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Canny recycling idea

Environment | Michelle Carnovale

A NEW Wheelers Hill vending machine is turning the notion of convenience on its head.

The reverse vending recycling machine, the first of its kind in Melbourne and an initiative of Envirobank Recycling Australia, has been placed at the Brandon Park 7-Eleven store to collect empty plastic and aluminium drink containers.

Envirobank managing director Narelle Anderson said the machines, which can hold 3000 con-

tainers, were developed to help Australians recycle more.

"People are pretty good at recycling at home but in public it is very hard because quite often bins can be contaminated with rubbish," she said. "This way we make sure it gets recycled in the right way."

Ms Anderson said the machine would not accept contaminated drink containers or other sorts of recyclables like paper or cardboard.

The machines will reward people for recycling by offering vouchers for the 7-Eleven store and major

prizes of an iPad, iPod Touch or a month of free Slurpee cards.

"The machines will also accept plastic Slurpee cups," Ms Anderson said. "Incentive-based recycling works and the incentives will be made site specific."

More machines are expected to be installed nationwide in convenience stores and shopping centres. "They were the sites identified as where most people clean out their car," Ms Anderson said. "We'd love to see as many people recycling as possible."



7-Eleven store systems manager Tam McQuinlan (left), district manager Kim Evans (middle) and customer Jenny Fitzsimons (right) try out the new reverse vending recycling machine at Brandon Park.

Picture: RICHARD SERONG N04WG208