



## WILL YOU STEP UP FOR THE GREAT NORTHERN CLEAN UP?

*August – October is time to take to your streets, beaches, bushland and waterways to join the Great Northern Clean Up.*

Clean Up Australia is calling on you to step up and register for the Great Northern Clean Up. The northern sibling of Australia's largest environmental day of action, Clean Up Australia Day, The Great Northern Clean Up has been an annual event since 2009, giving communities north of the Tropic of Capricorn the flexibility to participate in clean up events in the cooler months, after the peak tourist period and prior to the cyclone season.

The amount of plastic waste has been surging during the pandemic and the increase in single-use plastics has long-term impacts on the environment. The proliferation of single-use disposable items such as food and non-food packaging, beverage containers and confectionery wrappers are always among the main rubbish items volunteers report and Clean Up Australia Chairman, Pip Kiernan says she fears it will be worse this year. Ms Kiernan noted that Australia creates 2.5 million tonnes of plastic waste each year<sup>1</sup> but only 12% of this is recycled with the rest ending up in our parks, roadsides, bush, waterways, oceans or in landfill as rubbish.

"We have all lived through immense changes in recent months and considerable shifts have occurred in how we have spent our leisure time and what products we buy and use. Unfortunately a side effect has been a startling uptick in demand for single-use plastics." Ms Kiernan said she is hopeful that the Great Northern Clean Up will help address the environmental impact of this increasing reliance on plastic and also offer Australians an important opportunity to reconnect with their communities.

"Clean Up Australia has always been more than just volunteers picking up rubbish. We're a community – and never before has our community needed to connect and do something positive - for themselves and the environment.

Ms Kiernan added, "Every single piece of rubbish disrupting natural ecosystems comes from one person making a decision – often unconsciously - to discard it. We're asking our most northern neighbours to be part of the solution, by registering today for the Great Northern Clean Up, before the wet season washes these bad decisions into our waterways and out to sea."

---

<sup>1</sup> National Waste Report 2018, Department of the Environment and Energy





If you can't join the Great Northern Clean Up, please consider stepping up to make a donation to Clean Up Australia. 100% of funds raised through donations are allocated to the provision of educational resources and clean up materials provided free of charge to community, school and youth groups across the nation, throughout the year.

**WHAT:** Great Northern Clean Up  
**WHEN:** late August - October 2020  
**WHERE:** Your local park, waterway, bus area, bushland, beach or street  
**WHO:** Everyone is welcome – friends, family, kids, community groups, work colleagues  
**HOW:** Register (or donate) at [cleanup.org.au](https://cleanup.org.au)

**-ENDS-**

**For further information, please contact:**

Nicki Martin  
Clean Up Australia  
E: [nmartin@cleanup.com.au](mailto:nmartin@cleanup.com.au)  
T: 0409 511 522

[IMAGES AND MEDIA RESOURCES ARE AVAILABLE HERE](#)

**ABOUT CLEAN UP AUSTRALIA**

Founded by Ian Kiernan, AO, Clean Up Australia is one of the country's most recognised and trusted environmental organisations, inspiring and empowering communities to clean up, fix up and conserve our environment. Over the past three decades, Clean Up Australia has evolved into an organisation that works with community, government and businesses to provide practical solutions to help us all live more sustainably every day of the year.



[www.cleanup.org.au](https://www.cleanup.org.au)

| Clean Up Australia Ltd ACN 003 884 991 ABN 93 003 884 991