

Keep Australia Beautiful National Association
ANNUAL REVIEW 2009/2010



From Our Patron



*Her Excellency,
Ms Quentin Bryce AC*

'I know the organisation Keep Australia Beautiful very well ... how important it is ... what it stands for, the way it recognises the efforts people make to it's very important issues of the environment, aesthetics, bringing a community together. Community engagement's such a precious thing and you have to nurture it and never take it for granted.'

From the Chairman and Executive Officer



*Don Chambers,
Chairman*

Keep Australia Beautiful's mission is: *'To lead, challenge and inspire all Australians to strive for a sustainable and litter free environment'*.

We are a federation of state and territory offices coordinated by a national office, have programs in each state and territory and have been encouraging people all around Australia to care for their local environment since 1968.

Keep Australia Beautiful National Association is a not for profit association and a tax deductible gift recipient able to receive tax deductible donations.

Research

Our National Litter Index is Australia's only national, annual quantitative report on litter by type, by location and by volume. Keep Australia Beautiful is a member of the Australian Packaging Covenant Council.

Awareness and Behaviour Change

Keep Australia Beautiful Week coincides with the first week of spring and is a time for all Australians to be active in caring for their local environment.



*Scott Lyall,
Executive Officer*

Community Action

The Sustainable Communities Awards consist of the Tidy Towns, Sustainable Cities and Clean Beaches awards. The awards program is available to 100% of the Australian geography and population. It provides year round local activities and culminates in separate presentations to the national winners of the Towns, Cities and Beaches Awards.

New in 2009/2010 is the community grants program. The Keep Australia Beautiful Beverage Container Recycling Grants funded by the Coca-Cola Foundation provided direct funding to local communities from all states and territories.

These are just some of our activities that involve millions of Australians each year.

Research

National Litter Index

The Keep Australia Beautiful National Litter Index is Australia's only national, annual, quantitative measure of what litter occurs where and in what volume. Over 950 sites are visited twice per year to create an annual report on litter in each State and Territory that can be compared against the national average. Keep Australia Beautiful is a participant in ongoing discussions regarding the ideal measurement of litter in Australia.

Branded Litter Study

An extension of the National Litter Index is the Branded Litter Study which identifies which brands occur in the litter stream and in what number. The research was trialled and tested in 2006/2007 and a benchmark year with public results was carried out in 2007/2008.

Neighbourhood Litter Study

You could also run a Neighbourhood Litter Count to see how your local area compares with your State or Territory average. Download the instructions and form to help you with your count and the 'How to Run a Tidy Up' booklet so you can clean up the litter safely afterwards.

Policy

The Keep Australia Beautiful Network supports litter reduction, reuse and recycling through education, product stewardship, extended producer responsibility and other means including systems to encourage the collection and use of products that might otherwise be discarded

Keep Australia Beautiful is a participant in the wider debate about litter and waste management. Our National Chairman Don Chambers represents Keep Australia Beautiful on the Australian Packaging Covenant Council.

In line with its mission Keep Australia Beautiful is focussed on practical, local actions by individuals.



Awareness and Behaviour Change

Keep Australia Beautiful Week

This is the major event of the year taking place in early spring. Its reach has jumped from 3.5m in 2005 to 6.9m in 2008 and it continues to grow. Each year there is a different theme:

- 2009** 'Waste lives on'
- 2008** 'Score points for the environment'
- 2007** 'Save the world, start at home'
- 2006** 'Measure your ecological footprint'
- 2005** 'Environmental spring clean kit'

There are also a large number of state and territory programs that are active throughout the year.

Ambassadors

Over many years Keep Australia Beautiful is fortunate to have had the support of prominent Australians and overseas ambassadors ranging from Jack Thompson to Dr Who and Abba.

Community Service Announcements

Since 1968 Keep Australia Beautiful has been using all media to deliver its message of positive environmental change through individual action to all Australians. The current 'Rolling Bottle' television message reminds us all not to let litter roam.

Website

The national website is linked to each member office website. Registrations to receive more information from the national website have doubled each year since 2007.

