

INSPIRING COMMUNITY ACTION



The Great Northern
Clean Up



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INTRODUCTION

In response to local community and government feedback that the cooler months of August-October are the best time for a Clean Up north of the Tropic of Capricorn, the Great Northern Clean Up was launched in 2009.

Timing is critical - while it is still dry, but after the peak of the tourist season. The aim is to make sure we get as much rubbish out of our precious environment before the onset of the monsoon and cyclone seasons.

Last year the event took place during the months of August-October when an estimated 3,851 volunteers removed around 277 ute loads of rubbish from 126 sites across northern Western Australia, the Northern Territory and Queensland.

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



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 20 September 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 20 September, 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 Great Northern 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 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’ to craft your messages around people’s “Why”.

The wonderful part of volunteering at a Great Northern 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 at no cost, so you can spread the word far and wide!

FACEBOOK – create Facebook events and share posts

INSTAGRAM – share posts

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

POSTERS

MEDIA RELEASE



PROMOTE
FOR
PUBLICITY

MEDIA ATTENTION WILL GENERATE GOODWILL

Send a media release 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 1 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 pitch that your local radio station broadcasts from your Great Northern Clean Up Site.





SHOWCASE YOUR INVOLVEMENT

Each year, groups like yours right across the country work hard to make the Great Northern Clean Up a success. There are so many wonderful stories to share of experiences during this period.

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.

- 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 photos from the last decade. 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 Great Northern Clean Up
- Ask the local paper to list all of the Great Northern Clean Up Sites in your council area and how people can get involved – for example “To register go to cleanup.com.au or call 1800 CUA DAY”



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

#GreatNorthernCleanUp

#StepUptoCleanUp



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



RETURN AND EARN

In 2019, Clean Up Australia joined forces with Return and Earn to collect eligible containers under NSW's Container Deposit Scheme. The Return and Earn scheme offers a 10c refund to consumers to reduce the amount of containers that litter our streets, beaches, waterways and parks.

As part of 2019 Clean Up Australia Day, Return and Earn staff attended NSW Clean Ups and collected hundreds of eligible containers. The containers were deposited at bulk collection points, and the proceeds donated to Clean Up Australia to support our efforts to inspire and empowers communities to clean up, fix up and conserve our environment.

Are there any local organisations or not for profits that you could work with to grow the impact of your Clean Up?

MOSMAN PUBLIC SCHOOL

Get creative about where and when you Clean Up! In 2019, Mosman Public School arranged for teachers, students and parents to meet at the local Balmoral Beach on a Saturday morning to come together and Clean Up as a school community.

It was a great opportunity for the parents, teachers and students to give back to their local area – and it was all driven by their school's Enviro Committee!

Where could you go and what could you do to make your Clean Up more engaging?





SCOUTS & AHMADIYYAN MUSLIM ASSOCIATION AUSTRALIA

Clean Up Australia has a non-financial relationship with our Allies built on joint initiatives, and our Allies play a crucial role in the success of Clean Up campaigns.

In 2019, our Community and Youth Allies engaged with their networks and registered hundreds of sites across the country.

A special shout out goes to the Ahmadiyaa Muslim Association Australia, who had 6000 volunteers Cleaning Up sites across the country, and Scouts Australia who had over 350 local Scout groups hosting Clean Ups across the nation.

If you are interested in becoming an Ally of Clean Up Australia, please get in touch with us.



NEED MORE INFO?

We're here to help!

CALL 1800 CUA DAY

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