



MEDIA RELEASE

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DUNNY DOORS THE NEW FRONTIER IN FIGHT AGAINST FLUSHABLE WIPES

Hunter Water's campaign to stop people flushing wet-wipes down the toilet is coming to a loo near you.

From this week advertisements are popping up on toilet doors across the Hunter's shopping centres, pubs, clubs and cafes, reminding locals that while wet-wipes may be marketed as 'flushable', they cause mayhem in the sewer system.

Hunter Water Interim CEO Jeremy Bath said the three-month campaign was designed to build on the growing worldwide momentum against flushing wet wipes, reminding people to instead put them in a garbage bin.

"Back in February a picture of Hunter Water removing a one-tonne wet-wipe blockage at Eleebana went viral, catching the attention of the Australian, British and American media.

"Wet-wipes don't break down in the sewer system like toilet paper. Instead they mix with fats and oils, causing pipe blockages known as 'fatbergs'.

"Wet-wipes are involved in around 80% of Hunter Water's sewer system chokes, and the Water Services Association of Australia has estimated fixing these issues cost water utilities \$15 million per year.

"Sewer blockages aren't pretty and cause overflows that can run into our waterways, or even back up in people's houses.

"If wet-wipes do make it through the system without causing a blockage, they need to be physically removed at our waste water treatment plants which adds to the cost of treatment.

"These products are regularly marketed as being 'flushable', and now account for more than \$6 billion in annual sales.

"Consumer advocate Choice has surveyed over 1,500 Australians on what they thought 'flushable' meant, and most said they would expect it to be something that broke down like toilet paper.

"Hunter Water can't stop companies advertising their products as being flushable, but what we can do is raise awareness of the damage they cause to our system and the environment.

"Our new ads feature the monster wet-wipe fatberg pulled from Eleebana earlier this year, and remind people when they're in the loo that wet-wipes are never flushable. Instead please put them in the bin," he said.

Hunter Water's wet-wipes advertisements will be in public toilets throughout the Hunter from June to September.

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