

## **MEDIA RELEASE**

**4 July 2018**



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# **VWMA welcomes Recycling Industry Strategic Plan**

***The VWMA advocates for continued opened dialogue with industry around implementation of the Recycling Industry Strategic Plan.***

The Victorian Waste Management Association, representing the state's waste and recycling operators, has welcomed the Victorian Government's \$37 million investment aimed at cutting the amount of recyclable material that ends up in landfill and turning more waste into commercial products.

The VWMA has been advocating for a competitive and diverse resource recovery sector that preferences local job creation to ensure the resilience of the recycling system. That starts with local demand for our recycled materials and the Strategic Plan by the Victorian Government begins to articulate how government will deliver that.

Earlier this year the VWMA identified four key objectives that needed to be addressed as part of the longer-term solutions the State Government should explore to confront the current resource recovery challenges facing Victoria.

These were:

- **Contractual models for waste and resource recovery**
- **Unlocking the Sustainability Fund**
- **Stimulate local markets through state and local government procurement**
- **Educate community on the essential nature of the services that are provided to them**

It is encouraging to see today's announcement from the Victorian Government address these objectives. However, further work is necessary to future proof recycling in Victoria, including a commitment to long term, consistent and collaborative approach to rebuild public confidence in the Victoria's waste and recycling system.

The VWMA requires ongoing dialogue to be maintained between state and local government and industry peak bodies, to ensure the challenges and issues that have affected many in the private sector and local governments across Victoria is better managed should similar challenges face us again.

The Association is confident this package and other important items will be presented by the Minister to the sector at the upcoming VWMA State Conference from July 31-August 1.

### **Comments attributable to VWMA Executive Officer Mark Smith:**

*Recycling remains one of the easiest things Victorians can do to support the environment and the economy. Engagement with the community about how to recycle correctly is important and a shared responsibility. The private sector shares that responsibility but we need consistency and commitment to messaging that we've had a part in shaping.*

*The Victorian Government's \$37 million investment shows commitment and long-term thinking. However, we must maintain an open and ongoing dialogue on these challenges to ensure public confidence is restored.*

*The waste and recycling sector has suffered a lot of damaging publicity over the last 12 months. Further discussion with the sector will be required to target public engagement to help rebuild public confidence back into this essential service.*

**- Ends -**



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**About the Victorian Waste Management Association**

The Victorian Waste Management Association (VWMA) is one of Australia's oldest waste and recycling associations representing Australia's largest membership of waste and resource recovery businesses including collection and transporters, processors, recycling facilities and landfills. <http://www.vwma.com.au/>

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