



**SENATOR THE HON IAN CAMPBELL**  
Minister for the Environment and Heritage  
Senator for Western Australia

10<sup>th</sup> November 2005

Dear Retailer

I am writing to let you know about the Australian Government's new initiative to help your business reduce its dependence on lightweight plastic carry bags.

In October 2002, Australian Government, state and territory environment ministers agreed that action was needed to reduce plastic bag litter in Australia. They challenged retailers to halve their plastic bag use by the end of 2005.

Small retailers account for approximately half the plastic bags issued in Australia today. In discussing this issue with shop owners, I have been impressed with the commitment that most have to our environment. Despite this commitment, many have said they find it difficult to reduce the number of plastic carry bags they use. I am therefore keen to find ways to make this task easier.

To help you and other retailers find the best ways to cut your plastic bag use, my Department has teamed up with Clean Up Australia and the Australian Retailers Association to create a **Bag Reduction Toolkit**. This toolkit includes:

- an informative website with advice, materials and a step-by-step guide to reducing plastic bag use in your store. This 'one-stop-shop' provides guidance on everything you need to know, from how to choose the best alternative to promoting your actions to customers;
- a number of free materials such as a User's Guide, posters and stickers to help you and your customers say no to plastic bags; and
- a free Plastic Bag Helpdesk telephone service where trained staff can answer any questions you have and send you printed versions of materials available on the website.

I encourage you to log on to [www.noplasticbags.org.au](http://www.noplasticbags.org.au) or to call 1300 654 419 today and work with us to phase out plastic bags. I have also enclosed a campaign sticker I hope you will display in your store to indicate your support for this initiative.

As a retailer, you can play an important role in helping to stop the 80 million plastic bags which currently find their way onto our streets, parks, and into our waterways every year. I encourage you to accept this challenge to say NO to plastic bags.

Yours sincerely

IAN CAMPBELL

---

**Canberra**  
Parliament House, Canberra ACT 2600  
Telephone: 02 6277 7640  
Fax: 02 6273 6101

**Perth**  
GPO Box B58, Perth WA 6838  
Telephone: 08 9325 4227  
Fax: 08 9325 7906