

## WA BAG BAN CAMPAIGN KIT

**From 1 January 2019, it is illegal for any retailer in Western Australia to supply lightweight plastic shopping bags.**

The legislation was introduced by the WA Government on 1 July 2018 and retailers have had 6 months to phase out their existing stocks of banned bags. From 1 January 2019, members of the public will be able to report suspected banned bags and, if found non-compliant, retailers can be fined \$5000.

Over the past few months, the National Retail Association has visited thousands of retailers across WA to provide advice and assistance in preparation for the bag ban.

Many businesses have already made the transition away from lightweight plastic bags, however we have found that some consumers are still unaware that the ban also applies to small and medium businesses, including food outlets.

### JANUARY CAMPAIGN

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To minimise negative impacts on business, the National Retail Association has partnered with the WA Government to launch another state-wide campaign from 1 January.

The campaign is fresh and modern, and focuses on positive messages to thank and support retailers.

### HELP US SPREAD THE WORD!

We encourage your organisation to use and distribute as much of the campaign as possible **during the first few weeks of January** to support retailers and shoppers making the transition.

Your campaign kit includes:

- [Bag Ban WA official website](#)
- [Bag Ban Hotline](#)
- [Facebook & Instagram videos & images](#)
- [YouTube videos](#)
- [Ads & banners](#)
- [Factsheets, fliers & media releases](#)

In addition, the NRA will be supporting the above campaign across WA with:

- Physical display materials at 100 shopping centres
- Sidewalk chalk stencils in major food districts
- Human billboards in major food districts
- Public engagements with campaign ambassador, Famous Sharron
- A new reusable bag program in Perth CBD (stay tuned in late January)

## 1. OFFICIAL WEBSITE

The Bag Ban WA official website contains everything retailers need to know about the ban and material is officially approved by the WA Government.

Retailers should access the website and download signage to display in their store to remind customers about the ban.

[Go to the Bag Ban WA website \(www.bagbanwa.com.au\) >](http://www.bagbanwa.com.au)

Members of the public who wish to report a suspected banned bag or to find out more about the ban, can go to [www.bagbanwa.com.au](http://www.bagbanwa.com.au) or email [bagbanwa@nra.net.au](mailto:bagbanwa@nra.net.au).

## 2. BAG BAN HOTLINE

Retailers should access the website first as most answers are available here.

They can also call the NRA's official Bag Ban Hotline on **1800 817 723** or email [bagbanwa@nra.net.au](mailto:bagbanwa@nra.net.au).

## 3. FACEBOOK & INSTAGRAM

- Main FACEBOOK page: <https://www.facebook.com/BagBanWA>
- Main INSTAGRAM page: [@BagBanWA](https://www.instagram.com/BagBanWA)
- Key hashtags for the campaign: [#bagbanwa](#) [#thankyouWA](#)
- Regular posts and videos will be posted during January. Please follow our pages to see updates.
- You can also download and use the captioned videos directly.

[Download Social Media materials \(dropbox\) or see links at end of doc>](#)

## 4. YOUTUBE

- You can view and share the entire playlist of videos here: <https://bit.ly/2EG3i8y>
- Main campaign channel here: <https://bit.ly/2EBoFqJ>.

You are welcome to embed the videos into your own YouTube channel, website or communications – or just share the YouTube links above.

[Watch the YouTube videos now or see links at end of doc>>](#)

## 5. ADS & BANNERS

Please feel free to use any of our digital ads and banners on your website, Facebook page, Instagram or in newsletters to remind shoppers and retailers about the WA bag ban from 1 January 2019.

[Access the ads & banners \(dropbox\) >](#)

## 6. FACTSHEETS, FLIERS & MEDIA RELEASES

You are welcome to use any information contained in our factsheets, fliers and media releases. Ideal for newsletters, blog articles and website information.

[Access the factsheets etc \(dropbox\) >](#)

## SOCIAL MEDIA VIDEOS

A series of light-hearted videos with local comedian Famous Sharron engaging with the general public about how they're coping with the WA bag ban – pretty well it seems!



