

## Media Release



22 June 2016

### **Cleanaway joins forces with Clean Up Australia to help create a cleaner future.**

Cleanaway is delighted to announce a multi-year, national partnership with Clean Up Australia, one of Australia's best known community organisations, focussed on mobilising the community to clean up and conserve our environment.

Started in 1989 as an initiative to clean up Sydney Harbour, Clean Up Australia now attracts nearly 1 million volunteers at various Clean Up events across the year.

Cleanaway's CEO, Vik Bansal said "For many years, Cleanaway teams across the country have supported Clean Up activities in their local communities, and we are excited to formally join forces with Clean Up Australia as a major national partner".

Of the partnership, which will run from 2016 until 2019, Mr Bansal said "Whilst our businesses are quite different, our missions are strongly aligned – we are both working toward a more sustainable future".

"We are committed to a true partnership with Clean Up over the next four years, and I know that we will have more Cleanaway staff involved in upcoming Clean Up events, than ever before"

"I know that many staff are extremely passionate about Clean Up, and they are very excited about Cleanaway formalising our support to this great Australian organisation. In fact Ian Kiernan is a hero to many of our people – people who have been in the waste management industry for decades and who are very passionate about what they do." Mr Bansal added.

Clean Up Australia Founder and Chairman, Mr Ian Kiernan AO said "It's a great partnership. Clean Up is very democratic – it is owned by all Australians. They choose the sites, they provide the volunteers. That's a great strength, and through this partnership, we can further support communities right across Australia".

Over the last 26 years, volunteers have donated more than 31 million hours caring for the environment through Clean Up activities, removing the equivalent of more than 331 thousand ute loads of rubbish from nearly 166 thousand locations around Australia, demonstrating that Australians are willing to roll up their sleeves and act to help care for the environment.

Mr Kiernan said "Clean Up Australia is not just focussed on our major 'Clean Up' activities across the year – but on changing behaviour and doing things differently in the future. We are very excited to partner with Cleanaway, working alongside their teams to continue doing what we do, with new opportunities to grow and expand our activities."

"Our new major partner is a company with a strong focus on resource recovery, in all its forms, to create a more sustainable future, and we look forward to working closely with them over the coming years and build a stronger alignment between our two organisations" added Mr Kiernan.

*For further information, contact Melissa McColl, Communications Manager, Cleanaway, 1300 723 685*

*To contact Ian Kiernan, contact: Tracey Wigg, Clean Up Australia Publicist 0419 141 266*

---

## **About Cleanaway**

Cleanaway is Australia's leading waste management, recycling and industrial services company, operating a national network of unique collection, processing, treatment and landfill assets from over 200 locations across Australia. We have been helping Australian industry, business, communities, government and households reduce, reuse, recycle and safely dispose of waste for over 50 years.

Our mission is to make a sustainable future possible, and we work to create long-term economic value whilst caring for our people, communities and the environment. Cleanaway is proud to sponsor Clean Up Australia Day, a community-minded organisation to partner with to genuinely help improve sustainable practices.

## **About Clean Up Australia**

Clean Up Australia inspires and empowers communities to clean up, fix up and conserve their environment.

Working with the community, governments and business Clean Up influences waste management reform to provide practical solutions to help us all live more sustainably, each day of the year.

Our flagship event, Clean Up Australia Day is the nation's largest community mobilisation event - annually attracting nearly a million volunteers who remove an average of 16,000 ute loads of accumulating rubbish from more than 7,000 of their local streets, parks, beaches, bushland and waterways.

Other areas of action include working with communities for waste management reform to prevent rubbish entering our precious environment. Initiatives include the introduction of a national container refund scheme, the banning of single use lightweight plastic bags, reducing e-waste, mitigating the impacts of marine debris, discouraging illegal dumping and waterways protection.