



environmental
litter solution



From the Chairman Ian McGregor

KESAB policy is to work closely with Government Agencies, Local Government and Commercial stakeholders. Together we can achieve more.

While the new State Government has reduced funding to KESAB to administer the State's Litter Strategy, we are addressing this issue in a positive manner.

However, the timing is unfortunate as our extensive litter count surveys are showing a marked increase in litter (particularly roadside litter) after several years of reduction. Roadside litter is significantly up with take-away food containers and cigarette butts prominent.

Last year, KESAB chaired a committee involving all take-away food companies and its report and recommendations were tabled with the previous government. We hope the new Government pursues this initiative and we can attack this growing problem.



From
the
Chairman

Executive Director
John Phillips says...

How could we do it without you?



KESAB is South Australia's litter management watchdog and maintains a leading role analysing and researching the impact of litter pollution and consumer waste disposal behaviour.

Sustaining a workable income is always a challenge. The partnerships established with the EPA, Transport SA and Catchment Boards represents taxpayers' money well spent by the Government, resulting in significant value-added dollar return.

KESAB never overlooks the significant contribution through Commerce and Industry and the importance of Local Government.

Despite difficult and dynamic issues including funding, scope of environmental services, and increased community demand, KESAB has an exciting year planned ahead to maintain a proactive direction and focus.



The *Dirty* Dozen

May 2001

Total Items Counted	19374	
Cigarette Butts	8187	(42.5%)
Paper	2534	(13.07%)
Confectionery Wrappers	1421	(7.33%)
Plastic (miscellaneous)	1268	(6.54%)
Bottle & Can Tops	729	(3.76%)
Plastic Bags and Sheeting	406	(2.09%)
Straws	455	(2.34%)
Cigarette Packets	343	(1.77%)
Paper Cups & Containers	333	(1.71%)
Commercial Packaging & Boxes	219	(1.13%)
Milk & Juice Cartons	253	(1.30%)
Plastic Take Away Cups	323	(1.66%)
Tickets & Vending	not in dozen	
Clothing & materials	not in dozen	
Total	16471	85.95 %

May 2002

19374	21327
8187 (42.5%)	9358 (43.87%)
2534 (13.07%)	2869 (13.45%)
1421 (7.33%)	1539 (7.21%)
1268 (6.54%)	1198 (5.61%)
729 (3.76%)	745 (3.49%)
406 (2.09%)	463 (2.17%)
455 (2.34%)	436 (2.04%)
343 (1.77%)	424 (1.98%)
333 (1.71%)	405 (1.89%)
219 (1.13%)	not in dozen
253 (1.30%)	395 (1.85%)
323 (1.66%)	not in dozen
not in dozen	323 (1.51%)
not in dozen	300 (1.40%)
Total	18455
	86.47%

Kesab Tidy Towns growing with you



KESAB introduced the Tidy Towns program in 1978, with 46 country communities participating in the inaugural year — and now, in its 25th year, 330 communities and 224 schools are pursuing the KESAB philosophy.

Towns and schools across the State work with KESAB through a wide range of environmentally linked activities, putting the pieces together for a better and more sustainable South Australia.

Through widespread community support and with massive volunteer input, Tidy Towns has become KESAB's longest running and most effective rural program.

In 2001, close to 700,000 hours of voluntary effort was generated. The pride in achieving a cleaner town, suburb or region is worth all the hard work.



Counting the cost of litter

As an environmental organization, **KESAB is different** — it is not just "environmental wallpaper" for industry organisations or Government Agencies looking for community approval.

We are serious about the job. We are the only organisation in Australia undertaking professional quarterly litter counts. Litter is collected and counted at 151 sites throughout urban and rural areas.

The information is critical to assist with identifying littering trends linked to consumer and work place behaviour. Our sponsoring partners share in this valuable data. Much of this research also relates to other States.

Analysis of information helps us to set effective awareness and education initiatives that get results — for us and our partners.

We call our litter survey results "The Dirty Dozen" — and it provides an indicator of the litter stream and impetus for new KESAB initiatives.