	Items per 1,000m ²					Volume (litres) per 1,000m ²				
	05/06	06/07	07/08	08/09	09/10	05/06	06/07	07/08	08/09	09/10
NATIONAL	70	74	68	63	66	8.86	9.68	8.59	7.73	7.55
ACT	–	68	56	56	51	–	7.04	6.06	4.77	3.31
NSW	80	71	77	65	75	14.95	14.69	11.90	12.13	13.43
NT	–	64	60	84	70	–	5.32	7.24	6.00	5.09
QLD	89	86	76	59	76	7.66	7.59	7.44	5.60	5.65
SA	60	61	68	57	54	7.23	11.08	9.55	8.02	7.13
TAS	59	70	61	64	86	5.15	6.68	5.90	9.20	9.04
VIC	71	80	48	43	50	7.87	7.74	4.19	2.87	4.91
WA	60	83	85	87	71	8.57	12.19	13.06	11.93	9.44

Education and Schools

There are many ways that schools can get involved with Keep Australia Beautiful programs. Schools can enter the Young Legends category within the Australian Sustainable Communities Awards consisting of the Tidy Towns, Sustainable Cities and Clean Beaches Awards.

Other programs such as Keep Australia Beautiful Week provide opportunities for involvement, whilst some state and territory KAB offices also run curriculum based environmental education programs.

To find out what is available in your state or territory, visit their individual websites

Jurisdiction	Program
NSW	Waste Watchers
VIC	Sustainable Communities Awards for Towns, Cities and Beaches
QLD	Green & Healthy Schools
WA Dept of Env	Waste Wise Trash My Ad
SA	Litter Less WOW – Wipe Out Waste Schools Program
TAS	School Environment Award Litter Less
ACT	Waste Watchers
NT	Re-Thinking Waste-in-Schools Challenge Litter Less



Community Action

Sustainable Communities Awards

The Australian Sustainable Communities Awards consist of the Tidy Towns, Sustainable Cities and Clean Beaches Awards. The aim of the awards is to encourage, motivate and celebrate local community initiatives in environmental, social and economic sustainability.

Tidy Towns 2009/2010 won by Beechworth VIC



Sustainable Cities 2009 won by Canada Bay NSW



Clean Beaches 2009/2010 won by South Port Noarlunga SA



Navman People's Choice promotion won by Walpole WA



New in 09/10 was the Navman People's Choice promotion which helped identify the Tidy Town that should win a \$10,000 community grant. Hundreds of towns registered and over 5,000 people voted for their favourite town.



Beverage Container Recycling Community Grants funded by the Coca-Cola Foundation

Listed below are the projects across the country that received funds in 2010.

NSW \$36,411.42

Albury City Council, Bathurst Council, Lockhart Tidy Towns, PCYC Illawarra, Quandialla Progress Assoc, Toronto Tidy Towns Inc.

VIC \$29,535.00

City of Monash, Greater Shepparton City Council, Bendigo Senior Secondary College.

QLD \$26,048.30

Torres Shire Council, Rockhampton Girls Grammar School, Aspley State Special School, Bowen State School, Scouts Qld Branch Wooroolin Group.

WA \$17,000.00

Shire of Augusta – Margaret River, City of Armadale, City of Joondalup.

SA \$17,518.02

DC of Mt Remarkable, Gawler AH&F Society, City of Mt Gambier, Owen Adopt a Town Committee.

TAS \$11,172.20

North West Bay Scouts.

ACT \$12,059.52

National Convention Centre Canberra.

NT \$10,252.89

Kalkarindji, Victoria Daly Shire Council, Litchfield Shire Council, Nauyiu, Victoria Daly Shire Council.



Our Supporters in 2009/2010

Thanks to our supporters who made it all possible

Supporter Level

Platinum up to \$250k pa

- National Packaging Covenant Industry Association
- Coca-Cola Foundation
- Hungry Jack's
- Grundfos Pumps

