Keep Australia Beautiful NSW

TIDY TOWNS & SUSTAINABLE CITIES AWARDS



2026 PARTNERSHIP OPPORTUNITIES

About KAB NSW



Keep Australia Beautiful NSW is the premier non-profit organisation leading behaviour change by engaging the community to continually improve our local environment.

Over our 40-year history we have built a state-wide network of dedicated businesses, community groups, councils, schools and individuals assisting our causes.

We deliver many programs throughout the state to promote sustainability and reduce litter:

- Tidy Towns Sustainability Awards (regional)
- Sustainable Cities Awards (metropolitan)
- EnviroMentors® environmental education program
- Annual Conference

CONTACT

For further information about Keep Australia Beautiful NSW or any of or programs, please contact us using the details below:

Phone: 02 8594 4000

Email: info@kabnsw.org.au

Website: www.kabnsw.org.au

Mailing address: Suite 29, Level 1, 93 George Street
Parramatta NSW 2150

Why partner with KAB NSW?

This partnership opportunity is an invitation for organisations who share our brand values and objectives to help us achieve our vision of a litter free and environmentally sustainable NSW.

Corporate partnerships allow KAB NSW to expand the reach and impact of our program to achieve our goals and at the same time provide your organisation with maximum impact and association.

Partnering with us for a specific category that aligns with your organisations products or services is a low cost, value for money investment. Partnerships that encompass both the Sustainable Cities and Tidy Towns programs are welcome or they can be separated according to your organisations interest and operating area.

Sponsoring the KAB NSW Sustainability Awards offers multi-channel exposure to disseminate your key messages through the awards process and events ceremony's press coverage, e-newsletters and social media marketing, and aligns your business with meaningful community input.

GROWING AUDIENCE

The number of entries continues to grow each year with 11% growth in the number of entries over the last five years.

Likewise, attendance at the awards events has increased by 17% over the last five years.

INTEGRATED MARKETING

Marketing for the Tidy Towns and Sustainable Cities awards commences as early as March and runs throughout the year with post-event communications continuing to celebrate our winners and finalists.

This means sponsors can take advantage of almost a full year of exposure.

TOPICAL CATEGORIES

The awards categories are reviewed annually to ensure they reflect the current priorities and interests of communities across NSW.

EXPERT JUDGES

We select our esteemed judges based on the depth of their expertise and experience across the range of awards categories.

They provide the entrants with impartial and insightful feedback regarding their submissions.

Our audience and reach



7,292
PER QUARTER

Website visits kabnsw.org.au

Figures listed are for the quarter 1 Oct – 31 Dec 2025

Marketing database



>9,900
CONTACTS

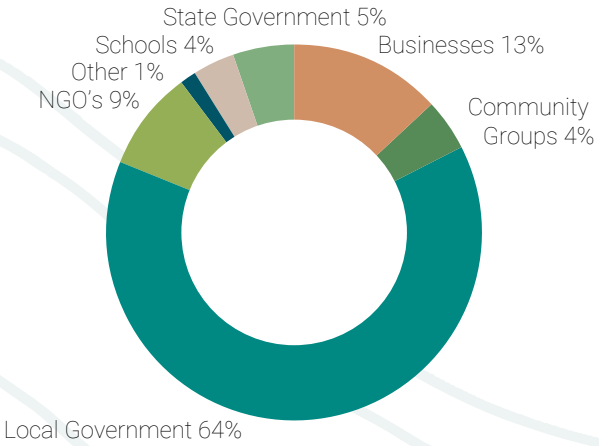


Social media

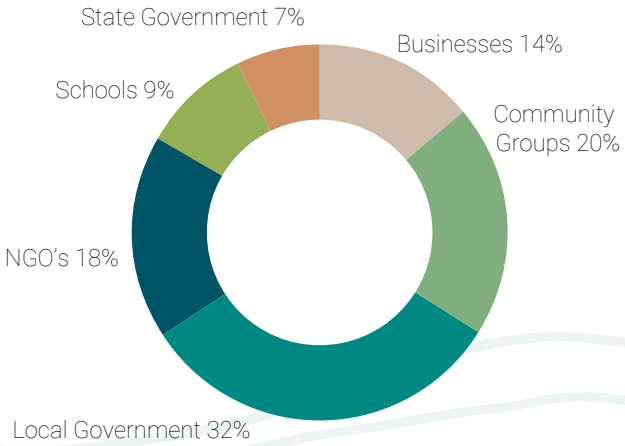
Figures listed are for the quarter 1 Oct – 31 Dec 2025

	Reach/Impressions	Followers
Facebook	**142,745**	**2,936**
LinkedIn	**14,271**	**868**
Instagram	**14,725**	**438**

2025 Sustainable Cities Event Attendees



2025 Tidy Towns Weekend Attendees





About the awards

TIDY TOWNS & SUSTAINABLE CITIES AWARDS

Keep Australia Beautiful NSW is proud to carry on a legacy of successful community programs and awards since 1981.

