

Keep Australia Beautiful

Keep Australia Beautiful National Association ANNUAL REVIEW 2010/2011



Leading, challenging and inspiring all Australians to strive for a sustainable and litter free environment

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. Scott Lyall, Executive Officer

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.

Knowledge

Our National Litter Index is Australia's only national, annual quantitative report on litter by type, by location and by volume. It is a resource for governments, industry and local communities seeking to prevent litter. It helps inform Keep Australia Beautiful's participation in the Australian Packaging Covenant Council.

Attitude

Keep Australia Beautiful Week is a once a year reminder to carry out a spring clean for the environment.

New in 2010/2011 is our 'Keep Australia Beautiful/Do the Right Thing' partnership with the beverage industry which resulted in a high profile media campaign entitled 'Litterers Anonymous' which reinforced the importance of litter as a local environmental issue.

Behaviour

The Australian Sustainable Communities Awards, consisting of Tidy Towns,

Sustainable Cities and Clean Beaches, continue to encourage, motivate and celebrate local community initiatives in environmental, social and economic sustainability. We also ran a Tidy Towns People's Choice Promotion with Navman that was won by Walpole WA.

The Beverage Container Recycling Grants funded by the Coca-Cola Foundation resulted in 215,000 kilos of recycled material at an average cost of 60c per kilo

New in 2010/2011 was our involvement as charity partner in the inaugural 'Garage Sale Trail'.

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



Knowledge

The National Litter Index (NLI) is Australia's only national annual quantitative measure of what litter occurs where and in what volume, based on counts taken twice a year at 983 sites across Australia.

The average number of items across all sites surveyed in the 2010/11 National Litter Index was 61 per 1,000m², while the average estimated volume was 6.49 litres per 1,000m². These figures represent a decrease in the number of items and volume on the previous year (66 items and 7.55 litres per 1000m²).

The reduction in some litter items may be attributed to the exceptionally wet conditions experienced in many areas of Australia early in 2011. This will have simply washed away the lighter litter items from the streets, into nearby storm water drains and waterways away from the survey sites.

Cigarette butts were again the most frequently identified litter item, whilst plastic litter objects contributed the largest amount of volume to the litter stream. The largest number of items were located within retail sites, industrial sites and shopping centres, while the largest volumes of litter objects were found at industrial and highway sites.



NATIONAL RESULTS TABLE YEAR ON YEAR

Table 1

	Items per 1,000m ²						Volume (litres) per 1,000m ²					
	05/06	06/07	07/08	08/09	09/10	10/11	05/06	06/07	07/08	08/09	09/10	10/11
NATIONAL	70	74	68	63	66	61	8.86	9.68	8.59	7.73	7.55	6.49
ACT	-	68	56	56	51	45	-	7.04	6.06	4.77	3.31	3.73
NSW	80	71	77	65	75	69	14.95	14.69	11.90	12.13	13.43	10.72
NT	-	64	60	84	70	34	-	5.32	7.24	6.00	5.09	3.16
QLD	89	86	76	59	76	78	7.66	7.59	7.44	5.60	5.65	5.94
SA	60	61	68	57	54	55	7.23	11.08	9.55	8.02	7.13	5.36
TAS	59	70	61	64	86	85	5.15	6.68	5.90	9.20	9.04	8.23
VIC	71	80	48	43	50	39	7.87	7.74	4.19	2.87	4.91	3.99
WA	60	83	85	87	71	75	8.57	12.19	13.06	11.93	9.44	9.03

Australian Tidy Towns Awards

The New South Wales town of Lithgow was announced the Overall Winner of the Australian Tidy Towns Awards 2010/11 at the national awards ceremony held at Beechworth in Victoria, the previous winner of the prestigious award

Category	Winner	Sponsor
Overall	Lithgow, NSW	
Community Action & Partnerships	Westonia, WA	
'Dame Phyllis Frost' Litter Prevention	Barunga, NT	
Resource Recovery & Waste Management	Stanthorpe, QLD	
Environmental Innovation & Protection	Lithgow, NSW	
Water Conservation	Rutherglen, VIC	
Energy Innovation	Waikerie, SA	
Heritage & Culture	New Norfolk, TAS	
Young Legends	New Norfolk, TAS	



Lithgow, Australian Tidy Towns winner 2010/2011



Australian Sustainable Cities Awards

Perth's City of Stirling was announced the overall winner of the Australian Sustainable Communities Awards by federal environment minister Tony Burke at a ceremony at Canada Bay in NSW, the previous winner

Category	Winner	Category Sponsor
Community Action & Partnerships	Redland City Council QLD	
'Dame Phyllis Frost' Litter Prevention	Dept of Environment, Climate Change, Energy and Water ACT	
Resource Recovery & Waste Management	Hornsby Shire Council NSW	
Environmental Innovation & Protection	City of Stirling WA	
Water Conservation	City of Onkaparinga SA	
Energy Innovation	Melton Shire Council VIC	
Heritage & Culture	Darwin City Council	
Young Legends	Dept of Environment, Climate Change, Energy and Water ACT	
Overall Winner	City of Stirling WA	



