



BUSINESS CLEAN UP DAY

Tuesday 28 February

BECAUSE WHEN THE RUBBISH IS GONE,
NATURE CAN CARRY ON

WHAT WE DO

CREATE LASTING CHANGE

BUILD ENVIRONMENTAL
AWARENESS

BOOST COMMUNITY
ENGAGEMENT

PRACTICAL SOLUTION
TO LITTER



ABOUT CLEAN UP AUSTRALIA

Since the first national Clean Up Australia Day 26 years ago, Australians have donated more than 31 million hours to caring for our environment as part of the day.

Clean Up Australia Day is the largest community mobilisation environmental event in the Asia Pacific Region.

Last year we inspired and supported 750,000 volunteers who collected the equivalent of 16,000 ute loads of rubbish that had found its way into the natural environment.

In the history of Clean Up Australia Day, volunteers have removed more than 331,000 ute loads of rubbish from more than 165,000 locations across the country.



ABOUT BUSINESS CLEAN UP DAY

This year we're proudly celebrating 15 years of Business Clean Up Day.

Business Clean Up Day 2016 attracted nearly 300 Business Participants including 15 Business Sponsors. Another 30 businesses hosted Business Clean Up events at other times in the year.

By participating in Business Clean Up Day, you're helping us continue to empower communities to make a lasting change for their environment. We also collect valuable data on the state of litter in this country, which gives us the power to campaign for national change in attitudes and policy.

We would be honoured if you would join us for Business Clean Up Day 2017



KEY BENEFITS



SUPPORT YOUR COMMUNITY
ON THE FRONT LINE OF
ENVIRONMENTAL ACTION

2,250 editorial mentions = audience of 33 million

1,241 print articles: 20 national, 1,124 regional,
87 on-line publications, 13 magazines. Audience
reach = 25.6 million



EXPOSURE THROUGH
SOCIAL, DIGITAL AND
TRADITIONAL CHANNELS

TV news coverage = 230 pieces. 43 national,
187 regional. Audience reach = 4.13 million
viewers



BE LISTED ON THE CLEAN UP
AUSTRALIA WEBSITE

Radio news coverage = 789 items.
Estimated listener reach = 3.9 million



ENHANCE YOUR
ORGANISATIONAL PROFILE IN
THE COMMUNITY AND BEYOND

Website visits = 213,113 visits during the
campaign or 2,156 hits per day

832,300 web impressions



MAKE A REAL DIFFERENCE BY
HELPING US DELIVER LASTING
ENVIRONMENTAL CHANGE



15,610



4,745



736

HOW TO GET INVOLVED WITH BUSINESS CLEAN UP DAY

Register Business Clean Up Sites at
WWW.CLEANUPAUSTRALIADAY.ORG.AU



Think about your local area for beaches, parks, creeks, river banks, forest, bush land, road sides, car parks etc. that suffer from problems with littering, fly tipping or the accumulation of rubbish.

There is a \$150 fee per Business Site. This covers the cost of your Clean Up Kit, and contributes towards enabling us to support communities and schools to participate for free.

Business Clean Up Day is on Tuesday 28 February. You can also host a clean up event any other day of the year that suits and we will support you just the same with registration, insurance and a clean up kit. For example, Clean Up Australia Day is Sunday 5 March. Please note we need a two-week turnaround to get you clean up kit to you.

Encourage your colleagues and any guests to get involved with your Clean Up Event. Use our online Resource Center to promote your event.

Let us know how it goes and don't forget to send us your Clean Up Report so we can continue to campaign using data-driven insights into the state of litter in Australia

BUSINESS CLEAN UP KIT



25 RUBBISH BAGS
10 PAIRS OF GLOVES
1 HI-VIS VEST
1 SHARPS CONTAINER



RUBBISH DISPOSAL

For private sites (such as business premises) you must dispose of the rubbish yourself.

Typically, business participants are also expected to use their own waste-management systems to dispose of the rubbish they collect from public sites as part of a Business Clean Up event.

Some local tipping centres will waive the fee for Clean Up Australia branded bags. You should check with them first.

Some local councils may be willing to collect rubbish from Business Clean Up Sites, but you should always contact your local council directly to check that they are happy to collect the rubbish.



MERCHANDISE AND EXTRA MATERIALS

You can order extra clean up materials and Clean Up Australia branded tools and merchandise through our online store.

As a not-for-profit organisation, we rely on donations from individuals and businesses in order to mobilise hundreds of thousands of Australians to produce positive change.

Every purchase made at the Clean Up Australia Day Store helps support our volunteers and environmental campaigns.

You can order via our online store, or for bulk orders please contact operations@cleanup.com.au



OTHER WAYS TO GET INVOLVED

Encourage other branches of your business to register their own clean up site

Tell other businesses in your network about Business Clean Up Day on Tuesday 28 February. With our referrals program you could win a free site registration for 2018

Sponsor Clean Up Australia as a Business Supporter or make a donation

Connect with Clean Up Australia on social media, and share news about Clean Up Australia Day with your social and digital audiences

Include Business Clean Up Day in your newsletters and communication with other business contacts

Work with us directly in new joint initiatives and promotional opportunities



THANK YOU FOR TAKING PART

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