



Council Media Guide: 2017 Clean Up Australia Day
Because when the rubbish is gone, nature can carry on
15 years of Business Clean Up Day

Each year, councils across the country work hard to make Clean Up Australia Day a success in your local areas. 2017 is the year we will be celebrating 15 years of business involvement. Many Councils have wonderful stories to share of experiences during this period. So take this opportunity to share stories about all of the hard work your council is putting in to support locals who take to their streets, parks, waterways, beaches and bushland to Clean Up.

- Are there any local businesses that have been involved for some time? Is there an opportunity to showcase how their staff have been supported by Council?
- Maybe your own Council team has great business/division stories to share? Business Clean Up Day is Tuesday 28 February 2017.
- 'Then to Now' stories; what has been achieved through your support, the local volunteers, schools and Councillors who have been active since 1990. Check the archives to see if you have any historic photos. Local media loves an historic story
- Highlight a problem area in your local council, e.g. a park or waterway that has been a local focus. Outline what the problem is and use it as a focal point for new action on Clean Up Australia Day (Sunday 5 March 2017).
- 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 or Councillors will be at on Clean Up Australia Day and invite them to come along and take some pictures
- Is the team at Council running a site? Let your community know you are hosting a clean up a location or hotspot and invite them to join you
- Maybe run a small reception to recognise volunteer effort?
- 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 council offices involved in Business Clean Up Day (Tuesday 28 February 2017) and call on other businesses in your area to do the same
- Your history of separating recyclable rubbish from the rubbish collected on Clean Up Australia Day is also a good story. It shows commitment and leadership. Tell people about your efforts to divert rubbish from landfill and explain the environmental benefits
- Suggest your local radio station broadcasts from a Clean Up Australia Day Site in your council area and nominate the Mayor 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.

Please contact our 2017 Clean Up Australia Day Community Marketing Officer Daisy Kelly on community@cleanup.com.au or 02 8197 3412 or our Publicist Tracey Wigg on 0419 141 266 if you have questions or would like extra information.

