



CLEAN UP AUSTRALIA DAY

2008
COUNCIL GUIDE

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Contents

Why should your Council get involved in Clean Up Australia Day?	3
Clean Up Australia - The Organisation	4
Objectives	4
Clean Up Campaigns	4
Background	6
Key Messages	6
Brand	7
Sponsors and Suppliers	7
Council Involvement	9
How to Register	12
Rubbish Collection and Removal	13
Recycling	14
Guide to Rubbish Items	16
On Site Safety	17
Insurance	18
Materials	20
Promotion	23
Businesses	23
Schools	24
Community	25
Media	25
Activity Timeline	29
Council Activity Checklist	29
Clean Up Australia Day Contact Details	30
Appendix One – Clean Up Australia Day Logo Use Guidelines	31

Why should your Council get involved in Clean Up Australia Day?

Clean Up Australia Day, now in its 19th year, is Australia's largest community based environmental event. It continues to go from strength to strength because of the generous support of many individuals, businesses, community groups and Councils throughout Australia.

Councils help the Clean Up Australia Day campaign in many ways and Council support is critical to its success. Ways in which Councils can support the campaign are suggested throughout this guide. You can act as a liaison between Clean Up Australia, site supervisors, volunteers and their communities. You can also manage your own sites on a local level and most importantly facilitate the collection of rubbish from sites in your area.

The primary reason most Councils get involved in Clean Up Australia Day is to engage the local community and create positive outcomes for the environment.

Supporting the Clean Up Australia Day campaign can also benefit your Council by:

- Raising the Lord Mayor's/Mayor's profile through city / town wide media coverage in local print, television and radio
- Helping to remove substantial amounts of rubbish from bushland areas and reserves not regularly serviced by Council Local Asset Services
- Helping to identify problematic illegal dumping sites
- Helping identify problematic areas
- Supporting established Council and Community group links, such as catchment groups
- Conveying current Council messages within Clean Up Australia media releases and materials
- Improving the state of numerous iconic metropolitan parks, reserves and waterways
- Recognition within the community that the Council is supportive of the nation's largest Community based environmental event.

This Council Guide is designed to give you all the information you need to, not only be involved in Clean Up Australia Day, but also take every opportunity to maximise the event for the benefit of your Council and the Community.

Please feel free to give the Project Officers a call if you have any questions, the contact details are at the back of this guide.

For further information, downloadable materials and links please refer to the 'Council Resource Centre' on the Clean Up Australia Day section of our website <http://www.cleanup.org.au/au/Campaigns/council-resource-centre.html>

We hope you find this guide useful and your Clean Up Australia Day experience is rewarding.

Clean Up Australia - The Organisation

While Clean Up Australia Day is our flagship event, Clean Up Australia is much more than just one day of action.

Objectives

Clean Up Australia's Mission is:

To inspire and work with all communities to clean up, fix up and conserve our environment.

Clean Up Australia Day aims to:

- Fix up, clean up and conserve the environment.
- Provide an opportunity for the Australian public to make a practical and worthwhile contribution to the environment.
- Increase participation, strengthen relationships and raise the profile of sponsors and key issues.

Clean Up Campaigns

Clean Up The World

In June 1992, the Clean Up Australia team was invited by the United Nations Environment Programme (UNEP) to meet at their Headquarters in Nairobi to discuss Clean Up Australia's proposal for a global Clean Up campaign. Ian Kiernan AO signed an agreement with UNEP to manage and promote Clean Up the World commencing on September 1993, based on the concept of 100 cities around the globe participating at the same time.

Today more than 35 million volunteers from more than 120 countries annually undertake events and activities all year round.

Clean Up the World culminates in a weekend of celebrations on the third weekend of September.

Clean Water Campaign

The Clean Up Australia Clean Water Campaign aims to repair, restore and maintain healthy waterways by promoting efficient water use through state of the art practices and technology.

Current projects include:

Busby's Bore (NSW)

Carpentaria Ghost Nets Programme (NT/QLD)

Taronga Zoo Waste Water Treatment Plant (NSW)

Coastal Rubbish Survey (SA)

Towards Zero Waste

More than 81% of rubbish collected on Clean Up Australia Day is packaging, with plastic, paper and glass consistently topping the list of most littered items.

Clean Up Australia is undertaking a number of initiatives developed under the Clean Up Australia Towards Zero Waste Campaign to encourage recycling, enable sustainable use of resources and prevent recyclable rubbish polluting our streets, parks, beaches and waterways.

Current projects include:

Say NO to Plastic Bags

Clean Up the Kimberley

Clean Up the Alps

Triple Bin Schools Recycling Challenge

Smorgon Steel Great Scrap Roundup

Clean Up Our Climate

We are fast becoming more aware of climate change and how our actions impact on the planet. Across the nation and around the world we facilitate activities which engage communities, reduce waste, increase recycling, save water and remediate ecosystems.

Clean Up Our Climate activities include waste, energy and water initiatives;

- Community action
- Avoidance and Reduction
- Recycling unwanted items
- E-waste and mobile phones
- Leadership in water initiatives
- Business initiatives
- Education tools
- Green gifts
- Media and Advocacy
- Corporate partners

Clean Up Australia Day

Background

Clean Up Australia Day has evolved since 1989 to become one of the most recognised community led environmental campaigns in the country.

The Clean Up Australia Day Campaign includes:

Business Clean Up Day (Tuesday before Clean Up Australia Day)

Schools Clean Up Day (Friday before Clean Up Australia Day)

Clean Up Australia Day (First Sunday in March each year)

The success of Clean Up Australia Day has relied on a unique and simple idea – that individual Australians can make a difference and contribute to improving the Australian environment by working together as a community.

The campaign has two main functions:

1. It acts as an event providing an opportunity for participation in positive environmental action
2. It provides a solid platform for Clean Up Australia to promote waste, water and energy issues and advocate long term change and repair to the environment.

Almost one million people volunteer for Clean Up Australia Day each year, participating in a variety of environmentally beneficial activities including removing rubbish, worm farming, composting, bush regeneration and removing noxious weeds. The individual acts of these volunteers clean up thousands of kilometres of waterways, roadsides, parklands and bush each year.

The challenges are to continue to highlight the relevance of Clean Up Australia Day to individuals and communities throughout Australia and to continue to effect environmental change at the community level in the short and long term.

Benefits

Benefits of participating in Clean Up Australia Day are:

- Sense of pride and achievement gained from contributing positively to the local environment
- Fosters positive role modelling where family and community members demonstrate the importance of community participation and environmental responsibility
- Engenders a sense of belonging to the community, as well as generating patriotism and national pride in Australia
- It is potentially inclusive of all Australians and has mass market appeal: it does not alienate any community members
- Helps to educate and inform Australians about the environment
- A social day where you can spend time with your family, friends and neighbours.

