



**Mark Speakman**  
Minister for the Environment  
Minister for Heritage  
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## **MEDIA RELEASE**

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### **NSW RESIDENTS REPORT MORE THAN 5000 PEOPLE IN STATE WIDE ANTI-LITTERING BLITZ**

The NSW Environment Protection Authority's *Hey Tosser!* anti-littering campaign, which gives new powers to the general public to report in people who litter from vehicles has generated more than 5,000 reports to date.

The strong result has been achieved in part by over 10,000 downloads of the specially created app, *Report to the EPA*.

Environment Minister Speakman said the state wide *Hey Tosser!* anti-littering blitz has been a success in educating people about littering behaviour and the importance of preventing it.

"*Hey Tosser!* not only reminds people that it's not ok to litter when no one is watching, but that there are now millions more people across the state who are ready and willing to report you if you do," he said.

Commencing 1 February this year, the *HeyTosser!* campaign encourages the general public to submit to the EPA, via the new smartphone app, the details of people who littered from vehicles.

Once verified by both the EPA and Roads and Maritime Services, fines of \$250 for individuals and \$500 for corporations are payable.

"By providing the general public with tools to report and the ability to initiate fines for the littering they witness, we are empowering NSW residents to play their part in helping keep our state clean," Mr Speakman said.

In fact, since the *Hey Tosser!* television ads went live on 12 April, the number of public reporters registering per day has almost quadrupled – from 23 per day (Feb/Mar) to 83 per day. That is an increase of 360%.

The '*Hey Tosser!*' anti-littering campaign is based on social research commissioned by the EPA which found that most people knew littering was wrong, but would continue to do so, as long as someone wasn't watching.

Its advertising campaign features images of onlookers 'springing' people stuffing wrappers into park benches, dropping cigarette butts and walking away from discarded drink containers at the beach and a bus stop.

EPA compliance officers also work in partnership with numerous councils across the state and are developing local activities to engage the general public with anti-littering materials and messaging.

The *Hey Tosser!* campaign is part of an integrated approach to litter prevention that aims to raise awareness and educate the community on litter reduction.