-alcoholic beverage, tobacco, milk, snacks, takeaway food, and retail.

It also reports each industry category presence across each site type.

The Branded Litter Study is intended to be the objective source of data that will allow brand owners to assess their performance against National Packaging Covenant (NPC) targets.

Keep Australia Beautiful is in discussion with relevant industry associations and brand owners to ensure that companies are prepared for the public release of data and have a positive story to tell regarding their progress against NPC targets

The BLS report for 0708 will be made public mid September 2008.

The BLS report for 0809 will be based on field work conducted in November 2008 and May 2009 and will be made public mid September 2009.

The BLS can only take place if NLI is running because BLS fieldwork piggybacks off the NLI fieldwork.

Funding

NLI 1995
-funded by Coca-Cola Amatil

NLI 0506
-majority funding from the Australian Government, Dept of Env & Heritage
-some funds from industry (Cadbury Schweppes)

NLI 0607
-funds from Australian Government
-funds from States and Territories in proportion to the distribution of survey sites ie $33,090 requested from WA, VIC, NSW, QLD and $16,545 from NT, ACT, TAS
-SA contributes in kind as it funds its own research that is then integrated into the NLI
-the combined national, state and territory contributions were sufficient to trial the BLS

NLI and BLS 0708
-in 0708 States and Territories were asked to cover both NLI and BLS development.
-funds from States and Territories in proportion to the distribution of survey sites ie $42,545 requested from WA, VIC, NSW, QLD and $21,273 from NT, ACT, TAS
-funds from Australian Government helped cover shortfalls including the substantial deskwork required to review and revise the methodology

0809
-will be the first year that the NLI and BLS are offered as separate programs
-NLI is intended to be funded by State and Territory Government
-BLS is intended to be funded by industry but is dependent on the the NLI being funded before it can proceed.
-the draft budget for each allows for the fieldwork, deskwork and communication of the results.

For further details of the programs, reports and funding please contact
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www.kab.org.au/nli

www.kab.org.au/bls

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50 most prevalent brands, in alphabetical order, identified in the November 2007 fieldwork for the Branded Litter Study

Benson & Hedges	Gatorade	Red Bull
Big M	Horizon	Red Rooster
Brownes	Hungry Jack's	Schweppes
Bundaberg Rum	Jack Daniels	Smiths
Cadbury	Jim Beam	Solo
Carlton & United	KFC	Sprite
Cascade	Kirks	Streets
Coca Cola	Longbeach	Subway
Coles	Masterfoods	Tooheys
Coopers	Masters WA	UDL
Corona	McDonald's	V
Dunhill	Mt. Franklin	Victoria Bitter
Emu Bitter	Nestle	Winfield
Escort	Pauls	Woodstock
Extra	Pepsi	Woolworths
Farmers Union SA	Peter Jackson	Wrigley's
	Powerade	XXXX