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A TO Z OF WASTE



JUNK MAIL

Junk mail refers to the mass amounts of unsolicited advertising material placed in letterboxes each day. There are two types of junk mail; addressed mail containing advertising material from companies that have collected your details from somewhere, and unaddressed mail such as catalogues or flyers distributed by private companies or directly by the advertiser.

Most of this material is disposed of without serving the intended purpose (to catch consumers attention!) and therefore can be regarded as a massive and unnecessary waste of paper, (and trees that the paper was produced from). Junk mail often creates litter – falling from letterboxes overflowing from junk mail. Many people find junk mail that has been neither requested nor wanted a nuisance, with the increasing use of “no junk mail” stickers a great and active indication that communities are willing to do something about junk mail.

WHAT CAN I DO?

- Paint or place a ‘No Junk Mail’ sticker on your letterbox. These can usually be found through local councils or conservation organisations. If you have a sticker on your letterbox already and still receive advertising material that you don’t want, the Distribution Standards Board can be contacted on **1800 676 136** if the offending printed material is for commercial purposes, they are able to take action on your behalf.
- Talk to culprit businesses directly about unnecessary junk mail.
- Over 49 000 Australians are currently registered with the Australian Direct Marketing Association’s ‘Do Not Contact’ service. It is a free service allowing consumers to have their names removed from marketing lists. Simply go to www.adma.com.au/asp/index.asp click on ‘Consumer Help’, then ‘Do Not Contact Registration’ or freecall 1800 646 664.

MORE INFORMATION

- www.newdream.org/junkmail/ - a comprehensive US site including the environmental effects of junk mail, examples of individual and community efforts to combat the masses of junk mail delivered to homes.
- www.epa.nsw.gov.au/waste/admaterial/index.htm - a NSW Environment Protection Authority publication discussing junk mail issues and legalities.
- ‘No Junk Mail’ stickers are available free of charge from the Distribution Standards Board. Call 1800 676 136 to get your sticker.