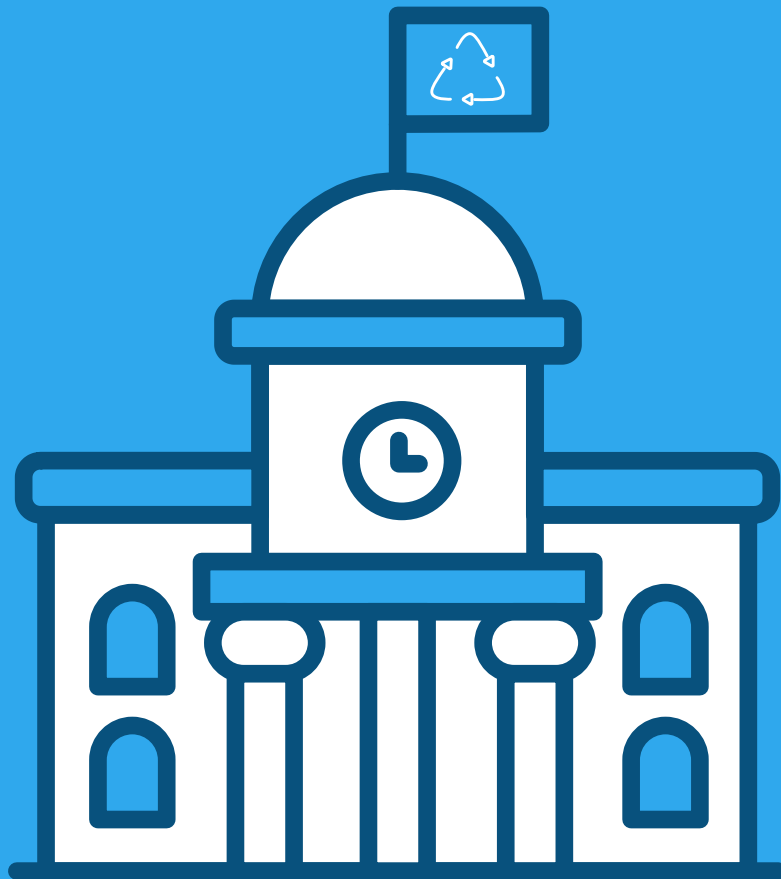


PLANET ARK'S NATIONAL RECYCLING WEEK

Councils Guide



This guide provides a range of ideas, resources and suggested activities designed to make it easy for councils across the country to get involved in National Recycling Week.



NATIONAL
RECYCLING
WEEK

PLANET ARK

MAJOR SPONSOR

coles

ASSOCIATE SPONSORS

Coca-Cola
Australia

Tetra Pak
PROTECTS WHAT'S GOOD

**mobile
muster**

APR

**STONE
WOOD**

CARTRIDGES 4
PLANET ARK

SUPPORTING SPONSORS

OFFICIAL MEDIA
PARTNER

7

About National Recycling Week

TALKING RUBBISH SINCE 1996

Back since recycling bins were just a small black tub, Planet Ark has been helping Australians recycle right. National Recycling Week (NRW) is one of Planet Ark's flagship campaigns and every year aims to educate and empower people to do the right thing when they're at the bin.

Since the campaign was established in 1996, we have held it every year during the second week of November. This year, NRW will be from 10 - 16 November, 2025.

Our education also focuses on the waste hierarchy – reduce, reuse, recycle - to minimise strain on finite resources.

We connect with individuals, community groups, schools, businesses and government to provide them with all the tools they need to help educate their network and run their own National Recycling Week events.

This year, we are asking all Australians to **JOIN THE CYCLE**

Use this guide to find out how your council can get involved, and how to use our logo and assets for National Recycling Week.



Using our logo

VARIATIONS AND USAGE RULES

Local councils and schools can use the National Recycling Week logo and tagline ('Join the cycle') in their communications and posters. For further information, please contact partnerships@planetark.com.

Standard logo

Our standard logo consists of a logomark, campaign title and embedded Planet Ark logo. The standard logo should be used across the majority of assets, against a white/light background. The inverse logo is for use against dark backgrounds.



