



CEO's message

Dear valued Stakeholders, volunteers and supporters,

I am very excited to announce the relaunch of the iconic *Do the Right Thing* campaign.

After more than 40 years since the initial campaign was born, Keep Australia Beautiful is again calling on all Australians to get behind litter prevention and take responsibility for managing litter pollution by placing our rubbish where it belongs: in the bin.

In other news, the Keep Australia Beautiful National Sustainable Communities - Tidy Towns Awards are back in 2021! This year's awards event will be hosted by the 2020 National winner - Beechworth, Victoria.

Join us as we recognise and honour those individuals, community groups, projects and initiatives that work towards environmental sustainability and resource management within their local area.

Further information about the event and how to book your spot can be found below.

For those wishing to be the catalyst for change, we invite you to take part in the Keep Australia Beautiful Week to be held 16-22 August 2021. Save the date and visit kab.org.au for more information!

Here's to a cleaner, brighter, litter-less 2021!

Val Southam
Chief Executive Officer
Keep Australia Beautiful



Keep Australia Beautiful once again calls for all Australians to *Do the Right Thing*

We are bringing back one of Australia's most successful and iconic anti-littering campaigns in an effort to raise awareness and improve the nation's approach to litter and rubbish dumping.

Launched in 1979, the original *Do the Right Thing* campaign is considered to be the most effective behavioural change campaign in Australian history, now becoming a movement helping facilitate behaviour change towards littering in Australia.

[Read more ...](#)

[Learn more](#)



Join us at the Australian Sustainable Communities - Tidy Towns Awards 2021, Beechworth

Help us celebrate the environmental and sustainability achievements of Australia's rural and regional communities by joining us in Beechworth on 4 - 6 June 2021 for the Australian Sustainable Communities - Tidy Towns 2021 Awards.

Hosted this year by the 2020 Overall Winner, Beechworth, the Awards reach beyond tourism to encourage, motivate and celebrate the sustainability achievements of grassroots rural and regional communities across Australia, with the 'Tidy Towns' name being always synonymous with community pride, cohesion and above all community action.

[For more information and to book your tickets, click here](#)



Join Eco-Schools Australia today

Is your school full of Eco Warriors? Are you ready to take the next step in your eco journey and experience active citizenship in your school? Then join the largest sustainability school program in the world and become eligible to receive seed grant funds to reduce litter or improve recycling in your school.

Eco-Schools is an international environmental education framework and accreditation program that empowers students to be the change for a sustainable world by engaging them in fun, action-orientated learning.

Already hugely popular on a global scale - over 52,000 Eco-Schools across 68 nations - participants find great encouragement in knowing their local efforts are being reciprocated around the world. 19.5 million students now attend an Eco-School and over 1.4 million teachers work in one - a force to be reckoned with!

[For more information click here](#)



Good corporate citizenship starts on your patch

The Keep Australia Beautiful 'Adopt a Patch' program empowers people who work in organisations and corporations to help improve patches of land in their local community.

The initiative can form part of your company's corporate volunteering or community investment program, providing a fantastic volunteering opportunity for your staff to help preserve the land and natural resources in the communities in which they live and work for the long term.

Photo by Alena Koval from Pexels

[For more information click here](#)



Volunteer spotlight: Andrew Litchfield, Volunteer Grant Writer

I enjoy contributing to KAB through grant writing in the hope that major funding will flow. I am glad I contribute to an organisation that aims to improve the environment in which we all live.

How long have you been volunteering with KAB?

Since May 2019.

Why did you choose KAB?

I am interested in a cleaner, more sustainable environment, which is what KAB works towards.

Why is it important for you to volunteer with KAB?

The grants I successfully apply for help KAB meet its mission by funding various projects. I also get to work with a terrific, committed group of people, and keep my hand in with grant writing skills.

What has been a highlight of volunteering with KAB?

A successful grant proposal is always a highlight. My favourite proposals are for large-scale educational programs for young people.

How do you make sure you keep Australia beautiful?

Well - volunteering for KAB helps NSW and Australia. Personal practices include composting, recycling, picking up rubbish and being careful with plastics.

What advice do you have for people wanting to make changes in their behaviour?

My attempts to change my diet, have not been success. Eventual success comes from persistence.

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Australian Government
Department of Agriculture,
Water and the Environment



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