

Keep
Australia
Beautiful
Week

CONTAIN YOUR WASTE CHALLENGE

KEEP AUSTRALIA BEAUTIFUL WEEK 2022

CAMPAIGN KIT

15 - 21 AUGUST



Sponsored by



This Keep Australia Beautiful Week, we're reducing our waste!

While it's important to recycle and reuse, reducing waste at the source is the most effective and efficient way to decrease the amount of litter we find in our streets and public areas.

So for one week, we're challenging you to choose an existing container

from around the house – a jar, a tub, or a bucket – and contain the amount of waste you produce in that week to the capacity of your container.



#ContainYourWaste #kabweek

CONTAIN YOUR WASTE IN 5 STEPS

1 Make it official

Register for the Contain Your Waste Challenge today and help keep Australia beautiful!

2 Pick your container

Reuse an old jar, ice cream tub, laundry bucket, or small bathroom bin to help get you through the week. A lid is important to keep everything contained.

3 Get your household prepared for the week.

Plan your meals and shopping lists, shop at a bulk food store and compost! Remember, recyclable items don't count towards your waste for the week and should be disposed of properly in the correct bins.

4 Be a Bin-Fluencer and inspire others

Rally up some healthy competition with your friends, family and work colleagues to see who can contain their waste for 1 week! Bonus points if you can continue this behaviour after the challenge is over!

5 Upload your video or photos (optional)

If you're up for the extra challenge, upload your video or photos to the Keep Australia Beautiful campaign page to share your waste efforts. We look forward to hearing all about your experience!



HOW YOU CAN GET INVOLVED



1 Compost food waste

Avoid overfilling your container with food scraps and divert your household food waste from landfill by placing it in your home compost bin

2 Separate soft plastics

Collect your soft plastics in a separate container and drop them off (clean and dry) to your local supermarket at the RedCycle collection point at the end of the week.

3 Make a weekly meal plan and shopping list

Think ahead, plan your meals for the week and shop smart. Try to use products readily available in your household. Avoid excessive purchases and only buy essential items with compostable or recyclable packaging.

4 Go DIY for the week

Challenge yourself to discover new ways to be creative around the house. Cook it, bake it, make it or mend it yourself.

SHOW US HOW YOU CONTAIN YOUR WASTE

To inspire our community to get involved, we are giving away prizes to bin-fluencers for sharing about their waste efforts!



STEP 1

Choose a container that suits your household and record your waste efforts for the week.



STEP 2

Register your interest via the campaign page then upload your videos / photos at the end of your challenge (optional).



STEP 3

Share your experience on social media and tag #kabweek and #ContainYourWaste

WIN HEAPS OF PRIZES!

MAJOR PRIZE

\$1,100 – Go For Zero \$500* / Diminish starter pack & membership \$200* / Yona bed \$200* / Bokashi One Starter Pack \$200*

SOCIAL MEDIA PRIZE

\$100 – one month Neuron e-scooter passes x 14 eligible cities*

SCHOOL PRIZE

\$200 – Bokashi One Starter Pack \$200* (AND 7 x EarthCare board games \$70 each for the first school from each State)*

ALL SCHOOL REGISTRANTS RECEIVE: \$365 – A Simply Cups collection unit* (for eligible schools*)

BUSINESS PRIZE

\$1,756 – A Simply Cups collection unit & 6 months collection \$1,061 (for eligible States)* / TerraCycle Zero Waste Box \$495* / Bokashi One Starter Pack \$200*

Winners will be announced on 6 September 2022. Terms and Conditions apply.

CAMPAIGN MATERIALS

A core set of materials have been created to support you in participating in Keep Australia Beautiful Week 2022 and help guide you in adapting the campaign messaging to meet your needs.

✓ CAMPAIGN LOGO



✓ SAMPLE SOCIAL MEDIA ASSETS

✓ MEDIA PRESS RELEASE

✓ POSTER

✓ E-MAIL BANNER

[Download all resources here](#)

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