

FOR IMMEDIATE RELEASE



REGISTER NOW FOR CLEAN UP AUSTRALIA DAY 2025

In the 35th year, let's make this the biggest one ever!

In 2025, Australia's longest running and largest national day of environmental action, Clean Up Australia Day, will celebrate 35 years of bringing local communities together to Clean Up and help to improve and conserve our environment. To commemorate this milestone, Clean Up Australia is calling on all Aussies to register for the 2025 event which will be held on Sunday March 2 and join their local communities in making this year the biggest one yet.

Clean Up Australia was founded in 1990 by Ian Kiernan AO. Since its inception, over 22 million Australians have registered as a volunteer for Clean Up activities within their local community year round. The 2024 Clean Up Australia Day campaign alone collected an estimated 140,000 bags of litter nationally, highlighting the continued importance and relevance of Clean Up events and volunteers.

Pip Kiernan, Chair of Clean Up Australia said: *"Clean Up Australia has a rich history of mobilising Australians to take practical action to clear up the mass amount of litter and waste that makes its way into our beautiful waterways and other natural surroundings. We know that 35 years on from when my father, Ian Kiernan, started this iconic organisation, our fight against litter is nowhere near over, but we also know that as a society we need to shift our habits to consider litter prevention and best practice to stop it from entering our environment in the first place."*

The FY23 [Clean Up Australia Litter Report](#) which provides an annual snapshot of litter collected by volunteers in a calendar year, highlighted that plastics continue to dominate, marking 81% of all surveyed litter. The report also showed that 44% of all litter was cleared from waterway sites, 16% from parks and 11% from bushland, demonstrating the need to encourage as many Australians as possible to glove up and get out into the community on Clean Up Australia Day and events throughout the new year.

"I truly hope that in 2025 we can rally as many Aussies as possible to get behind Clean Up Australia and make it the biggest year of action to date. Nothing makes us prouder than to see communities from all walks of life and generations coming together with a common goal of making a difference for our precious environment," Pip said.

Registrations for Clean Up Australia Day 2025 are now open. Volunteers can receive a free Clean Up kit, containing gloves, bags and other resources, with packs for individuals, families and community groups available (businesses are asked to pay a small fee to cover costs).

If you are unable to participate, donations to Clean Up Australia are welcome, with 100% of funds raised going directly to empowering Australians to take positive action for the environment and providing Clean Up kits.

**Register now at cleanup.org.au for Clean Up Australia Day on Sunday March 2, 2025
Business Clean Up Day on Tuesday February 25, 2025 and
Schools Clean Up Day on Friday February 28, 2025**

ENDS

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Imagery is available [HERE](#)

Tags and information

Tag: @cleanupaustralia

Hashtags: #CleanUpAustralia #CleanUpAustraliaDay #Celebrating35Years

URL: cleanup.org.au

About Clean Up Australia

Founded by Ian Kiernan, AO in 1990, Clean Up Australia is one of the country's most recognised and trusted environmental organisations, inspiring and mobilising communities to improve and conserve our environment, eliminate litter and end waste. Clean Up Australia Day is the nation's largest community-based environmental event and more than 22 million Australians have participated since its inception.

Clean Up Australia now works with community, governments and businesses to provide practical solutions to help all Australians live more sustainably every day of the year. Today the organisation's focus is as much on preventing litter entering our environment as it is removing what has already accumulated.