



**EMBARGOED TO 8.30AM AEDT, 25 OCTOBER 2022**

Tuesday, 25 October 2022

## **Seven and Planet Ark join forces to champion National Recycling Week**

Seven West Media is proud to announce it has joined forces with one of Australia's most trusted environmental organisations, Planet Ark, to galvanise the nation and drive sustainable initiatives through the power of recycling.

Seven is the official media partner of Planet Ark's flagship annual event, [National Recycling Week](#), which is dedicated to educating and empowering people to reduce, reuse and recycle more of the right things, more often.

The media partnership coincides with the release of Seven West Media's inaugural Sustainability Report, which outlines the company's sustainability priorities and activities over the past year.

As part of Seven's commitment to National Recycling Week, which starts Monday, 7 November, the network will run a television commercial and creative content for Planet Ark nationally on Channel 7 and [7plus](#).

In-program integrations, billboard ads and digital content will also run, while West Australian Newspapers will provide free advertising space across leading print and digital publications *The West Australian*, [perthnow.com.au](#) and [thewest.com.au](#).

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "We are a media company that entertains, informs and connects with millions of people every day. With that privilege comes the responsibility of ensuring the critical role Seven West Media plays in Australian society has a positive impact. For that reason, sustainability has long been a part of our day-to-day operations.

"Our inaugural Sustainability Report provides an important roadmap to this commitment, ensuring we walk the walk when it comes to promoting important environmental causes, uniting the people and the communities in which we operate, providing opportunities for future generations and supporting diversity, equity and inclusion.

"Planet Ark's decision to partner with us is a meaningful vote of confidence in our ongoing mission and we are proud to help raise awareness of recycling together. We look forward to collectively reframing waste as a resource, improving recycling behaviours and galvanising Australians to do their part and recycle more," he said.

"The partnership will also see Planet Ark provide sustainability training to Seven West Media, empowering our people to make a difference to our world through positive environmental actions."



Planet Ark Chief Executive Officer, Paul Klymenko, said: “We’re pleased to partner with one of Australia’s biggest media companies and the nation’s most-watched network to spread the message about the importance of recycling.

“By joining forces with Seven West Media, we’re able to demonstrate to millions of Australians the benefits of waste prevention and recycling to produce environmental benefits and help people improve their environmental footprint. Keeping materials in circulation for longer benefits the environment by reducing the extraction of virgin materials, as well as the water and energy it takes to produce new products,” he said.

“At Planet Ark, we know that waste isn’t waste until it’s wasted, which is why National Recycling Week this year is all about providing education that empowers people to keep valuable materials in circulation. It’s in our hands to drive positive change through smart choices in what we buy, how we use it and what we do with it at the bin. That’s how we can all have a role in driving Australia’s critical transition to a circular economy,” he said.

Since National Recycling Week was established in 1996, the annual recycling rate in Australia has increased from just 7% of all disposed materials, or 1.5 million total tonnes recycled, to more than 60%. That’s a massive 43 million tonnes of materials recycled every year.

**For more information, please contact:**

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**About Seven West Media**

Seven West Media (ASX: SWM) is one of Australia’s most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. With iconic brands such as Australia’s leading news and breakfast programs **7NEWS** and **Sunrise, My Kitchen Rules, AGT, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Home and Away, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and Supercars.



### **About Planet Ark**

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Established in 1992, it is one of Australia's leading environmental behaviour change organisations with a focus on working collaboratively and positively. Planet Ark promotes and creates simple, positive environmental actions – for everyone.

### **About National Recycling Week**

Planet Ark's National Recycling Week, founded in 1996, highlights the environmental benefits of reuse and recycling programs, while making participation enjoyable and easy through community events and programs. The dates for National Recycling Week in 2022 are Monday, 7 November to Sunday, 13 November.