

INSPIRING COMMUNITY ACTION



the practical way to show you care
and make a difference!

INTRODUCTION

Clean Up Australia Day would not be what it is today without the support of local community groups and organisations. We've been working with groups like yours for over three decades now, to inspire community action to improve the environment. In celebration of this, we have put together the following ways to inspire and motivate people to join your cause. This eBook is intended to provide inspiration for anyone who is keen to make a difference in their local community.

This year, the opening of volunteer registrations comes after three years of pandemic-related lockdowns and fluctuating rules about social distancing and restrictions on the size of public gatherings across Australia. But on top of that, over those years, we've been hit by bushfires, floods and cyclones, increased pressures on our biodiversity and an ever-growing volume of waste leaking into our natural and marine environment.

Australians tell us every day that they're concerned about the state of the environment - and often feel frustrated and unsure how to make a positive impact. So can you imagine the good we could do, if all of Australia came together on one day and took practical action to improve the environment? What a difference we could make! This year, we're determined to see how many people we can bring together on Sunday 5 March and we're delighted that you're able to help us.

We look forward to seeing you on Clean Up Australia Day!

LEVERAGE
YOUR
EXISTING
CHANNELS



We have made available a whole stack of promotional materials and resources **here** for you to download and use at no cost, so you can spread the word far and wide!

FACEBOOK – create Facebook events and share posts

INSTAGRAM – share posts

EMAIL – include banner artwork and details on any emails you send

POSTERS – print out a poster for a community noticeboard

MEDIA RELEASE – contact your local paper or radio station



PROMOTE
FOR
PUBLICITY

SHOWCASE YOUR INVOLVEMENT

Each year, groups like yours right across the country work hard to make Clean Up Australia Day a success.

Take this opportunity to share stories about all of the hard work your group is putting in when they take to the streets, parks, waterways, beaches and bushland to Clean Up.



MEDIA ATTENTION WILL GENERATE GOODWILL

Download a copy of our [media release](#) and send it to your local paper to get the word out about the work you're doing to protect the local environment.

Issue a light-hearted challenge to other local groups to get out on March 5 at a nearby site! Who will have the most volunteers? Collect the most rubbish?

Have you invited your Mayor to take part in the day?

Did you let your State and Federal MPs know they should come and help out?

Are there any local "celebrities" you can involve?

Invite the media to come along and take some pictures and suggests that your local radio station broadcasts from your Clean Up Site.



- Are there any individuals that have been involved for some time? Anyone particularly young? Or old? Any multi-generational family groups that deserve recognition? Let us know! We love to share and celebrate the stories of our **Clean Up Champions!**
- Highlight a problem area in your local area, 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 for Clean Up Australia Day 2023
- Ask the local paper to list all of the Clean Up Sites in your council area and how people can get involved – for example “To register go to cleanup.org.au or call 1800 CUA DAY”



People will get involved in a Clean Up event if they care about it personally. So it is also important to understand what motivates people to care and get involved with a cause.

CREATE A COMPELLING CALL-TO-ACTION

Do you want people to support your cause? Provide them with a compelling reason to turn up and volunteer and they will be more likely to help. This can be done in several ways:

- Have a clear call-to-action, for example: “Join us this Sunday 5 March at 10am to remove rubbish and restore Garden Grove to its former glory.”
- Use photographs if you can, showing the work that needs to be done, or photographs from the past to help people visualise the difference they will make.
- Do a little research on what plant or animal species rely on the local habitat, or how the local ecosystem interacts, for example: “By removing rubbish from Burnt Creek, we will prevent its flow downstream to Warren Lake.” Focusing on transformation is a compelling way to motivate people to help.
- You can also craft your call-to-action to speak directly to your potential volunteer and the impact they will make For example: “By joining us on Sunday 5 March, you will make a positive impact on the planet.”
- A sense of urgency will also help motivate volunteers to join your cause. For example: “We urgently need four more volunteers for Sunday’s Clean Up. Can you spare a few hours to help?”
- Also convey how simple or easy their involvement will be, for example: “Turn up Sunday morning for just an hour or two, all you need to bring is a pair of gloves!”

What’s great about Clean Up events in local communities is that you are appealing to people who live in or know the area. These are places where they have spent time and shared memories, making them more invested in improving these areas.





share
pictures
of the site

& highlight any positive
environmental outcomes
to convey the need for
ACTION!





TAP INTO
PEOPLE'S
"WHY"

TUNE IN TO WHAT MOTIVATES PEOPLE

There are a number of main reasons people want to get involved:

- They have seen rubbish while using local parks, beaches or waterways and want to help remove it to make a physical difference.
- They are part of your community, business, sporting or recreational group and enjoy being part of a shared experience with fellow group members.
- They care deeply about native flora and fauna, are environmentalists at heart, and would happily volunteer their time to help out in any way possible.
- They are active in their local community and do many activities year-round to connect with others and feel good about doing something helpful.
- They just want to do something physical to keep active.
- They are passionate about sustainability, including reducing plastic waste in their daily lives, and want to do something to further reinforce their values.

Of course, each individual will be motivated differently and will often represent a combination of the ones above or have other reasons for getting involved. Which one are you? Do you have other reasons for wanting to get involved with Clean Up Australia?

The wonderful part of volunteering at a Clean Up Australia event is that removing rubbish is a very visible and tangible outcome which will make people feel good about the action they have taken!





REWARD
AND
RECOGNISE



LET'S SAY THANKS!

Once you have promoted your event and attracted volunteers to come along, it's important not to forget to thank them for being there on the day. It's a good idea to prepare some things to reward and recognise their contribution.

In the Clean Up kit there are Volunteer Certificates you can use to thank volunteers. If you need more, there is a digital version in your **resource centre**. Make sure you have enough according to your estimated volunteer numbers.

You can also put on a BBQ or picnic, and even ask local businesses to help with this. Could a local butcher donate sausages? Is there a bakery who can throw some cupcakes your way? Could you consider sourcing a raffle prize to be drawn on the day?

Taking time to thank volunteers for their efforts is important. By doing this, you are going to make them feel good and want to come along next time!

SHARE
YOUR
STORY



You've done all the work, and you've had a successful event. What next?

What's wonderful about your efforts is that you have created a legacy for others to follow. You can inspire like-minded people to do the same simply by sharing your story.

You can share what you and your group achieved on social media (don't forget to tag us!). If you want to go further, you can share (again) your story with local media. If you have before and after photos or videos, these will have significant appeal.

If you have time on the day, you can capture the activities and progress made via your phone's camera. You can also get quotes from people about why they are helping and what they enjoy about the area. As part of the End of Clean Up Report, site supervisors will analyse a sample of rubbish bags to see what was collected. Unique items or interesting observations about the amount or location of typical rubbish found will be of interest to the media and your community. This information helps build your story and people's interest when you share it with them.

Yes, you are now an inspiration to others!



JOIN THE CONVERSATION!

Be sure to follow us on Facebook and Instagram and share pics of your Clean Up event using our hashtags.

  @CleanUpAustralia

#CleanUpAustraliaDay