The City of Stirling, Australian Sustainable Cities winner 2010



Beverage Container Recycling Grants funded by the Coca-Cola Foundation

Results are in for 2010 projects:

-in 2010 grant funding was distributed as follows:

NSW	\$36,411.42
VIC	\$29,535.00
QLD	\$26,048.30
WA	\$17,000.00
SA	\$17,518.02
TAS	\$11,172.20
ACT	\$12,059.52
NT	\$10,252.89

-at end of 2010 21 out of 26 projects reported results
 -a total of \$130,016.03 in grants which resulted in 215,440.08 kilos of recycled material at an average cost of 60c per kilo

2011 projects to receive funds have been selected

NSW \$38,674
 Armidale Dumaresq Council, Albury City Council, Coffs Harbour - Park Beach Community Group, Toronto Tidy Towns, Young Tidy Towns

VIC \$33,978
 Baw Baw Shire Council, Loddon Shire Council, Hume City Council, Buloke Shire Council

WA \$37,298
 Lions Club of Goomalling, Gnarlaloo Station Trust, Aubin Grove Primary School, Lancelin Lions, Shire of Toodyay

SA \$22,668
 Maitland and District Progress Association (DC Yorke Peninsula), DC of the Copper Coast, DC of Karoonda East Murray, Adelaide Shores (West Beach Trust), DC of Goyder

TAS \$8,850
 Scout and Guide Regatta Tasmania, University Mowbray Sports and Community Club

NT \$12,037
 Borroloola (Roper Gulf Shire)
 Wadeye (Victoria Daly Shire Council)



Our Supporters

Platinum.



Gold.

Silver.



Bronze. Up to \$20k pa



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.

Volunteer

- ★ Get involved in a community group and make a difference at a local level.
- ★ Contact KABNA or a State KAB office to learn about local opportunities.

Donations

- ★ Individuals and organisations can donate a lot or a little to Keep Australia Beautiful or to its projects
- ★ 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 prevention, 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 includes community, school and local government participants.
- ★ The Keep Australia Beautiful network is an ideal delivery network for grants that address local sustainability issues.

SponsorshipsandPromotions

- ★ 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

CauseMarketing

- ★ 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

Who we are

Keep Australia Beautiful National Association Board at end 2010/2011

Name	Background	Role with KABNA
Don Chambers	Construction, Retail, Local Government	Chair
Val Southam	Waste Management Industry	Senior Vice Chair (NSW)
Kirsty Richards	KABV Inc Board Member	Junior Vice Chair (VIC)
Carol Lymbery	Management Consultant to the Not for Profit sector	Treasurer
Tor Hundloe	Environmentalist, Academic	Board Member (QLD)
Mel Hay	Retired Assistant Commissioner of WA Police	Board Member (WA)
Ashley Watson	Partner, Piper Alderman Lawyers	Board Member (SA)
Ken Stewart	Retired banker. Board Member of aged care facility	Board Member (TAS)
Gary Swanson		Board Member (NT)
Donna Alexander	Marketing Executive	Board Member
Mel Jenkins	Director of a fundraising organisation	Board Member

Keep Australia Beautiful Network State and Territory CEO's

National	Scott Lyall
NSW	Peter McLean
VIC	Leigh Bernoth
QLD	Rick Burnett
WA	Jennie Anderton
SA	John Phillips
TAS	Geoff Marsh
NT	Heimo Schober



Keep Australia Beautiful National Board



Keep Australia Beautiful Network CEOs

Financials

Over the past seven years, from 2004/2005 to 2010/2011:

- ★ Income has risen from \$265,653 to \$1,135,782 pa
- ★ A total of \$5,516,419 has been raised
- ★ In addition to funds for national programs \$1,147,523 has been distributed to the KAB Network for state and territory programs

Keep Australia Beautiful National Association Inc is a not for profit incorporated association registered with the ACT Office of Regulatory Services (Association No. A01781).

The association strives for operational efficiency and seeks to maximise the percentage of total income that goes towards projects. Total income includes sponsorships, grants, donations and other sources of income. In 2010/11 Keep Australia Beautiful National Association Inc achieved the following;

Income				\$1,142,870
Program costs				\$ 948,937
Gross Profit				\$ 193,933
Non-Program expenses				\$ 225,515
Surplus/(Deficit)				\$ (31,582)

Program Costs include \$239,802 distributed to the KAB Network as follows.

- ★ Trash My Ad \$12,500 to WA.
- ★ Beverage Grants \$159,802 to KAB Network
- ★ Grundfos \$67,500 to KAB Network

This resulted in Non-Program expenses being 20% of Income for the year.

Keep Australia Beautiful National Association Inc 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.

			2007/08	2008/09	2009/10	2010/11
- general fund donations			-	1,244	2,949	4,104
- 'green ribbon' cause marketing			-	1,352	1,756	4,331
- philanthropic grants			-	-	186,351	170,004

Source of Funds:		2009/10	2010/11
1. Individual		0.40%	2.41%
2. Company		74.50%	86.60%
3. Government		25.10%	10.99%

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'