



PRIME MINISTER
TE PIRIMIA

5 September 2022

Kupa Youle
kupa@broomfield.school.nz

Dear Kupa,

Thank you for your recent email. It was lovely to hear a bit about you and I really enjoyed seeing the pictures of you on the beach.

I think it's great that you, Suzanne and Louie are doing so much to keep the beach clean. I'm really glad to hear you care so much about our environment!

It can feel challenging to persuade others to care as much as you do, but I promise that the Government is doing everything it can to help protect our environment and keep it free of litter.

Did you know that it's an offence to litter under the Litter Act 1979? Penalties can range from a violation fee of up to \$400 to a fine of up to \$5000 for individuals. The fine can be as much as \$20,000 if a company breaks the law.

Unfortunately, despite this law, we still have a problem with litter, as well as more general problems with the amount of rubbish we generate and send to landfills. Much of the litter found on our streets, and in the trees, is blown away from garbage cans or landfills. Therefore, all the things anyone uses and throws out can cause litter. We all can make a difference by carefully choosing what we buy, only buying what we need, and making good decisions about what to do when we no longer need those items.

Getting rid of rubbish is an issue New Zealanders care deeply about, and they write to me a lot about it. People want a reduction in rubbish and pollution to maintain the clean, green reputation of New Zealand.

The Government has an ambitious three-year work programme to reduce waste. It aims to change our approach to how we make, use, manage and dispose of things so that we produce less waste and dispose of it properly (preferably through recycling).

We know Kiwis want to do the right thing, so we're helping with better facilities to make it easier for them – along with lots of information and education campaigns to ensure people know what to do. That work includes a new law to replace both the Litter Act and the Waste Minimisation Act 2008. The purpose of the new law is to create clear duties for everyone on how they should dispose of things, with much better support for enforcing those rules.

However, making a new law is a big job, and it will take some time to go through Parliament. We are aiming to have it in force by 2025.

We're not waiting for the law to be in place without taking action, though. The Government has provided significant funding to help organisations do great work in cleaning up (and analysing and recording) litter, both on the land and in our waterways and beaches. Keep


New Zealand Beautiful is one such initiative – you can read more about them here: <https://www.knzb.org.nz/programmes/clean-new-zealand-beautiful/clean-up-week/>. They have a nationwide clean-up week coming up on 17-23 September where everyone can get involved.

Sustainable Coastlines is another organisation doing great work cleaning up beaches, waterways, and rivers. You can read about them here: <https://sustainablecoastlines.org/>.

We know we will achieve more by working together to help address the complex environmental problems we face. Thank you for doing your bit, Kupa! I encourage you and Suzanne (and Louie) to carry on with the fantastic mahi you're doing. We all have a role to play – and you're playing an important one!

Thanks again for writing, Kupa. Please say "hi" to everyone at Broomfield School for me.

Kindest regards

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a series of loops and a long horizontal stroke.

Jacinda Ardern
Prime Minister