

Keep Australia Beautiful National Strategic Plan July 2013 to June 2015



Mission: A litter free and sustainable Australia

Strategic Direction	Actions and Initiatives	Year	Success indicators
1. Be Australia's peak body on litter.	1.1 Initiate Litter prevention campaigns to educate key audiences on positive behaviour change.	Ongoing	Measurement of exposure, media & message retention. Reduced litter.
	1.2 In partnership with government, business and community, deliver education programs to focus on all types of litter, by everyone, every day.	Ongoing	Reductions in litter and social research on litter. Increased media.
	1.3 Work with stakeholders to integrate Litter prevention campaigns nationally.	Year Two & ongoing	Longer term and a more harmonised litter campaigns.
	1.4 Conduct effective and practical research to drive best practice in litter prevention and management.	Ongoing	Expansion and evolution of existing research or new research.
	1.5 Provide input into national policy development and advocate on litter and sustainability issues.	Ongoing	Number of topics addressed and supported.
2. To educate, engage & empower the community in practical sustainability.	2.1 Recognise and reward best practice actions and achievements of community, business, schools, government and individuals.	Ongoing	Program growth and reach across Australia.
	2.2 To support and fund communities to achieve positive resource recovery and sustainability outcomes.	Ongoing	Number of support and funds allocated to and number of beneficiaries reached.
3. To create a financially sustainable National organisation.	3.1 To develop and maintain currency and relevance of the KAB constitution to enable effective operation.	Year One	Altered and adopted constitution and other changes.
	3.2 Strengthen governance and improve its effectiveness	All years	Increased policies, protocols and zero governance breaches.
	3.3 Increase awareness of the KAB brand to attract financial partners and supporters.	Year One and Two	Brand awareness study, community research and increased program funds received.
	3.4 Strengthen Federal Government relationships.	Ongoing	Access to and funding from new government departments.
4. To enhance the State and Territory National network.	4.1 To identify and secure national funding opportunities for the KAB network.	Ongoing	Increased funding nationally
	4.2 To facilitate strong communications between the KAB network.	Ongoing	Increased communications and resource sharing.