



one **great idea** can make a **better** Australia

***Your students,
creatively engaging
your community
can win \$10,000 for
your school and
\$2,500 PD Grant for
the teacher who
'coaches' them
along the way.**

If it's yours
you* can **win**
\$10,000

Every week, every household in your community is collectively and often fairly unconsciously, making thousands of choices. Each of those choices has many unforeseen impacts; one vital impact of many of those choices, sees more Australians' futures in manufacturing and farming dumped offshore, while trashing our environment and adding to our 'landfill' crisis in the process.

So to just promote recycling isn't enough. We must also 'buy recycled too!'

We must ensure we all buy those products using produce grown by Australian farmers, manufactured by Australians, and packaged using Australian recycled waste identified by either of 2 versions of the Australian Recycled Packaging/ Cartonboard logo below.

Create a Poster Campaign to take the message to your school and wider community where the decisions each of us make, can 'Make a Difference'.

Buying recycled is a decision we all need to make – manufacturers and retailers as well; and we need to challenge those who don't!

As consumers, we need to buy grocery products using recycled packaging, as well as household and leisure products made from the materials we recycle.

Engage with your community leaders and the media to get even more attention for our messages.

Present your entry in a hard copy (printed) form, or as a MS Word document file, pdf, or j-peg on a CD, together with any media (newspaper, TV or radio) coverage received.

The Competition will be judged on 2 over-riding criteria;

- Creativity and communication effectiveness of the message/s in the Poster/s
- Visibility of the Posters across your community - a function of the number, size and location of posters as well as media publicity attained for the posters

Each entry may use more than one poster design – you may employ a poster series or a group of posters with integrated messages.



Your Campaign needs to impact us where and when each of those decisions is being made - find interesting ways to depict the behaviors we all need to adopt.

The 'buy recycled too' message has to be as strong as the 'recycle' message.

Keep in mind, more than anything, we need to get industry to do things differently; to get them to do more of the good things; to use the waste we recycle; to recycle the water they use; and to use less energy. Highlight the individual products, their brands and manufacturers and retailers, that are 'making a difference', and those who aren't!

The ARC Schools Competition makes a real difference

The ARC National Schools Competition has been the central activity of the ARC recycled cartonboard packaging campaign since it started its life in 1994. At that time, cartonboard was the only primary grocery packaging that was made largely from recycled waste.

The success of Australian school children in making a difference is proven by industry now also using aluminum (61%) PET (25%) and glass (41%) packaging.

Changing to Australian recycled packaging also takes away the market for High Conservation Value Forests, the habitat of such endangered species as the Sumatran Tiger.

Getting Started - Use these points as a checklist to ensure you have fulfilled all requirements of the competition.

- Visit the ARC web site www.arc.org.au for more background information, ideas and Conditions of Entry.
- Think about the purchasing and lifestyle behaviors of all sections of our community – consumers, retailers, manufacturers and government; what they 'buy', how they use it, and how they go about their daily lives.
- Integrate the 'BUY RECYCLED TOO' message together with all others you see as being important to motivate your community to 'Make a Difference'.
- Find interesting ways to depict the behaviors we all need to adopt, 'sing out' the slogans you want brought to life.
- Engage with your community leaders and the media to get even more attention for our messages.
- Highlight the products whose packaging is not only recyclable, but is made from recycled waste; identifying those products with ARC and ARP logos. For ideas, check out previous years' winners on the web site. Ensure your entry illustrates the manufacturers' brands of supermarket products whose packaging is made from Australian recycled waste material (ARC or ARP logos are displayed on the package)
- All entries must be in the mail to The Australian Recycled Cartonboard Campaign, PO Box 2210, Fortitude Valley, Qld 4006 by 5pm Friday 20 September, 2013.

Conditions of Entry:

1. Your Campaign in a hard copy (printed) form, or as a MS Word document file, pdf, j-peg on a CD you have made, and any media coverage received, to continuously remind everyone in the school and wider community of the things we must do every day in every facet of our daily life to 'Make a Difference'; highlighting that 'recycling only works, if you buy recycled too!'
2. You may submit as many entries as you like, but each entry must be accompanied by an official entry form or a photocopy of this form.
3. Together with your Entry, you should submit your entry with clippings from papers, newsletters to show what you have done in your community to protect the environment and promote the 'buy recycled too message'.
4. Please do not send any material that needs to be returned to you.
5. All entries must be in the mail to The Australian Recycled Cartonboard Campaign, PO Box 2210, Fortitude Valley, Qld 4006 by 5pm Friday 20 September, 2013.
6. The judge's decision will be final and no correspondence will be entered into. Winners will be announced during National Recycling Week and will be posted on the ARC website at www.arc.org.au after National Recycling Week, November, 2013
7. The Office of the Australian Recycled Cartonboard Campaign disclaims all responsibility to return entries. All entries become the property of the Office of the Australian Recycled Cartonboard Campaign and are assumed intended for use in whole or part. As such, copyright or any other rights or entitlements arising from any or all of the entries reside with the Office of the Australian Recycled Cartonboard Campaign. Any use will be at the discretion of the Office of the Australian Recycled Cartonboard Campaign.

Contact us at info@arc.org.au OR Fax 07-32681262 OR Ph 07-32681212 with your contact details and we'll send to you all the detail you need.

ENTRY REGISTRATION FORM:

THE 2013 AUSTRALIAN RECYCLED PACKAGING COMPETITION
Each entry must be accompanied by this form (photocopies ok)
Send your entries to:

The Australian Recycled Cartonboard Campaign Office
PO Box 2210 Fortitude Valley QLD 4006

Competition Closes 5pm 20 September, 2013

Name of School _____

State _____ Post Code _____ Phone Number _____

Your e-mail _____

Address _____

Teacher's name _____

Students' names _____

*In recognition of the enormous contribution made by teachers to their student's education, the Campaign Office is providing to the Teacher coordinating the Winning Entry, \$2,500 toward the costs of attending the professional development course of that teacher's choice.

