



CLEAN UP AUSTRALIA DAY

2017 COUNCIL GUIDE



Because when the rubbish is gone, nature can carry on

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PURPOSE OF COUNCIL GUIDE

This Council Guide is designed to give you all the information you need to not only be involved in Clean Up Australia Day, but also take every opportunity to maximise the event for the benefit of your Council and the community.

For further information and downloadable materials, please refer to the Council Resources in the 'Resource Centre' of our website <http://www.cleanupaustraliaday.org.au/about/resource-centre/councils>

Your 2017 contact for Clean Up Australia Day is Daisy Kelly: community@cleanup.com.au
Tel: 02 8197 3412

CAMPAIGN BACKGROUND

Clean Up Australia is a not-for-profit environmental conservation organisation founded by **Ian Kiernan, AO** in 1989. Our mission is to inspire and empower communities, businesses and youth to clean up, fix up and conserve our environment.

In 1989 Ian Kiernan organised a community event to clean up Sydney Harbour involving more than 40,000 participants. 1990 marked the inaugural **Clean Up Australia Day**, which is now held annually on the first weekend of March. During its 25+ years, Clean Up Australia Day has evolved to become the largest community-based environmental initiative in the country.

The success of the event has relied on a unique and simple idea – that individual Australians can make a difference and contribute to improving the Australian environment by working together as a community.

<p style="text-align: center;">2017 Clean Up Australia Events</p> <p style="text-align: center;">Business Clean Up Day - Tuesday 28 February Schools Clean Up Day - Friday 3 March Clean Up Australia Day - Sunday 5 March</p>
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Benefits of Participating

- Sense of pride and achievement gained from contributing positively to the local environment
- Positive local role models through which family and community members demonstrate the importance of community participation and environmental responsibility
- A sense of belonging to the community, as well as generating patriotism and national pride in Australia
- It is inclusive of all Australians and has mass market appeal: it does not alienate any community members
- Helps to educate and inform Australians about the impact of rubbish in our environment
- Great team building opportunity for business participants
- Fosters local partnerships between Council, local business and community members
- A social day where you can spend time with your family, friends and neighbours.

COUNCIL INVOLVEMENT

Why should your Council get involved in the Clean Up Australia Day?

Councils support the volunteers who participate in Clean Up Australia Day in many ways, making your involvement critical to the campaign. The primary reason most councils get involved is to engage with your local community and create positive outcomes for residents.

Supporting Clean Up Australia Day can benefit your council by:

- Raising the Lord Mayor's/Mayor's profile through city/town wide media coverage in local print, television and radio
- Removing substantial amounts of rubbish from bushland areas and reserves not regularly serviced by Council Local Asset Services
- Identifying problematic illegal dumping sites
- Identifying local rubbish hotspots
- Supporting established council and community groups such as catchment and bushcare groups
- Conveying current council messages within Clean Up Australia media releases and materials
- Improving the state of local iconic parks, reserves and waterways
- Encouraging shared responsibility to the upkeep of recreational and other special spaces.

Depending on the capacity and resources available, your involvement can be as **small** or **large** as you would like to make it.

Here are a few ways your Council might like to support your local volunteers:

Rubbish collection and removal

Most sites remove a large amount of rubbish and it is important to have disposal organised well in advance. Councils and local contractors often provide bins and rubbish collection services free of charge. Alternatively, volunteers with a ute or truck may assist with rubbish removal and may contact you to request a waiver of landfill fees. The ideal outcome is removal of all rubbish on the day of the Clean Up or as soon afterwards as possible.

Schools and Businesses are encouraged to contact their own waste service contractors for rubbish disposal and so Clean Up does not record rubbish collection points as part of their registration. As a council however, you may decide to support these groups and if so, we will ask them to liaise directly with you to agree this.

