

**DON'T WASTE
AUSTRALIA**



DON'T WASTE AUSTRALIA.

OVERVIEW

Do the Right Thing is an iconic Australian environmental campaign first launched in 1979 and widely acclaimed as the most successful behavioural-changing campaign in Australian history. The campaign was so effective that today, over eleven years since the advertisements were last run, *Do the Right Thing* as both a brand and message is instantly recognised and understood by almost all sections of the Australian community.

The 1999 National Packaging Covenant was signed by government and industry as the national policy framework for achieving real results in waste reduction and resource conservation over an initial five-year period.

To help achieve these objectives a number of peak-level business, government and community partnerships have been formed to target specific areas for waste reduction - including the *Do the Right Thing Foundation* - which focuses on the responsible disposal of waste.

Under the leadership of the Beverage Industry Environment Council (BIEC) and its members, the *Foundation* has been established to launch a second-generation *Do the Right Thing* national advertising campaign and initiate a series of programmes to actively engage the support of the community.

The creative work for the television, outdoor and print advertising has been extensively researched and market-tested over a two year period, resulting in an original and effective series of advertisements which sees the introduction of a second, complementary theme of *Don't Waste Australia*.

We are now seeking sponsors and media partners from among Australia's leading corporations to launch and sustain the campaign through a fully-integrated marketing strategy - including television, print, radio, cinema and outdoor advertising.

At a time when community awareness and support of major environmental initiatives are at an all time high, *Do the Right Thing* is an unrivalled brand for promoting awareness of waste issues and fostering national pride in keeping Australia clean.



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EXECUTIVE SUMMARY

- ▶ There have been various approaches to litter reduction – community education, government regulation and clean-up programs. Research has proven that litter prevention programmes work best.
- ▶ BIEC and its member companies are custodians of *Do the Right Thing* and have committed \$1.5M in funding to develop the campaign and an additional \$1M in seed funding to launch it as a National Packaging Covenant initiative.
- ▶ The *Do the Right Thing Foundation* has been established to bring all sectors together – government, industry and community to fund and support a \$10M (per annum) national advertising strategy.
- ▶ *Do the Right Thing* is the proven market leader as an established message supported by Australians across the board which will be re-launched with *Don't Waste Australia* as a complementary theme.
- ▶ World-leading Australian research has contributed to the overall campaign strategy, and will also serve to monitor the progress and success of the campaign.
- ▶ The campaign will work in co-operation with other industry-led and government campaigns, and has received the endorsement of the National Packaging Covenant Council.
- ▶ The Hon. Sir William Deane AC KBE has been confirmed as the National Patron of the Campaign, with a variety of eminent Australians, business and community leaders, sporting heroes and media personalities to be secured as Ambassadors.
- ▶ Sponsors and Partners will be offered a range of benefits to recognise support of the Foundation, including the licensed use of logos, branding, case studies, and event recognition.



DON'T WASTE AUSTRALIA.

The Relaunch of
Do the Right Thing:

The New & On-Going
Challenges of Litter



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LITTER: NEW & ON-GOING CHALLENGES

Litter and waste management issues are of on-going concern to the community. Since the original *Do the Right Thing* campaign was launched lifestyles have changed – we are busier, and we increasingly rely on snacks, fast food and pre-prepared meals for daily sustenance.

Every age group contributes to the litter problem. Young people are no more likely to litter than older people. There are no stereotypical litterers - attitudes vastly differ among all age groups, backgrounds, workplaces, social situations and between various types of litter. Common pieces of litter include small pieces of paper, chip and confectionary wrappers, bottle caps, glass, plastic straws and soft drink bottles. According to the NSW EPA, our single most common litter item is the cigarette butt (Source: NSW EPA website).

New sources of litter are becoming increasingly evident - such as the increasing volume of unsolicited advertising material and the proliferation of receipts from ATMs. This means more potential for litter, more often.

Roadsides are also a highly visible and commonly littered area of our country. Recent research by Keep Australia Beautiful of the national highway networks indicates that there are over 7 million pieces of litter on our highways at any given time (Source: Keep Australia Beautiful, NSW).

Different methods have been utilised around the world in an attempt to understand litter behaviour. Revolutionary study methods in Australia have linked what people say they do with their waste, to what they actually do with it.

LITTER: CHANGING BEHAVIOUR WORKS BEST

Historically there have been a number of approaches to litter – including community education, government regulation and clean-up programs. These approaches have generally focused on litter reduction or the clean-up of litter after the event. Extensive research has shown that litter prevention strategies which change community attitudes have achieved the best results.

Do the Right Thing is a proven vehicle for building community awareness and changing attitudes towards littering behaviour.

The Beverage Industry Environment Council (BIEC) has funded long term research projects, including the Littering Behaviour Studies (LBS) which have produced the world's largest national database on disposal behaviour with over 80,000 observations of littering behaviour. This ground-breaking research has led to the development of the Disposal Behaviour Index and Littering Behaviour Index – tools which make it possible to predict where and when people are likely to litter.

These indices were used to plan a litter prevention strategy for the Sydney Olympic venues at Homebush Bay which was enormously successful. Importantly, these indexes will also monitor the performance of *Do the Right Thing*. The *Do the Right Thing* Campaign will operate in tandem with various initiatives taken by environmental regulators. As such it will be an important industry-led initiative under the National Packaging Covenant.



DON'T WASTE AUSTRALIA.

