

Clean Up Australia Day
4 March 2012
Business Clean Up Day
28 February 2012
Schools Clean Up Day
2 March 2012



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2012 Clean Up Australia Day – Council Media Guide

Each year, councils across the country work hard to make Clean Up Australia Day a success in their local areas. Why not tell people about all the hard work your council is putting in to help clean up your local environment?

Some suggested ways to get the message out through your local media are:

- Highlight a problem area in your local council, e.g. a park or waterway that visitors may use as a dumping ground. Outline what the problem is and use it as a focal point for action on Clean Up Australia Day (Sunday 4 March 2012). For example 'Help us clean up the banks of the Murray River on Clean Up Australia Day'.
- Ask the local paper to list all of the Clean Up Australia Day Sites in your council area and how people can get involved – for example "To register go to www.cleanupaustaliaday.org.au or call 1800 CUA DAY (1800 282 329)."
- Is your Mayor taking part in the day? Tell the media which Clean Up Site the Mayor will be at on Clean Up Australia Day and invite them to come along and take some pictures.
- Tally how much rubbish is collected on Clean Up Australia Day in your council area and tell the media how well your community has done.
- Get the council offices involved in Business Clean Up Day (Tuesday 28 February 2012) and call on other businesses in your area to do the same.
- Ask the Mayor to visit a school on or in the lead up to Schools Clean Up Day (Friday 2 March 2012) and tell the local media about it. It could make a great story and photo opportunity.
- If this is the first year your council has separated recyclable rubbish from the rubbish collected on Clean Up Australia Day tell people about it and explain the environmental benefits. Recycling is a simple but effective way to reduce greenhouse gas emissions. For example, recycling one tonne of plastic saves enough energy to run a refrigerator for a month; recycling 41 plastic bottles saves enough energy to run a refrigerator for an hour.
- Suggest your local radio station broadcasts from a Clean Up Australia Day Site in your council area and put the Mayor up as an interviewee.
- Utilise your mayoral columns in the local paper to get the word out about the work your council is doing to protect the local environment.
- Does your council have an ongoing waste management campaign, for example e-waste recycling? Use Clean Up Australia Day as the leverage to talk about your work in the media.

The Clean Up Australia website www.cleanup.org.au has lots of relevant statistics and facts you can use to support your case.

Please contact Clean Up Australia's Marketing and Communications Manager if you have questions or would like extra information. Lexia McColl-Jones, lexia@cleanup.com.au; 02 8197 3408.

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