

Working together to
Do The Right Thing

Keep 
Australia
Beautiful™



PARTNER WITH US

Keep Australia Beautiful™

Founded in 1968, Keep Australia Beautiful was our nation's first anti-litter campaigner and sustainability advocate.

Since then, we've been working with our state-based offices and local community groups to raise awareness around how we can all live more sustainably.

- 1968** ● Keep Australia Beautiful founded
- 1972** ● Keep Australia Beautiful Week commenced
- 1979** ● Do The Right Thing commenced
- 1991** ● National Australian Tidy Towns Awards commenced (a concept borrowed from Ireland, commenced first in WA in 1968)
- 2014** ● Adopt a Patch program commenced
- 2014** ● Eco-Schools Australia commenced
- 2017** ● Young Reporters for the Environment Australia commenced
- 2022** ● Contain Your Waste launched
- 2023** ● Paint Australia Beautiful introduced





Australia is blessed with a unique and outstanding natural beauty. Keep Australia Beautiful plays a major part in raising awareness about our environment through its many educational and environmental awareness programs including the flagship Australian Sustainable Communities Tidy Towns Awards. Linda and I are proud to serve as Joint Patrons and encourage all Australians to become involved in Keep Australia Beautiful's many environmental initiatives in our towns and cities.



HIS EXCELLENCY GENERAL THE HONOURABLE
DAVID HURLEY AC DSC (RETD).



Keep Australia Beautiful is a not-for-profit organisation working to inspire and educate communities to keep their environment clean and beautiful.

OUR VISION

A litter-free and sustainable Australia.

OUR MISSION

To grow a community of Australians committed to facing our environmental challenges and keeping our country beautiful for years to come.

OUR OBJECTIVES

- To lead, influence and advocate for environmental sustainability
- To honour achievement in environmental preservation
- To provide support through education, innovation, engagement, and research
- To deliver effective partnerships and programs that benefit the environment



KEEPING AUSTRALIA BEAUTIFUL STARTS WITH YOU

Our everyday actions have an impact on the beauty of Australia and its environment. Keep Australia Beautiful (KAB) is leading the movement that engages the public to **Do the Right Thing.**

KAB today awards, acknowledges and empowers innovation that keeps Australia

beautiful within the built and natural environment, and one that builds resilient communities. With a legacy of successful community engagement since 1968, our programs inspire individuals, students, organisations, businesses and government to actively care for their communities and local environment.

OUR AUDIENCE AND REACH



Facebook followers (including State Network)

25,800



Unique website users (annual)

20,000



Registered Eco-Schools Internationally (74 countries)

59,000



Instagram followers (including State Network)

6,500



Annual Pageviews

55,000



Students engaged with EcoSchools in Australia

20,000



Marketing database contacts

14,000



KAB National Facebook followers

7,500



Registered Young Reporters Internationally (43 countries)

495,000



Schools database contacts

6,000



KAB National Instagram followers

2,800



Years established

55

OUR NETWORK



OUR PARTNERSHIP OFFERINGS

With so many programs to explore, there will be a perfect fit for your company goals and aspirations.

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TIDY TOWNS & CITIES – SUSTAINABILITY AWARDS

sustainablecommunities.com.au

The Australian Sustainable Communities Awards began in Western Australia in 1968, and became national in 1990, evolving into an iconic national environmental sustainability program. The awards comprise of the metropolitan *Tidy Cities Sustainability Awards* (hosted only in VIC and NSW) and the rural and regional equivalent – *Tidy Towns Sustainability Awards* (run individually in each State/Territory, and then hosted Nationally with State Finalists competing for the OVERALL Award).

Drive through any area of rural or regional Australia, and it's likely you'll come across a town proudly displaying a previous Tidy Town achievement. A source of community pride and cohesion, the awards celebrate some of the most dedicated and passionate people across the country. They are all largely volunteers at the grass-roots of community environmental sustainable action.

