



Paint  
Australia  
Beautiful



Keep  
Australia  
Beautiful®

# BE PART OF SOMETHING BIG... **MURAL BIG!**



**PAINT AUSTRALIA BEAUTIFUL  
PARTNERSHIP 2025**





# Paint Australia Beautiful

## WHAT IS PAINT AUSTRALIA BEAUTIFUL?

The Paint Australia Beautiful Schools Competition invites students to create nature-inspired murals that capture their vision for a cleaner, more sustainable Australia. The competition fosters in students a sense of civic responsibility and eco-consciousness, encouraging them to protect and preserve local biodiversity.

## HOW DOES IT WORK?



2024

NOV ● Registrations of interest open for 2025

2025

FEB ● During Term One, primary schools across Australia have ten weeks to submit a nature-inspired mural design. Each submission should include an explanation of how the mural reflects the school's sustainability initiatives and the unique natural environment and biodiversity of the local area.

One school from each state and territory will be shortlisted for public voting, encouraging schools to rally support and share their designs through social media.

MAY ● Public voting ends

State and territory winners announced. Up to eight winning primary schools are selected to complete their murals, using the paint and supplies (approximately \$750 per school) provided by a major sponsor

Sponsor provides paint to winning schools

JUL ● Deadline for murals to be completed. Schools who paint their mural design within the allocated ten weeks are presented with a winners' plaque and cash prize of \$500.

Completed murals will then be submitted for public voting on social media to win a further \$2000 as part of the National People's Choice Award!

AUG ● Mural unveiling media event

National People's Choice Competition opens for voting (25 Aug – 1 Sep 2025)

SEP ● National People's Choice Winner announced



## KAB'S SOCIAL AUDIENCE AND REACH

During the week of National People's Choice Awards 2023



**130,000**

Total reach



**5,000%**

Increase in usual web traffic



**35,500**

Total visits to KAB Socials



**1,500**

Increase in followers for KAB and sponsor

## BENEFITS OF BECOMING A PARTNER

### SCHOOL EXPOSURE

- Your brand engages with primary schools nationally in a fun, friendly and positive learning experience
- The competition spans three school terms, providing multiple touch points with participating schools, social media exposure and media opportunities

### MEDIA COVERAGE AND PR OPPORTUNITIES

- Partners are encouraged to take the lead with a hands-on PR approach. (Note: The pilot 2023 competition secured 136 pieces of media with a 5.3 million reach)
- Award presentation media opportunity : your brand will present awards to the winning state finalists and the National Winner
- Extensive audience reach through KAB's various marketing channels

### LEVERAGING KAB BRAND AND BRAGGING RIGHTS



- Your brand attached to all competition marketing assets (website, digital assets, EDMs, socials, flyers, how-to guide, media releases)
- Profile and marketing assets featured as national partner on KAB website
- Access to KAB's suite of marketing materials to customise for your own channels
- Ability to use the KAB and PAB logo across all internal or external communications
- Partners are encouraged to take advantage of KAB's other programs and campaigns throughout the year to get the most out of the partnership exposure

## MEDIA REACH



**136**

Pieces of media, with



**5.3 M**

potential reach







**Keep Australia Beautiful – National**

📍 Level 1, 268 King Street, Newtown, NSW 2042

✉ admin@kab.org.au 🌐 kab.org.au