To access information on local participation and nominated rubbish collection points, log in to the Clean Up Australia Day website: www.cleanupaustraliaday.org.au/management

Recycling

One of the aims of Clean Up Australia Day is to encourage recycling. Six out of the 10 most common items collected are recyclable. Clean Up Australia provides volunteers with **yellow recyclables bags** to allow the collection of recyclable material. We also provided a guide to outline what materials can be recycled. When considering rubbish collection for the sites in your area, please make allowances for separate recyclable materials being placed next to the general waste.

Participating and registering Sites

Councils are encouraged to coordinate and register as many sites as possible to support community involvement in the event. Nominating your own sites is a great way to focus community attention on known rubbish hotspots. Every site must have a designated **Site Supervisor** (main point of contact on the day of the event). You must register each of your sites individually with Clean Up Australia. By doing so, your site(s) will be covered by our Public Liability Insurance and you will be entitled to receive support materials (Clean Up Kit). It also means the efforts and results of your volunteers are recorded and counted towards state and national totals. Please register your site at <http://www.cleanupaustraliaday.org.au/register> and click "community".

For roadside clean ups, additional safety precautions may be needed. Roadside clean ups should only be carried out on Municipal (Council) roads. Arterial Roads (including Highways) and Freeways cannot be registered for Clean Ups due to health and safety risks. Site Supervisors are encouraged to contact their council directly for specific safety requirements of the council area. If a council expresses concern about a site, Clean Up Australia will follow your lead and work with the Site Supervisor to identify a more suitable location. For further information visit our Roadside Safety section on our website: <http://www.cleanupaustaliaday.org.au/about/safety>

As a council, you might also consider registering a site as a business within your office and encouraging your employees to get involved. Businesses' Clean Up activities may also involve introducing an environmental activity in their office, such as paper recycling, energy efficient light bulbs, e-waste recycling etc. A registration fee of \$150 (GST inclusive) applies to Business Clean Up registrations. For council staff team only events, please register as a "business".

The following is an outline of advice we give to people about how to organise a Clean Up Site

1. Select a location (a.k.a. Clean Up "Site") in your local area that you think needs attention. Your local council may be able to assist you to identify a potential site. If you would like to conduct a Clean Up on private land, you will have to get the landholder's permission.
2. Register on our website by choosing [Create a Clean Up Site](#). The information collected will only be used for the Clean Up Australia campaign and will not be shared with third parties. *Unfortunately our website doesn't hold information on registrations from previous years, so even if you have taken part before, you will need to enter all your details to ensure your Site is fully registered.*
3. Once you have registered, we will send you a Clean Up Kit. Effectively a starter pack, this kit contains bags, some gloves, a sharps container, paperwork to ensure you conduct a safe site and some promotional material for local advertising of your event.(please allow two weeks for delivery). For information on what the kit contains and further resources available see the [Resource Centre](#).
4. Read the Site Guide in your Clean Up kit for ideas on how to promote your site and download additional materials in the [Resource Centre](#). Your Site Guide also includes information on how to prepare for your event and make sure conduct a Site inspection beforehand, ensuring you have implemented any risk controls.
5. Have fun on the day and don't forget to report back to Clean Up Australia on your Site activities (End of Clean Up Report, completed and signed Volunteer Registration Forms and Accident Incident Form - if applicable). Following your Clean Up, you can also send us your interesting stories and photos from the Day. Your feedback is important to us.

Advising volunteers of potential site locations

Some volunteers want to get involved with Clean Up Australia Day, but do not know of a suitable location within their local area to clean up. These groups could be local businesses or community groups. Councils can assist these groups by advising of areas which would benefit from a clean up.

Providing additional materials to the community

Your council may decide to provide additional materials (e.g. bags, gloves, rubbish pickers, sunscreen, water etc.) to the local community. [Please see "Materials Provided to Volunteers" section for items distributed by CUA to Site Supervisors.] These can be donated through Site Supervisors or any other means which may be suitable for your council. Additional bags, gloves, rubbish pickers and merchandise are available to purchase at bulk rates. Please contact Clean Up for pricing and ordering process.

Promoting the day within the community

1. Networks

You may like to promote the event to different target audiences: Businesses, schools, youth and the community. Your promotion of the event can include both encouraging people to register their own Clean Up sites as well as for volunteers to come along to both council and community registered sites.

