

LOCAL COUNCILS: INSPIRING COMMUNITIES



show you care & make a difference.



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A NOTE FROM PIP KIERNAN

For generations of Australians, Clean Up Australia Day is one of the most iconic environmental events in the calendar. But that first Sunday in March would not be what it is today without the support of you – our hardworking friends from local government. Each year, hundreds of councils across the country assist by galvanising their residents to participate, generating awareness, hosting Clean Up events, facilitating the collection of waste and providing immense support to local communities.

For that we're very grateful.

This year, the opening of volunteer registrations comes after three years of pandemic-related lockdowns and fluctuating rules about social distancing and restrictions on the size of public gatherings across Australia. But on top of that, over those years, we've been hit by bushfires, floods and cyclones, increased pressures on our biodiversity and an ever-growing volume of waste leaking into our natural and marine environment.

Australians tell us every day that they're concerned about the state of the environment - and often feel frustrated and unsure how to make a positive impact. But can you imagine the good we could do, if all of Australia came together on one day and took practical action to improve the environment? What a difference we could make! So this year, we're determined to see how many people we can bring together on Sunday 5 March.

Thank you for your continued support and I look forward to seeing you on Clean Up Australia Day!



Pip Kiernan

Chair, Clean Up Australia

DATES TO REMEMBER

Clean Up Australia Day – Sunday 5 March, 2023

Schools Clean Up Day – Friday March 3, 2023

Business Clean Up Day – Tuesday February 28, 2023



LEVERAGE
YOUR
EXISTING
CHANNELS





We have a whole stack of promotional materials and resources available **here** for you to download and use.

You can 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

MEDIA RELEASE - send to your local paper and radio station

POSTERS - pin up on community noticeboards

JOIN THE CONVERSATION!

Make sure you follow us on Facebook, Instagram and LinkedIn and share pics of your Clean Up event using our hashtags:

  @CleanUpAustralia

#CleanUpAustralia

#CleanUpAustraliaDay





PROMOTE
FOR
PUBLICITY



SHOWCASE COUNCIL INVOLVEMENT

Each year, councils across the country work hard to make Clean Up Australia Day a success in local areas.

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

Download and adapt our [media release](#) as a basis for your comms and let local journos know that Pip Kiernan is [available to interview](#).

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 3 March 2023) and tell the local media about it.

Suggest your local radio station broadcasts from a Clean Up Site in your council area and put the Mayor up as an interviewee. Can the station run a Community Service Announcement promoting the Clean Up sites?

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? FOGO? 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 at a local hotspot and invite local residents to join you.

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



- Are there any local groups that have been involved for some time? Is there an opportunity to showcase how their activities have been supported by Council?
- Does your own Council team have 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 2023.
- 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”
- 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.





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 5 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 5 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 on Sunday for Clean Up Australia Day. 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 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?

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 to thank them for being there on the day.

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 our **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!

USE MERCHANDISE TO INCENTIVISE

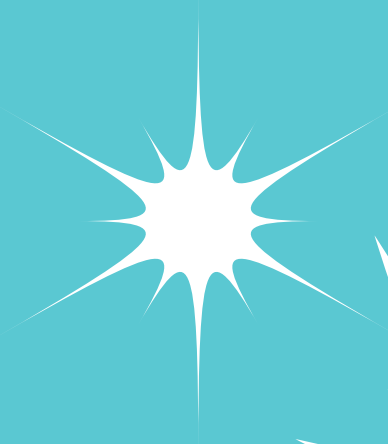
Take advantage of Clean Up Australia merchandise including caps and t-shirts to offer as prizes and incentives to participate.

All sales help us provide free kits to participants and to clean up, fix up and conserve our environment – on Clean Up Australia Day and all year round.

Explore the range **here**



SHARE
YOUR
STORY



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.

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 MORE INFO?

We're here to help!

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