GET IT RIGHT  
ON BIN NIGHT

CAMPAIGN GUIDE 2013
Introduction

The ‘Get it Right on Bin Night’ program was developed by Sustainability Victoria in collaboration with the Metropolitan Regional Waste Management Group and metropolitan Melbourne’s municipal councils. The goal was to raise awareness about the benefits and ease of household recycling and to assist Victorians to improve their recycling habits. The program will continue to build momentum in 2013 in Melbourne and is being extended into regional Victoria.

With all of Victoria’s 79 councils’ support, we hope to extend the program’s reach so that together, we can deliver clear and compelling messages that will make a positive difference to recycling behaviours. We hope this style guide offers your team some helpful information to assist the process.

Key contacts

This guide outlines how you can support local delivery of the campaign and the resources that you can access – both during the statewide campaign and after the campaign.

We’d love to hear about how you plan to implement the campaign and how we can assist you to use the campaign resources.

Use of Get it Right on Bin Night Resources requires sign off from SV and in accordance with the Terms of Use for the Partner Login area (secure electronic file storage). Please give us a call to discuss how you would like to use Get it Right on Bin Night.

Use of campaign materials and the campaign logo

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GET IT RIGHT
ON BIN NIGHT

CAMPAIGN OVERVIEW
Introduction

The Get it Right on Bin Night campaign aims to increase recycling rates by Victorian households. Phase A of the campaign commenced in metropolitan Melbourne in May 2012. The statewide campaign will be launched on 15 August 2013 and cover both metropolitan Melbourne and regional Victoria.

The statewide campaign will cover press, radio, online advertising, regional television and social media to further drive the campaign online.

Key messages

The campaign messages are based on research conducted into household recycling behaviour. The research identified that many people do not recycle beyond the kitchen. Evaluation conducted after the first phase of the campaign identified that there was a need for messaging to be more specific on some of the items that can be recycled. The campaign messaging has been developed to increase the recycling rates of items from every room of the house, specifically items from the laundry and bathroom such as aerosol cans, plastic soap and shampoo bottles and cleaning product bottles.

- Recycle right in every room
- Recycle from the bathroom
- Recycle from the laundry
- Don’t put your recycling in plastic bags.

Audience

The audience for the campaign is 30–39 year olds (primary) and 40–49 year olds (secondary).

Additional audiences include Chinese, Vietnamese, Arabic speaking and Indian communities.
Table 1 Campaign Channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Details</th>
</tr>
</thead>
</table>
| Television    | ▪ Regional Victoria
▪ 15 second ad – top and tail ad breaks
▪ Five week run |
| Press – Metro | ▪ Leader group – 33 local newspapers
▪ ¼ page ad over four weeks
▪ Four ads, one message featured each week |
| Press – Regional | ▪ Victorian Country Press Association – 58 community newspapers
▪ ¼ page ad over four weeks
▪ Four ads, one message featured each week |
| Radio         | ▪ 30 second ads for CALD audiences:
▪ Arabic speaking community
▪ Vietnamese community
▪ Chinese speaking community
▪ Indian communities (English speaking)
▪ Metro and regional radio – week 2 of campaign
▪ Live read, 30 second script |
| Online        | ▪ Online banner ads – Age, Herald Sun online, Yahoo7 and NineMSN
▪ GIROBN Website [existing] |
| Social media  | ▪ Facebook campaign
▪ Twitter
▪ Youtube
▪ Blogs |

Metro & Regional

The campaign will use a number of channels – TV (regional Victoria only), press, radio and online advertising. In addition there will be a tailored social media campaign covering Facebook, Twitter and Youtube.
The press campaign will use 33 local newspapers in metropolitan Melbourne and 58 newspapers in regional Victoria, the press campaign will begin in week two of the campaign and run for four weeks. The press campaign will feature a new campaign message each week.

