



MEDIA RELEASE

REGISTRATIONS NOW OPEN FOR NATIONAL BUSINESS CLEAN UP DAY

Monday 14 November 2022: Registrations are officially open for Clean Up Australia's annual Business Clean Up Day on Tuesday February 28, 2023.

Open to businesses and organisations of all sizes, the national day has proven to be a unique staff engagement and team building experience while also playing a vital role in addressing Australia's ongoing environmental challenges.

Clean Up Australia Chair, Pip Kiernan said getting involved provides businesses the opportunity to meet the expectations of customers and society. "Impact and purpose are now well and truly on the agenda for both brands and consumers but action must come before talk," she said.

"On February 28 businesses of all sizes can demonstrate leadership and foster team spirit while also participating in environmental change within their local community. It is the ultimate give back opportunity".

As waste and consumption climb the public agenda, recent studies have highlighted the opportunity for business-led action, with 81% of people saying business has a responsibility to improve environmental issues¹, and 75% of consumers reporting to choose brands for their waste reduction programs².

For businesses unable to join the national day on February 28, further opportunities exist with Clean Up Australia to make impactful change and encourage sustainability education and solutions for employees. Clean Up Australia offers a [Workplace Giving Program](#), facilitating employees to make small, regular donations through their pre-tax pay. Businesses can also host one-off clean up events, competitive multi-site corporate challenges, and [virtual team-building sessions](#) to inspire and motivate employees to reduce their environmental impact.

"The support of businesses to an organisation like ours is profound," Pip said. "Without it, we wouldn't be able to continue to produce and provide free Clean Up kits and resources to communities, youth groups and schools. With their help, we can offer kits all year-round, free of charge" she continued.

Tax deductible donations are also welcome year-round with 100% of the funds raised going back into community projects.

To register or donate, please visit cleanup.org.au/business

Business Clean Up Day – Tuesday February 28, 2023

Clean Up Australia Day – Sunday 5 March, 2023

ENDS

Imagery is available [here](#)

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Tags and information:

Tag: @cleanupaustralia

Hashtags: #CleanUpAustralia #StepUptoCleanUp

URL: cleanup.org.au

About Clean Up Australia

Founded by Ian Kiernan, AO, Clean Up Australia is one of the country's most recognised and trusted environmental organisations, inspiring and empowering communities to clean up, fix up and conserve our environment. Clean Up Australia Day is the nation's largest community-based environmental event and more than 20 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 rubbish entering our environment as it is removing what has already accumulated.

¹ - Republic of Everyone/ Mobium Group 'Who Do You Believe' community research – December 2021

² - CommBank Consumer Insights Report - October 2022

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