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## Butt FREE Bulletin



### Driving the 'Not a Good Look' Message



The 'Not a Good Look' message took to the streets of Sydney for the month of October, on the back of 150 taxis as they moved around the CBD and surrounds.

Three key messages were conveyed to remind Sydneysiders and visitors alike that butt littering is not a good look...

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### Butt FREE Melbourne



The City of Melbourne, EPA Victoria and Melbourne Water joined forces with Butt Free Australia at the start of Spring to highlight the issue of butt litter and its impact on our environment.

At the official launch (L-R) Melbourne Water's General Manager of Waterways Chris Chesterfield, Chairman of EPA Victoria Cheryl Batagol and Butt Free Australia's Chair Ian Coles, were photographed holding a cylinder containing 10,500 butts...

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### *Butt FREE* Toolkit



The *Butt FREE* Toolkit is a comprehensive guide to developing successful butt littering reduction projects through fostering behavioural change.

The Toolkit focuses on planning projects to address influences on butt littering: how, where and when people litter – or 'butt littering behaviour' – and why they litter, based on knowledge, attitudes and perceptions...

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### A Statement from Butt Free Australia



Butt Free Australia, as trustee of Butt Littering Trust, has announced that the Trust is to wound up.

The decision was made by the Directors in September, following advice from British American Tobacco Australia (BAT Australia) that they are not in a position to continue financial support of the Trust beyond the end of 2011...

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### KESAB Announced to Carry on Legacy

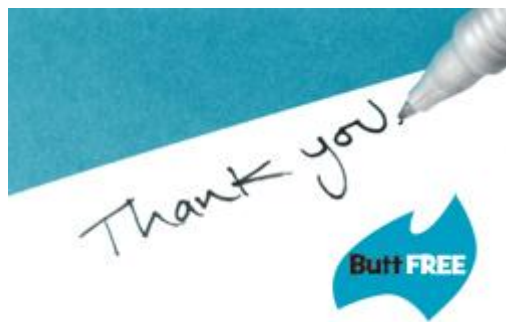


Butt Free Australia, as trustee for Butt Littering Trust, has announced KESAB environmental solutions as the successful recipient of its inventory of assets following the Expression of Interest process.

In announcing the decision Mr Ian Coles Chair of Butt Free Australia said 'KESAB environmental solutions has an impressive record in the butt litter and butt littering area, is a long standing partner of Butt Free Australia and is arguably one of, if not the most senior and experienced anti-litter organisation in Australia'...

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### A Big Thank You from Butt Free Australia



From when the Butt Littering Trust was established back in July 2003, through its transformation to Butt Free Australia in late 2009 and all the way along the 'Not a Good Look' campaign, Butt Free Australia has worked and partnered with some amazingly passionate and committed organisations and individuals...

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FOR FURTHER INFORMATION VISIT  
[www.buttfree.org.au](http://www.buttfree.org.au)

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