

INSPIRING COMMUNITY ACTION

Clean Up



STEP UP TO CLEAN UP



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INTRODUCTION

It seems extraordinary now to think that the 30th anniversary of Clean Up Australia Day took place as vast tracts of the nation were being razed by bushfires and then ravaged by floods, at a time when talk of a pandemic was only just gaining traction.

In the months that followed, reusable coffee cups became a no-go, restaurants were reduced to takeaways and the whipping out of single-use items like masks and sanitised wipes became the norm.

Our message has never been more important, and we know that Australians everywhere are aching to respond, rise to the challenge and planning to Step Up to Clean Up on Clean Up Australia Day in 2021.

For generations of Australians, Clean Up Australia Day is one of the most iconic environmental events in the Australian calendar. But of course Clean Up Australia Day would not be what it is today without the support of local community groups and organisations.

We would like to thank YOU - and the 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!

Clean Up



DATES TO REMEMBER

Tues 2 March

Business Clean Up Day

Fri 5 March

Schools Clean Up Day

Sun 7 March

Clean Up Australia Day

LEVERAGE
YOUR
EXISTING
CHANNELS



We have a whole stack of promotional materials and resources available **here** for you to download and use at no cost, so you can spread the word far and wide!

FACEBOOK – create a Facebook event and share posts

INSTAGRAM – share posts

EMAIL – include banner artwork and details on any emails you send

POSTERS – hang them on community noticeboards

MEDIA RELEASE – send to your local radio station & newspaper



PROMOTE
FOR
PUBLICITY



A stack of newspapers is shown on the left side of the image. The front pages of several newspapers are visible, all featuring the word 'BREAKING' in large, bold, black capital letters. Below 'BREAKING', the word 'NEWS' is also visible in large, bold, black capital letters. At the bottom of the stack, the word 'Exclusive' is partially visible in a smaller font. The newspapers are slightly offset, creating a sense of depth.

SHOWCASE YOUR INVOLVEMENT

Each year, groups like yours right across the country work hard to make Clean Up Australia Day a success. 2020 was a terrible year on so many levels and people are looking for ways to connect in a positive manner.

Take this opportunity to share stories about all of the hard work your group is putting in when they take to the streets, parks, waterways, beaches and bushland to Clean Up.

MEDIA ATTENTION WILL GENERATE GOODWILL

Adapt the media release and send it to your local paper to get the word out about the work you're doing to protect the local environment.

Issue a light-hearted challenge to other local groups to get out on March 7 at a nearby site! Who will have the most volunteers? Collect the most rubbish?

Have you invited your Mayor to take part in the day?

Did you let your State and Federal MPs know they should come and help out?

Are there any local "celebrities" you can involve?

Invite the media along to come along and take some pictures and invite your local radio station to broadcast from your Clean Up Site.



- Are there any individuals that have been involved for some time? Anyone particularly young? Or old? Any multi-generational family groups that deserve recognition?
- ‘Let’s celebrate what has been achieved through your support. Check the archives to see if you have any historic photos. Local media loves an historic story!’
- Highlight a problem area in your local area, 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 2021
- 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 cleanup.org.au or call 1800 CUA DAY”



HIGHLIGHT YOUR 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**



TAP INTO
PEOPLE'S
"WHY"

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 7 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 7 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.



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 your 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.



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 even ask local businesses to help with this. Could a local butcher donate sausages? Is there a bakery who can throw some cupcakes your way? Could you consider sourcing 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!

Be sure 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!



NEED
INSPIRATION?
CHECK OUT
THESE
CASE STUDIES

STEPPING UP AS A SCHOOL

At Clean Up Australia, we love our school community so much that they have their own dedicated Schools Clean Up Day!

But you know what we love more than schools participating in Schools Clean Up Day? Schools who Step Up all year round!

Can you host a mini Clean Up Day every term, maybe adopting a different local park, beach or waterway each time?

Can you raise money for charities like Clean Up through gold coin donations or through 10 cent bottles and cans refunds?

Or what about setting up a compost or making your canteen plastic free?

The options are endless! So – how will your school Step Up and help us tackle Australia's waste challenges every day of the year?





OZFISH

In 2020, OzFish became a Community Ally of Clean Up Australia Day – and they had a bumper day, collecting tonnes of rubbish from dozens of locations across the country!

Local fishers joined forces with kayaking clubs, four-wheel drive groups, Landcare volunteers and anybody else who was willing to get down and dirty and remove waste from our waterways.

What other groups in your community enjoy the space you are Cleaning Up? Invite them to Step Up and join you!

If you're a state-wide or national organisation looking for an activity to get involved with, contact us about becoming an Ally of Clean Up Australia – it's a great non-financial way you can support our work and help us tackle Australia's waste problems.



NEED MORE INFO?

We're here to help!

CALL 1800 CUA DAY

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community@cleanup.com.au

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