Key Messages

- Anyone and everyone can participate in Clean Up Australia Day
- Call to action – organise a clean up site
- Call to action – get involved

- Individuals are unified through community action
- The environment is precious – make a difference to your local community
- Take environmental action today and all year round – water & waste issues
- Participating is easy and fun

Brand

The Clean Up Australia Day brand is

- Emotive
- Powerful
- Simple clear statement
- Call to action
- Well recognised and respected

Positioning

- Flagship National event of Clean Up Australia
- Part of Australian culture
- Australia's largest community organised event
- Community based – Clean Up Australia is the community taking action
- Community uniting
- Apolitical
- Strong on environmental advocacy
- Empowering
- Rewarding
- Fun

Theme

Don't make our environment history

Sponsors

Clean Up Australia relies on the support of our valued sponsors for the Clean Up Australia Day campaign. Outlined below is an overview of who our sponsors are and what their involvement is.

Major Sponsors

McDonald's

McDonald's provide financial and promotional support to Clean Up Australia through in-store promotions in restaurants around Australia, believing that, as a business leader, they should also be an environmental leader.

McDonald's is continually analysing and improving its environmental performance in every aspect of business, from relationships with suppliers, to operations and management practices.

Veolia Environmental Services

Veolia Environmental Services is one of Australia's foremost providers of sustainable environmental management services, offering a wide range of resource recovery and waste management solutions. These services include the collection, recycling, transport, sorting, treatment and disposal of solid and liquid wastes, facilities management and site remediation, as well as industrial maintenance and cleaning services.

Veolia Environmental Services is part of the Veolia Environment Group, the leading global environmental organisation that also provides public transport and water treatment.

Sponsors

Sanyo

In Australia, Sanyo's aim is to deliver products that suit the lifestyles of all Australians. Whether for the home, office or even the beach, there is a Sanyo product to make life more enjoyable. A major part of Sanyo's business philosophies resolve around the environment. Through its 'Think Gaia' program, Sanyo tackles global environmental problems by pioneering a sustainable and clean energy society, creating a compassionate and prosperous society and realising zero emissions, 100% recycling and detoxified product life cycles.

Sanyo leads the world in the exploration of alternative energy sources. The company's advanced research programs into solar energy now spans more than fifteen years.

Suppliers

Paramount Safety

ProChoice Safety Gear is Australia's leading range of quality personal protective equipment. It is designed to perform in the toughest of Australian conditions. ProChoice has committed to the environment and are supporting our campaign to ensure they develop into a sustainable and environmentally conscious business.

Qantas

Qantas is the Official Airline of Clean Up Australia and Clean Up the World. Qantas provide valuable air travel for Clean Up Australia's staff as well as promoting Clean Up Australia programs through their in-flight video, in-flight magazines and the involvement of staff on Clean Up Australia Day.

Shop-A-Docket

Shop-A-Docket, the market leader in docket advertising, assists Clean Up Australia with the promotion of Clean Up Australia Day. Each year over 40 million dockets are issued promoting Clean Up Australia Day. Approximately one-in-five callers to the Clean Up Australia hotline said they are calling as a result of reading the information on their Shop-A-Docket.

Stockland

Stockland is one of the top 50 ASX listed companies and one of Australia's largest, most diversified property groups. Part of its mission is to help create sustainable and vibrant communities and take care of the environment.

Becton Dickenson

Look Print

Council Involvement

There are many ways in which your Council can be involved in Clean Up Australia Day. Depending on the capacity and resources available, your involvement can be as small or large as you would like to make it.

Communication with Clean Up Australia

Clean Up Australia is aware that Councils often undergo internal changes so all details including mailing and email addresses and phone numbers are verified early in the campaign. Initial contact will be directed to last year's representative or in the case of a Council not participating in the previous year the correspondence will be directed to the Mayor, General Manager or Chief Executive Officer.

Initial Contact

Your first contact with Clean Up Australia will be by email and/or telephone in November to determine whom best to address correspondence. Some Council's have a dedicated staff member to look after Clean Up Australia Day. This contact person may also change throughout the campaign, Clean Up Australia requests to be notified if this happens. Also, be aware of long leave periods over Christmas and try to have an alternative contact for this time.

First Council Mailing

All Councils will receive an introduction letter and Council Expression of Interest form early in the campaign. It is important to clarify at this point that the Council Expression of Interest Form is not a Site Registration Form. This form assists Clean Up Australia Day organisers to update current Council contacts and determine the level of support each Council is able to offer for sites registered in their area.

Phone Contact

There is one National phone number for Clean Up Australia Day. It is: 1800 CUA DAY / 1800 282 329

Regular E-mails

Staying in contact with your designated Clean Up Australia Day Project Officer is extremely important to ensure the smooth roll out of the campaign. Emails will be sent offering reminders of key activities as the campaign progresses. You may also receive templates, logos and other media support materials, press release templates, Community Service Announcement (CSA) and radio jingles, merchandise and banner order forms, competition reminders and site specific requests, etc.

Registering Sites

Councils are welcome to register as many sites as possible. Council registered sites are considered the same as a community group or individually registered site and receive the same information and materials.

A site is a specific area which will be cleaned up as part of this event. A site could be a park, waterway, bushland, roadside, car park or any area which needs attention.

Every site must have a designated Site Supervisor, that is, on the day of the event there is someone on hand who acts as the main point of contact. This may be a different person to the Site Coordinator who registers the site.

As a Council employee, you may be acting as a Site Coordinator for multiple sites; however it is important to remember that each of these sites must have someone there on the day. You might like to allocate this task to rangers or Bushcare coordinators. These Site Supervisors must have read the Site Guide (see Materials section of this guide) and have a good understanding of their role. It is recommended you hold a Site Supervisor briefing; where you can give materials and information in the lead up to the event.

A site can be as small an area as you like. A site however, cannot be considered a huge area where multiple teams are working, or indeed a whole suburb or town. For safety and management reasons, sites should be not spread across large areas, rather broken down and considered as separate sites, and registered separately. A reasonable maximum site size would be one where the volunteers can return to the main meeting point or Site Supervisor within a 5-10 minute walk.

If your volunteer numbers are small and your site is 'travelling' from one point to another, you must ensure your Site Supervisor is with you at all times and you remain close to telephone and transport facilities in the case there is an emergency.

