

SBS talking rubbish tonight

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The host of SBS Television's Insight program will tonight be talking rubbish – one of the rare opportunities for Australia's waste industry to grab national mainstream media attention. Among the topics up for discussion are what really happens when householders put waste in the wrong bin, and whether recycling is really a waste of time?

Host Jennie Brockie is known for her ability to generate lively debate from a diverse crowd, usually made up of politicians, business leaders and experts as well as members of the general public. With plenty of outspoken waste industry representatives on the roll call, tonight's debate promises to be interesting.

Among the participants is Gerard van Rijswijk, a consultant with the National Retailers Association who is well known for his view that plastic bag bans have "more to do with politics than sound analysis of environmental impact".

Dave West from the Boomerang Alliance of councils and green groups is spearheading the National Recycling Initiative, and will be part of the debate.

Woolworth's sustainability manager Armineh Mardirossian is on board, as is Lee Smith from Visy – which currently has the prize Woolies national cardboard collection contract.

Mike Ritchie, GM of communications with SITA and VP of the Waste Management Association of Australia is particularly outspoken on the topic of the waste industry's ability to "punch above its weight" in curtailing national greenhouse emissions.

John Lawson, sometimes labeled the father of AWT in Australia, has a long history of lively debate over the issue of getting organic wastes out of landfill, one of the topics sure to get a run tonight.

The program will air on SBS tonight at 7.30. It is also repeated again through the week and will be made available for download off the [website](#).