



Australia's first family of paint. SINCE 1935

## MEDIA RELEASE

- FOR IMMEDIATE RELEASE -

### KEEP AUSTRALIA BEAUTIFUL AND HAYMES PAINT CALL ON PRIMARY SCHOOLS TO 'PAINT AUSTRALIA BEAUTIFUL'

SYDNEY, AUSTRALIA – 29 NOVEMBER 2022 –

Keep Australia Beautiful (KAB) nurtures and finds new ways to care for our environment and educate the next generation. In 2023 KAB, in partnership with Haymes Paint, will run the inaugural **Paint Australia Beautiful** competition, engaging primary schools nationally. Paint Australia Beautiful was created to inspire children to think more deeply about how they can care for the environment and express their vision through a mural art project. Schools can register their interest at <https://kab.org.au/paint-australia-beautiful-schools-2023/>

Primary schools around Australia are encouraged to submit their nature-based mural design to go in the running to win \$750 worth of Haymes Paint and supplies\*.

Primary schools must submit their designs and images with an explanation of how their mural reflects the natural environment, the school's sustainability initiatives, and the local area. The collaboration promotes creativity and hopes to educate younger Australians on how we can help conserve our flora and fauna by limiting our environmental impact.

Val Southam, Chief Executive Officer of Keep Australia Beautiful, said, "We encourage all schools to get involved with this competition and create a beautiful mural for your community. Tell your story in pictures, your hopes, and dreams for your natural environment. Whether that's an Australian beach, the desert, or bushland, your creative work will help celebrate our amazing ecosystems in full colour."

Haymes Paint CEO Rod Walton added, "Connecting with our local communities is so important to us. We are pleased to partner with Keep Australia Beautiful to support their local initiative bringing communities all over Australia together."

"We want to make primary schools across Australia colourful and inspire creativity and collaboration. The team at Haymes Paint are looking forward to seeing the amazing designs that the school children come up with."

To find out more about Paint Australia Beautiful or to Register Interest today, visit <https://kab.org.au/paint-australia-beautiful-schools-2023/>

#PaintAustraliaBeautiful

- ENDS -



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### How it works:

**Step 1:** Students brainstorm ideas as a class and put pencil to paper to design a nature inspired mural.

**Step 2:** Submit the mural design between 8 February and 6 April 2023.

**Step 3:** Entries will be shortlisted on 20 April, 2023, with public voting open until 7 May 2023. Shortlisted schools are encouraged to share their designs via social media to rally votes by using #PaintAustraliaBeautiful and tagging [@keepaustraliabeautiful](https://www.instagram.com/keepaustraliabeautiful/) and [@haymespaint](https://www.instagram.com/haymespaint/) while directing voters to the website <https://kab.org.au/paint-australia-beautiful-schools-2023/>.

**Step 4:** Eight winning schools (one from each state and territory) will be announced 10 May 2023 and awarded \$750 worth of Haymes Paint supplies\* to turn the design into reality.

**Step 5:** Once completed, Keep Australia Beautiful and Haymes Paint will present the school with a plaque and \$500\* to reward the students for their amazing efforts.

### For media information, contact:

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### About Keep Australia Beautiful

Keep Australia Beautiful is a not-for-profit organisation working to inspire and educate communities to keep their environment clean and beautiful. Founded in 1968, Keep Australia Beautiful was Australia's first anti-litter campaigner and sustainability advocate. Driven by national and state-based offices and passionate local community volunteer groups, their core objective is to raise awareness and promote sustainable living. Through partnerships and programs, they provide education, innovation, engagement and research to lead environmental sustainability and preservation.

### About Haymes Paint

Haymes Paint is the largest Australian owned and made paint manufacturer. Established in 1935, the family-owned business has maintained its head office and manufacturing in Ballarat. With over 5,000+ paint colours and annual colour library releases, Haymes Paint is a leader in the area of colour, defining the colour trends that the DIY market and the design industry will see each season.

With interior and exterior paint, speciality finishes, woodcare, concrete and paving coatings, render and texture, protective and industrial coatings, Haymes Paint has a solution for all surfaces. Proudly independent, Haymes Paint has a national network of Haymes Paint Shops and partners with more than 350 independent paint stockists across Australia.



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To find out more, head to [kab.org.au](https://kab.org.au)

@keepaustraliabeautiful #KeepAustraliaBeautiful

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\*Conditions Apply. Full terms and conditions for Paint Australia Beautiful Schools Competition 2023 will be found here: <https://kab.org.au/paint-australia-beautiful-schools-2023/>