

Clean Up



Introduction

Don't let the environment become history

Over the last 19 years, Clean Up Australia has been inspiring communities to 'Clean Up, Fix Up and Conserve Our Environment'.

Our flagship events, Clean Up Australia Day and Clean Up the World, continue to inspire an estimated 35 million people across 120 countries to take action.

As we prepare to celebrate 20 years of Clean Up Australia, the environmental issues that face our generation continue to take centre stage.

Climate Change can be an overwhelming issue, but there are many ways in which every individual can get involved in simple and practical actions to reduce their environmental footprint.

With the introduction of recycling programmes, new environmental education initiatives and more community projects, we are constantly looking for ways to address Climate Change.

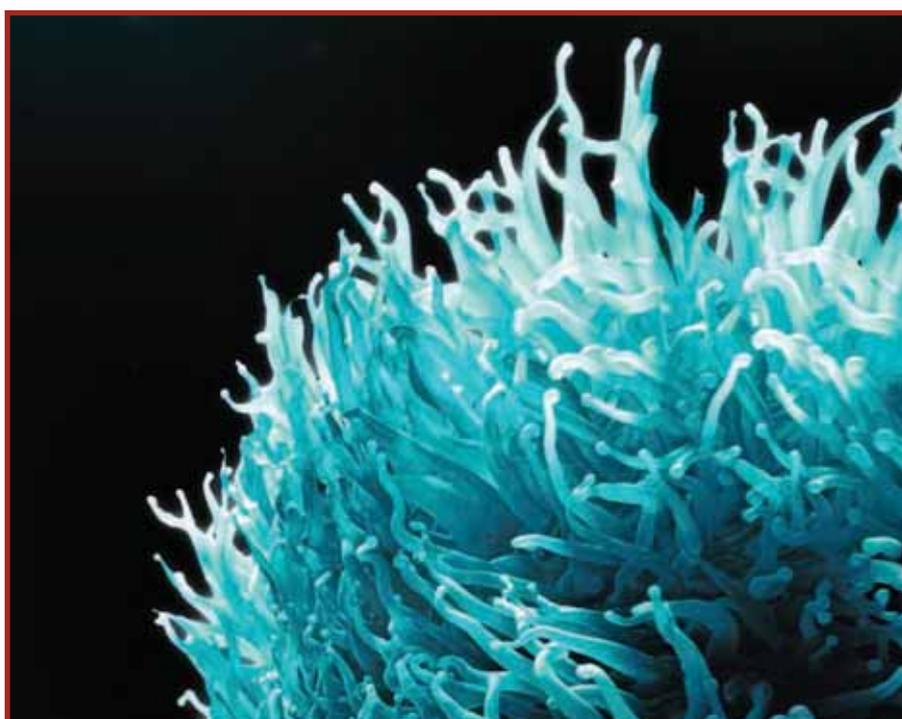
2007-08 has seen some exciting new developments that have helped address these concerns.

Our message is simply that we have to put yesterday's highly disposable products, methods and behaviours behind us as we embrace a sustainable way forward.

Clean Up Australia continues to deliver a wide range of campaigns and projects that inspire communities to clean up, fix up and conserve their environment...

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International

Clean Up the World Our Climate... Our Actions... Our Future

Clean Up the World proudly celebrated its 15th anniversary in 2007.

In recognition of this achievement, we were honoured with a visit by Eric Falt, Director of Communications United Nations Environment Programme, our Primary Partner.

During the year, Clean Up the World promoted a range of UNEP initiatives to its members, including *World Environment Day*, the *Tunza International Youth Conference on the Environment* and the *Billion Tree campaign*.

Our global campaign continues to grow its extensive reach, with over 740 participating organisations working with over 20,000 groups to mobilise an estimated 35 million volunteers in 2007.

The largest number of participating organisations came from the African (29%), Asia Pacific (26%), and Latin America & Caribbean (24%) regions, followed by Europe, North America and West Asia.

The majority of participants were from non-government organisations (45%), local community and family groups (17%) and educational entities (15%), along with government, business and other organisations.

Many activities focused on education, recycling and reforestation, complementing the overall campaign theme of climate change.

