

FOR IMMEDIATE RELEASE

Calls For Local Councils To Lift Their Game On Litter

Surf Coast, Australia – November 29, 2023 – As residents grapple with waste management changes nationwide, LitterLock, the innovative company supporting the Surf Coast Shire’s Operation Lockatoo initiative, is now demanding similar action from councils across Australia. Their resounding message is clear: it's time for local councils to elevate their commitment to litter prevention and environmental stewardship.

LitterLock has been instrumental in developing a practical solution to eliminating litter for the Surf Coast Shire Council’s Operation Lockatoo project, which commenced in November 2023. The company’s founders hope that councils nationwide will be inspired by projects like theirs and the impressive achievements of Byron Shire Council’s litter prevention project in New South Wales, which successfully halted the flow of 1450 pieces of litter into Cape Byron Marine Park in just two months.

With an estimated 32,500 tonnes of plastic entering the environment annually due to spills from wheelie bins, LitterLock is adamant that it's time for councils to take decisive action. LitterLock’s directors, Colin Cox, Jayson Moran and Joe Mawson are calling on councils across Australia to follow the example set by Byron Shire Council and the Surf Coast Shire. “It’s like having ten dump trucks a day unloading their waste directly into Sydney Harbor. If we can prevent this with one simple action, I can’t understand why we aren’t doing it.” said Cox. “Simple solutions like effective locks for wheelie bin lids, have shown exceptional promise in curbing litter problems and reducing the environmental impact of plastic waste.” The director’s emphasise that by adopting innovative solutions like these, councils can take significant steps towards safeguarding the local environment and ensuring the well-being of their communities.

In an era when environmental concerns are at the forefront, the call for councils to step up their game on litter could not be more pressing. LitterLock’s message is clear: councils cannot afford to be complacent that bin schedule changes or FOGO adoption will be enough in the face of the escalating litter crisis. LitterLock Director, Colin Cox, “It’s time for them to take action, make a positive impact, and protect their local communities from the devastating effects of litter.”

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Note to Editors: High-resolution images, video and interviews with LitterLock representatives are available upon request.

About Litter Lock: Litter Lock is an environmental solutions company founded in 2021 in the Surf Coast of Victoria. Their mission is to help communities lock in a clean environment with a simple, sustainable bin-lock that eliminates litter escape from residential wheelie bins.