

Green light for waste

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By: Ian Porter and Nabila Ahmed



FULL DISCLOSURE

IAN PORTER AND
NABILA AHMED

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GROW Me The Money sounds suspiciously like the catchery of **Rod Tidswell** (Cuba Gooding jr) in the **Jerry Maguire** film.

It is, in fact, a pact between various companies, the State Government and local government and the education sector to promote greater resource efficiency in waste management and ecological sustainability.

Leading the charge (again) is **Richard Pratt**, **VECCI**, the **EPA**, water companies, **Monash University** and the city of **Melbourne**, among others.

They will sign an accord tomorrow to formalise the plan at **Raheen**, Mr Pratt's residence. The plan started in July and is being piloted in the Melbourne CBD, the western suburbs and the Goulburn Valley.

As **Wall Street's Gordon Gecko** (Michael Douglas) might say: Green is good.