



## Media Release

### **New battery recycling scheme for Australian households launches ahead of National Recycling Week**

A new national initiative launched on the eve of **National Recycling Week** (November 8 – 14) will drastically improve Australia’s woeful household battery recycling rate, according to new research from Planet Ark.

In a new Pollinate study commissioned by the environmental organisation, 98 percent of Australians said they would recycle their household batteries if an easy option were available.

To coincide with National Recycling Week, **Battery World** in partnership with Varta have launched Australia’s first free, national recycling collection program for all types and brands of household batteries. Used household batteries can now be dropped into any Battery World store for recycling.

Australia’s current recovery rate of household batteries – which include AAA-D, laptop, mobile phone, power tool and MP3 batteries – is as low as six percent, despite Planet Ark receiving over 300 enquires a day about what to do with them.

“Australians have exhibited a willingness to recycle their household batteries, but until now a convenient option hasn’t always existed,” says Planet Ark’s Campaigns Manager Brad Gray. “Household battery recovery rates in countries with established recycling collections are as high as 59 percent, which we’re hopeful Australia can achieve with a new national scheme in place.”

The study revealed most people currently dispose of their batteries in their garbage bin. As well as containing potentially toxic materials, a number of precious metals are used to make household batteries, so in addition to reducing the environmental damage, recycling also recovers valuable resources.

Also unearthed in the Pollinate study is the misconception amongst one in two Australians that single use batteries are more expensive than rechargeable batteries. “If you take into account the number of times they can be reused, rechargeable batteries end up costing as little as two cents each and that includes the recharging cost,” says Gray.

150,000 tonnes of batteries are purchased in Australia each year which a weight equivalent to that of the Queen Mary 2 Ocean Liner.

For further information about recycling or any of Planet Ark’s National Recycling Week initiatives, visit **RecyclingWeek.PlanetArk.org** or call the **National Recycling Hotline on 1300 733 712. National Recycling Week is happening from November 8 – 14.**

National Recycling Week is kindly supported by **Orange Power**, ‘**Cartridges 4 Planet Ark**’, **Varta Rechargeable Batteries** and **The Aluminium Can Group**.

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