



## REVIEW OF OPERATIONS – FINANCIAL YEAR 2006 – 2007.

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## REVIEW OF OPERATIONS 2006-07

### INTRODUCTION

For the past 18 years, Clean Up Australia has gained the trust and respect of millions of people both in Australia and overseas through providing leadership, advocating for change and inspiring communities to take practical environmental action.

Along the way, the team at Clean Up Australia has initiated and supported simple, practical and environmentally efficient solutions for issues ranging from water and waste management to resource re-use, recycling and re-manufacturing.

2006-07 has seen continued strong growth in campaign and project participation both within Australia and globally under the banner of Clean Up the World.

Today we are the most recognised and most trusted 'green' organisation in Australia.

In fact, Ian Kiernan AO, our founder and chairman, is the fourth most trusted person in the country. (*Australia's 100 Most Trusted List 2007*)

Now, in a time when climate change is clearly a major challenge and concern about its impacts is high, people are looking for practical solutions to reduce the causes of climate change and lower their environmental footprint.

As we move into 2007-08, Clean Up, in partnership with like-minded organisations, is offering a new set of solutions to the community, through a year round set of activities under the banner of *Clean Up Our Climate – Let's get Practical about Climate Change*.

### ENVIRONMENTAL CAMPAIGNS

During 2006-07 Clean Up focused on delivering a series of campaigns that inspired communities to clean up, fix up and conserve their environment.

- International
  - Clean Up the World
- Closer to home
  - Clean Up Australia Day
  - Clean Up the Kimberley
  - Clean Up the Alps
- Waste management
  - Say NO to Plastic Bags
  - Clean Up Mobile Phones
- Water reform
  - Busby's Bore
  - Carpentaria Ghost Nets Programme
- Education
  - Kid's Clean Up Kit
  - Triple Bin Challenge

## INTERNATIONAL

### **Celebrating the Year of Deserts and Desertification**

In its 14<sup>th</sup> year, **Clean Up the World** [CUW] attracted an estimated 35 million volunteers from 750 participating groups across 130 countries.

With the United Nations Environment Programme [UNEP] as its primary partner, CUW has become a major contributor to achieving global sustainable development policies at a community level. By providing basic materials and support to any group from across the globe, CUW empowers people to make a positive and effective contribution to the health of the environment.

Global activities range from waste removal, reforestation, waterways remediation, waste reduction to local education initiatives.

Volunteers around the world celebrated achievements during the Clean Up the World weekend, held the 3<sup>rd</sup> weekend of September.

- In Egypt, the Arab Office for Youth and the Environment focused on the Clean Up the Nile initiative with participation of 17 cities, which seeks to highlight the River's importance for agriculture and development in this desertification-prone region.
- School children, divers, snorkelers and community volunteers cleaned up the world-famous Copacabana beach in Rio de Janeiro, Brazil.
- On the island of Newfoundland, off Canada's Atlantic coast, Ocean Net volunteers celebrated the 1000th marine clean up conducted since the group's establishment in 1997 with underwater and beach clean ups at Topsail Beach.
- In China's City of Shaoxing, situated in the Yangtze River delta, about 100 cycling enthusiasts collected roadside rubbish during a bike ride on the Clean Up the World weekend, targeting in particular plastic bags and drink containers.
- Dozens more Australian volunteers worked with overseas communities as far as Ghana, the Philippines and the Kingdom of Tonga to help improve local environment and livelihoods, promoting this Australian campaign across the world.

***Clean Up the World is a campaign held in conjunction with our Primary Partner UNEP***

***Patron – Veolia Environnement***

***Sponsors – Brambles and Qantas***

***Global Media Partner – National Geographic Channels International***

***Supporter – The Australian Government through the Department of Foreign Affairs and Trade***



CLOSER TO HOME



**Australians on the Move**

**Clean Up Australia Day**, our national flagship activity, is Australia's largest community based event. The campaign attracts active participation by an estimated one million volunteers throughout rural and urban Australia.

Clean Up Australia Day 2007 comprised three days of action – Clean Up Australia Day, Business Clean Up Day and Schools Clean Up Day.

Participation in Clean up Australia Day continues to grow, reflecting a 15% growth in volunteers over the past three years.

In 2007, volunteers took to their streets, parks, beaches and waterways to remove more than 8,000 tonnes of rubbish.

Disappointingly, six out of the 10 most common items of rubbish removed were recyclable, including drink bottles and cans.

Improving recycling would help Australian households reduce the almost one tonne of greenhouse gas emissions we produce each year by sending waste to landfill.