Gold up to \$100k pa

- Packaging Stewardship Forum

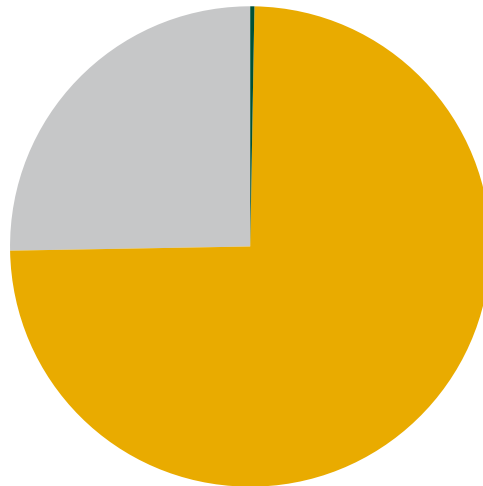
Silver up to \$50k pa

- State and Territory Governments
- Cartridge World
- Mobile Muster
- Mount Franklin

Bronze up to \$20k pa

- Australian Government
- British American Tobacco
- Butt Free Australia
- Navman
- ToysRUs
- 4MyEarth
- Australian Jewellers Supplies
- Sukin Cosmetics
- EcoVoice
- Steve Parish
- individual donors

Supporter Type



Company

74.5%

Government

25.1%

Individual

0.4%

Keep Australia Beautiful National Association is working to:

- achieve equal funding from individuals, companies and government
- create opportunities for regular donations from the public
- provide cost effective benefits to sponsors
- work with companies seeking to use the 'green ribbon' logo
- build stronger links with the Australian Government

Supporter Structure

Donors

Details of individual donors have been kept private

Grant Providers

Australian Government	Administrative Support	Grants to Voluntary Environment and Heritage Organisations
State and Territory Governments	Joint Funding	National Litter Index
National Packaging Covenant Industry Association	Joint Funding	National Litter Index
British American Tobacco		Comparison of NPC signatories with BLS brands
Coca-Cola Foundation		Beverage Container Recycling Grants
Butt Free Australia		Butt Litter TVC

Sponsors and Promotional Partners

Hungry Jack's	Principal Sponsor	KAB Week 09
Cartridge World	Supporting Sponsor	KAB Week 09
Mobile Muster	Supporting Sponsor	KAB Week 09
Hungry Jack's	Category Sponsor	Tidy Towns 09/10
Packaging Stewardship Forum	Category Sponsor	Tidy Towns 09/10
Grundfos Pumps	Category Sponsor	Tidy Towns 09/10
Navman	Category Sponsor	Tidy Towns 09/10
Packaging Stewardship Forum	Category Sponsor	Sustainable Cities 10
Grundfos Pumps	Category Sponsor	Sustainable Cities 10
ToysRUs	Category Sponsor	Sustainable Cities 10
Mount Franklin	Principal Sponsor	Clean Beaches 09/10
Hungry Jack's	Category Sponsor	Clean Beaches 09/10

Licensees

4MyEarth	Sandwich Wrap	% of all sales
Australian Jewellers Supplies	Reusable bag	% of all sales
Sukin Cosmetics	Body Lotion	% of all sales
EcoVoice	'No Junk Mail' sticker	% of all sales
Steve Parish	Beach Calendar	% of all sales

How you can help

Everyone in Australia can take part in Keep Australia Beautiful activities. We also appreciate help in fundraising for our cause and our programs. Keep Australia Beautiful National Association is a community based not for profit association able to enter into cause marketing partnerships with industry and with government. It is a deductible gift recipient able to issue tax deductible receipts for donations.

Donations

- individuals and organisations can donate a lot or a little to Keep Australia Beautiful or to its projects
- one donor had been offered a speakers fee and asked that it be sent to us
- another set up an office environment day and donated the proceeds
- others have offered to remember Keep Australia Beautiful in their will
- donations can be made on line at www.kab.org.au/support-us/philanthropy/ or by contacting the KABNA office.

Grants

- Keep Australia Beautiful and its member offices have expertise in litter reduction, community participation, environmental education and a range of other activities
- through its long running programs the Keep Australia Beautiful network has extensive local networks across Australia that include community, school and local government participants.
- the Keep Australia Beautiful network is an ideal delivery network for grants that address local sustainability issues

- for example the National Litter Index has been made possible through Australian, State and Territory Government Grants and the 'Outback Pack' was funded by the Volunteer Grants Program, Australian Department for Families, Housing, Community Services and Indigenous Affairs

