

# LOCAL COUNCILS: INSPIRING COMMUNITIES

Clean Up



STEP UP TO CLEAN UP





# CONTENTS

Introduction

Create a compelling call-to-action

Tap into people's "why"

Leverage your channels

Promote for publicity

Reward & Recognise

Share Your Story





# INTRODUCTION

In 2020, Clean Up Australia celebrates 30 years of taking action on waste issues.

For generations of Australians, Clean Up Australia Day is one of the most iconic environmental events in the Australian calendar. The annual event has evolved into clean ups and campaigns running year-round to improve and protect the environment.

Clean Up Australia Day would not be what it is today without the support of local councils. Each year, councils run events, facilitate the collection of waste and provide immense support to their communities. We have been working with local government for 30 years to inspire community action. In celebration of this, we have put together the following six ways to inspire and motivate people to join your cause. This eBook is intended to provide inspiration for anyone who is keen to make a difference in their local community.

We would like to thank the hundreds of councils and millions of volunteers who have extended their support to Clean Up Australia's mission: to clean up, fix up and conserve the environment.

We look forward to seeing you on Clean Up Australia Day!



# DATES TO REMEMBER

**Tues 25 Feb**

Business Clean Up Day

**Fri 28 Feb**

Schools Clean Up Day

**Sun 1 March**

Clean Up Australia Day

People will get involved in a Clean Up event if they care about it personally. So it is also important to understand what motivates people to care and get involved with a cause.





share  
pictures  
of the site

& highlight any positive  
environmental outcomes  
to convey the need for  
**ACTION!**





# CREATE A COMPELLING CALL-TO-ACTION

Do you want people to support your cause? Provide them with a compelling reason to turn up and volunteer and they will be more likely to help. This can be done in several ways:

- Have a clear call-to-action, for example: “Join us this Sunday 1 March at 10am to remove rubbish and restore Garden Grove to its former glory.”
- Use photographs if you can, showing the work that needs to be done, or photographs from the past to help people visualise the difference they will make.
- Do a little research on what plant or animal species rely on the local habitat, or how the local ecosystem interacts, for example: “By removing rubbish from Burnt Creek, we will prevent its flow downstream to Warren Lake.” Focusing on transformation is a compelling way to motivate people to help.
- You can also craft your call-to-action to speak directly to your potential volunteer and the impact they will make For example: “By joining us on Sunday 1 March, you will make a positive impact on the planet.”
- A sense of urgency will also help motivate volunteers to join your cause. For example: “We urgently need four more volunteers for Sunday’s Clean Up. Can you spare a few hours to help?”
- Also convey how simple or easy their involvement will be, for example: “Turn up Sunday morning for just an hour or two, all you need to bring is a pair of gloves!”

What’s great about Clean Up events in local communities is that you are appealing to people who live in or know the area. These are places where they have spent time and shared memories, making them more invested in improving these areas.



TAP INTO  
PEOPLE'S  
"WHY"



# TUNING IN TO WHAT MOTIVATES PEOPLE WILL INCREASE YOUR CHANCES OF SUCCESS

There are a number of main reasons people want to get involved:

- They have seen rubbish while using local parks, beaches or waterways and want to help remove it to make a physical difference.
- They are part of a community, business, sporting or recreational group and enjoy being part of a shared experience with fellow group members.
- They care deeply about native flora and fauna, are environmentalists at heart, and would happily volunteer their time to help out in any way possible.
- They are active in their local community and do many activities year-round to connect with others and feel good about doing something helpful. Clean Up is just one part of what they do.
- They just want to do something physical to keep active.
- They are passionate about sustainability, including reducing plastic waste in their daily lives, and want to do something to further reinforce their values.

Of course, each individual will be motivated differently and will often represent a combination of the ones above or have other reasons for getting involved. Which one are you? Do you have other reasons for wanting to Clean Up?

Use these main reasons to grab the attention of your potential volunteers. Talk about these reasons in promoting your event. Use your research and images from 'Create a compelling call-to-action' (One) to craft your messages around people's "Why".

The wonderful part of volunteering at a Clean Up event is that removing rubbish is a very visible and tangible outcome which will make people feel good about the action they have taken.



LEVERAGE  
YOUR  
EXISTING  
CHANNELS







We have a whole stack of promotional materials and resources available **here** for you to download and use. We recommend you speak to your Marketing Communications team about how you can use existing Council communication channels to share these assets at no cost and really help spread the word far and wide!

**FACEBOOK** – create a Facebook event and share posts

**INSTAGRAM** – share posts

**EMAIL** – include banner artwork and details on staff and community emails

**NEWSPAPER COLUMN**

**COMMUNITY NOTICEBOARDS**

**COUNCIL WEBSITE & WHAT'S ON PAGES**



PROMOTE  
FOR  
PUBLICITY



# MEDIA ATTENTION WILL GENERATE GOODWILL

Is your Mayor taking part in the day? Tell the media which Clean Up site the Mayor or Councillors will be attending and invite them to come along and take some pictures. Can you issue a challenge to the neighbouring LGA to see who can recruit the most volunteers?

Ask the Mayor to visit a school on School Clean Up Day (Fri 28 Feb 2020) and tell the local media about it. 2020 marks decades of school action across the nation, so if a local school has been a long-term participant in Clean Up Australia, it could make a great story and photo opportunity.

