

CROSS SCOOPS WMAA WOMEN IN THE ENVIRONMENT AWARD 2016

Newcastle, 9 December 2016

The Waste Management Association of Australia (WMAA) Award, was last night bestowed upon Samantha Cross of Cross Connections at a gala ceremony at the Melbourne Art Centre.

The coveted award is presented to a woman who has made a significant contribution to environmental sustainability in Australia over the past five years. The award, sponsored by Blue Environment, recognises the achievements of women in the environment industry, and is open to all eligible women in the environment sector across Australia.

Ms Cross said "I am so honoured to be this year's recipient of this special award and thank WMAA and Blue Environment for supporting and recognising all the amazing women working in the waste and resource recovery sector. It's a really exciting and innovative area to work in and I'm looking forward to being involved in projects that make a difference to our communities."

For the past 25 years Ms Cross has been playing with waste and loving it! Loading it, transporting it, managing it, helping businesses reduce or divert it from landfill. The most rewarding aspect she said, has been finding value in waste since the late 90's and collaborating with and inspiring others to see waste as a resource in the circular economy.

Over the last 12 months Ms Cross has successfully piloted an innovative community engagement program to tackle the issue of soft plastic waste which currently ends up in landfill or as marine debris. The Plastic Police® Partnerships program has collected over 1000kgs through the efforts of a local Hunter primary school community. The collected plastic has been turned into a new school bench which was presented to the school during National Recycling Week.

As a contributor and one who is at the coalface of the waste industry, Samantha continues to assist NSW EPA and the Office of Environment and Heritage, businesses, schools and local communities. She is a passionate and constant collaborator in the better management of waste and promotion of sustainable practices.

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