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## Media Release

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### MAXIMISE RESOURCES, MINIMISE WASTE

With the holiday season well underway, it's timely to stop and think about how we stack up when it comes to recycling.

Gippslanders have a great record when it comes to recycling. Seventy per cent of materials discarded in Gippsland are recovered (recycled, reused or repurposed) and 30 per cent goes to landfill.

According to Cr Dick Ellis, Chair of the Gippsland Waste and Resource Recovery Group, a focus on maximising resources and minimising waste is leading to less and less material going to landfill and more resources circulating back into the economy.

"This result stems from region-wide changes in perceptions around what 'waste' really is. It has been greatly influenced by councils, businesses and industry investing in resource management services and infrastructure and by a groundswell of community action focusing on more sustainable practices."

Collectively, Gippsland generates around 485,500 tonnes of waste per year, which is approximately 3.8% of Victoria's total waste. 135,000 of this tonnage is collected from households through their kerbside bins.

"Of the household waste collected, 53% is recovered through the recycling and organics bins. However, since Bass Coast Shire introduced a food and garden organics service in 2017, their recovery rate has increased to 77%," confirmed Cr Ellis. "This is due to food no longer being discarded in the garbage bin, and people being more conscious about what goes into each of their bins."

"This is an encouraging result, and I'm pleased to say that more is being done. Not only are many councils and businesses on the front-foot when it comes looking at ways to increase the effectiveness of recycling, but many are investigating and implementing ways to reduce resource use in the first place; they can see the benefit it brings to the environment, community and economy."

Over the next 20-30 years, Gippsland will be one of the state's fastest growing regions which will present the sector with challenges and opportunities when it comes to accommodating this rapid growth.

"With an ever-increasing population and a strong focus on sustainable practices and outcomes, it's important for the region to maximise its resources and for all of us to rethink, reduce, reuse and recycle," Cr Ellis concluded.

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**For further information or comment, please contact:**

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