



## Hello and welcome to the Greenpeace family

Hi! My name is Sam Wockner and I am a campaigner at Greenpeace Australia Pacific. Welcome to the Ban the Bag campaign - I am so excited to have you on board. I've created this document to help you become a Ban the Bag Ambassador in your local area. If you would like any additional support or think this document is missing something, please get in contact with me. My email address is [samantha.wockner@greenpeace.org](mailto:samantha.wockner@greenpeace.org). Happy campaigning!



*Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has. - Margaret Mead*





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## Introduction to the campaign

### The problem with plastic bags

Every year, over fifty million plastic bags end up in our environment, having devastating effects on marine life, water systems and landscapes. This is pretty crazy - especially when the average plastic bag is used for just 12 minutes but can last for around 1000+ years. Worse still, over time plastic bags break up into smaller plastic pieces, so they never really leave us. This means that every single plastic item that you have ever used still exists today.

**We can't keep adding more plastic to the planet, it's time to ban plastic bags.**

### So what's the solution?

The best way to help reduce the number of plastic bags that end up in our environment is for our government to ban single-use plastic bags. We believe the Commonwealth and state governments should work towards **reducing** and then **eliminating** plastic pollution. We'd like to see them work internationally with other jurisdictions on complementary and effective global solutions to reduce our waste. An immediate policy response should be to introduce restrictions on single-use plastic bags in favour of alternative reusable packaging and practices. Due to the long delays and policy review roadblocks in the Commonwealth Government processes, we believe a state action is more likely to succeed.

### In technical terms?

We are calling for a **ban** on bags up to 70 microns thick - including degradable and biodegradable bags. These bags are generally the grey, thin shopping bags you get at a supermarket checkout. We also understand that a ban on single use plastic bags will require extensive consultation with business and other stakeholders, so we recommend a transition and education program to help support the move to a ban. A detailed position that a number of environmental groups have signed can be found [here](#).





## Is it possible?

Definitely! Across the world more and more countries are introducing bans on plastic bags.

- On 1 July, Morocco's ban on the production and use of plastic bags came into effect. On the same day, France introduced its ban on lightweight shopping bags.
- Bangladesh introduced a strict ban in 2002 after the severe floods from 1988 to 1998 that submerged two-thirds of the country in water, caused by littered plastic bags.
- Widespread bans exist on plastic bags across Africa. South Africa, Uganda, Somalia, Rwanda Botswana, Kenya and Ethiopia all have total bans in place.
- In Australia, the Northern Territory, the ACT, South Australia and Tasmania have legislated bans on the distribution of single-use lightweight plastic bags at the point of sale.

## Killer facts

1. Every year, Australians use around 4 billion plastic bags. That means we use a whopping 10 million every day. Around 50 million of these are littered, ending up in our waterways and ocean.<sup>1</sup>
2. Australians throw away about 7,000 recyclable plastic bags a minute, with 429,000 recyclable plastic supermarket bags dumped into landfill every hour.<sup>2</sup>
3. Around one-third of all turtles are estimated to have eaten plastic in some form.<sup>3</sup>
4. Based on current trends, by 2050, 99% of the world's seabird species will be unintentionally eating plastic.<sup>4</sup>
5. So called 'biodegradable' bags actually cause greater widespread pollution than regular plastic bags.
6. Plastic bags can become serial killers. Once a bag is ingested, the animal dies and decomposes, releasing the bag back into the environment to kill again.

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<sup>1</sup> <http://www.epa.nsw.gov.au/resources/waste/160143-plastic-shopping-bags-options.pdf>

<sup>2</sup> <http://www.cleanup.org.au/au/Campaigns/plastic-bag-facts.html>

<sup>3</sup> <https://blog.csiro.au/eight-million-tonnes-of-plastic-are-going-into-the-ocean-each-year/>