In response, Clean Up announced a climate change pledge challenging the community to reduce household greenhouse gas emissions by 25% per year by 2010.

***Clean up Australia Day 2007 was funded by corporate partners who share our commitment to making a real and sustainable difference.***

***Major Sponsors - McDonalds and Veolia Environmental Services***

***Suppliers: Ansell; Qantas; Shop-a-Docket***

***Supporters: Sanyo; Kyocera; Crocs; Becton Dickenson; BP Australia; Coles Supermarkets; JA Wales Printers; Look Print; Stockland Shopping Centres***

***State Sponsors: Ergon Energy; Hydro Tasmania; Parks Victoria; WSN Environmental Solutions; Main Roads WA***

***City Supporter: Darwin City Council***

***Clean Up also thanks our 2007 Clean Up Australia Day delivery partners: Brisbane City Council; Conservation Volunteers; KESAB; Tasmanian Conservation Trust***



**Working with remote communities**

As one of the most unique and spectacular places on earth, the Kimberley faces many environmental challenges, particularly with a rapidly growing tourism industry. Through the **Clean Up the Kimberley** campaign, action, education and awareness of these problems will ensure the future of the region.

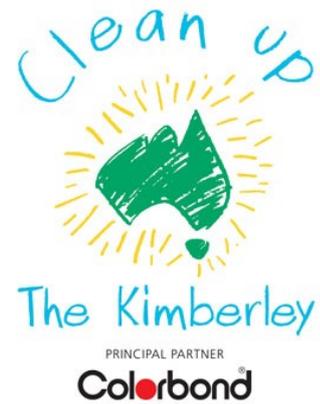
The Clean Up the Kimberley Weekend is a flagship event of the campaign.

In 2006, 1678 volunteers registered across 85 sites, including 13 schools and 15 indigenous communities. This represented a three-fold increase in participation over the previous year. Together they removed 750 cubic metres of rubbish – the equivalent of 750 ute-loads.

With the support of Colorbond® steel, the **Clean Up the Kimberley** campaign has now been extended beyond the weekend of rubbish removal to include three new initiatives – working with remote communities to assist their endeavours to say NO to plastic bags, development of a remote community Kids Clean Up Kit and the launch of a tourist initiative – Leave Space for your Waste.

***We thank our Clean Up the Kimberley partners:  
Colorbond® steel – Principal Partner***

***Weekend partners, supporters, suppliers and supporters:  
BGC Contracting  
Kimberley Waste Services  
Kimberley Wilderness Adventures  
Hutchison Real Estate***



**Community clean up protects fragile Alps environment**

**Clean Up the Alps**, a community campaign to protect the fragile Alps environment including some of Victoria's most important fresh water sources, drew 83 volunteers across seven sites at Falls Creek and Mt Buffalo in November 2006.

Volunteers removed 2000 kgs of dumped rubbish, raising community awareness of the environmental issues facing the region.

The top five rubbish items removed during the weekend were cigarette butts, confectionary wrappers, ski related small pieces of plastic, aluminium cans and plastic bottles.

Clean Up the Alps is part of the Victorian Government's 'The Alps; A fresh start - a healthy future' strategy.

***Clean Up the Alps was conducted in partnership with Parks Victoria***



**WASTE MANAGEMENT**

**Saying NO to Plastic Bags**

Clean Up Australia remains committed to ridding the environment of single use 'singlet style' plastic bags.

During the year the issue has been on state ministerial agendas a number of times, however the community remains denied a decision over the future of these bags.



**SAY NO TO  
PLASTIC BAGS**

Clean Up supports a ban, confident the community will continue its uptake of viable alternatives. This confidence has been reinforced by the number of communities who choose to go plastic bag free, the retailers who have accessed the [www.noplasticbags.org.au](http://www.noplasticbags.org.au) website seeking viable alternatives for their businesses and the uptake of green bags through Coles, Kmart and Bi-Lo stores nationally.

Clean Up welcomed Myer's continued support of our initiatives with the introduction of a Jodhi Meares 'Tigerlily' bag in 2006.

\$1.00 from every mygreenbag sold through Myer stores is donated to Clean Up Australia.

**Cleaning Up mobile phones**

More than 17 million Australians currently use mobile phones, with 7 million new phone sales every year.

Clean Up Mobile phones encourages people to donate their phones by simply free-posting them to our recycling partner, ARP in Melbourne.

Phones that can be reused are redeployed. Those that are broken or so out of date to be useless are recycled and their components returned as a resource for future manufacturing.

For every phone that is returned through Clean Up Mobile Phones Clean Up receives \$3.00.