Standard logo - horizontal



Standard logo - vertical



Standard logomark



Inverse logo - horizontal



Inverse logo - vertical



Inverse logomark



Using our logo

VARIATIONS AND USAGE RULES

Variations

The NRW logo is available in tones of blue and green, as well as mono. The green tones should **ONLY** be used in assets relating to schools (i.e., Schools Recycle Right Challenge).



Blue toned logos (also available in vertical and logomark form)



Green toned logos (also available in vertical and logomark form) - for schools content only



Mono logos (also available in vertical and logomark form)

Using our logo

VARIATIONS AND USAGE RULES

Please do

Maintain clear space

An area of clear space must be maintained around the logo at all times. The clear space equates to the x-height of logo's letters.



Use tones to differentiate content in 2025 campaign

For the 2025 campaign ("Join the Cycle"), you may use the blue-toned logo for general NRW content, and the green-toned logo for schools-related content.



Blue tones = NRW



Green tones - schools

Please don't



Alter logo colours



Stretch or distort logo



Change logo orientation



Alter logo font



Apply special effects



Get involved

HOST AN EVENT

Whether it's community education, a waste facility tour, upcycling workshop or clothes swap, get your community involved by hosting an event this National Recycling Week.

[Find event resources here](#)

UPDATE YOUR INFO

As people look to reduce, reuse and recycle during National Recycling Week, ensure your local community has the most up to date information on Australia's favourite recycling directory, Planet Ark's Recycling Near You. If you've forgotten your login details, get in touch and we'll help you out.

[Login to RNY](#)

WORKPLACE TRIVIA

Our recycling trivia pack is one such event to engage and have fun with your team, or use at a community event! It's a great way to teach your workplace about why recycling and resource management is so important.

[Download trivia here](#)

RECYCLING PRESENTATIONS

We've prepared three ready-to-go presentations for you to use, plus a suggested script so that you know all the necessary information. Waste educators can use these presentations at a workplace, school or a community event.

[Download presentations](#)



**RECYCLING
NEAR YOU**

PLANET ARK



**JOIN THE
CYCLE**

RECYCLING TRIVIA



MS PPT file



**LET'S TALK
RUBBISH**

DEALING WITH WASTE



MS PPT file



NATIONAL RECYCLING WEEK
Councils Guide

Resources

EMAIL SIGNATURE

Your logo here



A hyperlink should be inserted behind this email signature, leading to **nationalrecyclingweek.com.au**

EMAIL OR WEBSITE COPY

This template may be copied and sent to your employees to promote and encourage National Recycling Week activities within the company.

Subject: [Your Council Name] joins National Recycling Week 2025

Copy: We are excited to “Join the Cycle” as part of Planet Ark’s National Recycling Week from 10 - 16 November, 2025.

Since 1996, National Recycling Week has been helping Australians reduce their waste to landfill through education and awareness of reducing, reusing, repairing, recycling and more. Reducing waste not only keeps valuable materials out of landfill, it also benefits the environment by reducing greenhouse gas emissions.

At [council name] we are committed to reducing waste and are working with Planet Ark, one of Australia’s most trusted non-profit environmental organisations, to pave the way to a circular economy in Australia.

[Insert particulars of any events/activities staff can participate in]

Visit **nationalrecyclingweek.com.au** for more information.

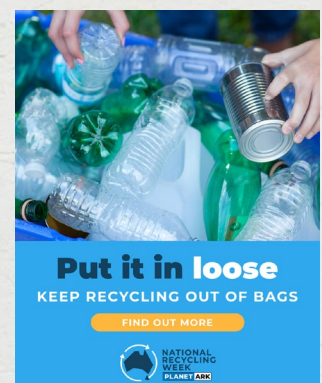
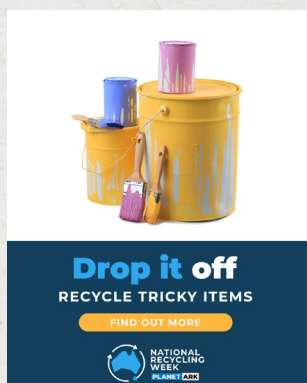
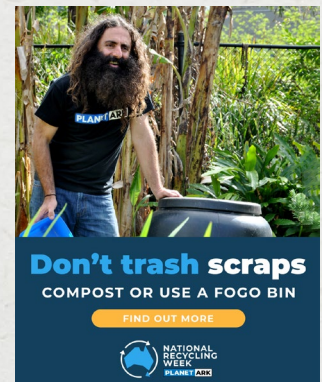
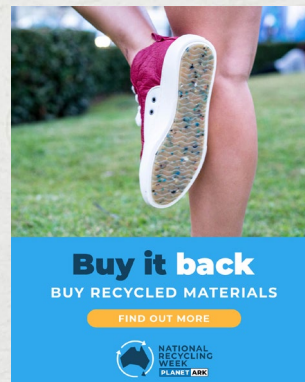


