

Media Release

23 September 2025

Educational music video to reinforce recycling awareness

R.E.C.Y.C.L.E. – it's catchy, entertaining, educational and it's coming to a screen near you!

Gladstone Regional Council, together with local musicians Andrew Thompson (vocals) and Phil McIntyre (composer), have joined forces to produce an animated music video aimed at reinforcing ongoing waste education messaging within the community.

Gladstone Region Councillor Simon McClintock said two versions of *Let's RECYCLE* have been created to appeal to a wider audience.

"The length of the original version comes in at just under 100 seconds and will feature across Gladstone Regional Council's social media channels, while a 30-second version will be played in Gladstone Cinemas across a two-week period during the September school holidays," Councillor McClintock said.

"*Let's RECYCLE* is a fun and catchy tune but comes with a serious recycling message – when we don't sort our waste properly it makes it more expensive for everyone.

"A little extra effort can greatly reduce contamination issues at the Material Recovery Facility and save the community financially – savings that get passed directly onto the community.

"Ultimately, this song is about raising community awareness towards proper waste management and environmental protection through a bit of light-hearted fun and music.

"It's great to see Andrew, Phil and Council employees bringing their expertise together to create a music video that appeals to both young and adult audiences, with the song to also be used as an educational tool at early learning centres, prep and primary schools."

Visit www.youtube.com/@GRCTV to watch the *Let's RECYCLE* music video.

This Project is supported by the Queensland Government's Recycling and Jobs Fund.

Visit www.gladstone.qld.gov.au/waste to learn more about Waste Education and recycling in the Gladstone Region.

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