Back in 1990, we celebrated the small town of Mt Tyson in Queensland as the first national tidy town winner. Fast forward to 2022, and it was King Island taking out the overall winner's award as Australia's most sustainable community.

The National Tidy Towns Awards seek to lead, challenge and inspire Australians to strive for a sustainable and litter-free environment. The program celebrates community-led action on environmental sustainability issues, and aligns with the UN's Sustainable Development Goals across multiple award categories:

- Dame Phyllis Frost Litter Prevention
- Resource Recovery and Waste Management Award
- Heritage and Culture Award
- Young Legends Award
- Environmental Sustainability – Energy Award
- Environmental Sustainability – Water Award
- Environmental Sustainability – Natural Environment Management Award



To be called a Tidy Town is a badge of honour, a reflection of a community focussed on striving for sustainable excellence. It is about the people and the relationships developed by community, schools, Councils and business to create an environmental, social and economically sustainable community. It is about the love people have for their town and the pride they have for showcasing it to others. Tidy Towns is the way towards developing a great town - it is absolutely brilliant."

IAN JUDD, SCONE TIDY TOWNS COMMITTEE

- Environmental Communication and Engagement Award
- Community Health, Wellbeing and Interest Award

Each year, state and territory winners from the Keep Australia Beautiful network are announced around November. State winners then receive a visit from the National judge to assess their entry, and the Awards are presented around May/June the following year.

The awards event, often hosted over two to three days, consists of networking with community, government and industry leaders, environmental champions young and old, and waste warriors from every corner of our great country. They share experiences, and learn from and inspire each other, with finalists showcasing their entries.

If it's grass-roots Australia that you're looking to connect with, or a particular area of community environmental action, the Tidy Towns & Cities - Sustainability Awards, might be the perfect partnership opportunity for you.

For more information about sponsoring this program click here

or email admin@kab.org.au





Keep 
Australia
Beautiful
Week

KAB WEEK

kab.org.au/campaigns

In August each year, *Keep Australia Beautiful Week* raises awareness, and encourages action on the simple things we can all do to reduce our impact on the environment.

Through a dedicated campaign that integrates social posts, videos, website information and daily living challenges, Keep Australia Beautiful Week provides a focus on how Australians can Do The Right Thing to reduce litter and their overall environmental impact, while looking at specific types of waste and practical use-reduction activities.

In 2022, our campaign Contain Your Waste, focussed on every Australian's opportunity to reduce waste at the source as an effective and efficient way to make a genuine impact on the environment. The campaign culminated in a challenge to choose a container from around the house - a jar, a tub, or a bucket - and for households to contain the amount of waste produced in that week to the capacity of the container.

In 2021 we asked Australians to take the 7-Day Plastic Pledge and refuse at least one single-use plastic item for the week. In 2023 we'll be encouraging all Australians to Do The Right Thing and take control of their own behavioural change.

***Keep Australia Beautiful Week* is a campaign that combines the power of social media, education, current research on environmental issues, and simple environmental action. It represents a valuable partnership opportunity to link in with the daily environmental decisions and actions of everyday Australians, schools, councils and corporates.**

For more information about sponsoring this program click [here](#)

or email admin@kab.org.au





ADOPT A PATCH

kab.org.au/get-your-organisation-involved/

The Adopt A Patch (AAP) program is a litter clean-up volunteering program that empowers individuals and organisations to make a significant, measurable impact on the environment.

Far more than just picking up litter, AAP volunteers are contributing to a worldwide community of citizen scientists and helping build a powerful crowd-sourced set of data on litter. This data can be used to:

- Help cities, towns, and communities to better utilise waste management services
- Incentivise companies to improve product stewardship policies
- Inform local government on data trends to improve place design and infrastructure to reduce litter in hot-spot areas.

The initiative can form part of a company's corporate volunteering or community investment program. Adopt A Patch provides fantastic opportunities for staff engagement and

to help preserve the land and natural resources in the communities in which they live and work.