Resources

SOCIAL MEDIA TILES

Find ready-to-use social media tiles here:

[Download social tiles](#)



DON'T FORGET

Let us know how you've celebrated National Recycling Week by connecting the resources you use with us!

Hashtags: #NationalRecyclingWeek #PlanetArk

Tag: @PlanetArk



Start a recycling station



STEP 1:

Decide which items to collect

Search **recyclingnearyou.com.au** to find out which recycling schemes are available in your area. Planet Ark led schemes like Cartridges 4 Planet Ark and Batteries 4 Planet Ark are some examples, but there are similar such schemes for batteries, mobile phones, small electronics, light bulbs, paint and more!

STEP 2:

Set up your receptacles

Buy, collect or order receptacles for each item (some recycling schemes - such as Cartridges 4 Planet Ark - come with their own free receptacles you can order). Place your recycling station in a well-frequented area, and use our [handy signage](#) to make it clear which items go where.

STEP 3:

Organise drop-offs and/or collections

Some schemes allow you to drop your collections off at a local Post Office, and others will collect them directly from you. Search **recyclingnearyou.com.au** to find out what's available in your area.



Sustainability tips

One way to achieve waste-reduction goals: set them yourself

No matter how you approach your path to sustainability, be sure to first consider what is realistic for your organisation and what will have a considerable impact on the wellbeing of your community and local environment. When it comes to waste and recycling, consulting with your waste contractor and conducting a waste audit can provide valuable insight into where your next sustainability target may come from.

When initiating a new sustainability plan, first consider the following:

1. Open up discussion with your processors, secondary processors, and remanufacturers to understand the impact both on capacity and capabilities.
2. Complete a life cycle assessment on the material(s) you're looking to address. Don't forget to include the impact their emissions may have on the environment when changing how they are addressed versus leaving the situation as is. Ensure adequate research has also gone into resourcing and the budget needed to create education and behaviour change programs around the project you're introducing. Part of your education program may be engaging with the community firsthand to find ways they may best receive this new information. Not all residents will engage with your media and communications the same way.
3. Keep Councilors and Executive members informed along the way to help them understand the impact of your efforts and what it will take to become a leader among constituents and other councils.

Approaching and engaging your communities with waste education may take the form of:

1. A formal Council letter, postcard reminder, and newsletter sent directly to every house in the impacted areas.
2. Social media campaigns.
3. Posters, either print or digital, in service centres, libraries, and aquatics centres.
4. Street furniture and retail advertising.
5. Radio advertising.

Another consideration with council-wide messaging is whether all needs of your community are being met, particularly if they are from Culturally and Linguistically Diverse (CALD) communities. Language barriers can hinder behaviour change strategies and can isolate sections of your community should they be punished or made to feel excluded due to incorrect uptake of new initiatives.

Planet Ark used such a strategy with their Australasian Recycling Label campaign, attempting to break down these barriers through the creation of targeted flyers, school



outreach, and digital advertisements aimed at CALD communities. Other councils may find direct community engagement useful in fulfilling their goals: providing in person workshops, community support networks, and specialised community 'champions' to provide ongoing support outside of advertising campaigns periods.

By working collaboratively with community groups, schools, or other social networks, direct engagement can allow people to fully realise the benefits of proposed changes and create long lasting connections to these behaviours.

However, you **JOIN THE CYCLE** this National Recycling Week, remember that any step towards making positive environmental change is a good one! Connecting with local communities, organisations, and recyclers can provide you with the support you need to become a more sustainable council.



School resources



Get schools in your LGA involved in Schools Recycle Right as part of your NRW initiatives!

Schools Recycle Right runs from October 6 – November 16, 2025 and offers a wide range of recycling themed activities, lesson plans, and events that have been developed specifically for Australian schools.

