

Media Release

The Hon Lily D'Ambrosio MP

Minister for Energy, the Environment and Climate Change
Minister for Solar Homes



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EDUCATING VICTORIANS ON NEW FOUR BIN RECYCLING SERVICES

The Victorian Government is helping councils educate their communities ahead of the transition to a four bin recycling service, as part of the state's goal to divert 80 per cent waste from landfill by 2030.

Minister for Energy, Environment and Climate Change Lily D'Ambrosio today announced 17 local councils will share more than \$1 million in grants to deliver education and behaviour change campaigns to prepare residents for the transition that's currently underway.

Victorians will soon be sorting their household waste and recycling into four streams – all local government areas will transition to a new glass service by 2027 and a new food and garden organics service by 2030. Local governments like Hobsons Bay City Council and Macedon Ranges Shire Council are leading the way in the roll-out having already introduced new kerbside bins.

The campaigns will ensure all Victorians have the tools to help them understand what is changing and what they need to do. Sustainability Victoria will provide communication materials based on behaviour change theory and research, allowing councils to focus their funding on advertising and engaging residents.

All councils and alpine resort management boards are eligible for funding under the \$6.03 million Recycling Victoria Household Education and Behaviour Change Fund. The next funding round will be announced in 2022, with two more rounds to follow.

The Government has invested over \$515 million towards the biggest reform of Victoria's waste and recycling industry. This includes \$380 million to deliver Recycling Victoria which works towards reducing waste, boosting jobs and creating a circular economy.

For more information on the Fund, including a list of councils who will receive funding, visit sustainability.vic.gov.au

Quotes attributable to Minister for Energy, Environment and Climate Change Lily D'Ambrosio

"Educating our communities on these new household recycling services is essential for a successful transition. We want all Victorians to be accurately sorting their recycling, and to feel confident doing so."

"Our new household recycling services will maximise recycling capacity, create new jobs and help reduce the amount of waste going to landfill."

"Education campaigns like this will help Victoria reach its goal of diverting 80 per cent of waste from landfill."