Press Ad 1
Don’t put recycling in plastic bags

Press Ad 2
Recycle from the bathroom

Press Ad 3
Recycle from the laundry

Press Ad 4
Recycle right in every room
The TV campaign will feature two 15 second ads; Recycle right from every room and Keep recycling out of plastic bags. The TV ads will screen on WIN TV, PRIME, TEN and SBS in regional Victoria from Thursday 15 August and run for six weeks.
TV Ad 2

No plastic bags

Close up of a plastic bag with recyclables inside
Voiceover: Did you know if you put your recycling...

The carton builds up as the bags multiply and transitions to black
Voiceover: ...so it can’t be sorted and recycled.

Plastic bag rips open and recyclables fall out
Voiceover: So keep your recycling out of plastic bags.

Loose recyclables fall into a recycling bin.

Camera zooms out to show the full bag falling
Voiceover: ...in plastic bags...

Camera keeps zooming out. We see more plastic bags.
Voiceover: ...it can end up in landfill...

Bin fills up and starts to zoom out to reveal trash
Voiceover: Get it right on bin night...

GET IT RIGHT ON BIN NIGHT

Visit www.getitrightonbinnight.vic.gov.au
Contact your local council for more information.

Voiceover: Visit getitrightonbinnight.vic.gov.au for more.
The online campaign will cover The Age and Herald Sun news sites, Yahoo7 and NineMSN. In addition targeted advertising will be placed on Facebook, appearing on the pages of people in the target group. These ads will link to the campaign Facebook page and promote the social media campaign.
SOCIAL MEDIA & RADIO

Social Media

We’d like to get more people talking about Get it Right on Bin Night! To help this along, the social media campaign will feature a new take on the campaign imagery – Meet The Recyclables. They’re your recyclables from your bathroom, kitchen and other rooms in your home, but reworked for social media. The creative and messaging has been designed to encourage greater ‘share-ability’ to extend the reach of the campaign online, while creating something unique for social media users.

The Facebook campaign page will introduce the Recyclables via a series of comic strips and feature a new Facebook competition.

Radio

A radio campaign will run in week two of the campaign, featuring a 30 second live read, the ads will run on major metro Melbourne and regional radio stations. These ads are also an opportunity to link the ads to the social media campaign.

Audiences from CALD backgrounds will be reached via radio ads placed on a number of radio stations featuring programs for Chinese, Vietnamese, Arabic speaking and Indian communities. These will run over the length of the campaign.
Local Campaign Delivery

There are a number of ways that councils and regional waste management groups can be involved in delivering Get it Right on Bin Night, both during the statewide campaign and after the statewide campaign:

**During the statewide campaign**
Councils and regional waste management groups can support the statewide campaign from 15 August – 22 September through placing banner ads on council websites, following the campaign in social media and via local media engagement.

**After the statewide campaign**
After the statewide campaign councils and regional groups can deliver a local Get it Right on Bin Night campaign, using the range of resources provided and channels dependant on local needs and resources.

**Community engagement projects**
In addition, Sustainability Victoria is developing a community engagement toolkit for councils and regional groups to implement local engagement projects in the coming months.
During the Statewide Campaign

**Use the Get it Right web ads on your council websites**

Placing Get it Right on Bin Night web banners and images on your council front page and web pages is a great way to support the campaign.

Ads are available in three sizes:
- 300 x 250 pixels
- 728 x 90 pixels
- 160 x 600 pixels

Images can link through to the Get it Right website or the waste and recycling pages of your website.

There are four versions available – each with a different message. By placing a new image on your website each week you can implement your own campaign to match the roll out of the local press advertising or use them as part of delivering a local campaign after the statewide campaign.

**‘Like’ & follow ‘The Recyclables’ in social media**

You can be part of the campaign by linking with the Twitter and Facebook accounts during the campaign. Retweet The Recyclables tweets, like and share posts on Facebook and take the Wheelie Wiz quiz! You can also undertake your own polls and discussions to get the conversation going on recycling with your social media users.


The Facebook page will introduce The Recyclables and feature a new Facebook quiz.