Activities were organised in support of key days in the global environmental calendar including Clean Up the World Weekend, World Environment Day and Earth Day as well as days of national and/or local significance.

Students from Rouse Hill Primary School NSW, representing the diversity of community groups that tackled climate change under the banner of Clean Up the World.



On behalf of its participants, Clean Up the World extends a sincere thank you to the following organisations for their support throughout 2007:

Primary Partner



Corporate Partner



Sponsor



Global Media Partner



International

Sponsor



Supporter



Supporter



National

Clean Up Australia Day *Start Today to Save Tomorrow*



The 19th Clean Up Australia Day saw more than 800,000 Australians take to their streets, waterways, beaches, and parks to remove rubbish.

Together they donated an estimated two million hours to the environment – making Clean Up Australia Day the single largest community participation event in Australia.

Plastic took centre stage in 2008, accounting for more than a third of rubbish in our environment. Plastic shopping bags, bottles, fishing gear and millions of small pieces of plastic – this valuable oil-based resource is wasted once it gets into the environment.

Trends indicate that the amount of recyclable material that ends up as rubbish is increasing.

In 2008, in excess of 2500 tonnes of recyclable glass, plastic and aluminium were removed throughout the country – clearly demonstrating the need for national incentive to get this material out of the environment and back into the manufacturing stream.

In partnership with a number of local councils Clean Up trialled separation of recyclables by volunteers – the success of which has prompted us to take this initiative national in 2009.



This national campaign is funded by corporate partners who share our commitment to making a real and sustainable difference.

Major Sponsors



Sponsors



Suppliers



Allies

Guides Australia
Project Aware
NSW Fire Brigade
St. Johns Ambulance
and Police nationally.

[continued]

National [continued]

Business Clean Up Day *Businesses take the challenge*

2008 saw the introduction of three new ways for business to participate in Clean Up Australia Day.

In addition to choosing a site to clean up, the launch of the Adopt-A-Site program offered companies the opportunity to show their support by funding a community Clean Up site.

A new and improved *Clean Up Australia Office Kit* was also developed to help companies implement changes in their office to reduce their impact.

Clean Up Australia thanks the businesses who provided valuable funding by taking part in Business Clean Up activities.



Schools Clean Up Day *Schools leading the way*

Schools across the nation continue to encourage their students to make a difference by participating in Schools Clean Up Day.

In 2008, in recognition of the dedication of the band of teachers who, often in their own time and using their own resources inspire green initiatives within their school, Clean Up launched the *Green Teacher Award*.

In partnership with Scholastic, schools were asked to nominate their teachers for their efforts and achievements, with state and a national award announced.

Community groups, individuals, schools, businesses and councils continue to be the core strength of Clean Up Australia Day.



Community Projects

Communities Taking Action

Community projects developed at a grassroots level are vital to the success of Clean Up Australia and reflect our belief that every individual can make a difference.

Clean Up the Kimberley

The Kimberley, one of the most spectacular places on earth, is in danger of falling victim to the excesses of rising tourism with visitors leaving a trail of rubbish and pollution.

Colorbond – the building material of choice in the region, joined forces with Clean Up for a second year, enabling us to progress a number of initiatives we had introduced in 2006/07.

- Following the data received through our online *Kimberley Outback Traveller's Survey*, the *Leave Space for Your Waste* campaign helped educate visitors by providing solutions on how to manage and carry their waste while camping in remote areas where there is a lack of bins or toilets.
- In an effort to reduce the number of plastic bags that end up in landfill or the environment, 39 Kimberley community store retailers signed up for the Kimberley *Say NO to Plastic Bags* project.

Through information provided by these stores we learned about initiatives they had undertaken to make the Kimberley plastic bag free.

- During October, people all over the Kimberley joined forces for the Clean Up the Kimberley Weekend.

From Broome to Balgo, some 2,800 proud Kimberley locals removed over 10 tonnes of rubbish which would otherwise have been washed into creeks, rivers and the sea during the wet season.