Please note, whilst roadside clean ups are acceptable, provided additional safety precautions are demonstrated, sites cannot be registered on freeways or major highways. For more information about this, please contact the Clean Up Australia Day Campaign Manager.

Clean Up Australia outlines the following guidelines in respect to the registration of Clean Up site on roadways:

- Clean Up Australia takes council safety recommendations as a priority and therefore some sites will not be approved if councils have safety concerns.
- Children are not to participate on any roadside Clean Up event.
- Clean Up Australia will encourage site coordinators to comply with Council safety
- Clean Up Australia recommends a 3 meter exclusion zone for clean up activities along any major road.

Recommended strategies for managing safe roadside Clean Ups (for Councils):

- Provide signage to denote location and distance of clean up – eg. Clean Up Australia Day site – next 2kms.
- Temporary reduction of speed limit surrounding clean up activity
- Provide site coordinators and volunteers with adequate briefing on safe roadside clean ups
- Provide safety vests or any personal protective equipment
- Limit duration of Clean Up and avoid peak traffic times

You must register your site with Clean Up Australia. By registering, your site is covered by our Public Liability Insurance and you are entitled to receive support materials. It also means the efforts and results of your volunteers are recorded and counted towards state and national totals.

Businesses may register a community based site as part of Business Clean Up Day – Tuesday 26 February, 2008. As an alternative their clean up activity may involve introducing an environmental activity in their office, such as paper recycling, energy efficient light bulbs, e-waste recycling etc. A registration fee of \$110 (GST inclusive) applies to Business Clean Up registrations. This fee is utilised to cover the cost of material supplied to businesses to conduct their respective activity.

As a Council, you might consider registering a site as a business on the Tuesday within your office and encouraging fellow employees to get involved. There are also opportunities to fundraise for Clean Up Australia. Please contact Clean Up Australia for more information.

HOW TO REGISTER

1. Identify an area in your local community that needs to be cleaned up. It can be the local park, the street you live in, a local waterway or bushland.
2. Register your clean up site by visiting <http://events.cleanup.org.au> or phone 1800 CUA DAY (that's 1800 282 329).
3. Call for volunteers. You can also attract additional volunteers to help via the Clean Up Australia Day website.

The new online registration system has been developed and will go live in mid November. This will enable Site Coordinators to personalise and edit their own site webpage; add photos, promote site details to family, friends and other networks as well as view volunteers who have registered online, making the whole registration and site management process so much easier.

Once site(s) are registered, the team at Clean Up will approve the site(s) - this means checking information is valid and activities meet our requirements. Once approved, Site Coordinators will be sent a Clean Up Kit containing information and materials to assist in managing the site. Registrations will be processed as fast as possible, however, due to the large number of registrations; Site Coordinators may receive kit several weeks after registering. The earlier sites are registered the better. Sites registered after the 15th February cannot be guaranteed to receive the support materials in time for the event, though we endeavour to do so.

Another option for materials distribution may be available to you if you have a large number of sites registered in your area and have elected to act as a distribution point for kits in your Expression of Support Form. This option could involve Clean Up Australia sending you kits for all sites in your Council area (not just ones registered by you) so that you can act as the main pick up / distribution point for the kits. This bulk delivery of kits needs to be well thought out, including where you will store them and how you will let other Site Coordinators know when and where to collect them. The advantage of this is that you are able to have contact directly with the Site Coordinators and supply them with information specific to your Council area, including any additional safety information or rubbish collection requirements.

Councils are welcome to include any additional information in Clean Up Kits however it must be relevant and add value to that Site Coordinators experience. No commercial or advertising materials are allowed to be added and under no circumstances are Councils allowed to remove any information or materials from the standard Clean Up Kit.

Some Council's in the past have included materials in the kits such as refreshments, orange safety vests, additional rubbish bags, rubbish grabbers or tongs, safety glasses, hats and additional gloves. Please refer to the Materials section of this Guide for more information about what kits already contain.

Accessing Site Information

Aside from being able to register a site and search for sites listed publicly on the Clean Up Australia website, Councils are given special access to view all registered site information in your Council area.

This Council 'backend' facility is activated once site registrations open and remains until the end of the campaign.

The Council backend access instructions will be email through to councils early in the campaign

You will see a list appear of the sites registered in your Council area. If there are no registered sites, this might be because it is early in the campaign and people have not yet registered. Consider promoting the event within your Council area to encourage more registrations and register your own sites as outlined above.

This list appears because the Site Coordinators, when registering, have stated their site is within this Council. If you see any sites which are not within your Council area, please inform the Project Officers (contacts at back of this guide) and they can easily change the information. Similarly if you know of registered sites which are not appearing in your Council, please call the Project Officers.

The most important function of being able to view the sites registered in your area is to coordinate rubbish collection from the sites in the days following the event.

The information you can view includes a 'rubbish collection point' which the Site Coordinators have nominated as a point where they will leave the rubbish.

Any information downloaded must only be used for the purposes of coordinating Clean Up Australia Day activities. Site Coordinators cannot be added to Council mailing lists or their information be used in any way other than its intended purpose.

If you have any difficulties accessing information please contact the Project Officers.

Rubbish Collection and Removal

In communications to Site Coordinators, it is advised that Councils often provide rubbish collection services for Clean Up Australia Day (Sunday 2 March). Schools (Friday 29 February) and Businesses (Tuesday 26 February) participating on other days are encouraged to contact their own waste service contractors for rubbish collection. If your Council is able to collect rubbish from School or Business sites, please let the Site Coordinators of those sites know this service is available.

Most sites collect a large amount of rubbish and it is important to have the removal organised well in advance. An important function of Councils for Clean Up Australia Day is rubbish collection. Councils and local contractors often provide bins and rubbish collection services free of charge. Alternatively, volunteers with a Ute or truck may assist with rubbish removal. Some volunteers will contact the local authorities to request a waiver of landfill fees.

You are able to access site information which can tell you the rubbish collection point and which day they will be cleaning up. This should be organised in advance and if

you have any special requirements or prefer a different pick up point, please inform the Site Coordinator.

Rubbish should be removed on the day of the Clean Up or as soon afterwards as possible. When choosing a site, site coordinators are reminded to check for truck access for delivery and collection of the bins.

When inspecting their site, Site Coordinators may identify large, heavy or hazardous objects that they will need assistance in removing. For advice or assistance they will contact the Council, local contractors, emergency service organisations, Defence Force units or the Project Officers.

Site Coordinators are asked to complete an End of Clean Up Report, the last part of this report is optional and it focuses on the rubbish collected. The survey requires them to identify and count a proportion of the rubbish collected at their site and record the results. It also enables them to indicate for each item collected whether it is recyclable. This will help us determine the proportion of recyclables collected. The collection of this information enables us to access valuable statistical data from activities conducted nationally.