<sup>4</sup> <http://www.csiro.au/en/News/News-releases/2015/Marine-debris>







## Who are the key decision makers?

### State environment ministers

<p><b>QUEENSLAND</b>  <b>Hon Dr Steven Miles</b>            Minister for Environment            Member for Mount Coot-tha            Australian Labor Party (ALP)</p> <p><b>Phone:</b> (07) 3719 7330  <b>Email:</b> <a href="mailto:environment@ministerial.qld.gov.au">environment@ministerial.qld.gov.au</a></p>	<p><b>Office Address</b>            Level 13, 400 George Street            BRISBANE QLD 4000</p> <p><b>Postal Address</b>            GPO Box 2454            BRISBANE QLD 4001</p>
<p><b>NEW SOUTH WALES</b>  <b>Hon Mark Speakman</b>            Minister for the Environment            Member for Cronulla            Liberal Party of Australia</p> <p><b>Phone:</b> (02) 8574 6390  <b>Email:</b>  <a href="mailto:office@speakman.minister.nsw.gov.au">office@speakman.minister.nsw.gov.au</a></p>	<p><b>Office Address</b>            52 Martin Place            SYDNEY NSW 2000</p> <p><b>Postal Address</b>            GPO Box 5341            SYDNEY NSW 2001</p>
<p><b>VICTORIA</b>  <b>Hon Lily D'Ambrosio</b>            Minister for Energy, Environment and            Climate Change            Member for Mill Park            Australian Labor Party (ALP)</p>	<p><b>Office Address</b>            Level 36, 121 Exhibition Street,            MELBOURNE VIC 3000</p> <p><b>Phone:</b> (03) 8392 2100  <b>Email:</b>  <a href="mailto:lily.d'ambrosio@parliament.vic.gov.au">lily.d'ambrosio@parliament.vic.gov.au</a></p>
<p><b>WESTERN AUSTRALIA</b>  <b>Hon Albert Jacob</b>            Minister for Environment            Member for Ocean Reef            Liberal Party of Australia</p>	<p><b>Office Address</b>            12th Floor, Dumas House            2 Havelock Street            WEST PERTH WA 6005</p> <p><b>Phone:</b> (08) 6552 5800  <b>Email:</b> <a href="mailto:Minister.Jacob@dpc.wa.gov.au">Minister.Jacob@dpc.wa.gov.au</a></p>



## What can I do?

**This campaign is all about showing our state ministers the groundswell of community support for a ban on single use plastic bags.** At the end of the campaign we will hand over our petition to the QLD, NSW, Victorian and WA state environment ministers. In the meantime, it's critical that we show them that local communities all across their state are overwhelmingly behind a ban on single-use plastic bags. **If the environment ministers see there is huge community support behind the movement, it'll make it easier for them to put a ban in place. That's why we need dedicated people like you to help ramp up the campaign in your local area.**

## Activity inspirations

Our environment ministers need to realise the huge number of people campaigning to ban single-use plastic bags. And the best way to make sure they know that is to get as much attention as possible. It is up to you to decide how we get the environment ministers' attention - but remember that if you are unsure, you can chat to me anytime about your ideas.

**In order to help you along the way, here are a few suggestions...**

## Tactical blitz or market stall

You can go to an event or market to collect petition signatures and talk to people about the campaign.

1. Map out big events in your city or town such as sports matches, fair days and kids' sporting matches.
2. Get a group of people together including group members, family and friends.
3. Download and print the petition page (link at the end of this document).
4. Head to the event, use your persuasive conversation skills and start collecting petitions!
5. Don't forget to take photos, so we can share with each other and send to the environment minister.





## Host an event

You can spread the word about the campaign by having a 'plastic-free gathering' at your home or workplace. It's a fun and easy way to introduce your friends and colleagues to the problems around single-use. After all - who doesn't like sharing food with friends and family!

Some simple steps:

1. **Plan the event:** Make it as simple or fancy as you want. Plan numbers and how you'll organise catering.
2. **Promote the event:** Invite your friends or share on social media.
3. **Host the event:** Welcome and thank everyone coming to the event. If you feel comfortable, you can tell people the reasons why you wanted to host a plastic free event. But it's really up to you!
4. **Tell us about it:** Share your story and inspire others with what you're doing to it.

## Write to your state MP or local MP

Hand-written, personalised letters are an effective way to influence the key targets (or decision makers) on a campaign. Politicians receive lots of correspondence but personal hand-written letters tend to stand out. When writing to your MP, make sure you write about the issue and why you care about it, include the 'asks' in your own words, and include any picture or media coverage of anything you've managed to do in your local community. After you've done that drop me line at [samantha.wockner@greenpeace.org](mailto:samantha.wockner@greenpeace.org) and let me know how you went.