The Tidy Towns and Sustainable Cities Awards focus on responsible environmental achievements and strong community spirit. We have built up a strong network of highly engaged individuals and developed deep and enduring relationships with NSW regional towns, Local Councils, community organisations, businesses and schools.

The Awards are split into two programs, Regional - Tidy Towns, and Metropolitan - Sustainable Cities, with awards for each program presented at separate award events.

Key Program Dates

Entries Open	Monday 16 March 2026
Entries Close	Friday 31 July 2026
Category Judging	Aug - Sep 2026
Overall Assessor Visits	17 August - 11 September 2026
Tidy Towns Awards Weekend	16 - 18 October 2026 (Orange)
Sustainable Cities Awards Event	12 November 2026 (Hornsby)



SUSTAINABLE CITIES AWARDS

The Keep Australia Beautiful NSW Sustainable Cities Awards has been rewarding and recognising projects around litter, waste management, recycling and other environmental areas in metropolitan councils and urban communities since 1994.

The Sustainable Cities Awards inspire councils, communities, businesses and schools to make a genuine and lasting contribution to their area and enter into the Sustainable Cities Awards program to vie for a category win or the Overall NSW Sustainable City award. In 2025 the Awards day will be held in November hosted by the 2024 winner, Blacktown.

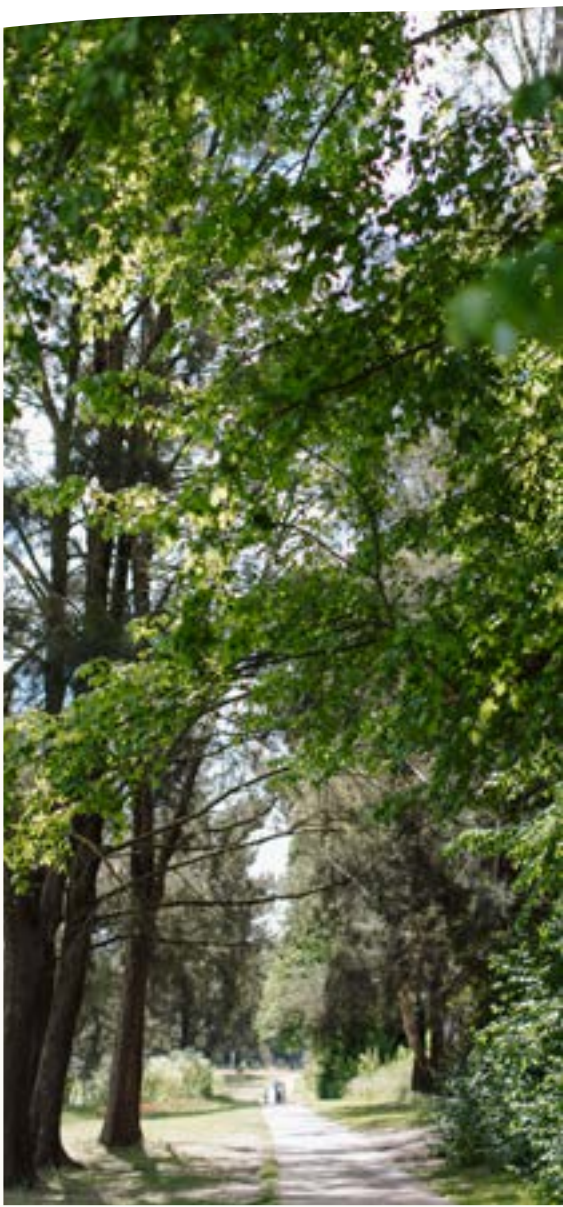
TIDY TOWNS SUSTAINABILITY AWARDS

It's likely you have come across a town proudly displaying their Tidy Town achievement.

Running since 1981, the NSW Tidy Towns program encourages, rewards and recognises projects across a range of categories. These projects are a source of community pride and cohesion and driven largely by volunteers.