Recycling

One of the aims of Clean Up Australia Day is to encourage recycling. There are many important environmental benefits of diverting rubbish from landfill and recovering these resources. The amount of electricity saved by recycling a single aluminium can, for example, is enough to run the average television set for three hours. Each week, the average household that recycles, saves over three kilograms of greenhouse gases that would otherwise contribute to global warming.

Site Coordinators are advised to plan for separating the recyclables from waste collected. We suggest that volunteers collect rubbish in pairs; one person collecting recyclables and the other non-recyclables. Site organisers are encouraged to contact their local Council for more specific advice for their area.

When considering rubbish collection for the sites in your area, make allowances for separate recyclable materials being placed next to the general waste.

Give farmers a break, bring back your crates

As part of Clean Up Australia Day, Dairy Farmers - Australia's leading farmer-owned dairy co-operative - is seeking the help of Councils across New South Wales and Queensland to recover blue dairy crates. Crate loss impacts heavily on the Australian farmers who own Dairy Farmers, with almost 1 million crates going missing every year, and it also impacts on the environment.

As farmers battle the worst drought in history, this is one simple way Councils can help. Just set aside any blue crates recovered during the clean up, and contact Dairy Farmers on the details below to arrange a time for free pick up.

Tel: 1800 883 534

Email: milkcrates@dairyfarmers.com.au

Rubbish or Habitat?

Clean Up Australia views the issue of environmental protection very seriously and we aim to ensure that our clean up activities have a positive impact on the environment and its inhabitants. Sometimes rubbish can act as habitat for animals, particularly marine animals, if left in the environment for some time. To ensure that participants are aware of how to clean up without disturbing existing eco-systems, we sought the advice of Dr. Gee Chapman from University of Sydney's Centre for Research on Ecological Impacts of Coastal Cities which we provide for Site Coordinators.

“The Centre for Research on Ecological Impacts of Coastal Cities has conducted detailed research into the use of rubbish as habitat for marine animals. We have found that many species are not that fussy and live on a range of material, including metal, wood and tyres. These results show that in some circumstances, rubbish may provide important habitat especially in areas where natural habitat has been lost.

If you are cleaning up a waterway and rubbish appears to have been in the environment for some time, please be mindful of the potential impacts that rubbish removal may have as it could be providing useful habitat.”

*Dr M.G. Chapman, Deputy Director, Centre for Research on Ecological Impacts of Coastal Cities, Marine Ecology
Laboratories A11, University of Sydney, NSW, 2006*

Guide to Rubbish Items

The site guide provided to Site Coordinators contains a table suggesting what to do with specific rubbish items found on Clean Up Australia Day. This is to encourage recycling and reduce waste to landfill.

You are welcome to include information about rubbish items specific to your Council in your communications with Site Coordinators.

ITEM	DISPOSAL/RECYCLING
Batteries – car/other	Council recycling, battery retailers or scrap metal dealers
Cans – aerosol	Council recycling – certain areas only
Cans – aluminium*	Council recycling or Cash-for-Can Centres
Cans – steel	Council recycling
Cartons – milk/juice*	Council recycling
Cigarette butts	Non recyclable
Clothing	Local charities or second hand centres
Computers/Monitors/Servers	Contact Sims E-Recycling (02) 9956 9100. (A joint venture between Sims Group & Veolia Environmental).
Furniture	Local charities or second hand centres
Glass – jars/bottles*	Council recycling N.B. Caps and lids are non recyclable – please remove
Hazardous waste	Contact your local council, State Government Environment, Department or emergency services
Hazardous Building Materials	Isolate the area and do not attempt to remove. ie. Asbestos. Contact your local council or State Government Environment, Department or emergency services
Milk Crates	Dairy Farmers Retrieval Hotline – 1800 883 534 (NSW only)
Medicines or pharmaceuticals	Return Unwanted Medicines (RUM) is a free community service for the disposal of medicinal waste. Every community pharmacy in Australia is supplied with secured disposal bins for medicine collection.
Metals – scrap/car bodies etc.	Contact your local scrap metal dealer or for more information on The Smorgon Steel Scrap Roundup contact Smorgon Steel on 1300 669 102.
Mobile phones	Clean Up Mobile Phones Recycling Program. Contact Clean Up Australia on 02 9552 6177
Nappies	Recyclable in VIC only - visit www.myplanet.com.au
Oils – motor/gear oil	Council disposal/recycling
Organic waste	Council composting or re-use on your garden or worm farm
Paper/cardboard/magazines	Council recycling N.B. Paper laminated or with food scraps is not recyclable
Plastic containers Symbols 1* and 2	Council recycling N.B. Caps and lids are non recyclable, please remove

Plastic containers Symbols 3–7	Not usually recyclable. Some councils do recycle types 3, 4 & 5
Plastic bags	Clean bags (free of receipts and food scraps) can be recycled through Coles and other supermarkets
'Green' (polypropylene) bags	Can be recycled at Coles and BiLo stores nationally. Simply place in the plastic bag recycling bins at front of store.
Shopping trolleys	Call Trolley Tracker on 1800 641 497 or call the nearest retailer for collection of abandoned trolleys.
Stolen or suspicious items	Credit cards, car number plates, etc – report to local Police
Syringes	Dispose of in a sharps container. Wear gloves and carefully pick up the object using tongs. Place the sharp end point first into the container. Secure the lid.
Tyres	Contact your local tyre retailers, council or specific tyre recyclers
Weapons	Report to local Police
Whitegoods	Local charities or second hand centres

** In South Australia these items can be returned to recycling depots for a refund*

On Site Safety

Clean Up Australia places the utmost importance on safety of volunteers when participating on clean up activities. All of the safety recommendations outlined in the Site Guide provided to Site Coordinators must be followed with due care to ensure a safe event.

It is for this reason we emphasise the importance of registering a site and receiving the support materials. Aside from Site Coordinators reading, understanding and following the recommendations in the site guide, there are other requirements of Clean Up Australia. These are:

- All volunteers must complete a Volunteer Registration Form before commencing the activity. Volunteers can register on-line or a volunteer can complete a form at their chosen site on the Day. This form must be signed and the volunteer is required to declare any pre-existing medical conditions. The Site Coordinator must read these forms and discuss with the volunteer any limitations and allocate appropriate activities showing a duty of care for the volunteer.
- These forms must be returned to Clean Up Australia.
- A Risk Warning Poster (provided by Clean Up Australia to the Site Coordinator) must be clearly displayed at the point where volunteers are registering.
- Site Coordinators must complete an Accident Incident Form in the event of any type of accident or incident, no matter how small. This form must be returned to Clean Up Australia.