You can also be part of the social media campaign:
- Promote the Facebook quiz via your website and council Facebook and Twitter accounts.
- Like, share and comment on the Facebook posts and join in the conversation or start a conversation by making a comment or asking a question of your community when you share a post, encourage your followers to do the same.
- Encourage your councillors and staff with a Facebook account to complete the Recyclables quiz and share it amongst their networks.

**Twitter – @onbinnight**

Support the campaign by retweeting posts from @onbinnight or writing your own based on the campaign themes. We encourage you to share and use the resources from our tweets such as links and graphics if you do create your own tweets. If you do retweet or develop your own posts we ask that you include the hashtag #onbinnight. A weekly tweet schedule will be sent to all council social media contacts each week of the campaign. There will be a different campaign message every week.

**Local media engagement – Week 3 of the campaign**

As part of the campaign we are inviting councils and regions to promote a local media story during week three of the campaign. This is a chance to promote the campaign locally while benefiting from the increased focus on recycling provided by the statewide campaign. Customise the release provided and hold a photo opportunity for the local media – focus on increasing the recycling of items from the laundry and bathroom or invite the local media to meet The Recyclables! Alternatively develop your own Media release about a local recycling issue that can help households to Get it Right on Bin Night. If you do not use the release during week three, the shell media release can be used as part of your local delivery of Get it Right on Bin Night after the campaign.
## SUPPORT THE CAMPAIGN

### Summary Table: Supporting the Statewide campaign

<table>
<thead>
<tr>
<th>Channel</th>
<th>Activity</th>
<th>Timing</th>
<th>Resources</th>
</tr>
</thead>
</table>
| **Council website** | - Place GIROBN web ads on your council website – linked to GIROBN website/Facebook  
- Four ads are available for each of the campaign messages – use a different ad each fortnight to have an eight week online campaign.  
- OR choose the message that matches your needs | During the campaign or after the campaign | Web ads are available in three sizes:  
- 300 x 250  
- 728 x 90  
- 160 x 600  
Available from the website |
| **Social media**  | - Use your council social media accounts to link with GIROBN via Facebook, Twitter and Youtube  
- Retweet posts from @onbinnight or develop your own  
- Complete the Facebook quiz and share and like posts  
- Ask your staff and councillors to complete the Facebook quiz and promote campaign via networks. | During the campaign and ongoing | Tweet schedule weekly  
- Facebook quiz online 15/08/13 |
| **Local media**   | - Local media story – The Recyclables.  
- Engage with the local media to promote local recycling stories.  
- Hold a photo opportunity with some recyclables.  
- Talk to council PR and communications staff for story ideas that match your local needs or tailor the supplied media release to your local issues. | Week three of the campaign | Sample media release |
After the Statewide Campaign

Use Get it Right on Bin Night branding in your recycling communications

There are a number of templates available for councils to use to promote Get it Right on Bin Night in their council recycling communications such as waste calendars, brochures, fridge magnets and inserts.

These use campaign imagery and the GIORBN style and are available for councils to use.

Examples:
- Nillumbik Calendar [images]
- Casey DL insert [images]
- Wangaratta newsletter addition – A4 page [icons]

These can be customised depending upon your specific communication needs.

The craft background, logo and layout must remain unchanged.

If you’d like to use the material, please give us a call.

When using the Get it Right logo and design materials sign off from SV is required on draft artwork before printing.

Feature a recycling story in your newsletters and news columns

Use in-house publications and news columns to feature a recycling story or some of the campaign creative. Some of The Recyclables creative can also be used in your publications after the campaign.

Short articles can feature the need to Recycle from every room, items that can be recycled from the kitchen and bathroom, items that collected materials are made into and why plastic bags are an issue for recycling collections.

A selection of short articles is available in the campaign guide.

Get it Right on Bin Night signage for recycling trailers and recycling trucks

Concept artwork for recycling trailers and recycling trucks featuring the Recycle Right from Every Room message is available from SV. Artwork needs to be modified depending on your specifications. Placement costs are not covered by SV.