The Beverage Industry
Environment Council

&

The National Packaging
Covenant



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THE BEVERAGE INDUSTRY ENVIRONMENT COUNCIL (BIEC)

The Beverage Industry Environment Council (BIEC) is the industry association that represents the environmental interests of Australia's leading beer, soft drink and wine manufacturers - and their aluminium, glass and PET packaging suppliers.



BIEC owns the intellectual property associated of the first, ground-breaking *Do the Right Thing* advertising campaign which ran nationally from 1979 to 1991.

BIEC promotes sustainable beverage industry operations through the co-operative development of environmental policies and strategies, participation in the National Packaging Covenant, and support for a range of projects including Keep Australia Beautiful, *Do the Right Thing* and waste research. BIEC has established the *Do the Right Thing* Foundation and contributed over \$1.5M to the development of the creative campaign, \$1M to launch the campaign, and will allocate further funding as additional corporate sponsors are confirmed.

Although BIEC members' containers represent only 8% of the national litter stream, *Do the Right Thing* provides an opportunity for all package manufacturers and other Australian businesses to work together.

BIEC and its member companies are signatories to the National Packaging Covenant and have submitted detailed Action Plans committing itself and its members to various environmental initiatives, including - *Do the Right Thing*.

THE NATIONAL PACKAGING COVENANT (NPC)

The National Packaging Covenant (NPC) is a major national policy framework which has established a collaborative approach to the packaging supply chain, involving all sectors - including governments and their agencies. The Covenant was launched in August 1999 and currently has over 550 signatories, including Federal, State and Local Governments, industry organisations and individual companies.

The Covenant is a co-operative and self-regulatory agreement. Its aim is to provide a more effective approach to the lifecycle management of new and used packaging based on the principles of 'product stewardship' and 'shared responsibility'. The Covenant covers the entire packaging supply chain – including raw material suppliers, packaging manufacturers, packaging users (fillers) and retailers. BIEC and its member companies are signatories.

The NPC requires signatory companies to commit to specific program initiatives aimed at the reduction, re-use and recycling of packaging material. Signatories are also expected to help promote community awareness of responsible disposal and other waste management issues.

The Covenant is not obligatory, however, state and territory EPAs have been given powers to regulate the environmental practices of non-signatories. Heavy fines can be imposed to ensure companies are not 'free-loading' their environmental obligations.



DON'T WASTE AUSTRALIA.

The Relaunch of
Do the Right Thing:

Campaign Methodology &
Key Principles



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THE ORIGINAL *DO THE RIGHT THING* CAMPAIGN



Launched in 1979, the original campaign was hailed as the most successful behavioural changing campaign in Australia, credited with reducing litter by 70% during the period (Source: NSW EPA). Incorporating television, radio and billboard advertising and extensive bin signage, *Do the Right Thing* became one of the most well known brands of its time.

In response to an identified need for a litter prevention education campaign, BIEC commissioned research to analyse three alternatives including:

- ▶ A re-run of the original campaign
- ▶ A totally new campaign
- ▶ A contemporary campaign drawing on the
- ▶ Original *Do the Right Thing* brand.

The market research clearly demonstrated that the *Do the Right Thing* brand and message is still immediately recognisable across all age spectrums and backgrounds, with the sole exception of new arrivals.

THE CAMPAIGN METHODOLOGY

Do the Right Thing is an established, dynamic and positive message that is to be re-launched as a powerful tool to progress the design, disposal, research, labelling and education aspects of the 'product stewardship' principle embodied in the National Packaging Covenant.

Under the leadership of BIEC, the campaign will be launched as a partnership program with corporate sponsors, media partners, industry organisations, government and community organisations. The *Do the Right Thing* Foundation has been established as a non-profit Australian company limited by guarantee to drive the campaign strategy and manage a series of on-going community-based programmes. The campaign has received the endorsement of the National Packaging Covenant Council as a pro-active, industry-led initiative designed to help signatories meet the litter awareness criteria of their Covenant responsibilities.

Do the Right Thing has been endorsed by many of Australia's leading industry bodies, including the Australian Industry Group, The Australian Chamber of Commerce & Industry, the Australian Food & Grocery Council, the Australian Retailers Association, the Plastics & Chemicals Industry Association, the Packaging Council of Australia and the Association of Liquidpaperboard Carton Manufacturers.

The campaign is designed to complement other established initiatives, including government and industry programmes and community projects. *Do the Right Thing* can be adapted to work co-operatively with other environmental agencies and interest groups to maximise its effectiveness.



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KEY PRINCIPLES: DON'T WASTE AUSTRALIA

Do the Right Thing focuses on individual responsibility for disposal behaviour in a lively, positive, and engaging way.

The *Do the Right Thing* message reaches out and appeals to all Australians regardless of age, location, origin, position, or lifestyle. *Do the Right Thing* will be applied across a range of geographic and demographic contexts.

The new campaign revitalises the brand and introduces Don't Waste Australia as a complementary theme.

The new campaign does not need to focus on the physical act of waste disposal – this is an understood message associated with *Do the Right Thing*.

Litter disposal methods have broadened such as multi-bin disposal sites, kerbside recycling etc. – the aim is to focus on individual responsibility for the appropriate form of disposal.

Don't Waste Australia allows the introduction of broader waste themes - including litter disposal, reduction, re-use and recycling.

The objective is to achieve a whole of community response through an inclusive, integrated and sustained national campaign.



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Do The Right Thing Foundation

9 Glebe Street Glebe NSW 2037

P: (02) 9518 6566

F: (02) 9518 6577

E: dwa@dotherightthing.com.au

