



## Publishers National Environment Bureau

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### **Australia leads the world in newsprint recycling**

The latest national data confirms that Australia is a global leader in recovery of newsprint.

Australia's annual newsprint recovery and recycling report shows that in 2010, 78.7% of all Australian newsprint was recovered, a rise of 0.7% on 2009.

The average recycling rate for newsprint in Europe is 68.9%.

Lillias Bovell, Executive Director of the Publishers National Environment Bureau that commissions the annual report, commented that the industry was pleased with the continued increases in recovery of old newsprint, seeing public recognition as fair reward for more than one decade of solid improvement.

"Australia's old newsprint recovery program is the world's best. That's what the figures show. The industry's very long term commitment to proper stewardship of our resources is really showing the way for other industries.

"We are proud of our efforts and we are committed to continuing all of our activities, especially the communications and information support we provide to encourage and support newspaper readers in their desire to recycle." Ms Bovell said.

Independent consultant Robert Eastment from IndustryEdge collated and analysed the data and compiled the report.

"The newsprint sector continues to surprise in Australia. Every year, they recover more and more newsprint for recycling. The results have been so strong over the last decade that Australia is now almost 10% ahead of Europe.

"Other industries are rightly envious of the newsprint sector and are seeking to understand how they can achieve the same results. However, when they find out the measures the PNEB and its stakeholders go to recover every sheet of newsprint possible, they are often daunted by the effort required." said Mr Eastment.

For almost two decades, the proportion of Australia's old newsprint that is recovered each year has increased.

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