2. Businesses

- In 2017 we will be celebrating 15 years of Business Clean Up Day action
- Approach local businesses in your area to get involved as a great way to engage their staff in a volunteering activity, as well as address their corporate social responsibilities. If they cannot afford the time away from their shop/office, encourage them to organise a Clean Up of their own office. They could also introduce an environmental activity into their office such as recycling, installing energy efficient light bulbs or recycling e-waste
- Some businesses may seek your advice about a location where they can make a real difference. Keep in mind businesses may clean up a site on a weekday before the community event and the same areas will not need to be cleaned twice
- Approach businesses to display posters in their shop/office windows
- Promote Business Clean Up Australia Day on commercial property rate notices – a simple message such as: 'xxx council supports the Clean Up Australia Day. Get your business involved in the Clean Up Australia Day in 2016. It is easy, fun and your staff can make a real difference. Visit <http://www.cleanupaustraliaday.org.au> or call 1800 282 329 for more information"
- Organise and register your own Business Clean Up site within your office. Business registrations cost \$150 (inc. GST)
- Business Associations and Industry Groups within your area could also be approached to promote Clean Up Australia Day on their websites, newsletters and internal communication networks. Some larger businesses also have community giving/volunteering programs that could link in with the Clean Up Australia Day activities
- Link businesses together to join forces in their Clean Up activities. A Clean Up around one particular shopping precinct could be a collaborative effort by council and local businesses. This might make a good local media story (*see Media section*).

3. Schools and youth

- Call around the local schools to encourage them to register a site
- The Mayor/Lord Mayor might like to visit a local school to generate local media in your area. Perhaps present a local award to the school
- Remind schools they do not have to Clean Up just within their school grounds (these may be clean anyway). They are welcome to clean up a local park, bushland or waterway with teachers' permission and supervision. Suggest some areas nearby which are in need of a Clean Up. Just check that these sites are not already registered
- Incorporate Clean Up Australia Day activities into existing education programs your council runs
- Remind schools about Clean Up Australia's environmental education resources including the Schools Climate Kit and updated lesson plans to help Clean Up Our Climate
- Contact local Guiding, Scout and Youth groups to make them aware of the day
- If you have a local university, contact either the students union, student development or sustainability department. Organising a Clean Up is a great way for students to develop skills to take forward to the workplace.

4. Community

- Register council co-ordinated sites in your community and promote them to the public to get people to come along
- Ideas for types of groups to approach and encourage to register a site include: 4WD clubs, Sporting Clubs and Associations, special interest groups, SES, Church Groups, Angling Clubs, Universities, Multicultural Organisations, Local Fire Brigades, Lions Clubs, Rotary Clubs, Regional Waste Management Groups, Apex Clubs, Members of Parliament, Ministers, Police, Hospitals, Returned Service League Clubs, Bushcare and Coastcare Groups (encourage Bushcare and Coastcare groups to act as Site Supervisors and organise their regular events to coincide with Clean Up Australia Day)
- Also consider approaching community event organisers (Festivals, markets, open air cinema organisers etc.) to get involved
- Other environmental organisations which have offices or are based in your area might be interested in getting involved
- Include Clean Up Australia Day information on council websites, activity calendars, event notices and education communications

- Put a desktop advertisement promoting involvement in Clean Up Australia Day on staff computers
- Consider running a competition for the event. Check you have looked into all permit and competition requirements in your state. Also let Clean Up Australia know about your competition
- Some councils in the past have adapted the Clean Up Australia Day poster to put up in bus shelters and on council bus backs. Contact the Clean Up Australia Day team on (02) 8197 3400
- Put a simple message about Clean Up Australia Day on your council's 'on hold' recorded telephone message
- Display posters (e.g. in Civic Centre Foyers, Council Chambers, Community centres and halls) and information (you could put together a display of 'before and after' photos and specific case studies from previous years if available).

Media

Councils are encouraged to promote your involvement through local media in addition to Clean Up Australia. Local examples of environmental action are particularly powerful in your media communications as they instil a sense of community pride and also foster positive environmental action.

