

Recycling sticker competition

Background:

Break O'Day Council is excited to be introducing a kerbside recycling service in the Break O'Day area, however, we can see that this new service could be confusing for some residents, at least during the first few months.

One of our biggest challenges will be getting our community to understand that their new bin, which will have a RED lid is actually their new general waste bin and the old bin, the blue one with YELLOW lid is actually their recycling bin!

So we started to think about who would be the best people in the community to help us explain this... They needed to know and be passionate about recycling, and the planet plus be able to explain and help residents understand everything about the new recycling program... obviously you guys were the perfect solution and we hope that you will help us by being our recycling champions!

How can you help?

To help make it easier for residents to remember which bin is which, the Council and the Northern Tasmanian Waste Management Group (NTWMG) thought a sticker designed and printed for the top of each of the bins to help people remember which bin is for what would really help.

But we had to face facts, we aren't the most creative people in the world but luckily for us you guys are! So we would like you to design the stickers for us and of course there is a chance for you to win something cool... The winner of each sticker design will win an iPad!

We will be running a special competition in our two local schools, St Marys District High School and St Helens District High School to design a sticker for each of the bins; each school will get to design one sticker; **St Helens the Recycling Sticker and St Marys the General Waste Sticker**, this way there will be a winner from each school!

In this pack you will find a template for the sticker and a few tips for your design.

Each sticker design must clearly state the bin's purpose whether waste or recycling and can have a tagline (a short snappy sentence) of no more than five to seven words (otherwise the text will be too small to read clearly) and include drawings, icons or any other images you think help identify what goes in the bin.

Once the winning two stickers are decided we will have enough printed to put on every single bin in Break O'Day.... around 9000 and the prizes will be given out!

When Council receives the new bins we will place the waste sticker on the Red bin and make sure the recycling stickers are delivered with the bins. We hope that you guys will help your families put these on!

Thanks Break O'Day Recycling Champions!



Guidelines and Tips

Colour

Stickers will be printed in full colour so you can use as much colour as you like BUT if you are designing a sticker for the RED lidded bin, avoid Red as a background colour, we want the stickers to really stand out, same for the yellow lidded bin stickers, avoid yellow as the background colour.

Words:

Due to the small space we have, it is best to keep words to a minimum so they can still be large and clear. We recommend between five and seven words with a point size of around 70. (See template.)

Message:

Whatever words you choose, they will need to be clear and related to the use of the bin ie; recycling or waste. Of course any bad language will be automatically disqualified.

Images:

Any images used will have to be your own to avoid any issues with copyright.

Conditions of entry:

Entry to the competition is open to all students of St Marys or St Helens District High Schools. Team entries are welcomed but if a team wins we will have to discuss with the winners what they would like to do with the prize as there are only two iPads up for grabs.

All entries will be judged by representatives of Break O'Day Council and NTWMG. The judge's decision will be final.

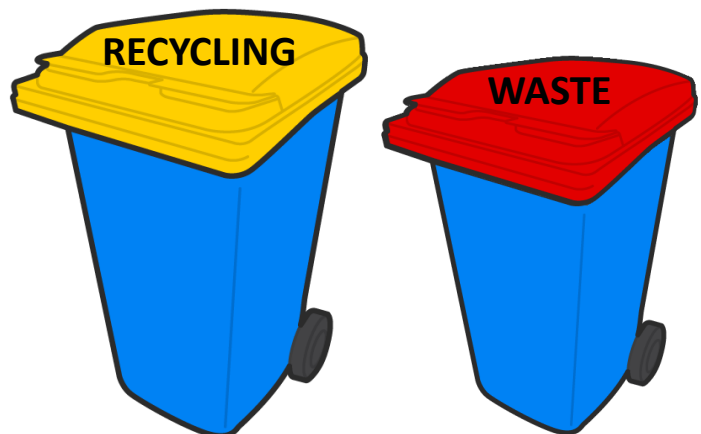
Deadline

We will need to have all entries in by **COB September 4, 2017** so that we have enough time to judge them and have them printed before the new bins arrive

Please send all entries complete with the entry form via email to jayne.richardson@bodc.tas.gov.au or drop them in to the Council office at 32-34 Georges Bay Esplanade, St Helens, Attention: Jayne Richardson.

Good Luck!

Know your BIN
Know your WASTE



NORTHERN TASMANIAN
Waste Management

Entry Form

Student name(s) (Please include First and Last names):

Age: _____

Class: _____

School (Please check box)

St Marys District High School

☐

St Helens District High School

☐

Sticker type (Please check box)

Recycling

☐

General Waste

☐