Sponsorships and Promotions

- Keep Australia Beautiful has high profile and high participation programs that involve key issues such as litter, recycling, water conservation, energy conservation and the sustainability of local communities.
 - our programs offer year round activities for customers and staff
 - our awards events attract a national audience of government ministers, mayors and community volunteers
 - Keep Australia Beautiful is an ideal partner for government or corporate entities seeking to take their environmental message to a broad audience
 - for example Hungry Jack's is a long time partner with its 'Bag it and Bin it' litter reduction message
 - Grundfos Pumps sponsor the Water Conservation category of both Tidy Towns and Sustainable Cities to get year round activity across the country
- ### Licensing
- relevant products or services can harness the power of the Keep Australia Beautiful logo by displaying the 'green ribbon' logo and donating a percentage of each sale
 - one example is the Steve Parish 'Beach Calendar' with 50c from each sale

Wish List

Research

- National Litter Index: Broad analysis of the results and trends to develop action programs from the results. \$50k pa x 3
- Branded Litter Study: \$84,500 pa x 3

Awareness and Behaviour Change

- Keep Australia Beautiful Week Principal Sponsor x 1 @ \$100k
- Keep Australia Beautiful Week Supporting Sponsor x 3 @ \$40k

Action: Awards

- Principal Sponsor, Australian Sustainable Communities Awards for Towns, Cities and Beaches, \$300k pa x 3yr
- Category Sponsor, Australian Sustainable Communities Awards for Towns, Cities and Beaches, National, State and Territory, \$270k pa x 3yr
- Category Sponsor, Towns or Cities or Beaches, National, State and Territory, \$90k pa x 3yr
- Principal Sponsor, Australian Towns or Cities or Beaches, \$100k pa x 3yr
- Category Sponsor, Australian Towns and Cities and Beaches, \$60k pa x 3yr
- Category Sponsor, Australian Towns or Cities or Beaches, \$20k pa x 3yr

Action: Grants

- national program of local community grants \$180k pa x 3yr
- national program of local community grants \$120k pa x 3yr
- national program of local community grants \$60k pa x 3yr

Fundraising: Green Ribbon Program

- cause marketing partnership: % of each sale of a relevant product or service to assist KAB with its fundraising

Sponsor Benefits	\$k pa	Sponsor logo in program logo, key visual on everything	Category of choice included in Principal Sponsor Benefits	Industry exclusivity with national, state and territory programs	Industry exclusivity with that national program	Present nat finalist certificate at state and territory awards	Present overall and category award at national awards	Present category award at national awards	Separate story on Sponsor in the KAB Newsletter	Featured during the judge visit to each state and territory	Featured as a sponsor on the KAB website
Principal Sponsor, Aust Sust Comm Awards for Towns, Cities and Beaches	300										
Cat Spon, Aust Sust Comm Awards for Towns, Cities and Beaches, Nat, State Ttory	270										
Category Sponsor, Towns or Cities or Beaches, National, State and territory	90										
Principal Sponsor, Australian Towns or Cities or Beaches	100										
Category Sponsor, Australian Towns and Cities and Beaches	60										
Category Sponsor, Australian Towns or Cities or Beaches	20										

