

**MEDIA RELEASE**  
**FOR IMMEDIATE RELEASE**

## **Australia urged to spend 10 minutes cleaning up this August**

**4 AUGUST 2025:** As litter and pollution continue to threaten Australia's natural spaces, **Keep Australia Beautiful Week** returns with a national call to action: spend just 10 minutes cleaning up the places we love.

Running from 4-10 August, this year's campaign, "*Picking Up the Pieces: It Starts With Us*," reminds us that even small actions can lead to meaningful change.

Whether it's a beach walk, park clean-up, or roadside rubbish collection, the campaign's centrepiece, the #10minPickUpPiecesChallenge, encourages every Australian to spend just 10 minutes removing litter from their local area.

**Val Southam**, CEO of Keep Australia Beautiful, said this year's campaign is about rebuilding both damaged ecosystems and a sense of everyday responsibility.

"The environment isn't someone else's job to fix. This campaign is about meeting the moment with action, not just awareness," Southam said.

"We know time is tight. But if everyone gave ten minutes, we'd have over 200,000 hours of impact in a single week. That's the power of collective effort."

The campaign also marks the continuation of Keep Australia Beautiful's collaboration with Landcare Australia, encouraging Australians to get involved in hands-on conservation projects throughout the country.

From urban schools to remote communities, local councils and grassroots groups are already registering activities as part of Keep Australia Beautiful Week. Whether you're organising a large-scale clean-up or doing a solo challenge, every contribution counts. Together, these actions help reduce pollution, protect biodiversity, and restore the land.

"This isn't just a clean-up. It's a mindset shift," Southam said. "We want people to walk away from this week with a deeper connection to place, and the confidence that their actions matter."

Event resources are available to download at [www.kab.org.au/kabweek-2025](http://www.kab.org.au/kabweek-2025).

**ENDS**

**Images for use here:**

<https://drive.google.com/drive/folders/1k4G8Z0HGOb93GFEmfNOSjC2afnfjHkCv>

**Media contact:** Jasmin Hyde / [jasmin@hydeandseek.agency](mailto:jasmin@hydeandseek.agency) / +61 466 836 263