Get it Right on Bin Night ads in your local media

Councils or groups may like to place campaign ads in local media as part of a local campaign. This can be carried out after the statewide campaign and requires sign off from SV. These ads can be co-branded with your council/region logo – no other modifications can be made to the artwork. If you plan on placing local ads please talk to SV in advance about your requirements and how we can support your campaign.

Television ads and video

Three 30 second TV ads as well as a short film on the recycling process can be used to support information sessions, in council foyers and at community events. Ads and videos are available on the YouTube Channel and can also be made available to councils on DVD. The TV ads cannot be modified in anyway.
## SUPPORT THE CAMPAIGN

<table>
<thead>
<tr>
<th>Channel</th>
<th>Activity</th>
<th>Timing</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council newsletters &amp; news columns</td>
<td>▪ Use your council newsletters to promote local recycling stories or</td>
<td>During the campaign and ongoing</td>
<td>▪ Sample local stories are provided in the kit.</td>
</tr>
<tr>
<td>▪ Place one of the GIROBN ads in your newsletters or in your column</td>
<td></td>
<td>▪ Smaller version of the ad work is available. (see page 25; and available on website.)</td>
<td></td>
</tr>
<tr>
<td>▪ Focus on the one of the campaign messages most applicable to your local issues.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Council recycling publications</td>
<td>▪ Use GIROBN branding for your council recycling guides and calendars.</td>
<td>During the campaign and ongoing</td>
<td>▪ Examples are included in page 36 of this guide.</td>
</tr>
<tr>
<td>▪ Artwork is available for calendars, inserts and flyers.</td>
<td></td>
<td>▪ Indesign templates for calendars and flyers are available, ready for use on the website. (2014 calendar available in September)</td>
<td></td>
</tr>
<tr>
<td>▪ An extensive image library is also available for recyclables, waste and green waste – both photographs and icons.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Posters                          | ▪ Place posters at council centres, local community centres and libraries. Two versions available:  
  ▪ Recycle from every room  
  ▪ Don’t put recycling in plastic bags. | During the campaign and ongoing    | Hardcopy posters available from SV (limited numbers, regional councils only) |
| Local media                      | ▪ Engage with the local media to promote local recycling stories  
  ▪ Hold a photo opportunity with The Recyclables.  
  ▪ Talk to council PR and communications staff for story ideas that match your needs or tailor the supplied media releases to your local issues. | After the campaign                 | Develop your own media releases or use the shells provided. Available on the website. |
| Local advertising                | ▪ Place GIROBN ads in your local newspapers.  
  ▪ Run the four campaign ads or choose the message most applicable to your local issues.  
  ▪ Ad can include council or RWMG logo. | After the campaign                 | ▪ Four ads are available and feature the campaign guide.                   |
|                                  |                                                                         |                                      | ▪ For artwork please contact SV.                                           |
|                                  |                                                                         |                                      | ▪ Placement costs not covered by SV.                                       |
| GIROBN signage                   | ▪ Signage is available for trucks and trailers with the Recycle from every room message. | After the campaign                 | ▪ For artwork please contact SV.                                           |
|                                  |                                                                         |                                      | ▪ Placement costs not covered by SV.                                       |

**Summary Table:**

**Delivering a Local Campaign after the Statewide Campaign**
GET IT RIGHT
ON BIN NIGHT

CAMPAIGN RESOURCES
There are a range of resources for councils to use to support the local delivery of Get it Right on Bin Night.

Use of Get it Right on Bin Night Resources requires sign off from SV and in accordance with the Terms of Use for the Partner Login area (secure electronic file storage). Please give us a call to discuss how you would like to use Get it Right on Bin Night.

This is a growing suite of resources that we hope to add to over time based on the needs and feedback from councils and regional waste management groups.

Most of these resources are available on the partner login area of the Get it Right on Bin Night Website, the remainder are available directly from SV.