Who we are

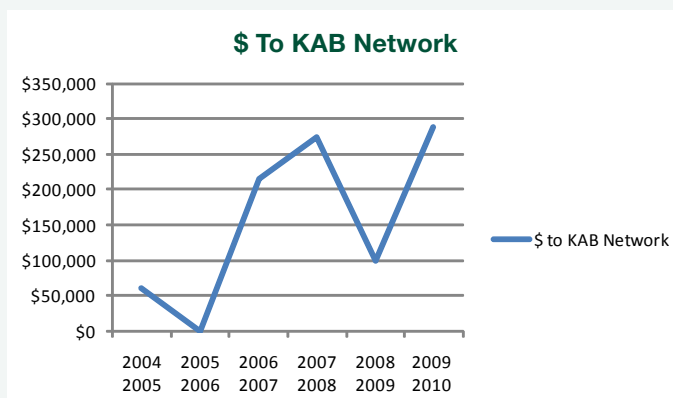
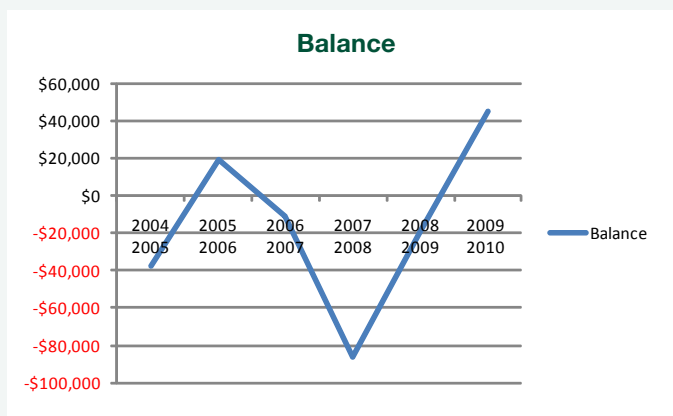
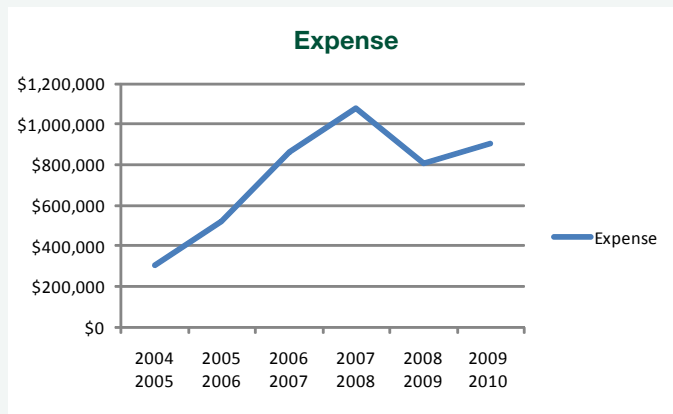
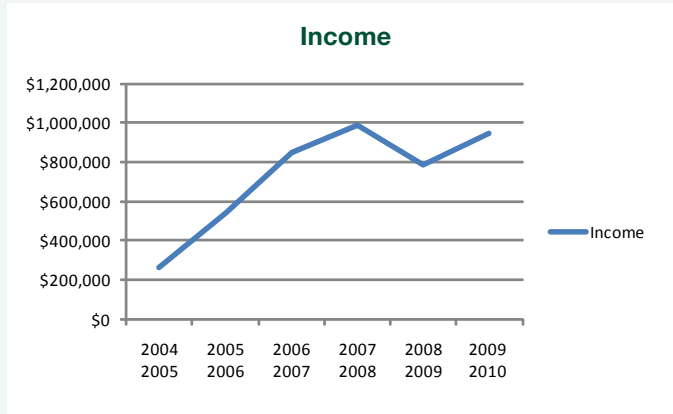
Keep Australia Beautiful National Association Board at end 2009/2010

Name	Background	Role with KABNA
Don Chambers	Previous Mayor, previous board member of Sustainability Victoria	Chair
Val Southam	CEO of the Waste Management Association of Australia	Snr Vice Chair (NSW)
Tor Hundloe	Emeritus Professor, Griffith University	Jnr Vice Chair (QLD)
Carol Lymbery	Degree in Commerce. Qualified Trainer and Workplace Assessor	Treasurer
Max Spedding	Consultant to the Waste Management Industry	Board Member (VIC)
Mel Hay APM	Retired Assistant Commissioner of Police	Board Member (WA)
Ashley Watson	Partner, Piper Alderman Lawyers	Board Member (SA)
Ken Stewart	Retired Asst GM of a regional bank. Board Member of large aged care facility	Board Member (TAS)
Geoff Finch	Insolvency management, KPMG	Board Member (NT)

Keep Australia Beautiful National Association Staff and Suppliers at end 2009/2010

Name	Title
Scott Lyall	Executive Officer
Lara Shannon	Publicity Manager
Bianca Bateman	Administration Officer
Anthony Bordignon	Event Manager
Dick Olesinki	Tidy Towns Judge
Sean Rooney	Sustainable Cities Judge
David Moy	Clean Beaches Judge
Max Spedding	Litter Research Program Manager
Melanie Elms	Fundraising Officer

Financials at a glance



Not for Profit Association

In 2009/210 Keep Australia Beautiful National Association achieved the following;

Income	\$946,881
Program costs (including \$287,961 distributed to the KAB Network)	\$679,942
Gross Profit	\$266,939
Non-Program expenses	\$222,149
Surplus/(Deficit)	\$44,790

