



13 – 19 November 2017

Media Release



For immediate release

Pay it forward and get a recycled bargain on Buy It Back Day

Celebrate Australia's secondhand economy on November 18

This National Recycling Week Planet Ark is encouraging Australians to be mindful consumers by taking part in a new annual event. The first ever Buy It Back Day will be held on Saturday 18 November and will highlight the importance of closing the recycling loop and reducing waste by buying products made from recycled materials or buying reclaimed rather than new.

Planet Ark's theme for this year's National Recycling Week is *What Goes Around: Why Buying Recycled Matters* making Buy It Back Day a natural extension of the event. Secondhand stores are a great option for sustainable shopping, with over 2,400 charitable op shops¹ countrywide for consumers to choose from.

Consumers who want to find their closest Buy It Back venue should visit recyclingweek.planetark.org/athome/buy-it-back-day.cfm and stores that want to host a Buy It Back Day event can register on the Planet Ark website (recyclingweek.planetark.org/councils/buy-it-back-day.cfm) to receive free promotional materials and an online event listing.

Planet Ark's Recycling Programs Manager Ryan Collins says it's easy to get involved.

"We want anyone who lives near an op shop, tip shop or vintage store to take advantage of Buy It Back Day. It's as simple as taking a photo of a great find or bringing in your pre-loved fashion and furniture. For secondhand stores, it's a great way to meet their local communities and promote their positive environmental impacts as Australia's oldest recycling businesses."

Shoppers can show their support by sharing a photo of their Buy It Back Day purchases with the hashtags #BuyItBack and #NationalRecyclingWeek. By doing so people not only get themselves a bargain but also spread the word about the environmental benefits of buying recycled products.

Those benefits including cutting back on waste that would otherwise sit in landfill as well as the emissions needed to transport it. Buying recycled also reduces the consumption of non-renewable resources needed to make and ship new products. For secondhand businesses, they have more funds to invest in the shop or support charitable work in their local communities.

Op shops receive over 250,000 tonnesⁱⁱ of unusable items that have to be shipped, often at charities' expense, to landfill every year. Consumers can help reduce that waste by only donating usable items in good condition. If in doubt, ask someone at the store what they can and can't take before making a donation.

Gumtree's 2017 report into the secondhand economyⁱⁱⁱ backs this up after finding that a surprising 91% of Australians have unwanted items at home, and that 86% preferred to buy secondhand products. The 3 main reasons given were to save money, find something unique and to help reduce waste.

Planet Ark founded National Recycling Week as a community education campaign in 1996, with the aim of bringing a national focus to recycling and minimising waste at home, at work and in the community. This year's theme, *What Goes Around: Why Buying Recycled Matters*, encourages



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Australians to close the recycling loop by buying and using products made from recycled materials.

National Recycling Week Events:

The **Schools Recycle Right Challenge** (2 Oct – 17 Nov), the **Friday File Fling** (Fri 17 Nov), **Buy It Back Day** (Sat 18 Nov), the **Big Aussie Swap**.

Ambassadors:

This year Planet Ark welcomes **Professor Veena Sahajwalla** (Director SMaRT Centre, UNSW), **Laura Wells** (model, marine biologist, sustainable fashion advocate), **James Treble** (interior designer and upcycling guru), **Costa Georgiadis** (ABC Gardening Australia) and **Magdalena Roze** (author, meteorologist and food waste warrior) as ambassadors for National Recycling Week.

Sponsors:

National Recycling Week 2017 is kindly supported by Major Sponsor **Naturale Tissue Products**, Associate Sponsors **Bingo Industries** and **'Cartridges 4 Planet Ark'**, Supporting Sponsors **MobileMuster**, **Planet Ark 100% Australian Recycled Paper (Australian Paper)**, **Tetra Pak** and **Tyre Stewardship Australia** and Prize Partners **Biome**, **eWood Gardens** and **Replas**.

Visit RecyclingWeek.PlanetArk.org website or call the **National Recycling Hotline on 1300 733 712** for further information about the event or any of Planet Ark's National Recycling Week initiatives.

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About Planet Ark and National Recycling Week

Planet Ark Environmental Foundation is an Australian not-for-profit environmental organisation that was founded in 1992. We create simple, powerful and positive actions that help people, governments and businesses reduce their impact on the environment. Our vision is to create a future where people live in balance with nature.

Planet Ark's National Recycling Week, founded in 1996, highlights the environmental benefits of re-use and recycling programs, while making participation enjoyable and easy through community events and programs.

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ⁱ July 2016 NACRO research Charity Op Shops 2015-16 Financial Year

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ⁱⁱⁱ Gumtree Second Hand Economy Report 2017