Some ideas for local information to include are:

- The 2017 call to action is 'Because when the rubbish is gone, nature can carry on'
- Identify regional and local issues which relate to the Clean Up event. For example, you could highlight a local park which has been cleaned up over recent years or a particular problem such as illegal dumping
- Specific rubbish items could be highlighted in your local story. For example, a shopping precinct might be prone to cigarette butts and this could be turned into a positive story by talking about local businesses coming together on Clean Up Australia Day to pick up rubbish and raise awareness in the area
- Schools could be used as an example of action in the community. If you know a school is participating in the Clean Up Australia Day, find out what other environmental activities they do throughout the year (composting, worm farming, awareness activities etc) and highlight these as a great local example.

Print Advertisements

A guaranteed way to ensure coverage in the media is to pay for advertising spots in publications such as newspapers and magazines.

If your council has the resources to do so, paid advertising can be very effective as a call to action for volunteers. Add in your council site details including meeting point, time and what to bring and you could generate a great turn out for your sites.

Posters

Clean Up Australia posters contain a blank area which allows local information to be added such as site meeting point and time. The main function of the posters is to create awareness of the date of the event, call for volunteers and to promote individual sites. Posters can be downloaded from the Council Resource Centre on <http://www.cleanupaustraliaday.org.au/about/resource-centre/councils> under Promotional Material.

From all of this information, you can generate a list of what your council is happy to do to help promote Clean Up Australia Day. Please feel free to contact our Community Marketing Officer to discuss any of these opportunities.

FURTHER INFORMATION

Guide to Rubbish Items

The Site Guide provided to Site Supervisors contains a table suggesting what to do with specific rubbish items found on Clean Up Australia Day. This is to encourage recycling and reduce waste to

landfill. You are welcome to include information about rubbish items specific to your council in your communications with Site Supervisors.

ITEM	DISPOSAL/RECYCLING
Batteries – car/other	Council recycling, battery retailers or scrap metal dealers
Cans – aerosol	Council recycling – certain areas only
Cans – aluminium*	Council recycling or Collection Centres (SA and NT only)
Cans – steel	Council recycling or Collection Centres (SA and NT only)
Cartons – milk/juice*	Council recycling
Cigarette butts	We provide butt recycling satchels
Clothing	Local charities or second hand centres
Computers/Monitors/Servers	Council recycling
Furniture	Local charities or second hand centres
Glass – jars/bottles*	Council recycling, N.B. Caps and lids are non recyclable – please remove
Hazardous waste	Contact your local council, State Government Environment, Department or Emergency Services
Hazardous Building Materials	Isolate the area and do not attempt to remove (i.e. asbestos), contact your local council or State Government Environment Department or Emergency Services
Medicines or pharmaceuticals	Return Unwanted Medicines (RUM) is a free community service for the disposal of medicinal waste – www.returnmed.com.au . Every community pharmacy in Australia is supplied with secured disposal bins for medicine collection.
Metals – scrap/car bodies etc.	Council recycling or Collection Centres (SA and NT only)
Mobile phones	Clean Up Mobile Phones Recycling Program – www.cleanup.org.au/au/cleanupmobilephone
Oils – motor/gear oil	Council disposal/recycling
Organic waste	Council composting or re-use on your garden or worm farm
Paper/cardboard/magazines	Council recycling N.B. Paper laminated or with food scraps is not recyclable
Plastic containers Symbols 1* and 2	Council recycling N.B. Caps and lids are non recyclable, please remove
Plastic containers Symbols 3–7	Not usually recyclable, some councils do recycle types 3, 4 & 5
Plastic bags	Clean bags (free of receipts and food scraps) can be recycled through Coles and other supermarkets
‘Green’ (polypropylene) bags	Can be recycled at Coles and BiLo stores nationally. Simply place in the plastic bag recycling bins at front of store
Shopping trolleys	Call Trolley Tracker on www.trolleytracker.com.au . Alternatively call the nearest retailer for collection of abandoned trolleys.
Stolen or suspicious items	Credit cards, car number plates, etc – report to local police
Syringes	Dispose of in a sharps container. Wear gloves and carefully pick up the object using tongs. Place the sharp end point first into the container. Secure the lid.
Tyres	Contact your local tyre retailers, council or specific tyre recyclers
Weapons	Report to local police
Whitegoods	Local charities or second hand centres

