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MEDIA RELEASE

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HEY TOSSER! MAKING NSW LEAST LITTERED STATE

Environment Minister Mark Speakman has announced the next phase of the NSW Government's *Hey Tosser!* anti-littering campaign.

Mr Speakman said the campaign involves TV commercials, images and slogans focusing on the public shame of being caught littering.

"*Hey Tosser!* has been designed to change the attitude among litterers that dropping rubbish is okay, focusing on how littering is viewed by the general public," Mr Speakman said.

"This campaign sends a clear message that this behaviour is unacceptable, having a negative impact on the community and the environment.

"Social research has found that people are less likely to litter if they think someone is watching, and are worried about the public judgement and disapproval if they are caught.

"Changing attitudes and behaviours towards littering will help us achieve our aim to be the least littered state per capita in Australia.

"In 2011 the estimated cost of litter prevention and litter clean-up services nationally was \$300-\$350 million a year.

"In NSW, cigarette butts are the most commonly littered item, making up 35 per cent of all litter. Across Australia 7.2 billion cigarette butts are estimated to be littered each year.

"The NSW Government has dedicated \$20 million to tackle litter from 2013 to 2017.

"The *Hey Tosser!* campaign will complement other NSW Government initiatives including our plan to introduce a container deposit scheme, fines for littering from motor vehicles based on public reports and grants to local councils and community groups to tackle litter."

To view more information visit www.epa.nsw.gov.au/heytosser To report littering from a vehicle or to download the *Report to EPA* mobile app, visit www.epa.nsw.gov.au/reportlitter.

Vision from TV advertising campaign is available on request.