

# DON'T BE A TOSSER

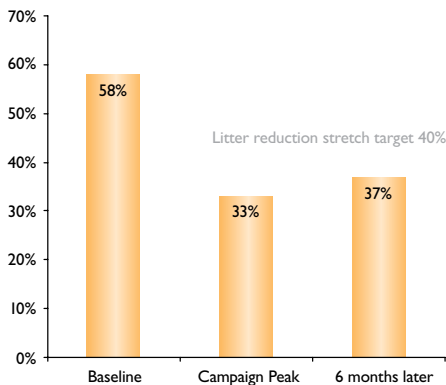
## PUBS AND CLUBS GIVE BUTTS THE FLICK

### THANKS FOR BUTTING IN!

July 1 2008, marks the first year anniversary of the Victorian Government's ban on indoor smoking at licensed venues. Last July also saw the launch of Sustainability Victoria's successful 'Don't be a Tosser – Bin Your Butts' campaign, supported by licensed premises, councils and smokers.

Butt litter has almost halved since the state-wide bans on indoor smoking at pubs and clubs were introduced last year.

Before the change in legislation butt littering behaviour rates were at 58% and were forecast to increase to 80% if no action was taken. However, thanks to everyone getting behind the Tosser campaign, butt littering fell to just 33% at the peak of the campaign in August 2007.



In February this year Sustainability Victoria commissioned further research and found your hard work is still paying off, with littering rates continuing to stay low at just 37%.

That's great news and we'd like to thank you for your support.

### ACTIONS TO KEEP BUTT LITTER UNDER CONTROL

Some useful tips to help keep licensed venues butt litter free:

- **Cleanliness is key** – less litter outside encourages customers to do the right thing.
- **Butt bins a must** – it's essential to offer butt bins, otherwise customers will continue to drop their butts on the ground.
- **Regular check ups** – try to keep butt litter under control on a busy evening. Get staff to regularly empty the butt bins and do quick sweeps outside.
- **Go portable** – encourage smokers to carry their own butt disposal container, such as a portable ashtray or a small film canister with a lid.
- **Use Signs** – the signage works as a reminder to customers to bin their butts.

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## CAMPAIGN IN ACTION

Peter O'Loughlin, Manager at The Keepers Arms in North Melbourne, was surprised at how positively his patrons reacted to the change in legislation in 2007 and attributes his pub's smooth transition to non-smoking to the materials and advice from Sustainability Victoria's 'Don't be a Tosser – Bin Your Butts' campaign.

"Public awareness of the change in laws was extremely high and all my customers were happy to abide by the new rules.

"We put up posters and stickers around the pub and outside, and I've no doubt it helped encourage smokers to put their butts in the bins we provided.

"Everything was made easier, the ban itself made the inside of the venue easier to clean and Sustainability Victoria's campaign meant we didn't have as much work to do outside either.

"Our venue gets a lot of passing trade as we are located on the intersection of two main roads in North Melbourne. I was concerned that over time, customers would stop using the bins we provided and revert back to dropping butts on the street, however this was not the case.

"I think our customers appreciated the cleanliness outside the venue and were more inclined to keep it that way by using the bins provided.



*Publican Shane Madden supports the campaign*

"I would recommend using the materials provided by Sustainability Victoria to any publican with a cigarette butt littering issue – once customers realise the effect of their littering, they do act more responsibly."

## FREE RESOURCES AVAILABLE

Don't forget campaign posters are available FREE from Sustainability Victoria. Email [info@sustainability.vic.gov.au](mailto:info@sustainability.vic.gov.au) to request some more.



*Butts Champ Emily Brown, with Publican Shane Madden, promoting the campaign!*