On Site Safety

Clean Up Australia places the utmost importance on safety of volunteers when participating in clean up activities. All of the safety recommendations outlined in the **Site Guide** (<http://www.cleanupaustraliaday.org.au/about/resource-centre/kits>) provided to Site Supervisors must be followed with due care to ensure a safe event.

It is for this reason we emphasise the importance of registering a site and receiving the support materials. Aside from Site Supervisors reading, understanding and following the recommendations in the site guide, there are other requirements of Clean Up Australia:

- **All volunteers** must sign the **Volunteer Registration Form** before commencing the activity on the day, regardless of whether they have registered online or not. This form must be signed and the volunteer is required to declare any pre-existing medical conditions. The Site Supervisor must review registrations and discuss with the volunteer any limitations and allocate appropriate activities showing a duty of care for the volunteer. **These forms must be returned to Clean Up Australia.**
- A **Risk Warning Poster** (provided by Clean Up Australia to the Site Supervisor) must be clearly displayed at the point where volunteers are registering.
- Site Supervisors must complete an **Accident Incident Form** in the event of any type of accident or incident, no matter how small. This form must be returned to Clean Up Australia.

Volunteers must cooperate with Site Supervisors and Clean Up Australia in the maintenance of a safe volunteering environment. The following information is provided to Site Supervisors as part of the safety information in the Site Guide.

First Aid

We recommend each site to provide a basic first aid kit, ice packs, tweezers, sunscreen, saline, gloves and gauzes. Clean Up Australia should be notified of injuries as soon as practical. All incidents, however minor, must be recorded on the Accident Incident Report Form provided in the kit and forwarded to Clean Up Australia immediately after the Clean Up.

Syringes & Sharp Objects

Used syringes are potentially dangerous and it is important to prepare for their appropriate removal. Volunteers are advised that potentially harmful objects including syringes should only be removed and handled by site supervisors. Sharps containers are provided by request in each kit to facilitate this requirement. Site Supervisors are advised that if they are in any doubt they should contact Clean Up Australia. At no time should needles or syringes be touched directly with bare hands and no attempt should be made to cover, break or bend the needle.

Eye Injury

Volunteers are all encouraged to wear sunglasses/eye protection to avoid eye injuries, particularly when working around bushes, shrubs or trees. Foreign objects such as loose eyelashes, grit, dust, or insects may enter the eyes. Volunteers are advised not to rub the eye as this may damage the cornea or other parts of the eye.

Insurance

All registered and approved Clean Up Australia Day sites are **covered by Clean Up Australia's Public Liability Insurance**. Clean Up Australia does not provide Personal Accident or Injury Cover.

For this cover to be applicable Site Supervisors must follow the guidelines as provided in the Site Guide; ensure that the Risk Warning poster is displayed and that all volunteers complete a Volunteer Registration Form. **Children 15 years of age and under must be accompanied by a Parent or Guardian.**

Clean Up Australia has been advised by our legal representatives that the information and coverage we provide meets all legal obligations relating to the activities undertaken by both volunteers and councils.

Only sites noted as safe, by both Clean Up Australia and the council, will be approved. If a council expresses concern about a site, Clean Up Australia will follow the lead of council and work with the Site Supervisors to identify a more suitable site.

Materials Provided to Volunteers

A Clean Up Kit is sent to every Site that registers as part of the Clean Up Australia Day. For each of the three different types of participant (community, business and schools), a different kit is sent. Each item is essential for each kit and a lot of the materials relate to our Public Liability Insurance and Duty of Care obligations.

