



Clean up Australia Day

Eastern Beach

Business & Community Clean up



Caring For Our Bays, Barwon South West Waste Resource and Recovery Group and City of Greater Geelong held a beach and foreshore clean up on Tuesday 26th February 2019. Representatives from the EPA, Upcycle, Boomerang Alliance and Replas along with strong representation from BSWWRRG, CoGG and the EPA attended, including CEO BSWWRRG Ashley Pittard and Councillor Jim Mason.

The beach and foreshore are cleaned on a regular basis and there was very little large rubbish to be found, however an extraordinary amount of cigarette butts were collected totalling 4863 which comprised 97% of the total items counted for state and national database. Moving up the hill to the Geelong boat ramp there was a steady increase in rubbish comprised of mainly fast food branded litter and drink containers. Six large bags of rubbish were collected totally approximately 10,000 items. Soft plastics from the day are to be upcycled by Replas recycled plastic products into furniture, bollards or signage.



Business and Community Clean Up Australia Day at Eastern Beach

Groups and Organisations	Activities	Figures
<ul style="list-style-type: none"> - Bellarine Catchment Network - Barwon South West Resource and Recovery Group - City of Greater Geelong - Environmental Protection Authority - Replas 	<ul style="list-style-type: none"> • Litter Clean Up • Over 5000 items • 4863 cigarette butts 	<ul style="list-style-type: none"> • 26 People • 6 organisations • 3 Families • 58 hours of collection • 80000m2

97% of items were cigarette butts



Clockwise: The most common item found was cigarette butts, other litter comprised of soft plastics, bottle tops, straws, lollipop sticks, cans and paper.



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