**Smorgon Steel Great Scrap Roundup**

For three years from 2004 - 2007, the Smorgon Steel Great Scrap Round-Up™ collected scrap metal from private and public land in 30 regions throughout Australia. Over 90,000 tonnes of scrap metal was removed from farms, returned for recycling and made into new steel products. Clean Up Australia supported the program by providing endorsement and assistance in promoting the Smorgon Steel Great Scrap Round-Up™ to our volunteer and council networks.



**Rubbish Report**

Each year, following the fantastic efforts of volunteers and site coordinators, Clean Up Australia compiles the Annual Rubbish Report. Results from Clean Up Australia Day 2006 were presented in an online format and CD's distributed to Clean Up's education networks including libraries and local councils. The results, while representing just a snapshot of what is collected on Clean Up Australia Day, highlight important issues/trends and feed into Clean Up's communications and media.



## **Advocacy**

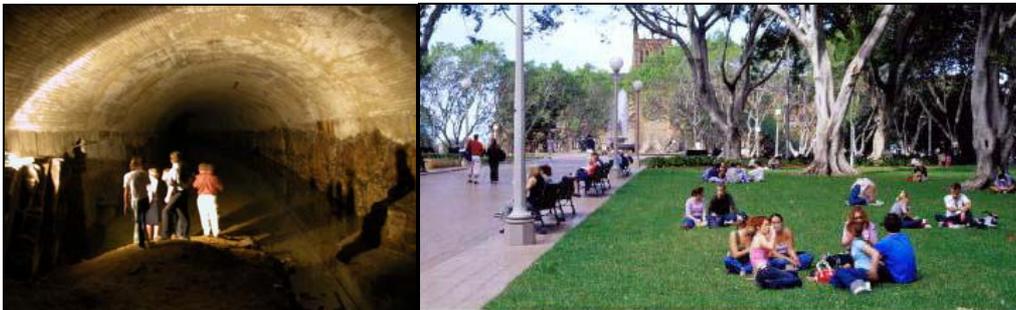
Research conducted by Clean Up Australia has found that collecting a 10-cent refund for returning used drink cans & bottles is supported by the majority of the community and would encourage many more people to recycle as well as help reduce large amounts of rubbish being dumped in the environment. Clean Up Australia has long been a supporter of a national container deposit system and continued our work in advocating for this in 2006-7. Clean Up actively campaigns as part of the Boomerang Alliance calling for container deposit legislation and packaging reform. This includes strengthening of the National Packaging Covenant, a self-regulatory agreement between industries in the packaging chain and all spheres of government.

## **WATER REFORM**

### **Busby's Bore**

The bore, Old Sydney town's secondary water supply, has now been diverted at Whitlam Square into holding tanks in Hyde Park. From here the City of Sydney uses the water for irrigation of Cook, Philip and Hyde Parks.

Stage Two, drought proofing the Royal Botanic Gardens and Domain by supplying recycled water, will save over 100 million litres of potable water each year.



### **Saltwater people working together**

Ghost Nets are fishing nets that have either been lost or discarded at sea. For decades they have killed thousands of turtles, dolphins, dugongs and other marine life.

The Carpentaria Ghost Net Programme aims to reduce the impact of discarded or 'ghost' fishing nets by removing them from our beaches and recording information about their origins and the mortality rates of marine life trapped in them.

Clean Up Australia is working with nearly 20 traditional owners, conservationists, private enterprise, scientists & government representatives from all parts of the Gulf of Carpentaria as part of the Steering Committee for Ghost Nets.

Clean Up congratulates the project team and the saltwater people of the Gulf on receiving their second Banksia Award in 2007 – *Caring for Country*.



### Carp Busting

Clean Up Australia was pleased to be one of Parramatta City Councils' partners in their inaugural Riverbeats Festival in November.



One of the features of the day was a carp fishing competition which, despite inclement weather, attracted 272 keen anglers.

The aim of the day was to encourage community participation in a simple activity during which they have the opportunity to learn more about their local river.

While only one carp was caught on the day, all participants who completed an evaluation survey expressed interest in having another go in 2007.

**We thank Parramatta City Council for the opportunity to participate in this activity and look forward to working with them again in 2007.**



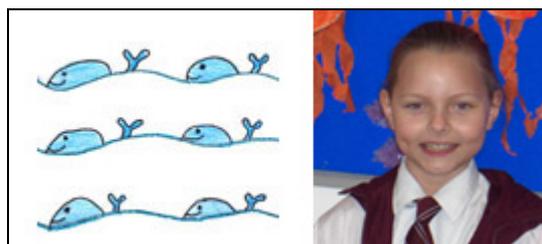
### EDUCATION

Our **Kids Clean Up Kit** went electronic in 2007, extending the reach of this teaching resource beyond participants of Clean Up Schools Day.