Volunteers must cooperate with Site Coordinators and Clean Up Australia in the maintenance of a safe volunteering environment.

If Councils have any suggestions or guidelines for Site Coordinators to make the sites in their area safer, Clean Up Australia will fully support the Councils in their recommendations.

The following information is provided to Site Coordinators as part of the safety information in the Site Guide.

First Aid

Clean Up Australia and St John Ambulance have formed a partnership to provide first aid advice in the Site Guide.

Each site should have an up-to-date first aid kit and instructions. The kit should contain as a minimum: non-stick dressings and dressing strips, bandages, tweezers, scissors, saline, sunscreen, gloves and gauze. Ice packs are also recommended.

Minor injuries can usually be taken care of onsite by following first aid instructions. For more serious injuries, such as a suspected fracture or a serious fall, do not move the person, have someone stay with them and call 000 immediately.

Clean Up Australia should be notified of injuries as soon as practical. All incidents, however minor, must be recorded on the Accident/Incident Report Form provided in the kit and forwarded to Clean Up Australia immediately after the Clean Up.

Syringes & Sharp Objects

Used syringes are potentially dangerous and it is important to prepare for their appropriate removal. Volunteers are advised that potentially harmful objects including syringes should only be removed and handled by site supervisors. Sharps containers are provided in to site each kit to facilitate this requirement. Site Coordinators/Supervisors are advised that if they are in any doubt they contact Clean Up Australia. At no time should needles or syringes be touched directly with bare hands and no attempt should be made to cover, break or bend the needle.

Eye Injury

Volunteers are all encouraged to wear sunglasses / eye protection to avoid eye injuries, particularly when working around bushes, shrubs or trees. Foreign objects such as loose eyelashes, grit, dust, or insects may enter the eyes. Volunteers are advised not to rub the eye as this may damage the cornea or other parts of the eye. Site organisers' receive basic first aid advice included in their Site Guide.

For more safety information and advice, refer to the Site Guide.

Insurance

The extent of insurance coverage provided by Clean Up Australia on Clean Up Australia Day is outlined below:

All registered and approved Clean Up Australia Day sites are covered by Clean Up Australia's Public Liability Insurance. Clean Up Australia does not provide Personal Accident or Injury Cover.

For this cover to be applicable Site Coordinators/Supervisors must follow the guidelines as provided in the Site Guide; ensure that the Risk Warning poster is

displayed and that all volunteers complete a Volunteer Registration Form. Children 14 years of age and under must be accompanied by a Parent or Guardian.

Clean Up Australia has been advised by our legal representatives that the information and coverage we provide meets all legal obligations relating to the activities undertaken by both volunteers and Councils.

Only sites noted as safe, by both Clean Up Australia and the Council, will be approved. If a Council expresses concern about a site, Clean Up Australia will follow the lead of Council and work with the Site Coordinator/Supervisor to identify a more suitable site.

Clean Up Australia has been advised via legal representatives and organisations such as Volunteering NSW that as Clean Up Australia is a voluntary activity, there is no requirement that must be met under Occupational Health and Safety (OH&S) legislation as this legislation does not cite volunteers and their activities. Meeting OH&S requirements is only necessary if an employee is being paid by an organisation to participate in Clean Up Australia Day. If you are paying employees to supervise a site on the Day, then that Clean Up site would become an extension of the workplace and Risk Management assessments etc would be mandatory. The activities of Clean Up Australia Day are ultimately governed by Duty of Care law, and as already noted, our legal advice is that Duty of Care has been clearly demonstrated via our current management practices.

For more information about Insurance, or if you have any questions – please contact the Clean Up Australia Campaign Manager on (02) 9552 6177.

Materials

A Clean Up Kit is sent to every site that registers with Clean Up Australia Day. For each of the three campaign days, a different kit is sent.

Clean Up Australia Day (CUAD) - CUAD KIT
Business Clean Up Day (BCUD) – BCUD KIT
Schools' Clean Up Day (SCUD) – SCUD KIT

Each item is essential for each kit and a lot of the materials relate to our Public Liability Insurance and Duty of Care obligations.

We do not provide Bags, Gloves or Sharps Containers to School Clean Up Day sites however, we do provide them with access to educational resources to implement year-round environmental lessons into the class room. Site Coordinators for Schools Clean Up Day are welcome to source these items from their local community. If Councils have these resources, they are encouraged to offer these to Site Coordinators.

CUAD KIT:

ITEM DESCRIPTION	PURPOSE OF ITEM
Cover Letter	To thank the site coordinator for registering and lists kit contents
Clean Up Site Guide	Important source of info for all aspects of CUAD including safety recommendations
Volunteer Rego Forms A5	ALL volunteers MUST complete this form – site coordinators are asked to copy this according to expected numbers.
Accident Incident Form	If ANY incident occurs, the site coordinator must complete and return this form
Risk Warning Posters	These MUST be displayed at a visible point where volunteers register to participate
CUAD A3 Posters x 4	To be used for promoting their event – they can use blank space to insert site details
CUAD Certificate Colour	Certificate of participation for site coordinator
CUAD Volunteer Certificates	To thank volunteers who participate on the day
End of Clean Up Rubbish Report Survey	To be completed by the Site Coordinator on the day
Reply Paid Envelope	To allow site coordinators to send back their forms
Bags*	For rubbish collection
Gloves*	To wear while collecting rubbish
Sharps Container*	For collection of sharps – refer to Site Guide for more information

* Quantities will be dependant on request from Site Coordinators when registering

BCUD KIT:

Businesses of any size can easily get involved by choosing one simple activity from the following options; a registration fee applies to businesses participating as part of Business Clean Up.

