



23 January 2009

Media Statement

Keep Australia Day beautiful

Australia Day's Lotterywest Skyworks is cause for celebration but not for littering.

Yet, each year the Swan River foreshore is strewn with rubbish on the morning after the event.

Keep Australia Beautiful Council Chair Mel Hay said this year it can be different.

"The mess left after the show is not only ugly but it also harms our environment and icons like the Swan River and surrounds which is what we should be celebrating on Australia Day, not trashing," he said.

"After looking up at the fireworks display, we encourage people to look down again and make sure they take their rubbish with them."

In an effort to make it easier for spectators to clean up their act and to help the environment, the City of Perth, the Keep Australia Beautiful Council and an army of volunteer Scouts are joining forces.

YELLOW bags will be handed out for recyclable material such as aluminium and steel cans, paper, cardboard and plastic drink containers.

RED bags for waste material such as food.

Skyworks revellers will be encouraged to take all recyclable waste to the Coca-Cola Recycling Zones in exchange for a free temporary tattoo or the chance to win branded items or an Australian flag.

Mr Hay said that thousands of people heading to the Swan River foreshore and Kings Park means a lot more packaging, food items and bulk items than usual being brought there.

"It all adds up," he said. "We're proud of our State and it's un-Australian to litter so let's all do our bit to keep Australia Day beautiful."

"Last year's clean up was a big improvement on previous years but I'm confident that we can all contribute to an even better effort to prevent the need for a prolonged clean up this year."

"The Keep Australia Beautiful Council is supportive and congratulates the proactive approach adopted by the City of Perth and the City of South Perth to reduce littering at Skyworks."

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