Sites include beaches, residential, industrial, highways, car parks, recreational parks, retail and shopping centre areas. Yes... it's dirty work!





Partnerships

Partnerships are a vital part of our program, and we enjoy successful associations with numerous organisations such as Our Patch, Adelaide City Council, CWMB's, the Waterwatch network and Pollution Prevention Officers.

KESAB Patawalonga & Torrens Waterwatch is a dynamic community catchment education and water quality monitoring program, utilising the strengths and knowledge held by Catchment Education Officers. The program has strong support from teachers and the wider community and the on-going participation of teachers and schools indicates its success.

Talk Partnering with KESAB

KESAB *environmental solutions* is a not for profit organisation working with a diverse number of funding partners.

Financial support is key to the success of KESAB *environmental solutions* community initiatives involving over 300,000 South Australians each year.

Over 325 towns, 500 schools, 60 local councils and 2500 community groups embrace our programs.

Benefits to the environment in dollar terms are estimated at over \$30 million per annum.

We welcome the opportunity to discuss partnership and sponsor packages with you. Please contact KESAB via email to john@kesab.asn.au

KESAB *environmental solutions* acknowledge the generous support and assistance of Partners and Sponsors underpinning programs and resources benefiting all South Australians.

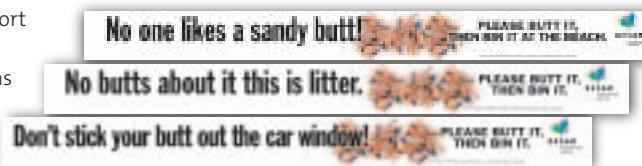


Butt, butt, butt ...

“Don’t stick your butt out the car window”... proclaims KESAB’s suggestive new poster being launched this spring

It is one of several posters that form a major campaign to help stamp out cigarette butt litter. Research shows it is the biggest contributor to litter in Australia — a major problem in the community and a threat to waterways.

With cigarette butts being the biggest single source of pollution entering our creeks and rivers, KESAB, the Northern Adelaide & Barossa Catchment Board in partnership with Salisbury and Tea Tree Gully councils initiated the ‘Butt It & Bin It! Please ‘ program.



Road Watch...



adopting a road!

While KESAB today is involved in an ever-broadening range of environmental initiatives, it still retains a primary focus on litter — and that means roadsides.

Road Watch is a key component in this, given that litter on our roads and highways accounts for over a third of all litter found in surveyed sites.

Introduced in 1996, the program is joint initiative between KESAB and Transport SA that encourages groups to become involved in environmental care.



Groups that participate in the program ‘adopt’ a section of road and then carry out various activities such as, litter collection and planting and maintenance of native vegetation.

Currently 180 groups and individuals are registered in Road Watch.



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‘Outback Pack’ project ...

WHILE SA’S ROADSIDE LITTER PROBLEM is less than interstate examples, we still have a worrying litter problem at roadside Rest Stops... used toilet paper!

Research shows that a toilet paper litter problem is prevalent in some of our remote (and often key tourist) areas.

Communication to travellers was needed — and fast. Our rapid response was the launch of the KESAB **‘Outback Pack’** — coinciding with 2002 Year of the Outback.

Yes — it actually gives instructions on how to “dig in” your human waste!

SA Tourism and the RAA sponsored 2000 Outback Packs to be used in a pilot program with the CMCA group (Campervan & Motorhome Club of Australia) and the campervan rental hire industry (Britz, Hertz, Avis, etc.).



bury your toilet waste!

The RAA believes the initiative can also play a part in road safety by improving the appearance of roadside rest stop areas, and so encourage travellers to take more frequent fatigue breaks. The RAA has ordered 500 packs for its members travelling to remote destinations.

The Outback Pack has been acclaimed within Australia and recommended by Motorhomers visiting from America,

England, France and New Zealand, and is a concept that can impact positively on the environment, the tourist experience and road safety in our remote regions. KESAB... a world leader.