**Resources for local delivery of Get it Right on Bin Night**
- Get it Right on bin night logo
- Web ads for council websites
- Mini ads for council newsletters
- Images and icons
- Templates for recycling calendars and brochures
- Television ads – on website and YouTube
- Shell media release and news articles – on partner area of website
- Short film – on website and YouTube
- Posters – digital and hard copy, limited numbers available
- CALD resources – posters and press ads (from 2012 campaign)
- Fridge magnet, 2012 campaign – artwork only, customisable
- Artwork for trucks and trailers – contact SV
- Press ads – contact SV
USING THE LOGO

**GET IT RIGHT**
**ON BIN NIGHT**

www.getitrightbinnight.vic.gov.au

Minimum size

Never use the GIROBN with url logo any smaller than 50mm in width. This ensures it is always legible. The minimum font size for the url is 6pt.

Clear space

To ensure the GIROBN with url logo is not compromised by other graphic devices, use the minimum clear space guidelines above. Use the height of the ‘G’ letter (marked ‘x’) as a proportional measure. No other elements should breach this area.

The success of the GIROBN campaign relies upon a consistent and high standard of implementation of the logo throughout the organisation, from powerpoint slides to outdoor signage.

It is essential that when the logo is reproduced, its integrity remains intact. The logo must be applied consistently to all Council produced communications.

As a rule for the GIROBN URL is to accompany the GIROBN logo. However it can be separated where the URL can be clicked through to the website.

The letterforms work together to create a seamless piece:
- of typography and they should never be separated or altered in any way.

Always use the electronic master identity artwork.

When referring to the title of the campaign please use — Get it Right on Bin Night — with capital G R B and N.
**USING THE LOGO**

**Solid url logo**
The solid url logo can be used in all marketing communications. The logo should always appear on solid white, craft or black backgrounds.

**On white background**
The GIROBN url logo is always to appear in black when reproduced positively.

**On black background**
When reversed out of black, the logo should appear in white.

**On craft background**
When reversed out of the craft background, the logo should appear in black.

**Black rectangle url logo**
In the event that the logo must be used on a coloured background please use the reversed url logo in the black rectangle.
Incorrect usage

Please note that the logo must not be reset or reshaped or recoloured. If your version of the logo does not appear in the logo usage section in this document it is incorrect. Here are some examples of how not to use the logo.

**Don’t change background**
The white logo can only be reproduced on a solid black background.

**No cropping**
The logo is always to be viewed in its entirety with appropriate clear space.

**No additional colours**
Do not change the colour of the logo in anyway.

**No changing proportions**
Never stretch the logo vertically or horizontally.

**No visuals underneath**
Never place the logo over any other images, photos or illustrations.
Print application

When applying a council logo use the minimum clear space guidelines below. Use the height of the ‘G’ letter (marked ‘x’) as a proportional measure. No other elements should breach this area.

The council logo is always to be positioned in the left hand corner. The SGV logo always sits in the bottom right hand corner offset in the corner by the proportions in the sample below.

Preferably use a reversed out white council logo, alternatively use a black logo contained in a white box. Avoid using colour logos.
LOGO USE – WITH COUNCIL LOGO

Magnet application

When applying your council logo to the magnet design, the logo is to be positioned on the left hand side of the State Government Victoria logo. Using clearspace guidelines below to ensure consistency. If the council logo is wider than example provided, the SGV logo can be moved to the right within the guideline border below.
Incorrect usage

Always use the reversed white council logo, alternatively a black logo contained within a white box. Here are some examples of how not to use the logo.

**Incorrect usage**
Please make sure that the council/region logo is in line with the Victorian Government logo. Council logo is to be positioned to the left hand side of the State Government logo at all times.

**Not inline with the GIROBN logo**
The council logo must be aligned with the SGV logo in the left hand side when used in print collateral. (refer to pg 16).

**Avoid inconsistent sizing**
The council logo is to be balanced and in proportion with the SGV logo. (refer to pg 19).

**Don’t interfere with the SGV logo**
Never place the council logo over the SGV logo or too close to it. (refer to pg 18).

**Not on the right hand side**
Council logo must be positioned on the left of the SGV logo. (refer to pg 17).
Councils and regional waste management groups can use the web advertisements for websites both during and after the statewide campaign. There are four ads available in three different sizes.

