



Butt FREE Bulletin



New Look for Not a Good Look



'Not a Good Look', Butt Free Australia's national awareness initiative has been given an exciting new make-over.

Fronting the campaign is the new and improved 'Not a Good Look' website which as well as providing clear information and dispelling the myths around butt littering, reiterates the importance of taking personal responsibility by encouraging active participation.

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Insight Mining – Digging Deeper into Butt Littering



Butt Free Australia has released new research into the attitudes and behaviours of butt litterers.

The research drills down even further into the various butt littering segments - Apologists, Rationalists and Defensives. Amongst other things it explores the broader concept of socially unacceptable behaviour, butt littering behaviour and implications for campaign activity.

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Film Buffs Butt It, Then Bin It!



The 58th Sydney Film Festival went off with a bang and Butt Free Australia was proud to be part of it!

Broadcast on the giant outdoor screen situated in Martin Place, our 'Not a Good Look' Community Service Announcement (CSA) was viewed by thousands of people over the course of the 12-day festival.

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Melbourne's Turn for 'Not a Good Look'



The Not a Good Look message will hit the streets of Melbourne in late August through an innovative partnership involving Butt Free Australia, City of Melbourne, Melbourne Water and EPA Victoria.

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A Taste of Waste



A Taste of Waste is an informative new publication produced by the Metropolitan Waste Management Group (MWMG) which aims to provide an overview into the waste and resource recovery sector in Victoria.

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Butt Free Australia is Getting Social



It has taken a while but with the re-launch of www.notagoodlook.com.au complete it is now time for Butt Free Australia to venture further into the world of social media. Our new Facebook landing page is currently being finalised and will be live in early August.

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FOR FURTHER INFORMATION VISIT
www.buttfree.org.au

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