The Kids Clean Up Kit was designed by teachers for teachers. It contains 16 activities and includes lesson aims and outcomes, classroom activities, worksheets and extension or home-based activities to help our younger generation learn about the environment.

In 2007, Clean Up Australia teamed up with Wondersoft® Toilet Paper, sponsors of our Kids Kit, to run a competition which gave students nationally the opportunity to design their own toilet paper based on one of Clean Up Australia's Clean Water projects such as our marine debris project or Gulf of Carpentaria Ghost Nets programme.

We congratulate 12 year old Tiffany Herbrick, of Crestwood Public School whose toilet paper design is set to be rolled out in bathrooms across Australia in November.



### **Making recycling cool**

The result of a partnership between the Alcoa Foundation, Clean Up Australia and the Barwon Regional Waste Management Group, the Triple Bin Challenge was extended to 20 schools in the Geelong region last year.

A year round program, Triple Bin makes recycling cool by introducing a number of student based initiatives including colour coded bins, which teach children how to manage rubbish every day of the year.

The 20 Victorian schools monitored progress of their initiatives across two terms, with Bellbrae Primary School named the winner of the Triple Bin Challenge for its outstanding efforts in reducing waste consumption by 20%, reducing playground rubbish by 59% and introducing a recycling collection at the school.

Bellbrae also implemented educational activities such as displaying posters across the school, displaying rubbish collected on Clean Up Australia Day, promoting lunches being packaged in reusable containers and also making note pads out of single sided used paper.

**Clean Up thanks the Alcoa Foundation, Barwon Regional Waste Management Group and Kyocera for their support of the Triple Bin Challenge.**



### **FUNDING**

As you have seen through this Review, Clean Up continues to attract like-minded organisations as partners of our campaigns and initiatives.

These organisations undertake, as an outcome of their relationship with Clean Up, to continually monitor and improve their own environmental practices. We congratulate our partners on the many initiatives they have introduced during 2007-07 and look forward to renewing a number of key relationships into the next financial year and beyond.

We welcomed Sanyo Oceania to the team this year. In addition to their sponsorship of Clean Up Australia Day, Sanyo is, through their GAI range of products, raising funds for Clean Up from the sales of eneloop batteries.

We especially recognise our major funding contributors - Veolia Environmental Services, McDonalds, Kimberley Clark [Wondersoft] and Sanyo Oceania.

We are also grateful to the number of organisations who continue to offer us in-kind or pro-bono services.

Qantas has been our national and international airline for over a decade.

During this time we have also enjoyed a strong relationship with our honorary auditors KPMG and the legal team of Abbott Tout.

DDB continued their support of Clean Up Australia this year – allowing us to leverage their campaign ‘Don’t let Rubbish become part of the Scenery’ across other regionally based initiatives.

Clean Up is also the appreciative recipient of a number of employee based donations this financial year. We thank the people of Diageo, Merrill Lynch, Multiplex, Citigroup and Origin for their support.

Our members and regular donors are an important part of the extended Clean Up family. We thank them for their support, 100% of which is deployed in delivery of community based campaigns and projects.

Clean Up is not a recipient of government funding, allowing us to actively work with both the government and opposition at federal and state levels. We also enjoy a unique position with local councils across Australia and are grateful to them for their support of local initiatives.

### **The Clean Up Team**

The Clean Up board continues to be energetically led by our Executive Chairman and founder Ian Kiernan AO.

Ian and his board of directors including Kim McKay, our co-founder and Deputy Chair, Victor Kelly, Company Secretary, John Buttle, Jenny Bonnin and Eric Dodd actively support the Clean Up team in our delivery of campaigns, initiatives and projects both in Australia and around the world.

The Clean Up team is a small and cohesive unit, members of which work together to find effective, creative and sustainable solutions to the waste, water and energy issues brought to us by the community.

The board recognises and appreciates the efforts of this team in what has been a challenging year.

### **What’s Next**

Recognising that climate change is the most testing issue that faces our and future generations, your Clean Up is developing a series of initiatives that will encourage communities to clean up every day of the year.

We have seen how effectively the Clean Up model can be translated across waste and water issues both here and around the world.

In true Clean Up tradition, Clean Up Our Climate will offer a suite of practical solutions to those waste, water and energy problems brought to us by the people whose voice we represent – you.

Together we look forward to building on the successful platform of Clean Up Australia as we evolve the organisation so it remains relevant in these changing times.