This resulted in Non-Program expenses being 23% of Income for the year compared with the previous 3 years: 2006/2007:15%; 2007/2008: 21%: 2008/2009: 21%

Programs conducted by Keep Australia Beautiful National Association during 2009/2010 included;

- The National Litter Index
- Keep Australia Beautiful Week 2009
- The Australian Sustainable Communities Awards consisting of the Tidy Towns 2009/2010, Sustainable Cities 2009 and Clean Beaches 2009/2010 Awards
- The Beverage Container Recycling Grants 2010 funded by the Coca-Cola Foundation.

Deductible Gift Recipient

- Keep Australia Beautiful National Association is a deductible gift recipient (tax deductible charity).
- It's Public Fund, the KABNA Gift Fund, was entered into the Australian Government Register of Environmental Organisations on 20 June 2007.
- Keep Australia Beautiful National Association must keep a separate bank account for receipt of tax deductible grants and donations and must maintain a separate Gift Fund Committee of 'responsible people' to administer the Gift Fund.
- The KABNA Gift Fund must provide an annual Statistical Return of tax deductible grants and donations to the Register of Environmental Organisations.

	2007/2008	2008/2009	2009/2010
General Funds Donations	\$0.00	\$1,244.36	\$2,949.16
'Green Ribbon' Cause Marketing	\$0.00	\$1,351.80	\$1,756.35
Philanthropic Grants	\$0.00	\$0.00	\$186,350.94

Fundraising activities conducted by Keep Australia Beautiful National Association during the year included:

- An appeal for general fund donations. <http://www.kab.org.au/support-us/philanthropy/>
- Working with relevant products and services on the KAB 'green ribbon' cause marketing program. <http://www.kab.org.au/support-us/promotional-partners/>
- The Beverage Container Recycling Grants funded by the Coca-Cola Foundation. <http://www.kab.org.au/what-we-do/beverage-container-recycling-grants/>

Contact details for Keep Australia Beautiful program offices

National

Keep Australia Beautiful National Association
Mail: GPO Box 193, Canberra ACT 2601
Couriers: Shop 4, 43-45 Wyndham St Alexandria NSW 2015,
02 9698 8773, <http://www.kab.org.au/>

New South Wales

Keep Australia Beautiful New South Wales
Suite 2, Level 1, 83 Marion Street, Harris Park, NSW 2150
02 9633 3380, <http://www.kabnsw.org.au/>

Victoria

Keep Australia Beautiful Victoria, a part of Sustainability Victoria
Level 28, 50 Lonsdale St, Melbourne VIC 3000
03 8626 8750, <http://www.kabv.org.au/>

Queensland

Keep Australia Beautiful Queensland
11 Buchanan Street, West End, South Brisbane, Queensland 4101
07 3252 2886, <http://keepaustraliabeautifulqueensland.org.au/>

Western Australia

Keep Australia Beautiful Council WA
Locked Bag 104, Bentley DC WA 6983
08 6467 5130, <http://www.kabc.wa.gov.au/>

South Australia

KESAB environmental solutions (Keep South Australia Beautiful)
214 Grange Road, Flinders Park SA 5025
08 8234 7255, <http://kesab.asn.au/index.php?page=home>

Tasmania

Keep Australia Beautiful Tasmania
51 Salamanca Place, Hobart, TAS 7000
0407 243 693, 0418 314 080, <http://www.kabtas.com/>

Australian Capital Territory

Keep Australia Beautiful National Association
GPO Box 193, Canberra ACT 2601
0419 016 401, <http://www.kab.org.au/sustainable-cities/what-we-do/act/>

Northern Territory

Keep Australia Beautiful Council NT
7&11/5 Westralia Street, Stuart Park NT 0820
08 8981 5535, <http://www.kabq.org.au/nt/default.asp>

Keep Australia Beautiful National Association

A not for profit association registered in the ACT.

ABN 35743600611

A deductible gift recipient able to receive tax deductible donations.

Coordinator of the KAB Network of independent state and territory offices.

'To lead, challenge and inspire all Australians to strive for a sustainable and litter free environment'

Keep 
Australia
Beautiful