- Recognising that experience in remote areas is very different to that in towns and cities, Clean Up partnered with a group of local teachers to produce the *Kimberley Kids Clean Up Kit* – a practical, educational resource to assist teachers in remote communities to bring the environment into the classroom every day of the year.

In addition to the campaign partnership of Colorbond, we thank the many volunteers, teachers, community groups and local businesses who gave their valued support to the Clean Up the Kimberley Campaign.

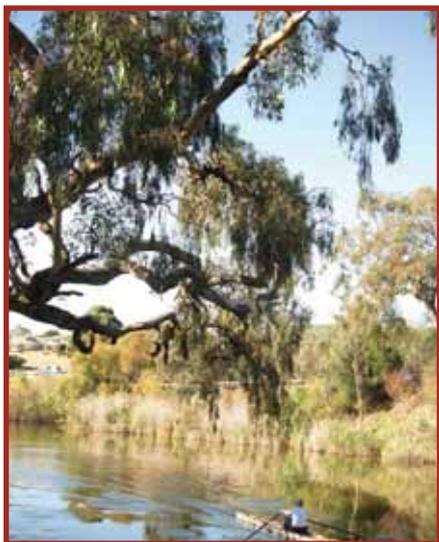
Principal Partner
Colorbond Steel

CU the Kimberley Weekend partners:
Principal Partner
Colorbond Steel

Supporters & Suppliers
BGC Contracting
Kimberley Waste Services
APT / Kimberley
Wilderness Adventures
South Perth 4WD

Say NO to Plastic Bags
Australian Government
Enviro Fund



*[continued]***Community Projects *[continued]*****Clean Up the Barwon River**

Through a three year partnership Clean Up Australia and Parks Victoria have joined forces to focus community attention on major areas of concern.

In 2008 our focus was the Barwon River in Geelong, the source of the town's water supply and a beautiful recreation area that has been returned to the community through the work of Parks Victoria, the Greater City of Geelong, Coorangamite CMA and Barwon Water.

A range of activities including a teachers' workshop, a forum for local businesses, Clean Up the Barwon Schools Day and Clean Up Australia Day involved more than 2200 volunteers.

Through their efforts nearly 100 tonnes of rubbish was removed from along the River, local parkland, roadways, school grounds, and coastal areas.

The most common items of rubbish along the river bank and park areas were cigarette butts, plastic bags, broken glass and take-away food containers suggesting that rubbish is accumulating because of increased use of the area for recreation.

Local businesses and community groups have shown keen interest in continuing the initiatives introduced through the Clean Up the Barwon campaign.

***Riverbeats* and the Parramatta River Carp Fishing Competition**

Raising awareness about the importance of clean waterways and the return of native fish are just two of the aims of the annual Parramatta River Carp fishing competition.

The event highlights the impact that carp have on the health of the River and provides an opportunity for sports fishers and the local community to be part of the solution.

The 2007 fishing day was linked to the Parramatta River Festival – *Riverbeats*, and attracted more than 200 local anglers.

Clean Up annually supports the event, assisting Parramatta City Council with its call-to-action and recognising the efforts of the community.

**Clean Up Mobile Phones**

With e-waste becoming an ever increasing problem, the Clean Up Mobile Phones campaign is an initiative that reduces the impact of discarded mobile phones on our environment while supporting our organisation through the donation of old mobile phones.

Through our recycling partner Aussie Recycling Program, mobile phones that can be reused are redeployed. Broken or out of date phones are recycled with their components returned to the manufacturing mix as a resource.

The campaign continues to be a successful way to divert this waste from landfill. Through individuals who send their phones to us via freepost, along with companies such as Kyocera and Kimberley Clark Australia introducing in-house phone collection competitions, nearly 7,000 phones were received this year, making a valuable contribution to Clean Up Australia.

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Education

Clean Up Our Climate

From taking a stance on the ban of plastic bags to developing educational resources for schools, Clean Up Australia continues to work with communities to promote solutions to climate change issues.



Recognising that community efforts alone will not be enough to combat the effects of climate change, Clean Up is now working with individuals, business and government to identify and showcase emerging technology and innovative products that assist efforts to Clean Up Our Climate.