In addition a set of the ads has been created for print applications to be used in newsletters and council news pages to go along side a Get it Right on Bin Night story or on their own as a way of reinforcing the campaign messages.

Please ensure the logo appears no smaller than 50mm in width as per style guide instructions.
GET IT RIGHT
ON BIN NIGHT

TYPOGRAPHY & COLOUR
**TYPOGRAPHY**

**Futura Extra Bold Uppercase**
Futura extra bold uppercase can be used for headlines and large display copy

**Futura DemiBold**
Futura Demibold uppercase can be used for phone number URL and body copy

**Futura Medium**
Futura Medium can be used for large sized headings and display copy
Phone numbers and additional information

**Primary set**

**Secondary set**

**Arial Black**
When Futura Extra bold is not available Arial Black should be applied.

**Arial Bold**
When Futura Demi bold is not available Arial Bold should be applied.

**Arial Regular**
When Futura Medium is not available Arial Regular should be applied
TYPOGRAPHY

**Typography application**

All advertising collateral use **FUTURA EXTRA BOLD uppercase** as the headline font. **Futura Demi Bold** is the body copy font and url font. **Futura medium** is used as the call to action. Please ensure this typography hierarchy is followed.

### Headline
- 43 pt Futura Extra Bold
- 52 pt leading

### Body copy
- 18 pt Futura Demi Bold
- 21.5 pt leading

### Call to action
- 14 pt Futura Medium
- 17 pt leading

### URL
- 14 pt Futura Demi Bold
- 17 pt leading
COLOUR PALETTE

Colours may be used to highlight important information on GIROBN communications. The craft background is used under all artwork. A duplicate is placed over the artwork as a 50% tint. All logos and white copy must be layered above all textures on artwork for legibility. Ticks and Crosses can be coloured using the secondary palette. Any of the recycling icons can be reproduced in the colours from the tertiary colour group.
GET IT RIGHT ON BIN NIGHT

ICONS & IMAGES
ICONS – RECYCLING

A suite of icons has been developed to use in kerbside recycling communication.

Icons can be used in black or white, or in any of the GiroBN colours (see page 29 for further information). They can be to communicate different kinds of recycling material. Icons can be added wherever it enhances a design.
These images are available to use in the development of any Get it Right branded marketing items. You can access them via the council section of the website. PLEASE NOTE: The images are subject to copyright and are exclusively available for you to develop Get it Right on Bin Night marketing items only. You will be required to accept terms of use before being given access to the photos.

**RECYCLING IMAGES**

Plastic Containers & Lids

Cardboard, Cartons & Paper

Glass bottles & Jars
ADDITIONAL IMAGES FOR USE IN WASTE CALENDAR
ON BIN NIGHT
GET IT RIGHT
ON BIN NIGHT
COLLATERAL EXAMPLES
All councils produce recycling publications for residents – calendars, brochures and flyers. Councils can use Get it Right on Bin Night branding for these publications and three case studies have been prepared to show how it applied to council publications. Generic InDesign templates for these publications are now available for Councils to use, sign off from SV is required on final artwork.

**Waste calendars**

The Shire of Nillumbik produces a waste calendar, this has been developed in the Get it Right on Bin Night style and illustrates how the branding can be used for a three bin system.

**Waste collection guide**

The City of Casey produces a waste collection guide which includes a one page feature on recycling. This page has been redeveloped in the Get it Right on Bin Night style for inclusion in the guide. The rest of the publication is in the City of Casey’s existing style and design.

**Brochure/flyer**

The Rural City of Wangaratta produces a quarterly calendar, a one page recycling collection guide has been developed for inclusion in the calendar and illustrates how icons can be used in recycling publications.

If you have another possible applications for Get it Right on Bin Night branding please contact Kellie Watson at Sustainability Victoria to talk about how you can use the Get it Right on Bin Night branding in your recycling communications.
A5 CALENDAR

Get it Right on Bin Night typography

Imagery and graphics from existing Nillumbik campaign

Colours to match existing Nillumbik campaign.
Note: Where possible use Get it Right on Bin Night colours, however if specific council colours exist (as per the example shown), they may be used.