- Register a Clean Up site in the local area that needs attention
- Clean Up your office; easy to achieve and not only helps to improve recycling but improves awareness among the staff
- Adopt-A-Site; by making a contribution to the kits that Clean Up Australia gives to volunteers it will ensure as much waste as possible is removed from the environment

BCUD Kit

1. Register a site

ITEM DESCRIPTION	PURPOSE OF ITEM
Cover Letter	To thank the site coordinator for registering and lists kit contents
True Green @ Work book	100 ways you can make the environment your business
Clean Up Site Guide	Important source of info for all aspects of CUAD including safety recommendations
Volunteer Rego Form	ALL volunteers MUST complete this form – site coordinators are asked to copy this according to expected nos.
Accident Incident Form	If ANY incident occurs, the site coordinator must complete and return this form
Risk Warning Posters	These MUST be displayed at a visible point where volunteers register to participate
CUAD A3 Posters x 4	To be used for promoting their event – they can use blank space to insert site details
CUAD Certificate Colour	Certificate of participation for site coordinator
CUAD Volunteer Certificates	Certificate of participation for volunteers on the day
End of Clean Up Rubbish Report Survey	To be completed by the site coordinator on the day
35 Clean Up bags	For rubbish collection
6 Pairs of Gloves	To wear while collecting rubbish
Sharps container	For collection of sharps

2. Register your office

ITEM DESCRIPTION	PURPOSE OF ITEM
True Green @ Work book	100 ways you can make the environment your business
30 Stickers	For light switches/power as a reminders 'Switch off and save'
5 Mobile Phone Satchels	Recycling mobile phones
CUAD A3 Posters	To be used for promoting their event – they can use blank space to insert site details
Office Audit Guide	Office guide to environmental issues
5 Clean Up Bags	

SCUD KIT:

Every school that registers for Clean Up Australia Day 2008 will receive the SCUD kit. Alongside the contents below, the kit also includes a state based lesson plan on Schools Clean Up Day to assist with planning and to make the most out of the learning opportunities this action provides. Schools will also receive access to our online education resource, specifically designed for teachers and now with lesson plans to help Clean Up Our Climate. Each registered school will also be eligible to nominate an environmental champion from within the schools community. A winner from each state will be chosen and also one National winner, this is a great opportunity for schools to acknowledge a teacher who promotes environmental conversation in their school community.

ITEM DESCRIPTION	PURPOSE OF ITEM
Cover Letter	To thank the site coordinator for registering and lists kit contents
Clean Up Site Guide	Important source of info for all aspects of CUAD including safety recommendations
Accident Incident Form	If ANY incident occurs, the site coordinator must complete and return this form
CUAD A3 Posters x 4	To be used for promoting their event – they can use blank space to insert site details
CUAD Certificate Colour	Certificate of participation for site coordinator
SCUD Certificate template	Can be photocopied by the site coordinator for participants on the day
End of Clean Up Rubbish Report Survey	To be completed by the site coordinator on the day
Order Form - Look	Opportunity for site coordinators to purchase CUAD Banners
Press Release Template	To assist site coordinators to generate local media for their site
Reply Paid Envelope	To allow site coordinators to send back their forms

Additional Materials

Councils can provide additional support to Clean Up Australia in many ways, including adding bags, gloves, small first aid packs or sunscreen to kits and even drinks and a sausage sizzle before or after the clean up. Other items such as refreshments, orange safety vests, additional rubbish bags, rubbish grabbers or tongs, safety glasses, hats and additional gloves. Any items added to the Kits must be relevant and add value to that site coordinators experience. Under no circumstances are Councils allowed to remove any information or materials from the standard Clean Up Kit. No commercial or advertising material is an acceptable addition to the Kit.

Refer to the 'Register a Site' section of this guide for information about Councils acting as a kit distribution point.

Some Councils contact environmental consulting companies to coordinate Clean Up Australia Day for them. If this is the case, you will need to contact the relevant people from these companies and clarify their involvement in the campaign and level of support as per the Council's requirements. Any requests that are outside the usual will need to be approved by Clean Up Australia.

Promotion

There are many ways in which your Council can promote Clean Up Australia Day to the community.

Through Networks

You may like to promote the different days to different target audiences:

Business Clean Up Day (Tuesday 26 February 2008)

Schools Clean Up Day (Friday 29 February 2008)

Clean Up Australia Day (Sunday 2 March 2008)

Your promotion of the event can include both trying to encourage people to register and also trying to encourage volunteers to come along to Council registered sites.

Businesses

- Approach the local businesses in your area to get involved. If they cannot afford the time away from their shop/office, encourage them to register a site and complete an environmental activity within their office such as introducing recycling, installing energy efficient light bulbs or recycling e-waste.
- If businesses are keen to get involved, though they are not sure where to clean up in the local community, help them to find a site. Keep in mind businesses may clean up a site on the Tuesday before the community event and the same areas will not need to be cleaned twice.
- Approach businesses to display posters in their shop/office windows.
- Promote Business Clean Up Day on commercial property rate notices – a simple message such as: 'xxx Council supports Clean Up Australia Day. Get your business involved in Business Clean Up Day on Tuesday 26 February. It is easy, fun and your staff can make a real difference. Visit www.cleanup.org.au or call 1800 282 329 for more information'
- Organise and register your own Business Clean Up Day site within your office.
- Business Associations and Industry Groups within your area could also be approached to promote Business Clean Up Day on their websites, newsletters and internal communication networks. Some larger businesses also have community giving/volunteering programs that could link in with Business Clean Up Day activities.
- Link businesses together to join forces in their Clean Up activities. A Clean Up around one particular shopping precinct could be a collaborative effort by Council and local businesses. This might make a good local media story (see Media section).
- Businesses may have some funds available to produce their own T-Shirts or merchandise to promote and celebrate their clean up efforts. Encourage them to do so and if working together, perhaps produce joint materials.
- Businesses are encouraged to purchase banners through Look Print which allows the business to include their logo as part of the Clean Up Australia Day campaign reflecting their support of the event. Refer to 'logo use guidelines' and 'Look Print form', available by calling 1800 282 329 or visiting the Council Corner in the Clean Up Australia Day section of our website.

Schools

Timings of Schools Clean Up Day in relation to Term 1 will always result in last minute registrations. The challenge is, therefore, to encourage as many registrations as possible by the end of Term 4.

If you are promoting the event to encourage schools to register, consider that in the early weeks of Term 1, the teachers are usually very busy. To register a site needs to be fast and easy. Clean Up Australia's online registration facility makes this possible, encourage them to register at <http://events.cleanup.org.au> or over the phone on 1800 282 329.

The following outlines some ideas to encourage Schools to get involved in Schools Clean Up Day in your area. Some schools may already be long standing participants and some may never have participated (consider new schools as well).