During 2007-2008 we formed community partnerships with the Carbon Reduction Institute, Kyocera, Kimberley Clark, Sanyo and Vinidex and repositioned existing relationships with Myer, Perpetual Trustees and Adsun.

Under the banner of Clean Up Our Climate we will be showcasing innovative technology, improved products, design and services that help all of us reduce our impact on the environment.

An on-line store offering a range of consumer products was introduced during the year, with a number of our corporate partners utilising this for their gift giving.



Schools Climate Kit

Written by teachers for teachers, the Schools Climate Kit contains a series of activities tailored for kindergarten to year six that explore the impacts of climate change, how kids can make a difference, become more environmentally conscious by reducing, reusing and recycling, how to be smarter about the water and energy we use and state based lesson plans for participating in Clean Up Australia Day.

Feedback from teachers is that the kit provides them with many of the tools they need to bring the issue and its solutions to life in the classroom.



Rubbish Report

Each year, Clean Up Australia compiles a Rubbish Report based on the results of Clean Up Australia Day.

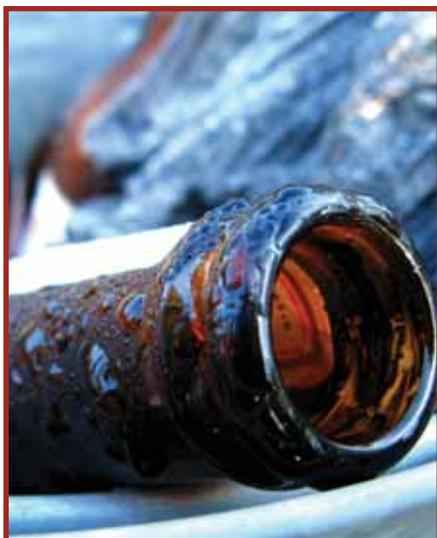
These results provide a valuable resource by highlighting important environmental issues and trends.

The report is available on our website and is used as an educational resource by schools, libraries and local councils.

Results from the 2007 Report showed that six out of the top ten rubbish items removed by volunteers on Clean Up Australia Day were recyclable with plastic and glass bottles, bottle tops and cans making up 42% of the top ten items.

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Advocacy



Container Deposit Legislation

Australians create 4.3 million tonnes of packaging waste a year – most of which ends up either in landfill or in our environment.

Clean Up Australia strongly supports the introduction of national Container Deposit Legislation [CDL].

South Australian experience shows that CDL improves recycling rates to as high as 75% while also dramatically reducing the amount of recyclables found in the environment.

Clean Up believed that more than 630,000 tonnes of recyclable rubbish would be diverted from landfill through the introduction of national CDL.

We are committed to the ongoing lobbying of ministerial agendas on this issue and thank the many community groups which have also publicly stated their support through participation in the government's consultation process.



Bottled water – The Facts

Clean Up firmly believes that bottled water is yesterday's product, with the cost to the environment and the community for its manufacture and distribution being significant.

For every litre of water... another 2 litres of water is used in its production

Transporting water in bottles around the country or around the world creates a carbon footprint. Globally, 2.7 million tonnes of plastic are used to bottle water each year.

In Australia we use more than 300,000 barrels of oil a year making and transporting PET bottles for bottled water. The manufacture of every tonne of this PET produces around 3 tonnes of carbon dioxide (CO₂).

Bottled water taxes the world's ecosystems and may adversely affect groundwater levels if more water is taken out than is naturally being replenished.

For every litre of water in plastic bottles, another two litres of water is used in its production. So every litre sold actually represents three litres of water. In a country where we enjoy world standard drinking water brought to our door, there is no reason to drink bottled water.



Say NO to Plastic Bags Campaign

Australia's continued delay on a final decision on the future of plastic bags is costing our environment dearly.

An estimated 3.92 billion single use plastic bags are being handed out at cash registers each year in Australia. Only 2-3% of these bags are recycled, with the remainder ending up as rubbish. We dump 7,150 recyclable plastic bags into landfill every minute – that's 429,000 every hour.

More than 20,000 tonnes of plastic is needed to make the plastic bags we use every year. Oil based, the production of this plastic uses 784,000 barrels of oil, the burning of which directly adds to damaging greenhouse gas emissions.

