

LITTER REDUCTION CAMPAIGNS

Annually, Keep Australia Beautiful conducts the National Litter Index and this research uncovers trends with litter across a number of locations. Keep Australia Beautiful NSW addresses these trends through introducing targeted litter reduction campaigns to selected market segments which will deliver key messages to a wider audience. Considerable work has been undertaken in the past to reduce cigarette butt litter which is Australia's number one source of litter by count, these campaigns will continue along with other specialised campaigns.

HOW CAN YOU GET INVOLVED?

- ✓ Participate in one of our programs
- ✓ Contact us for interesting volunteering opportunities
- ✓ Visit our website for environmental tips
- ✓ Become a business partner

WHY FORM A BUSINESS PARTNERSHIP WITH KEEP AUSTRALIA BEAUTIFUL NSW?

We deliver results:

- ✓ strong recorded media exposure of your brand
- ✓ direct connections to regional and city communities
- ✓ relationship opportunities with all levels of government
- ✓ involvement in practical environmental and social change
- ✓ ability to leverage your company values beyond your normal market reach

Keep Australia Beautiful NSW would be pleased to formalise a partnership with your organisation and is sure that you will find the relationship rewarding. Partnership benefits can be tailored to allow for overall state coverage or target specific local areas in NSW.



Keep Australia Beautiful NSW

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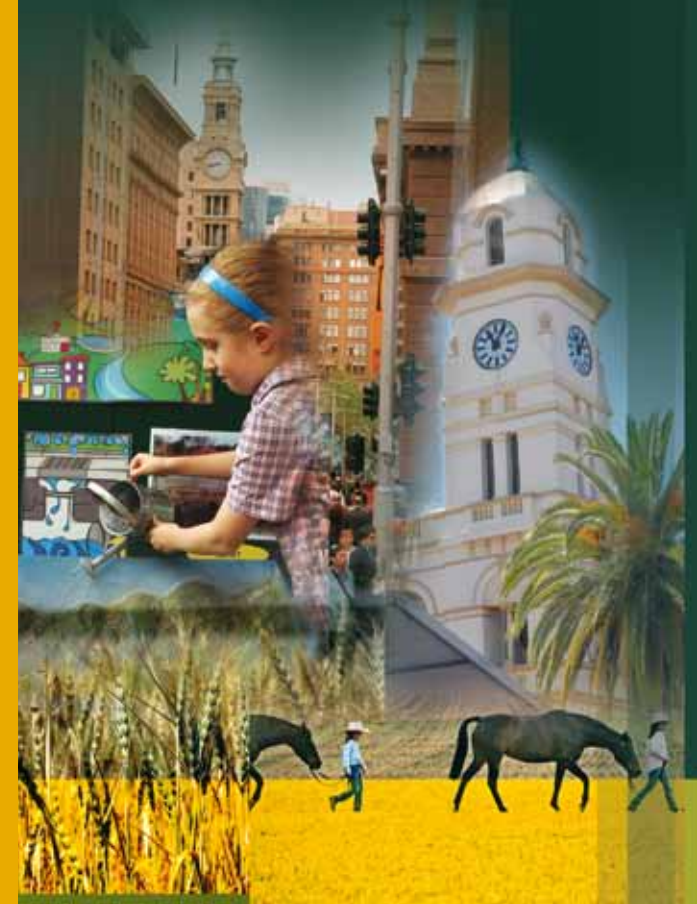
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Keep Australia Beautiful NSW was established in 1975 and is the leading community-based environmental organisation in NSW and has proven experience and success in fostering long term community efforts that protect and enhance the NSW environment.

To achieve this, Keep Australia Beautiful NSW works closely with local and state governments, community groups and the private sector.

Our mission is simply to enhance environments from country to coast.



Keep Australia Beautiful NSW delivers a range of awards and education programs to meet this purpose.



WASTE WATCHERS

The Waste Watchers program was launched in 1997 to deliver waste education to primary school students across NSW. This program has grown to meet the changing needs of society by introducing new modules such as Sustainability Sleuths and Water Welfare. The Waste Watchers program now educates almost 50,000 students annually in more than 300 schools in 40 local government areas. Waste Watchers is a unique program because environmental education modules can be targeted to the specific needs of councils and schools. Education modules include Water Welfare, Wide World of Waste, Catchment Chronicles, Sustainability Sleuths and Mechanics of Organics.



CLEAN BEACH CHALLENGE

The Clean Beach Challenge is a community-based competition, which aims to enhance beachside communities and the environment by promoting personal initiative, civic pride and protection and environmental awareness. The Challenge encompasses the entire coastline of NSW and has been rewarding coastal communities, schools, councils and individuals since 2001.



TIDY TOWNS – SUSTAINABLE COMMUNITIES

Tidy Towns is more than just about beautification, it also rewards environmental, cultural and heritage work in local villages and towns across NSW. You will form networks with other communities, councils, state and federal politicians and gain an independent written assessment of your town.

The Keep Australia Beautiful NSW Tidy Towns Program was established in 1981 and has instigated and rewarded extensive community work. Thousands of towns have since participated in this highly respected program which supports, facilitates and recognises positive change in rural communities. Tidy Towns now incorporate the tagline of *sustainable communities* as it best describes the program's social, economic and environmental attributes.



SUSTAINABLE CITIES

The Sustainable Cities Awards program was launched in 1994 and rewards environmental endeavors and initiatives in the metropolitan areas of Sydney, Newcastle, Wollongong and the Blue Mountains. Councils, community groups, schools and businesses participate in this program which showcases projects addressing urban issues. These include water conservation, waste management and business environmental sustainability.