The Awards weekend celebrates the achievements of these dedicated and passionate people from across regional NSW and allows other communities to learn from their experiences and successes. In October 2025 the event will be hosted by Parkes who were the overall winner in 2024.

In 1990, the state Tidy Towns Awards came together to form the Australian Tidy Towns Awards. The Overall winner for NSW has the opportunity to be nominated as the NSW finalist in this iconic national environmental sustainability program.



Awards Categories

Biodiversity Conservation



Recognising outstanding projects that protect, restore or enhance native ecosystems, threatened species habitat, biodiversity corridors and ecological resilience

Climate Change Mitigation & Adaptation



Celebrating leadership and innovation in adapting and strengthening resilience to the impacts of climate change.

Community Spirit & Inclusion



Celebrating projects, programs, or initiatives that strengthen social connection, inclusion, participation, and community resilience.

Litter Prevention



Recognising outstanding projects or programs that reduce or prevent litter through innovative approaches with measurable outcomes.

Local Heroes



Celebrating those who stand out through action, inspiration, and measurable impact across environmental, sustainability, or broader community initiatives.

Plastic-Free Communities



Recognising innovation and leadership in reducing single-use plastics and encouraging more sustainable choices.

Waste Avoidance



Recognising projects and programs that prevent waste from being created in the first place through education, behaviour change, and practical alternatives.

Young Legends (≤ 25)



Celebrating individuals, school groups, or youth teams aged 25 and under who show outstanding leadership in environmental action.

Circular Economy



Awarding projects that redesign systems, products, or processes to keep materials, products, fluids, or energy circulating in the economy for as long as possible.

Communication & Engagement



Celebrating programs that inspire and enable environmental action through effective communication and community engagement.

Heritage & Culture



Celebrating community projects that enhance and protect either our built heritage, natural heritage, or indigenous cultural heritage.

Liveable Cities/Towns



Celebrating projects that enhance the liveability, functionality, and appeal of a town, suburb, or local area

Resource Recovery



Awarding projects and programs that recover, recycle, or safely manage materials that have already become waste, diverting them from landfill and supporting better waste management outcomes.

Water Conservation & Protection



Recognising recognises leadership and innovation in water conservation and management for the future.

Overall Award



The Overall Award is awarded to a Council (Sustainable Cites)/Town (Tidy Towns) that has successfully undertaken projects or actions in multiple areas of environmental sustainability and social inclusion across the range of award categories.

Partnership Opportunities



Awards Program Major Partner

The Awards Program Partner is a premium partnership opportunity, providing widespread exposure across all awards activities and promotions for either or both of the Sustainable Cities and Tidy Towns Awards programs.

Investment starts at $30,000 + GST and can be tailored to your budget and requirements.

Benefits may include:

- Brand alignment with a leading and respected name in environmental sustainability
- Showcase your business as a leader in sustainability
- Leverage our association with strong community values
- Connect directly to your target audience
- Open doors to networking opportunities with political, business and community influencers
- Receive publicity through media coverage about the Awards
- Participate in a memorable and rewarding experience
- Invitation for a representative of your organisation to speak at the selected awards program event
- Complimentary tickets at the VIP table at the selected awards program event
- Monthly posts on KAB NSW social media channels (from the commencement date of the partnership until December 2024).
- Corporate logo and acknowledgement as sponsor for your selected program.
  - Your company's name associated with the awards program name.
  - Inclusion in all relevant electronic communications (e.g. event invitations, awards promotions)
  - Corporate logo and acknowledgment on front cover of program material related to your selected program.
  - On the presentation slides at the awards events
  - On the Awards page of the Keep Australia Beautiful NSW website
  - Verbal acknowledgment at the awards events
- Feature stories in the KAB NSW e-newsletter
- Written inclusion in awards program media releases (estimated four in total)
- Opportunity to place a pull-up banner in a prominent position at each Awards Event (sponsor is responsible for delivery, placement and removal of banners)



Category Partners

Category Partners will receive recognition across one or both the Tidy Towns and Sustainable Cities Awards Programs as well as at both awards ceremonies depending on your budget and requirements.

Investment starts at $6,000 + GST and can be tailored to your budget and requirements.

