



Mark Speakman
Minister for the Environment

MEDIA RELEASE

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DON'T BE A TOSSER THIS EASTER – PUT YOUR LITTER IN THE BIN

Environment Minister Mark Speakman today launched the *Hey Tosser!* branding that will appear on NSW transport and train stations as part of a statewide Easter anti-littering campaign.

From this week buses, trains, and more than 340 train and light rail stations and ferry wharves across the greater Sydney metropolitan area will display the *Hey Tosser!* material to spread the anti-littering message to the hundreds of thousands of people who use the state's public transport network each day.

"Every year the NSW government, NSW councils, land managers and community groups spend more than \$162 million collectively managing litter," Mr Speakman said.

Since March last year more than 10,000 people have registered to report littering from a vehicle resulting in more than 13,000 reports and over 8,000 fines.

The *Hey Tosser!* posters, station decals, train decals and in-train announcements will remind commuters to dispose of their litter appropriately or take it with them when bins are not available. The *Hey Tosser!* message will also be used across television and radio and online in the lead up to Easter.

The government is committed to reducing the volume of litter in NSW by 40 per cent by 2020. A key initiative will be the introduction of a container deposit scheme in NSW by July 2017.

"In 2014-15 about 160 million drink containers were littered in NSW, representing about 44 per cent of the volume of all litter in NSW", Mr Speakman said.

Sydney Trains Chief Executive Howard Collins said Sydney Trains invested more than \$25 million a year cleaning trains.

"Our customer satisfaction rates with train cleanliness has risen from 69 per cent to 86 per cent in three years, while satisfaction with station cleanliness has increased from 74 per cent to 86 per cent over the same time," Mr Collins said.

To become a litter reporter, log on to www.epa.nsw.gov.au/reportlitter, or for more information about *Hey Tosser!* visit: <http://www.epa.nsw.gov.au/heytosser/>