## FACEBOOK LINKS

Facebook Page: <https://www.facebook.com/BagBanWA>

Published as of 8 Jan	FACEBOOK
Are you prepared for the WA bag ban?	<a href="https://www.facebook.com/BagBanWA/videos/217960262445872/">https://www.facebook.com/BagBanWA/videos/217960262445872/</a>
Thousands of WA retailers are now plastic bag free!	<a href="https://www.facebook.com/BagBanWA/videos/782744278758576/">https://www.facebook.com/BagBanWA/videos/782744278758576/</a>
Video 5 - 650 bags	<a href="https://www.facebook.com/BagBanWA/videos/2324510617777940/">https://www.facebook.com/BagBanWA/videos/2324510617777940/</a>
Popping to the shops?	<a href="https://www.facebook.com/BagBanWA/videos/373544340114077/">https://www.facebook.com/BagBanWA/videos/373544340114077/</a>
Grabbing takeout?	<a href="https://www.facebook.com/BagBanWA/videos/594564044306802/">https://www.facebook.com/BagBanWA/videos/594564044306802/</a>
Do you really need a bag? -- with Famous Sharron	<a href="https://www.facebook.com/BagBanWA/videos/225337441734378/">https://www.facebook.com/BagBanWA/videos/225337441734378/</a>
Grabbing takeout without bags --- with Famous Sharron	<a href="https://www.facebook.com/BagBanWA/videos/326785738172680/">https://www.facebook.com/BagBanWA/videos/326785738172680/</a>
A new national sport...	<a href="https://www.facebook.com/BagBanWA/videos/536568940153840/">https://www.facebook.com/BagBanWA/videos/536568940153840/</a>
Which bag costs more?	<a href="https://www.facebook.com/BagBanWA/videos/236800103920500/">https://www.facebook.com/BagBanWA/videos/236800103920500/</a>
Where do you stash your reusable bags?	<a href="https://www.facebook.com/BagBanWA/videos/1605372112942315/">https://www.facebook.com/BagBanWA/videos/1605372112942315/</a>
Thank You WA!! (shoppers)	<a href="https://www.facebook.com/BagBanWA/videos/339518206642854/">https://www.facebook.com/BagBanWA/videos/339518206642854/</a>

## INSTAGRAM LINKS

Instagram Page: <https://www.instagram.com/bagbanwa/>

Published as of 8 Jan	INSTAGRAM
Are you prepared for the WA bag ban?	<a href="https://www.instagram.com/p/Broq07-jmW6/#">https://www.instagram.com/p/Broq07-jmW6/#</a>
Thousands of WA retailers are now plastic bag free!	<a href="https://www.instagram.com/p/BsXdWEYAufP/#">https://www.instagram.com/p/BsXdWEYAufP/#</a>
Video 5 - 650 bags	<a href="https://www.instagram.com/p/BsXdZCOgvDy/#">https://www.instagram.com/p/BsXdZCOgvDy/#</a>
Popping to the shops?	<a href="https://www.instagram.com/p/Broqxrpgpfr/#">https://www.instagram.com/p/Broqxrpgpfr/#</a>
Grabbing takeout?	<a href="https://www.instagram.com/p/BroqOJ-Ax0g/#">https://www.instagram.com/p/BroqOJ-Ax0g/#</a>
Do you really need a bag? -- with Famous Sharron	<a href="https://www.instagram.com/p/BroqyAPIwQ_/#">https://www.instagram.com/p/BroqyAPIwQ_/#</a>
Grabbing takeout without bags --- with Famous Sharron	<a href="https://www.instagram.com/p/BroqzY4jd68/#">https://www.instagram.com/p/BroqzY4jd68/#</a>
A new national sport...	<a href="https://www.instagram.com/p/Broqy3wA-gc/#">https://www.instagram.com/p/Broqy3wA-gc/#</a>
Which bag costs more?	<a href="https://www.instagram.com/p/BsXdXOPjNkg/#">https://www.instagram.com/p/BsXdXOPjNkg/#</a>
Where do you stash your reusable bags?	<a href="https://www.instagram.com/p/BsXdZCUDWFI/#">https://www.instagram.com/p/BsXdZCUDWFI/#</a>
Thank You WA!! (shoppers)	<a href="https://www.instagram.com/p/BsXdWRxD7kF/#">https://www.instagram.com/p/BsXdWRxD7kF/#</a>

More videos will be published on Facebook and Instagram over the next few weeks.

### Queries about the campaign:

Please contact Ebony at the National Retail Association: [bagbanwa@nra.net.au](mailto:bagbanwa@nra.net.au) or call 1800 817 723.