- Call around the local schools to encourage them to register a site. As Clean Up Australia does not provide schools with bags and gloves, if you have these additional resources, offer them as an incentive to get involved. Refer to the Materials section of this guide for more information
- Have the Mayor / Lord Mayor visit a school on Schools Clean Up Day to generate local media in your area. Invite other dignitaries to attend with the permission of the school. Perhaps present a local award to the school – you could find out how many years they have participated from the Project Officers.
- Remind Schools they do not have to Clean Up just within their school grounds (these may be clean anyway). They are welcome to clean up a local park, bushland or waterway with Teachers' permission and supervision. Suggest some areas nearby which are in need of a Clean Up. Just check before you do this, that these sites are not already registered
- Incorporate Clean Up Australia Day activities into existing education programs your Council runs
- You could also promote particular Council activities and priorities on Schools Clean Up Day. For example, if you would like to encourage more schools to recycle, speak to teachers about making this a focus for the day. The students can complete the Rubbish Report which samples rubbish types, which ones are recyclable etc
- Remind Schools if they register a site, they will receive access to the kit which includes a state based lesson plan on Schools Clean Up Day to assist with planning and to make the most out of the learning opportunities this action provides. Schools will also receive access to our online education resource, specifically designed for teaches and now with lesson plans to help Clean Up Our Climate
- Include Schools Clean Up Day information on Council websites, activity calendars, event notices and education communications.

Community

There are many opportunities to promote Clean Up Australia Day to the local community.

- Register Council run sites in your community and promote them to the public to get people to come along.
- Ideas for types of groups to approach and encourage to register a site include:
4WD clubs, Sporting Clubs and Associations, special interest groups, SES, Church Groups, Angling Clubs, Universities, Multicultural Organisations, Local Fire Brigades, Lions Clubs, Rotary Clubs, Regional Waste Management Groups, Scouts, Apex Clubs, Members of Parliament, Ministers, Police, Hospitals, Returned Service League Clubs, Bushcare and Coastcare Groups.
- Also consider approaching Community event organisers to get involved. Festivals, markets, open air cinema organisers etc. might like to be involved in this community event.
- Other environmental organisations which have offices or are based in your area might be interested in getting involved.
- Invite Government Departments or Organisations to register sites – they could also register for Business Clean Up Day.
- Include Clean Up Australia Day information on Council websites, activity calendars, event notices and education communications.
- Put a desktop advertisement promoting involvement in Clean Up Australia Day on staff computers.
- Encourage Bushcare and Coastcare groups to act as Site Coordinators and organise their regular events to coincide with Clean Up Australia Day.
- Inform people about the competitions Clean Up Australia run (go to www.cleanup.org.au for more information).
- Consider running your own competition for the event. Check you have looked into all permit and competition requirements in your state. Also let Clean Up Australia know about your competition.
- Include Clean Up Australia Day information on rate notices to residents – a simple message such as: 'xxxxxx Council supports Clean Up Australia Day. Get involved on Sunday 2 March. It is easy, fun and you can make a real difference. Visit www.cleanup.org.au or call 1800 282 329 for more information'
- Some Councils in the past have adapted the Clean Up Australia Day poster to put up in bus shelters and on Council bus backs. You must contact the Clean Up Australia Day Campaign Manager on (02) 9552 6177 to organise this.
- Put a simple message about Clean Up Australia Day on your Councils 'on hold' recorded telephone message.
- Display posters and information (you could put together a display of 'before and after' photos and specific case studies from previous years if available. Consider gathering this type of information this year for post-event activities and next year's event.
- Posters could be displayed in Civic Centre Foyers, Council Chambers, Community centres and halls.

Media

Another great way to get the word out in the community and promote Clean Up Australia Day is through the media. Clean Up Australia conducts National, State and Local media campaigns in the lead up to the event.

Councils are encouraged to promote their involvement through local media in addition to Clean Up Australia. Clean Up provides Media Release templates and other tools described below to assist your Council.

Often the Council contact coordinating Clean Up Australia Day is from the Waste Education or Environment Departments and may not necessarily have experience with the media. On the Council Expression of Interest Form (Available on the Council Corner pages in the Clean Up Australia Day section of our website) there is a request for a Media Officer's contact details, please make sure that all relevant contacts are included as correspondence can also be directed to this individual.

Television and Radio

As part of Clean Up Australia's National media campaign, radio and television Community Service Announcements (CSA) are produced. A 30 second version is available to Councils to use where possible. This could be on local community and information radio, on-hold messages, internal television networks, waiting rooms or any local community access television stations. Please contact Clean Up Australia Day Campaign Manager on (02) 9552 6177 for copies of the radio or television CSA.

Print - Media Releases

Clean Up Australia writes and distributes media releases on a local, state and national level in the lead up to the event. Media releases are tailored and can have different messages at different times such as a call for site registrations in December/January and a call for volunteers in February.

To help Councils and community groups to generate their own local media, Clean Up Australia prepares Media Release Templates. The templates provide a base structure that is general and offers sample content for Council media staff and site organisers to use. You can tailor local information as part of this release. These templates are available from the Project Officers or by visiting the Council Corner on the Clean Up Australia Day pages of www.cleanup.org.au.

Some ideas for local information to include are:

- Identify regional and local issues which relate to the Clean Up event. You could highlight a local park which has been cleaned up over recent years or a specific problem such as illegal dumping. These types of stories should inspire and encourage people to get involved in Clean Up Australia Day events in the local area.
- Specific rubbish items can be highlighted in your local story. For example, a shopping precinct might be prone to cigarette butts and this could be turned into a positive story by talking about local businesses coming together on Business Clean Up Day to pick up rubbish and raise awareness in the area.
- Schools could be used as an example of action in the community. If you know a School is participating in Schools Clean Up Day, find out what other environmental activities they do throughout the year (Composting, Worm Farming, Awareness activities etc) and highlight these as a great local example.
- Find local heroes in your area. Ask locals and Bushcare or Coastcare coordinators if they know of people who are dedicated and persistent in their local environmental efforts. Find out if these people get involved in Clean Up

Australia Day and with their permission, profile them as a local hero. You may come across different examples of local heroes such as very old and very young volunteers participating together or one family who has participated every year for many years and has many generations of volunteers.

Any local examples you can add to your media communications instil a sense of community pride and also foster positive environmental action.

Print Advertisements

A guaranteed way to ensure coverage in the media is to pay for advertising spots in publications such as newspapers and magazines. Clean Up Australia produces a template print advertisement which is available for Councils to use in local media.

If your Council has the resources to do so, paid advertising can be very effective as a call to action for volunteers. Add in your Council site details including meeting point, time and what to bring and you could generate a great turn out for your sites.

You may also be able to incorporate these advertisements into the Council Section of local newspapers.

Councils can insert their own logos into these template print advertisements however all changes and additions need to be approved by Clean Up Australia National Office.

If you are generating local media by producing your own advertisements, you must let Clean Up Australia know and approve any use of Clean Up Australia Day logos. The Clean Up Australia Day logo must appear with Major Sponsor's logos and we can send you a logo block along with logo guidelines upon request. Please refer to Appendix One of this guide for Clean Up Australia Logo Use Guidelines.

