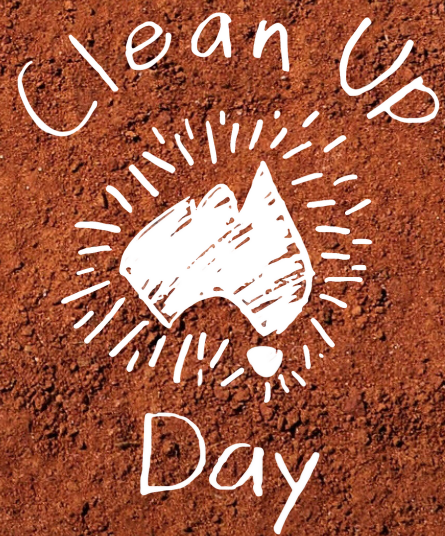


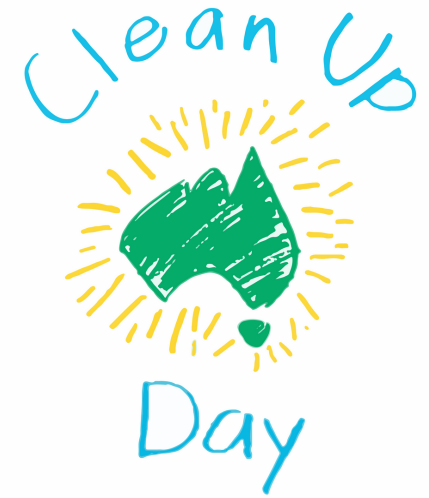
ALLIANCE PROPOSAL 2019

Youth and Schools
Clean Up Day 2019



Who are we?

Clean Up Australia is the largest environmental community mobilization event in the South Pacific. Since 1990, our volunteers have removed over 350,000 ute loads of rubbish. In 2018, 7,098 sites attracted over 670,087 volunteers across community, school, youth and business locations.



By spreading the word about Clean Up Australia Day, you are helping us continue to empower communities to make a lasting change for their environment, collect valuable data on the nature of rubbish in this country and giving us the power to campaign for national changes in behaviour and policy.

What are the School and Youth Clean Up Days?

2018 was a record-breaking year for our Schools and Youth Clean Up sites. **3,458 sites** were registered across school grounds, parklands, beaches and bushland. With an estimated **578,519 School** and **15,804 Youth volunteers**, it will be a challenge to beat, so we need **YOUR** help!



Schools Clean Up Day is designed for our younger volunteers, up to the age of 12. These will include pre-schools, primary schools and early education centres, and will take place on or around **Friday 1 March 2019**.

Youth Clean Up Day is concentrated towards High Schools and Youth Groups who have a varied age audience. Our Youth sites can participate on either the **1 March**, or over the weekend of Clean Up Australia Day, and will be given full size starter kits.



5 Steps to making a difference

- 1 Find somewhere that needs a clean! This could be anywhere – a beach, park, even the grounds of your organisation!
- 2 Register FREE on our easy-to-use online registration.
- 3 Promote the event to get as many volunteers as possible!
- 4 Receive your Free starter kit! This includes bags, gloves, and safety information for your Clean Up event.
- 5 Clean Up! Make a positive impact on your local community and the world, and have fun whilst doing it!



Alliance Proposal

Change starts with YOU!

We believe that by forming a non-financial alliance, we can build a brighter future for our environment through mutual promotion and joint initiatives.



Clean Up Australia will;

- Display you as a Youth Ally on the Clean Up website
- Promote your support via our digital communication networks



Your organisation will;

- Encourage your members and networks to register for a Clean Up Day via your communication channels.
- Utilise the opportunity to liaise with Clean Up Australia for joint initiatives.

Who saw us in 2018?

Forming an alliance with Clean Up Australia will give you exposure to...

Newsletter

13,080 Youth and School recipients from **28** targeted newsletters

Social Media

648,427 Impressions on Facebook

236,661 Reached on Twitter

117 Average likes per Instagram post

996,782 Website views



Become an Ally!

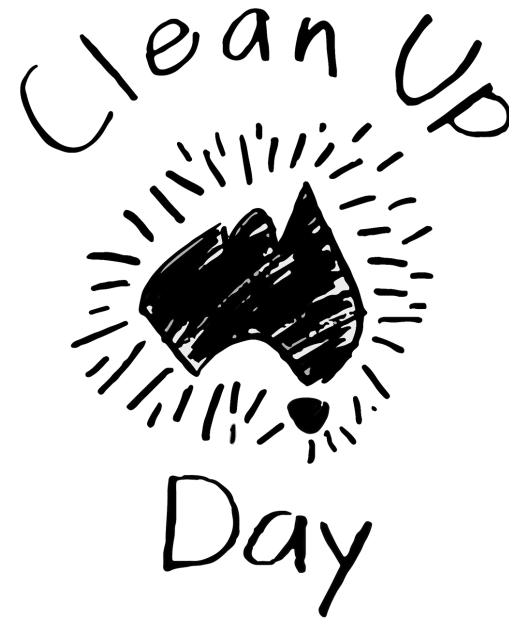
To discuss how we could work together
in 2019, please contact **Oliver Emanuel**
- Clean Up Australia Youth Officer



youth@cleanup.com.au

02 8197 3422

www.cleanupaustraliaday.org.au



Business Clean Up Day - 26 February

Schools Clean Up Day - 1 March

Youth Clean Up Day - 1-3 March

Clean Up Australia Day - 3 March

Major Partners



Partner



Suppliers