Get it Right on Bin Night icons

Library images

All images must be placed on a clear white background (without any ‘texture’ or ‘speckles’).

Recycle the following free of charge:
- Household recyclables
- Fluorescent tubes/light bulbs
- Household batteries, car batteries and mobile phones
- Used motor oil, up to 10 litres (to 20 litres, charge apply)
- E-waste and televisions

Recycling and Recovery Centre
290 Yan Yean Road, Hesy
Open Friday, Saturday, Sunday and Monday 8am - 4pm

Visit www.getitrightonline.hume.vic.gov.au or call Sunbury City Council 03 0353 0000

www.website.vic.gov.au

Get it Right on Bin Night - Campaign style guide
WASTE COLLECTION GUIDE INSERTS

Note: The example shown is for the City of Casey.

Get it Right on Bin Night typography

Library images

All images must be placed on a clear white background (without any ‘texture’ or ‘speckles’).

Get it Right on Bin Night icons

Customise this bin image to show your council’s recycle bin colour and type.
REGIONAL COUNCIL EXAMPLES

Wangaratta Recycling Collection

Icons used instead of photos

YOUR RECYCLING COLLECTION

Make sure you get it right on bin night and check what can be recycled in your recycling bin.

- Paper
- Cardboard
- Glass bottles & jars
- Aluminium, steel cans and trays
- Cartons
- Plastic containers & lids

NOT ACCEPTED IN RECYCLING

- NO plastic bags
- NO sharps
- NO green waste
- NO nappies
- NO food waste
- NO ceramics

Keep your items out of plastic bags – place items loose in your recycling bin.

GET IT RIGHT ON BIN NIGHT

Visit www.getitright/binnight.vic.gov.au or call The Rural City of Wangaratta (03) 57220 688

Get It Right on Bin Night - Campaign style guide
This content for this fact sheet was supplied by the City of Darebin. To produce a similar fact sheet, please ensure the list of items represents what your council is able to collect for recycling.

To produce a similar fact sheet, please ensure the list of items represents what your council is able to collect for recycling.
POSTERS

DON’T PUT RECYCLING IN PLASTIC BAGS

Put your items in the bin loose so they can be sorted and recycled.
To find out how to get it right visit www.getitrightbinnight.vic.gov.au

RECYCLE RIGHT IN EVERY ROOM

Check what you can recycle from every room to help reduce waste to landfill.
To find out how to get it right visit www.getitrightbinnight.vic.gov.au

GET IT RIGHT ON BIN NIGHT

Visit www.getitrightbinnight.vic.gov.au or contact your local council.
Cald Resources

Việt Name: "Dùng bố đờ tái chế vào túi nylon"

Hãy bỏ những đồ cỏa quý về vào thùng rác, để các đồ này có thể được phân loại và tái chế.
Để làm hiểu về các cách tái chế đúng, hãy truy cập trang mạng www.getitrightbinnight.vic.gov.au

Việt Name: "Hãy tái chế cho đúng trong tất cả các phòng"

Hãy kiểm tra xem quý vị có thể tái chế những gì trừ rác thải nhựa hoặc đồ nhựa.
Để làm rõ về các cách tái chế đúng, hãy truy cập trang mạng www.getitrightbinnight.vic.gov.au
每个房间都有可回收垃圾
请检查每个房间的可回收垃圾，来帮助减少需处理的垃圾。
若需了解如何正确处理，请登陆网站
www.getitrightbinnight.vic.gov.au

请勿将可回收垃圾放入塑料袋中
请将您的可回收垃圾袋放在垃圾桶中，以方便分类和回收。
若需了解如何正确处理，请登陆网站
www.getitrightbinnight.vic.gov.au
لا تضع أصناف إعادة التدوير داخل أكياس بلاستيكية

أيضًا يمكن إعادة تدوير كل ما يكتوب أعمال تخزين في نظام المخزون، يذهب إلى مكتب إلغاء المخزون، لمعرفة كيف يتم إجراء محاكاة.

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