

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Aussie Families Urged to Swap Screens for Nature this Winter

Keep Australia Beautiful Week: 3-9 August 2026

With Australia's under-16 social media restrictions now in effect, Keep Australia Beautiful is encouraging families to rediscover parks, beaches and bushland during Keep Australia Beautiful Week 2026.

Australian children aged 5 to 17 now average [nearly three hours a day](#) of sedentary screen time, more than 40 per cent above the national recommended limit. With Australia's under-16 social media restrictions now in effect, [Keep Australia Beautiful](#) is encouraging families to reconnect with nature through [Keep Australia Beautiful Week 2026](#).

Running from **3 to 9 August**, this year's theme, '**Beautiful Spaces – Happy Places**', explores the connection between healthy natural environments and healthy minds. Through a week of simple activities, the campaign encourages Australians to reconnect with nature and experience the benefits of spending time outdoors for themselves.

"Whether it's a walk through the bush, an afternoon by the water or simply time spent away from a screen, these moments matter more than we often realise," said Val Southam, CEO of Keep Australia Beautiful.

"Keep Australia Beautiful Week is about giving kids and their families the chance and space to rediscover that, together."

Research continues to demonstrate the [benefits of 'green time'](#), supporting mental wellbeing, encouraging physical activity and strengthening family and community connection. Keep Australia Beautiful Week puts those benefits into practice through the [Nature Immersion Challenge](#), which is a series of simple, screen-free daily activities designed to get Aussies outdoors, checklist style.

Activities include barefoot grounding, purposeful walks, birdwatching, bushwalking, community clean-ups, photography challenges and zero-waste picnics. All activities are low-cost, easy for families, schools and community groups to run and adopt.

The Nature Immersion Challenge complements Keep Australia Beautiful's long-standing work in litter prevention, environmental education and community stewardship. By encouraging Australians to spend less time scrolling and more time outdoors, the campaign aims to foster a greater appreciation for the environments around them.

Families, schools and community groups are encouraged to register for Keep Australia Beautiful Week and take part in the Nature Immersion Challenge [here](#).

Notes to Editors

- Australians can also take part in the **#10minPickUpPiecesChallenge**, a quick daily litter clean-up activity.
- Landcare Australia is supporting the Week, with local volunteer groups available via landcareaustralia.org.au/find-a-group.
- Full details: kab.org.au/kab-week-2026
- KAB Week Blog #1: [7 Outdoor Activities Better in a Clean Environment](#)
- KAB Week Blog #2: [The Science of Happy Places](#)

About Keep Australia Beautiful

[Keep Australia Beautiful](#) is a not-for-profit organisation working across litter prevention, environmental education and community engagement to support cleaner, healthier and more connected communities.

Media contact

Laura Carrazza, Head of Community Programs, Keep Australia Beautiful
laura@kab.org.au | 0433 226 865