Benefits may include:

- Corporate logo and acknowledgement as sponsor for your chosen category.
  - Your company's name associated with the category name.
  - Inclusion in all relevant electronic communications (e.g. event invitations, awards promotions)
  - Corporate logo and acknowledgment on program material related to your selected category.
  - On the presentation slides relevant to the selected categories at the awards events
  - On the Awards page of the Keep Australia Beautiful NSW website
  - Verbal acknowledgment at the awards events
- Invitation for a representative of your organisation to present the awards in your chosen category to the winners at each awards event
- Complimentary tickets to attend each awards event
- Connect with political, business and community leaders and program participants.
- Enhance relationships with councils, schools and community organisations across NSW.
- Feature stories in the KAB NSW e-newsletter
- Monthly posts on KAB NSW social media channels (from the commencement date of the partnership until December 2025). Examples of post content include: sponsor profiles; details of the sponsored award category; highlights of previous winners of the selected category; announcement of category winners; an highlights from the awards event.
- Written inclusion in awards program media releases (estimated four in total)
- Invitation to provide additional relevant social media to be disseminated through KAB NSW channels (content to be approved by KAB NSW)
- Provision of a suite of KAB NSW image 'badges' for use on your company website, email signature, EDM communications and other use (in consultation with KAB NSW).
- Opportunity to place a pull-up banner in a prominent position at each Awards Event (sponsor is responsible for delivery, placement and removal of banners)

Partnership Opportunities



Tidy Towns Weekend Partner*

16 - 18 October 2026, Orange

Benefit from a strong alignment with the Tidy Towns Awards through the many opportunities for branding and exposure prior to, during and after the awards weekend.

Investment starts from as low as $5,000 + GST and can be tailored to your budget and requirements.

Benefits may include:

- Corporate logo and acknowledgement as sponsor for the awards event.
  - On all relevant electronic communications (e.g. event invitations)
  - On the presentation slides at the awards event
  - On table signs at the awards event
  - On the event page of the Keep Australia Beautiful NSW website
  - Verbal acknowledgment at the event
- Invitation for a representative of your organisation to speak at the awards event
- Complimentary tickets to attend the awards event
- Connect with political, business and community leaders and program participants.
- Enhance relationships with councils, schools and community organisations across NSW.
- Feature stories in the KAB NSW e-newsletter
- Monthly posts on KAB NSW social media channels (from the commencement date of the partnership until December 2025).
- Invitation to provide additional relevant social media to be disseminated through KAB NSW channels (content to be approved by KAB NSW)
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- Opportunity to place a pull-up banner in a prominent position at each Awards Event (sponsor is responsible for delivery, placement and removal of banners)

** acceptance of sponsorship may be subject to sign-off by the host Council*



Sustainable Cities Event Partner*

November 2026, Hornbsy

Does your organisation value being exposed to Local Government?
More than 140 local council representatives attend this event and partnership for just the event day can be a valuable relationship building exercise.

Investment starts from as low as $5,000 + GST and can be tailored to your budget and requirements.

Benefits may include:

- Corporate logo and acknowledgement as sponsor for the awards event.
  - On all relevant electronic communications (e.g. event invitations)
  - On the presentation slides at the awards event
  - On table signs at the awards event
  - On the event page of the Keep Australia Beautiful NSW website
  - Verbal acknowledgment at the event
- Invitation for a representative of your organisation to speak at the awards event
- Complimentary tickets to attend the awards event
- Connect with political, business and community leaders and program participants.
- Enhance relationships with councils, schools and community organisations across NSW.
- Feature stories in the KAB NSW e-newsletter
- Monthly posts on KAB NSW social media channels (from the commencement date of the partnership until December 2025).
- Invitation to provide additional relevant social media to be disseminated through KAB NSW channels (content to be approved by KAB NSW)
- Provision of a suite of KAB NSW image ‘badges’ for use on your company website, email signature, EDM communications and other use (in consultation with KAB NSW).
- Opportunity to place a pull-up banner in a prominent position at each Awards Event (sponsor is responsible for delivery, placement and removal of banners)

Opportunities to sponsor the KAB NSW Sustainability Seminar which will be held prior to the Awards Event are also available. Please contact us for further information.

How to get involved

TIDY TOWNS & SUSTAINABLE CITIES AWARDS

We treat our supporters as business partners; we commit to the relationships we establish with a passionate and entrepreneurial approach to raising your corporate profile, generating credibility for your brand and connecting you directly with communities, industry and government.

When you partner with us, we work with you to develop a tailored package to suit your needs and aspirations, and to reach the right people with your key messages.

Next steps

To arrange a time to meet with our team to discuss your involvement with the KAB NSW Awards Programs please reach out to the KAB NSW Team.

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