Clean Up Australia Day – Community, Youth Groups, High Schools and Universities

ITEM DESCRIPTION	PURPOSE OF ITEM
Cover Letter	Detailing kit contents
Site Guide	Important source of info for all aspects of GNCU including safety recommendations
Volunteer registration form	ALL volunteers MUST sign this form – Site Supervisors are asked to have adequate forms according to expected numbers.
Site Supervisor Vest	To allow the Site Supervisor to be easily visible on the day
Accident Incident Form	If ANY incident occurs, the Site Supervisor must complete and return this form to Clean Up Australia
Risk Warning Poster	MUST be displayed at a visible point where volunteers register to participate
2 Promotional Posters (A3)	To be used for promoting their event – they can use blank space to insert Site details
Site Supervisor Certificate	Certificate of participation for Site Supervisor
1 pad (of 15) Volunteer Certificates	To thank volunteers who participate on the day
End of Clean Up Report	To be completed by the Site Supervisor on the day and returned to Clean Up Australia
Reply Paid Envelope	To allow Site Supervisors to send back their forms
McDonald's Vouchers	A Thankyou to the Site Supervisor
Bags (white / yellow)	For rubbish collection of recyclable and non recyclable items
5 Pairs of Gloves	To wear while collecting rubbish
Sharps Container (if requested)	For collection of sharps – refer to Site Guide for more information

Business Clean Up Day - BCUD Kit *(a fixed registration fee of \$150 (incl. GST) applies)*

ITEM DESCRIPTION	PURPOSE OF ITEM
Physical Kit	
25 Bags	For rubbish collection of recyclable and non recyclable items
5 Pairs of Gloves	To wear while collecting rubbish
Sharps Container (if requested)	For collection of sharps – refer to Site Guide for more information
Cover Letter	Detailing kit contents
Site Supervisor Vest	To allow the Site Supervisor to be easily visible on the day
McDonald's Vouchers	A Thankyou to the Site Supervisor
Online Component	
Accident Incident Form	If ANY incident occurs, the Site Supervisor must complete and return this form to Clean Up Australia
Site Supervisor Certificate	Certificate of participation for Site Supervisor
End of Clean Up Report	To be completed by the Site Supervisor on the day and returned to Clean Up Australia
Site Guide	Important source of info for all aspects of GNCU including safety recommendations
Volunteer registration form	ALL volunteers MUST sign this form – Site Supervisors are asked to have adequate forms according to expected numbers.
Promotional posters	To be used for promoting their event – they can use blank space to insert Site details
Participation certificates	To thank volunteers who participate on the day

Primary Schools Clean Up Day - SCUD Kit

We provide limited number of bags and gloves to Schools Clean Up Day Sites. Site Supervisors for Schools Clean Up Day are encouraged to source additional items from their local community or council.

ITEM DESCRIPTION	PURPOSE OF ITEM
Cover Letter	Detailing kit contents
10 small Bags [5 white / 5 blue]	For rubbish collection of recyclable and non recyclable items
4 Pairs of Gloves	For teachers to wear while collecting rubbish
McDonald's Voucher	A Thankyou to the Teacher
Schools Climate Kit	Online Resource to download http://www.cleanup.org.au/au/Campaigns/schools-climate-kit.html
Promotional materials	Downloadable from the Teachers resource Centre
Thank you certificates	Downloadable from the Teachers resource Centre
Site paperwork	Downloadable from the Teachers resource Centre

COUNCIL CHECKLIST

- Council Expression of Interest Form submitted
- Promote CUAD to network of contacts
- Accessed Online Council Backend list of rubbish collection points
- Rubbish collection logistics confirmed
- Rubbish collected

CLEAN UP AUSTRALIA DAY CONTACT DETAILS

Postal & Street Address:

193 Darlinghurst Rd,
Darlinghurst
NSW 2010

Phone : 02 8197 3412

Fax: 02 9251 6249

Email: community@cleanup.com.au

Website: www.cleanupaustraliaday.org.au

We hope you find this guide useful and your Clean Up Australia Day experience is rewarding.

THANK YOU FOR YOUR SUPPORT!