If the 3.92 billion bags we use were tied together they would circle the globe 24 times.

Australia is lagging behind the rest of the world on taking action on plastic bags with over 40 countries currently taking action. Clean Up continues to advocate for the banning of the single use singlet style plastic bag.



Funding

Our Partners, Sponsors and Supporters

Clean Up enjoys a close association with the like minded organisations which provide funding for our campaigns, projects and initiatives.

One of the conditions of a partnership with Clean Up is the undertaking of continuous improvement of an organisation's environmental practices. We congratulate our partners on the many initiatives they have introduced and look forward to renewing our key relationships into the next financial year.

We especially recognise our major funding partners – Veolia Environmental Services, McDonalds, Brambles and Sanyo Oceania.



We are also grateful to the many organisations which provide us with pro-bono services and product, including our advertising agency DDB, Qantas – our official airline and the Clean Up Australia Day suppliers that support us with kit materials.

There are a number of corporations and their employees who support Clean Up through corporate and workplace giving. We thank the ARN for nominating Clean Up as the beneficiary of funds raised at their inaugural Awards dinner, the people of Diageo, Merrill Lynch, Citigroup and Origin for their support.

Our members and donors are an important extension of the Clean Up family. In thanking them for their support we renew our pledge that 100% of all donations are directly deployed to delivery of community based campaigns and projects.

Clean Up does not receive government funding, allowing us to remain independent of political whim. We also enjoy a unique position with local government right across Australia and are grateful to them for their guidance and support.

Staff & Board

The Clean Up Team

Executive Chairman
Ian Kiernan AO

Chief Executive
Terrie-Ann Johnson

Executive Assistant
Colleen Hein

Clean Up Australia Day
Campaign Manager
Kate McGregor
Sally Miles

Schools Coordinator
Catherine Pelosi

Community Coordinator
Catherine Johnson

Business Coordinator
Cara Levinson

Registrations Coordinator
Samantha Lamb

Clean Up Our Climate
Campaign Manager
Sally Miles

Community Programs
Waste & Community
Campaign Manager
Kerry Heatley

Clean Up the Kimberley
Campaign Manager
Jake Zahl

Clean Up the World
Campaign Manager
Tricia Wilden

Campaign Coordinators
Jody Smith
Azadeh Etminan

Marketing & Communications
Coordinator
Sultan Aytacli

Finance
Sydney Bookkeeping

Interns
Danielle Pourbaix
Katie Brummand

Volunteers
*We would also like to extend a sincere
thank you to all our valued office
volunteers, whose many and varied skills
are vital to the success of
Clean Up Australia*



Board of Directors

Chairman
Ian Kiernan AO

Deputy Chair
Kim McKay AO

Company Secretary
Victor Kelly

Directors
Jenny Bonnin
John Buttle
Eric Dodd

Honorary Lawyers
Hunt & Hunt

Honorary Auditors
PricewaterhouseCoopers

What's Next?

Clean Up remains committed to inspiring communities to clean up, fix up and conserve our environment



When he received his honorary doctorate of science from the University of NSW, our Chairman coined the equation $E=1$; where the environment is the base of all things. Clean Up has adopted this equation as our vision, under which we will continue to deliver campaigns, projects and programs to support solutions for the issues the community brings to us.

Left, former Premier and Treasurer of NSW, Nick Greiner participating in Clean Up Sydney Harbour in 1989, and below, the activities website of Clean Up the World 2008.

Through a technology partnership brokered with Google Maps, Clean Up the World has recently launched a new activities website that clearly shows the scope and breadth of activities undertaken by the thousands of groups across the globe who unite under its banner.

Closer to home, 2009 marks the 20th Anniversary of Clean Up Sydney Harbour, launching a year of celebrations through which we will recognise the many local heroes who have brought the Clean Up logo to life through their work in local communities across the nation.

As we enter a new decade of Clean Up, it is pleasing to see how the many relationships we have made along the way remain with us.

The environment is firmly back on political and social agendas. Clean Up and our partners remain committed to inspiring communities to clean up, fix up and conserve our environment.

