**Released: Wednesday 14 June, 2017**

**Australians have declared a War on Waste!**

ABC’s thought provoking three-part series **War on Waste***,*presented by Craig Reucassel, called for all Australians to wake up to the scale of waste in this country and do their bit to make a change. The program was supported with initiatives across all ABC platforms – TV, Radio, ABC iview and online.

The enthusiasm for the programs across the country and the direct impact it is already having on initiating change has been phenomenal. ABC are pleased to announce that a follow up special will air later in the year to see what impact the show has had in changing Australian habits.

To date, the series has reach a total of 2.6 million metro viewers\* (and is the top ABC program this year among the Under 50s demo) and the ABC iview *War on Waste* collection has clocked up more than 450,000 plays over the past month\*.

The **#WarOnWasteAU**social campaign has been the biggest in ABC’s history with ABC’s Facebook video highlighting [‘Banana Wastage’](https://www.facebook.com/ABCTV/videos/1476910175664956/)  achieving a staggering 14 million combined views, 432,522 reactions, comments and shares and a reach of 18.6 million. On twitter, **#WarOnWasteAU** has achieved a reach of 15.6 millionsince the campaign began [on February 14.](x-apple-data-detectors://1)\*

The *War on Waste* support site has had more than 200K visits and over 30,000 people took part in our online survey to discover how much we know about our waste, recycling and how we deal with the growing issue. Community events hosted by ABC radio, encouraging people to swap, donate and recycle their clothes received overwhelming support.

The series has sparked action from individuals, community groups, businesses, and the federal government and actions speak louder than words, for example:

* [A petition to tell supermarkets we don’t care what our fruit and vegetables look like has gathered 110, 000 signatures to date, with a target of 150, 000](https://www.change.org/p/woolworths-and-coles-supermarkets-we-don-t-care-what-size-and-shape-our-fresh-food-is?recruiter=373671848&utm_source=share_petition&utm_medium=facebook&utm_campaign=autopublish&utm_term=des-lg-action_alert_sign-no_msg)
* [Compost Revolution has experienced their busiest few weeks ever with over 2000 new households taking online tutorials since the start of May](http://compostrevolution.com.au/)
* [Responsible Cafes have had hundreds of new cafes join their program and have reported that since #BYOCoffeeCup launched, cafes and councils are getting in touch from around the country with people volunteering to approach their local cafes and get involved](http://www.responsiblecafes.org/#home-section)
* [A national petition to reduce plastic packaging in supermarkets has found new support](http://www.abc.net.au/news/2017-05-25/petition-to-reduce-plastic-in-supermarkets-war-on-waste/8557658)

The ABC is continuing the *War on Waste* with a new podcast in which Craig Reucassel is joined by Wendy Harmer. Picking up from the TV show the podcast invites listeners to become a member of the *War on Waste* community by sharing stories and tips for waste reduction.

**Subscribe to *War on Waste* now via the**[**ABC Radio app**](https://radio.abc.net.au/help/apps)**,**[**Apple Podcasts**](https://itunes.apple.com/au/podcast/war-on-waste/id1236017271?mt=2)**or wherever you get your favourite podcasts.**

If you missed the *War on Waste* TV series you can catch all three episodes on [ABC iview](http://iview.abc.net.au/programs/war-on-waste/DO1624H001S00).

**Production Credits: Keo Films Production in association with ABC, Screen Australia and Screen NSW. Series Producer Sandra Welkerling, Executive Producer Jodi Boylan. ABC Commissioning Editor Stephen Oliver, Head of Factual Steve Bibb.**

\****OzTam Metro Consolidated Data***

***\*Webtrends***

***\*Facebook Insights***