

# Media Release

9 October 2024

## Waste Education heroes have been named by the community

Gladstone Regional Council is pleased to announce that names for the region's "Waste Heroes to Net Zero!" have been voted for by community members.

The names chosen by popular vote are as follows:

- Benjamin Binny to represent the General Waste bin
- Rollanda Recycle to represent the Recycling bin.

The waste education heroes being introduced are part of the Community Waste Education and Engagement Plan 2024-26 that was endorsed by Council in March 2024.

It has been identified that there is a need to impart knowledge, create community awareness and understanding of correct recycling behaviour to divert waste going into the landfill, as part of Council's transition to a low-carbon future.

The naming competition was held to generate interest, promote excitement and awareness of waste education behaviour change.

Gladstone Region Mayor Matt Burnett said waste education is a crucial driver to successfully reducing the amount of waste that ends up in landfill.

"Education and engagement with the community plays a critical role in meeting waste management targets and reducing contamination rates," Councillor Burnett said.

"The Waste Heroes to Net Zero naming competition was a fantastic way to get the community involved and excited about learning correct waste disposal behaviours."

Visit Council's website [www.gladstone.qld.gov.au/waste-education](http://www.gladstone.qld.gov.au/waste-education) to learn more about waste disposal in the Gladstone Region.

**ENDS**