You can find template print advertisements in the Council Corner of the Clean Up Australia Day website information at www.cleanup.org.au

Other Promotional Tools

Posters

Clean Up Australia produces posters each year as a promotional tool. They contain a blank area which allows local information to be added such as site meeting point and time. The main function of the posters is to create awareness of the date of the event, call for volunteers and to promote individual sites.

Three versions of the poster are produced to suit each specific campaign day: Business Clean Up Day, Schools Clean Up Day and Clean Up Australia Day. State specific versions of the Clean Up Australia Day poster are produced for states with state sponsors. If you would like additional posters, please contact the Project Officers – contact details at the back of this guide.

Banners

Clean Up Australia produces a number of banners which are displayed nationally along major roads or highways with the permission of the appropriate traffic authority.

We encourage Councils to display banners on local thoroughfares, shopping centres etc. Councils can purchase Clean Up Australia Day banners and tailor specific information. Look Print provides this service. A banner order form can be downloaded from the Council Corner.

Electronic Post Card

Electronic messages are an economical and versatile promotional tool that can be distributed to infinite email addresses. Clean Up Australia produces and distributes an electronic post card and Councils are welcome to download this and distribute to their networks to promote Clean Up Australia Day. This Electronic Post Card can be found in the Council Corner on the Clean Up Australia Day section at www.cleanup.org.au

Shop-A-Docket

Shop-A-Docket is a valuable promotional tool that creates extensive awareness of Clean Up Australia Day. If your Council area has any similar shopping program or incentive scheme, consider incorporating messages to help promote Clean Up Australia Day

Competitions

Several competitions are run in conjunction with sponsors during the campaign. Information about these competitions is available from the Project Officers or from the Clean Up Australia Day section of the website www.cleanup.org.au

Councils can conduct their own competitions to encourage local businesses, schools and residents to get involved. Check you have looked into all permit and competition requirements in your state. Also let Clean Up Australia know about your competition.

From all of this information, you can generate a list of what your Council is happy to do to help promote Clean Up Australia Day. Please feel free to contact your Project Officer to discuss any of these opportunities.

The following list summarises some key activities and dates in the Clean Up Australia campaign, and below is a basic checklist for your Council to add to. This is a starting point and we encourage your Council to get as involved in Clean Up Australia Day as much as possible.

Clean Up Australia appreciates the support offered by Councils and hopes the campaign is rewarding and successful for both Councils and their communities.

Activity Timeline Month by Month

November	Commence updating of Council contacts including Council name, contact name and title, correct address & numbers and all postcodes / suburbs within Council have not changed.	Project Officer
	1800 # (1800 CUA DAY / 1800 282 329) active	
	Mail Out to all Councils	Project Officer
December	ONLINE SITE REGISTRATIONS OPEN Council online backend access goes live	
	Call to Action for Site registrations	PR/Publicist
	Council Expression of Interest Form due	Council contact
	Follow up of Council Expression of Interest forms. Establish regular communication paths to Council organisers	Project Officer
	Organise strategy for Council Kit Distribution (where applicable)	Project Officer
	Implement strategy for Council Kit Distribution	Project Officer
	Contact Council to confirm procedures in the lead up to the Day i.e. distribution of site listings, rubbish collection, promotion	Project Officer
January	Distribution of kits commences	Project Officer
	Call to action site registrations	PR/Publicist
February	Broadcast campaign commences – TV / Radio / Advert	PR/Publicist
	Councils to confirm all site rubbish collection procedure with Site Coordinators	Councils
March	Business Clean Up Day (Tuesday 26 February) Schools Clean Up Day (Friday 29 February) Clean Up Australia Day (Sunday 2 March)	

Council Activity Checklist

- Council Expression of Interest Submitted
- Kit distribution logistics confirmed with Project Officer (where applicable)
- Site Coordinators contacted regarding kit distributions (where applicable)
- Kits distributed (where applicable)
- Accessed Online Council Backend list of rubbish collection points
- Rubbish collection logistics confirmed
- Rubbish collected

Clean Up Australia Day Contact Details

Clean Up Australia
18 Bridge Road, Glebe NSW 2037

Phone: 02 9552 6177
Fax: 02 9552 4468
Email: cleanup@cleanup.com.au
Website: www.cleanup.org.au

Catherine Johnson	Project Officer - Community	02 9552 6177	cjohnson@cleanup.com.au
Cara Levinson	Project Officer - Business	02 9552 6177	cara@cleanup.com.au
Catherine Pelosi	Project Officer - Schools	02 9552 6177	cpelosi@cleanup.com.au

Appendices

Appendix One – Clean Up Australia Day Logo Use Guidelines



How to use the Clean Up Australia Day logo:

- The Clean Up Australia Day logo is available in various formats so the logo can be produced as a one, two, or multi-coloured logo.
- If you produce promotional materials for Clean Up Australia Day, you are required to use the Clean Up Australia Day logo. The logos of Major Sponsors McDonalds and Veolia Environmental Services should also be used wherever the Clean Up Australia Day logo is used.
- You may also use the other sponsors' logos on campaign artwork, provided such use is in accordance with the guidelines below.
- The logos should always be used as presented by Clean Up Australia. The Clean Up Australia Day logo should be reproduced either in black or in the colours specified. The logos of sponsors should be in black.
- If the organiser has local sponsors and wishes to include their logos on promotional materials, the Clean Up Australia Day logos should always appear LARGER in height than the logos of local sponsors and on the FRONT of any materials.
- If the Organiser is using a local logo as well as the Clean Up Australia Day logo, it must be placed in a way that ensures it is clear that Clean Up Australia Day is the organiser of the event.
- ALL items produced with logos outside of the Clean Up Australia Day / Major Sponsors Block must be approved by the Clean Up Australia Day Campaign Manager prior to production and distribution.

Guidelines for AUTHORISED USE of all Clean Up Australia Day logos:

- The logos are registered trademarks and must only be used as Clean Up Australia Day provides them. The logos are available for use only by campaign organisers that are or have been registered by returning a Letter of Understanding.
- Organisers are authorised to use the Clean Up Australia Day and sponsors' logos for the sole purpose of promoting the Clean Up Australia Day event.
- Please note: Organisers are not authorised to license or transfer use of any logo to any third party, nor to any local sponsor.
- The logos must not be used on items that are for sale or on materials that are intended for commercial use.
- The logos are not to be used by any person, corporation or organiser to generate profit of any kind without the express written permission of Clean Up Australia Limited.
- These guidelines apply equally to the logos of Clean Up Australia Day and all sponsors.
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Contact Clean Up Australia on (02) 9552 6177 if you have any queries regarding logos.