Suggest your local radio station broadcasts from a Clean Up Site in your council area and put the Mayor up as an interviewee.

Utilise your Mayoral column in the local paper to get the word out about the work your council is doing to protect the local environment.

Does your Council have an ongoing waste management campaign, for example e-waste recycling? Use Clean Up Australia Day as the leverage to talk about your work in the media.

Is the team at Council running a site? Let your community know you are hosting a clean up a location or hotspot and invite them to join you.

Maybe run a small reception to recognise volunteer effort?

Tally how much rubbish is collected for the Clean Up in your council area and tell the media how well your community has done

Does your council have an ongoing waste management campaign, for example e-waste recycling? Use the Clean Up as the leverage to talk about your work in the media.







# SHOWCASE COUNCIL INVOLVEMENT

Each year, councils across the country work hard to make Clean Up Australia Day a success in local areas. This is the 30th year of action and many councils have wonderful stories to share of experiences during this period.

Take this opportunity to share stories about all of the hard work your council is putting in to support locals who take to their streets, parks, waterways, beaches and bushland to Clean Up.



- Are there any local groups that have been involved for some time? Is there an opportunity to showcase how their staff have been supported by Council?
- Maybe your own Council team has great stories to share?
- ‘Then to Now’ stories; what has been achieved through your support, the local volunteers, schools and Councillors who have been active with Clean Up Australia for decades? Check the archives to see if you have any historic photos. Local media loves an historic story!
- Highlight a problem area in your local council, e.g. a park or waterway that has been a local focus. Outline what the problem is and use it as a focal point for new action for the Clean Up Australia Day 2020
- Ask the local paper to list all of the Clean Up Sites in your council area and how people can get involved – for example “To register go to [cleanupaustaliaday.com.au](https://cleanupaustaliaday.com.au) or call 1800 CUA DAY”
- Your history of separating recyclable rubbish from the rubbish collected is also a good story. It shows commitment and leadership. Tell people about your efforts to divert rubbish from landfill and explain the environmental benefits.





# HIGHLIGHT COUNCIL INVOLVEMENT

Take advantage of discounted signage, produced by Clean Up Australia sponsor, Look Print.

Templated designs allow your logo to be included with no fuss at a special low cost.

Order [here](#)





REWARD  
AND  
RECOGNISE



# LET'S SAY THANKS!

Once you have promoted your event and attracted volunteers to come along, it's important not to forget to thank them for being there on the day. It's a good idea to prepare some things to reward and recognise their contribution.

In the Clean Up kit there are Volunteer Certificates you can use to thank volunteers. If you need more, there is a digital version in your **resource centre**. Make sure you have enough according to your estimated volunteer numbers.

You can also put on a BBQ or picnic, and ask local community groups to help with this. Many groups even make a cake! You could appeal to local businesses to offer a raffle prize to be drawn on the day.

Taking time to thank volunteers for their efforts is important. By doing this, you are going to make them feel good and want to come along next time!



SHARE  
YOUR  
STORY



# JOIN THE CONVERSATION!

Ask your Council's Social Media manager to follow us on Facebook and Instagram and share pics of your Clean Up event using our hashtags.

  @CleanUpAustralia

#CleanUpAustraliaDay





You've done all the work, and you've had a successful event. What next?

What's wonderful about your efforts is that you have created a legacy for others to follow. You can inspire like-minded people to do the same simply by sharing your story.

You can share what you and your group achieved on social media (don't forget to tag us!). If you want to go further, you can share (again) your story with local media. If you have before and after photos or videos, these will have significant appeal. Refer back to 'Promote for Publicity' (Four) and go for it!

If you have time on the day, you can capture the activities and progress made (make sure you have permission from everyone included). You can also get quotes from people about why they are helping and what they enjoy about the area. As part of the End of Clean Up Report, site supervisors will analyse a sample of rubbish bags to see what was collected. Unique items or interesting observations about the amount or location of typical rubbish found will be of interest to the media and your community. This information helps build your story and people's interest when you share it with them.

Yes, you are now an inspiration to others!





# CHECK OUT A COUNCIL CASE STUDY



# CAIRNS REGIONAL COUNCIL

Traditionally, Cairns Regional Council's role has been to encourage community groups to run a Clean Up and to collect full litter bags from each site.

This low-input delivery model achieved moderate success, but often meant that **litter hotspots were missed, volunteer numbers were low and data was patchy.**

Since 2018 Council has paid staff to run multiple hotspot Great Northern Clean Ups every weekend in September (there were 20 in 2019!) and advertised for volunteer participation at each site.





Hotspots are identified by outdoor staff throughout the year and then chosen so there is at least one clean-up in every Council division. Staff are familiarised with GNCU processes including data collection and sites are registered with GNCU in August, ensuring adequate lead-time for local promotion.

Outcomes to date include:

- Increased interest in the GNCU from staff and the local media
- Increased volunteer participation and litter volumes
- Positive community feedback on Council's proactive role in litter management
- Accurate and repeatable data from each site







# NEED MORE INFO?

We're here to help!

CALL 1800 CUA DAY

OPERATIONS: Johann Kytzia  
[operations@cleanup.com.au](mailto:operations@cleanup.com.au)

MARKETING: Nicki Martin  
[marketing@cleanup.com.au](mailto:marketing@cleanup.com.au)