## Online campaigning

Whatever your tactic, remember to spread the word online. Sharing your achievements with your friends and family on social media helps amplify the campaign. Whatever your preferred channel - facebook, twitter, instagram - it is easy to get online. Don't forget to use #BantheBag, @GreenpeaceAP and link to the petition via any one of these links:

QLD petition - <http://bit.ly/29ICCuB>

NSW petition - <http://bit.ly/29sKz0w>

Vic petition - <http://bit.ly/29yTUU3>

WA petition - <http://bit.ly/29rX7TA>

Catch-all petition - <http://bit.ly/29pgCef>





### Suggested social media posts

It's always better to put things in your own words, but here are a few ideas for posts to get you started (don't forget to add in the petition link):

- A solution for pollution! Time to #banthebag Australia. Single-use plastic bags are causing enormous damage to our environment - ending up in our oceans and in the stomachs of marine life. It's time to demand action
- 8 million tonnes of plastic waste ends up in our oceans every year. It's time to clean up our plastic act. While the life of a plastic bag is short, the environmental damage it causes is huge #banthebag
- Horrendous! Plastic waste is the scourge of our oceans. By 2050, 99 per cent of seabird species will be accidentally eating plastic. Time to act and #banthebag
- Australians use 4 BILLION plastic bags a year! That's 10 million plastic bags a DAY. Time to end our plastic addiction and #banthebag

### Targeting decision makers online

Have you ever tried directly targeting political leaders and other key influencers online? You can multiply your impact by targeting your state MP directly through their social media channels, and tag them when promoting your activity.

<b>New South Wales</b> Twitter - @MarkSpeakman Facebook - <a href="http://www.facebook.com/markspeakmancronulla/">www.facebook.com/markspeakmancronulla/</a>
<b>Queensland</b> Twitter - @StevenJMiles Facebook - <a href="http://www.facebook.com/stevenmilesformountcoottha/">www.facebook.com/stevenmilesformountcoottha/</a>
<b>Western Australia</b> Facebook - <a href="http://www.facebook.com/albertjacob.net">www.facebook.com/albertjacob.net</a>
<b>Victoria</b> Twitter - @lilydambrosiomp Facebook - <a href="http://www.facebook.com/LilyDAmbrosioMP/">www.facebook.com/LilyDAmbrosioMP/</a>







## Timeline

**All July** - Plastic Free July (activities can take place anytime)

**11, 12, 13 July** - Ban the Bag Ambassador training

**25 July** - Last chance to sign the email sent to our supporter network

**1 - 12 August** - Petition delivery (depending on each state)

**16 August** - Debrief and celebrate

## Get in contact

### Greenpeace office contacts

<b>Lead Campaigner</b>
Samantha Wockner - <a href="mailto:samantha.wockner@greenpeace.org">samantha.wockner@greenpeace.org</a>
<b>Community Coordinator</b>
Ben Solity - <a href="mailto:ben.solity@greenpeace.org">ben.solity@greenpeace.org</a>
<b>National Volunteer</b>
Ruby Ellery-Thornley - <a href="mailto:ruby.ellery-thornley@greenpeace.org">ruby.ellery-thornley@greenpeace.org</a>

### State champions contacts

<b>Victoria Campaigner</b>
Jasmine Story - <a href="mailto:jasmine.story@greenpeace.org">jasmine.story@greenpeace.org</a>
<b>Queensland Campaigner</b>
Sabrina Chakouri - <a href="mailto:sabrina.chakouri@greenpeace.org">sabrina.chakouri@greenpeace.org</a>
<b>NSW Campaigner</b>
TBD
<b>WA Campaigner</b>
TBD





## Allies/partners

Boomerang Alliance - [www.boomerangalliance.org.au/](http://www.boomerangalliance.org.au/)

Plastic Free July (great resources if you want to organise a morning tea) - [www.plasticfreejuly.org/](http://www.plasticfreejuly.org/)

Plastic Bag Free Victoria - <http://www.plasticbagfreevictoria.org/>

Plastic Bag Free NSW - [www.plasticbagfreensw.org/](http://www.plasticbagfreensw.org/)

Plastic Bag Free Queensland - [www.facebook.com/PlasticBagFreeQLD/](http://www.facebook.com/PlasticBagFreeQLD/)

Surfrider Foundation - [www.surfrider.org.au/](http://www.surfrider.org.au/)

Sea Shepherd - [www.seashepherd.org.au/](http://www.seashepherd.org.au/)

Clean Up Australia (lots of great fact sheets) - [www.cleanup.org.au/](http://www.cleanup.org.au/)

Responsible Runners - [www.responsible.runners.org/](http://www.responsible.runners.org/)

Take 3 - [www.take3.org.au/](http://www.take3.org.au/)