Distribute our free [Involving Students](#) booklet as a resource to involve more schools in your area.

Each year, more than 300,000 students across Australia become students that recycle right!



[Download lesson plans](#)



[Download resources](#)



Thank you to our sponsors



Planet Ark warmly thanks the sponsors of National Recycling Week for their invaluable support in helping Australians reduce waste, recycle right and take positive environmental actions. Their commitment makes it possible for us to deliver this campaign each year and inspire and educate households, schools, workplaces and communities across the country on the benefits of reducing, reusing and recycling.

MAJOR SPONSOR



Reducing food waste and unnecessary packaging is important to Coles' customers. By working with industry partners, suppliers and government, Coles aims to increase food security, reduce waste and conserve valuable resources. Coles is both a Planet Ark partner and a Major Sponsor of National Recycling Week, which asks Australians to 'Join the Cycle' and work towards a circular economy. Together with Coles, Planet Ark hopes to educate and provide guidance to encourage Australians to recycle right and keep valuable resources in circulation and out of landfill.

ASSOCIATE SPONSORS



Coca-Cola Australia has been an Official Sponsor of Planet Ark's National Recycling Week since 2019, supporting education campaigns that help Australians recycle more and waste less. Coca-Cola is committed to a circular economy through its global 'World Without Waste' strategy, aiming to collect and recycle a bottle or can for each one sold by 2030. All Coca-Cola bottles and cans are recyclable, and most plastic bottles under 1L are already made from 100 per cent recycled plastic (excluding caps and labels). With support for container deposit schemes and investment in local recycling infrastructure, Coca-Cola continues to work with Planet Ark to promote positive recycling behaviours.



Tetra Pak is a proud supporter of Planet Ark's National Recycling Week, helping to raise awareness about beverage carton recycling in Australia. Tetra Pak is working towards a low-carbon circular economy that has minimal climate impact across the entire value chain, without compromising on food safety or quality. It is working to achieve this by delivering food and beverage packaging with the lowest carbon footprint and highest material efficiency while increasing the rate of carton recycling globally. Tetra Pak works with Planet Ark to improve recycling access and ensure Australians have clear, accurate information on how to recycle cartons correctly.

SUPPORTING SPONSORS



MobileMuster, the official recycling program of Australia's mobile phone industry, proudly supports Planet Ark's National Recycling Week. As a long-standing sponsor since 2019, MobileMuster works with Planet Ark to educate Australians about the importance of recycling old phones and accessories. By promoting responsible disposal and supporting national campaigns, MobileMuster helps recover valuable materials, reduce e-waste, and keep harmful substances out of landfill.



Australian Paper Recovery recognises its environmental obligations, both locally and globally, to present and future generations. APR strives towards zero waste to landfill through waste reduction, reuse and recycling, providing comprehensive waste management services that maximise the capture of resources from the waste stream.



Minimising their footprint on the earth is a core focus for Stone & Wood, as is caring for communities more broadly. Through sustainability measures, Stone & Wood are consistently striving to reduce, reuse and recycle, and explore innovative practises that reimagine the ecology of brewing.



Cartridges 4 Planet Ark is an innovative recycling program that provides Australians with a free, easy and environmentally-accredited way to recycle their used printer cartridges. As cartridges are made up of a complex mix of plastics, metal, inks and toners they represent a significant investment in resources. When they are disposed of into landfill these resources are lost. That's why Planet Ark joined with Close the Loop® and the participating manufacturers to set up the innovative Cartridges 4 Planet Ark program. This program collects and returns cartridges for remanufacturing and recycling.

OFFICIAL MEDIA PARTNER



Seven West is the official media partner of Planet Ark's flagship annual event, National Recycling Week, which is dedicated to educating and empowering people to reduce, reuse and recycle more of the right things, more often.

Donate to Planet Ark

Your support can strengthen National Recycling Week and help expand its positive impact across Australia. Together, we can create positive environmental actions for all Australians.

[DONATE TODAY](#)



NATIONAL RECYCLING WEEK
Councils Guide

“

The greatest threat to our planet is the belief that someone else will save it.



ROBERT SWAN

Explorer and conservationist

PLANET ARK

PLANET ARK
ENVIRONMENTAL FOUNDATION

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