Our KAB representatives conduct site assessments and engage with local councils, community groups and stakeholders. We provide onboarding and training resources to collect detailed litter data, which is summarised in an end of campaign report. We work with each organisation to tailor a program that suits the needs of individual sites.

If it's corporate Australia and on-the-ground environmental action that hits the mark for your organisation, consider partnering with Adopt a Patch.

For more information about sponsoring this program [click here](#)

or email admin@kab.org.au





I work in the domestic tourism industry so keeping wild places pristine is not only important for tourism, it helps protect our precious wildlife and the global environment for future generations. It's a privilege to be a part of this great organisation, volunteering alongside passionate people who inspire millions to protect our beautiful home!

NIKKI (ANGELL) BRUCE



DO THE RIGHT THING

kab.org.au/do-the-right-thing-campaign-2021

Launched in 1979, *Do the Right Thing* is one of the most effective environmental behavioural change campaigns in Australian history.

It's been over 40 years since it began, and for those old enough to remember the iconic ad's jingle, it was a call-to-arms for Aussies to get behind litter prevention.

As Australia's lead campaigner for a litter free and sustainable environment, the relaunch of the historic anti-littering campaign in 2021 has breathed new life into a message that remains as important as ever. We're motivating new generations of Australians to *Do The Right Thing* by reducing and managing litter to achieve a litter-free and sustainable environment.

Do The Right Thing can be easily adapted and linked to any major sustainability message or theme around behavioural change and education.

In the past it has been linked to a series of mini campaigns including: Leave nothing behind, Put rubbish in the right bin, Bin your butts, Lead the change, Enjoy the outdoors, responsibly. The campaign continues to create an emotional connection between Australian's and doing the right thing for the environment, and with an increased focus on prevention, we're continuing to influence positive change in littering behaviour.

If it's partnering with an iconic campaign who's reach spans generations of Australians motivated to *Do the Right Thing* then this may be the opportunity for you.

For more information about sponsoring this program click here

or email
admin@kab.org.au





PAINT AUSTRALIA BEAUTIFUL

kab.org.au/paint-australia-beautiful-schools-2023

In 2022 KAB launched its inaugural *Paint Australia Beautiful* competition, aiming to inspire children to think more deeply about how they can care for the environment. They express their vision for the future through a mural art project.

Primary schools around Australia submit a nature-based mural design to go in the running to win all the paint supplies required to make their mural a reality along with a cash prize upon completion. On submission, children explain how their mural reflects the natural environment and their school's sustainability initiatives. 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.

Design submissions are open throughout first term and in second term the murals are shortlisted by a judging panel with fair representation across all states and territories. The shortlisted schools are then encouraged

to share and promote their designs via social media for public voting amongst their school communities and then winners are announced in each state and territory. All winning murals are then completed by third term.

By sponsoring this activity, your brand will be engaging with primary schools nationally, with a fun, friendly and positive learning experience, which encourages our future environmentalists and eco-warriors to learn about sustainability. This competition spans across three school terms, providing multiple media opportunities along the way.

For more information about sponsoring this program [click here](#)

or email admin@kab.org.au





CONTAIN YOUR WASTE

kab.org.au/campaigns/kabweek2022-contain-your-waste

The Contain Your Waste Challenge began in 2021 as a campaign to educate Australian's about litter and waste reduction. Whilst it's certainly important to recycle and reuse, reducing waste right at the source is the most effective and efficient way to make a genuine impact in Australia, to decrease the amount of litter we find in our streets and public areas.

For 1 week every year, we challenge Australians to choose an existing container from around the house, school or office – a jar, a tub, or a bucket – and contain the amount of waste produced in that week to the capacity of that container.

Contain your waste is all about bringing awareness to our own consumer behaviour and providing the opportunity to make conscious changes over the week that can potentially be adopted as long term habits.

Throughout the week social media is flooded with images and videos of Australians taking up the #ContainYourWaste challenge, while Keep

Australia Beautiful provides Bin-fluencer tips and tricks around waste reduction.

