



20 November 2007

Media Statement

Central South town awarded grant for not being a tosser

The Shire of Pingelly has secured funding for a cigarette butt litter reduction project through Western Australia's Keep Australia Beautiful Council grant scheme.

KABC chair Mel Hay said the shire was among 14 organisations that shared \$70,000 provided through the 2007/2008 round of KAB's Litter Prevention Grant funding.

"The Shire of Pingelly received \$1,948 for a cigarette butt campaign which included advertising and installing butt bins," Mr Hay said.

"The focus of the campaign was to reduce the tossing of cigarette butts and instead putting them in butt bins.

"The project promises to make positive, lasting changes to littering and littering behaviour in the Shire of Pingelly.

"It engaged stakeholders in the planning and delivery of the programs, incorporated mechanisms to evaluate the litter reduction outcomes and contributed their own resources towards the project."

Mr Hay said local area or local government projects could secure up to \$5000 while major or regional initiatives were eligible for \$10,000 grants.

The next round of applications will be accepted in August 2008.

All projects which received funding in this round of grants must be completed and reported on by December 2008.

More information about the grants and application kits can be found at www.kabc.wa.gov.au or by calling 6467 5143.

KAB WA is supported by the Department of Environment and Conservation.

A complete list of 2007/2008 KAB litter prevention grant winners follows below.

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LITTER PREVENTION GRANTS 2007/08 Recipients

Shire of Irwin - \$3,650

More effective litter control at the Port Denison foreshore and beach areas through the installation of new bin enclosures, youth anti-litter messages and artwork painted on the bins and community education

Shire of Kellerberin - \$3,507

Improvement of waste transfer station use through installation of signs and community education.

Housing Industry Association - \$10,000

'Dob in a Dumper' campaign aimed at reducing illegal rubbish dumping on residential building sites.

Town of Vincent - \$5,000

'Scoop the Poop' campaign to reduce dog poo litter.

Tangaroa Blue Ocean Care Society - \$5,000

Continuation of South West Marine Debris Project, including the development of a website, educational tools and workshops.

Shire of Pingelly - \$1,948

'Don't be a tosser' cigarette butt campaign, including installation of butt bins.

Town of Victoria Park - \$5,000

Prevention project aimed at reducing the illegal dumping of household waste throughout the area. Information packs for landlords, strata managers as well as general promotion of messages for residents.

City of Perth - \$3,000

Skyworks Coca Cola Clean Up Initiative. Trial project to encourage recycling at the 2008 Skyworks event.

Shire of Ashburton - \$4,530

'Brighten 'em up' community art project for local youth to paint litter education messages on bins.

Shire of Trayning - \$7,390

'Better Waste Management' project. Project aims to improve waste management through educational signage and additional recycling stations in town.

Point Moore Coastcare Group - \$5,550

Coastal litter project, including litter surveys, new bins and signage, clean ups and awareness workshops.

Rottnest Conservation Foundation - \$5,000

'Recycle- it's vital' education program for staff and visitors to the island

Shire of Ashburton - Tom Price and Paraburdoo - \$5,000

Mini-recycling facility installation and education in town.

Shire of Wyndham East Kimberley - \$5,000

Overall litter reduction project through the addition of recycling bins, signage and general promotion of messages.

ROADSIDE LITTER PREVENTION GRANTS 2007/08 Winners

Shire of Kellerberin - \$5,000

Anti-roadside litter education campaign through advertisements, rate notices, 'show bags' and roadside signage.

Sunset Events - \$10,000

Roadside litter prevention project to reduce roadside litter during the Southbound event in Busselton.