Contain Your Waste is an ideal campaign to run through schools to create friendly competition amongst classrooms, in the office as a team building opportunity or just at home for the average individual wanting to change their consumer and waste habits.

Partnering with Contain Your Waste allows your business to support a campaign that strikes the heart cord of so many young Australians, while enabling you to also narrow in on a particular segment in schools, businesses, councils or the everyday eco-friendly Australian!

For more information about sponsoring this program click here

or email admin@kab.org.au



WHY SUPPORT KEEP AUSTRALIA BEAUTIFUL?



YOUR INVESTMENT HELPS:

- Raise awareness around the environmental impacts of litter
- Provide solution-based education and community engagement that results in behavioural change
- Deliver effective campaigns and programs that benefit the environment
- Influence and promote sustainable living, waste reduction and environmental preservation across KAB owned channels nationally
- Fund environmental studies and research
- Grow and manage our volunteers committed to preservation



EDUCATION AND INSPIRATION

We believe education is the key to effective and long-lasting behavioural change when it comes to sustainability. Your funding will help KAB continue to inspire young Australians, promoting school-based programs which are designed to build the next generation of eco-warriors.



MOTIVATION AND RESULTS

KAB are known for our innovation, engagement and research around environmental sustainability and preservation. As Australia's first anti-litter campaigner, our core objective is to raise awareness around litter while promoting sustainable living, waste reduction and environmental preservation.

We encourage all businesses who are as passionate about the environment as we are, to join KAB in our mission for a litter-free Australia, and position your brand alongside ours, as a change-leader.

WHAT'S IN IT FOR YOU?



LEVERAGING THE BRAND

Consumers and businesses are making more sustainable choices, associating your brand with KAB strengthens your sustainability ethos, showing your commitment to the preservation of Australia's natural environment and joining our mission to keep Australia beautiful.

We encourage our partners to think and act greener and will happily support and promote your initiatives that align with our objectives and vision.



MARKET RESEARCH

KAB will also share with you any survey results we may conduct on your behalf, helping you better understand the environmental impact of litter and how Australians are engaging and changing their attitude around litter and recycling programs.

With this level of insight, KAB is the ideal partner for organisations looking to further their sustainability goals.



PROGRAM AND CAMPAIGN ADVERTISING

During the promotion of our national programs and campaigns, there are many opportunities for media exposure and extensive audience reach across our various marketing channels.

We also encourage our partners to take advantage of our programs and campaigns to leverage your own corporate community engagement events.



TELL THE WORLD WE ARE PARTNERS

As an official partner, you can feature the KAB logo on your website, social media, and any internal or external communications.

Access our suite of marketing materials, these will help promote your support of KAB. These assets can be used and adapted on your owned marketing channels to help share your dedication to sustainability with your audience.

CUSTOM-DESIGNED TO FIT YOUR GOALS

KAB offers a range of programmes, allowing both National and State based branding opportunities. We work closely with our sponsorship partners and corporate supporters to design bespoke partnerships that reflect their marketing priorities and help showcase their commitment to a beautiful Australian natural and urban environment.



BRAGGING RIGHTS

- Naming rights of National Program Sponsorships
- Opportunities to support/engage with High Profile KAB National Campaigns such as KAB Week and Do the Right Thing



DIGITAL PRESENCE

- Your logo on the KAB website pages as an official sponsor
- KAB Partnership Website profile
- Use of the KAB logo on internal and external websites
- Program Promotion via KAB's Social Channels
- Program Promotion via KAB's email database



CUSTOM-DESIGN

- Strategy building supporting your organisational sustainability goals, in line with the sponsored national programme.
- Use of the KAB logo in your B2C and B2B marketing assets



EVENTS EXPOSURE

- Complimentary tickets to KAB Award Events
- Your logo and marketing material at KAB-hosted events



We would love to hear from you!

If you're interested in learning more about Keep Australia Beautiful or have any questions, please don't hesitate to contact us.

To discuss national opportunities please contact

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