

GIRL GUIDES  
AUSTRALIA

# CLEAN UP AUSTRALIA DAY 2025

## GIRL GUIDES TOOLKIT

Resources to help your  
Unit get involved





# CLEAN UP AUSTRALIA DAY 2025

Clean Up Australia are proudly celebrating 35 years of helping to improve and conserve our environment.

Girl Guides Australia and Clean Up Australia are teaming up to help Leaders and Girl Guides host a Clean Up event and help make this one the BIGGEST ever!

We believe girls and young women can play a positive role in protecting and restoring the places where we live, study, work and play. We're asking all Girl Guides to come together to Clean Up our local streets, parks and waterways, setting a powerful example for responsible waste disposal and a cleaner future!

Clean Up Australia Day - Sunday 2 March 2025  
(but you can clean up any day that week! Why not match it with your regular meeting?)





# HOW TO USE THIS TOOLKIT

This toolkit is designed to help Girl Guide leaders and their Units plan and host a fun, safe and impactful Clean Up event this Clean Up Australia Day!

We've kept this toolkit simple and easy to use. If you need more information, we've included links to additional resources.

Check out our [How-To Videos](#) and our Frequently Asked Questions page.

For more information contact [youth@girlguides.org.au](mailto:youth@girlguides.org.au)





# HOW TO HOST A CLEAN UP EVENT

To have the BIGGEST ever impact we need our Girl Guides to bring people together and join in at Clean Up events!

## REGISTER YOUR CLEAN UP

- Register your Unit's Community Clean Up.
- This will create a page with all your event details.
- Clean Up Australia will send you a free Clean Up kit including bags, gloves, information and promotional materials. (What's in a kit?)
- It can take up to 10 working days to get your kit, so register early to get it in time for Clean Up Australia Day!



[Click here](#) for more info, including how to choose a clean up location.

# LEADING A CLEAN UP

- Every Clean Up has a designated Event Supervisor.
- As Event Supervisor it's your role to help everyone have a welcoming, safe, and fun Clean Up!
- Watch [Leading a Clean Up Video](#) for info on:
  - documents in your clean up kit
  - what to do on the day
  - packing up and rubbish disposal
- At Clean Up Australia we acknowledge the traditional people and caretakers of the lands in which we gather. Here is [how you can include an Acknowledgement of Country](#) in your Clean Up event.



For more detailed instructions for Event Supervisors, read our [2025 Event Guide](#).



# PROMOTE CLEAN UP AUSTRALIA DAY

Help us promote Clean Up Australia Day to your Girl Guide Unit and encourage your community to get involved.

The next few pages include images to download and sample copy to help you get started.





# PROMOTIONAL MATERIALS

Girl Guides can promote Clean Up Australia Day by:

- Encouraging your community to host a Clean Up
- Inviting people to volunteer at your Clean Up event

Download free promotional materials including social media tiles, website and newsletter (EDM) banners.

**DOWNLOAD**  
**PROMOTIONAL**  
**MATERIALS**



Select tiles with the Community Ally badge to show your support



# PROMOTIONAL MATERIALS

You can also download posters to print and put up around your Unit, on community notice boards, and on the fridge!

**DOWNLOAD**  
**POSTERS**





# SAMPLE SOCIAL MEDIA COPY

1

Mark your calendars for Sunday 2nd March 2025 and be part of Australia's BIGGEST EVER Clean Up!

It's easy and fun to get involved. Register to host your own or join a Clean Up event near you.

Register now at [cleanup.org.au](https://cleanup.org.au)

2

Be part of Australia's BIGGEST EVER Clean Up!

Make a positive impact this Clean Up Australia Day on Sunday 2nd March 2025.

It's easy and fun to get involved! Register to host a Clean Up or join an event near you.

Register now at [cleanup.org.au](https://cleanup.org.au)





# SAMPLE SOCIAL MEDIA COPY

3

Join us on Clean Up Australia Day and help us create a cleaner, greener [insert community name]!

When: Sunday 2 March 2025 [or alternative date]

Where: [insert location]

More details: [insert your unique event page link]

Let's get together and make a real difference!

## TAG US!

We're very social, follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [TikTok](#)

Don't forget to tag [@cleanupaustralia](#) when you're out there making a difference in the world.

Hashtags you can use: [#CleanUpAustraliaDay2025](#) [#CUAD25](#)  
[#Celebrating35Years](#) [#BiggestEverCleanUp](#)





# SAMPLE NEWSLETTER COPY

1

Help us make this Clean Up Australia Day the BIGGEST ever!

Clean Up Australia Day 2025 is back and celebrating 35 years of environmental action.

It's an easy and fun way to connect with your friends and community while improving our environment.

How you can get involved:

1. **Host a Clean Up:** register to host a Clean Up and invite friends, family, colleagues along. You'll receive everything you need to host a safe and fun event.
2. **Join a Clean Up:** join a Clean Up event near you and meet some great people while making a positive difference to the environment.

**When:** Clean Up Australia Day, Sunday 2nd March 2025

**Join us now:** [cleanup.org.au](https://cleanup.org.au)



This sample copy is for community leaders to encourage your community to get involved.



# SAMPLE NEWSLETTER COPY

2

Join us this Clean Up Australia Day and help make it the BIGGEST ever!

Clean Up Australia Day 2025 is back and celebrating 35 years of environmental action. We're hosting a Clean Up on Sunday 2nd March at [insert location] and we'd love you to join us.

It's an easy, practical and fun way to make a positive difference to our local environment, help our club, and be part of a national day of action!

Event name: [insert your event name here]

When: [time] on Sunday 2nd March 2025

Meeting point: [insert location]

Event and contact details: [insert your event page link]

Can't make our Clean Up? You can host your own or join another Clean Up Event, or why not make a zero waste pledge?

We look forward to seeing you on Clean Up Australia Day!



This sample copy is for Girl Guide Leaders to promote your Clean Up event



# SAMPLE NEWSLETTER OR EVENT COPY

3

Let's clean up [Girl Guide Group name] on Clean Up Australia Day!

In Australia, 130,000 tonnes of plastic pollution leaks into the marine environment each year. That's why we're teaming up with Clean Up Australia to help keep our environment clean and I'd like you to join me!

We're hosting a cleanup at [location] on Clean Up Australia Day, where we can all get together and work toward a common goal.

When: [time] on Sunday 2nd March 2025

Meeting point: [insert location]

Event and contact details: [insert your event page link]

Hope to see you there!



You can customise this copy for your own event page.



# ON THE DAY

After registering your event, Clean Up Australia will send you a Clean Up kit with all the information you need to have a great day!

- If you don't receive your kit in time for your event, you can make a kit at home using:
  - Durable gloves (gardening or washing up gloves work well)
  - Garbage bags or other bags
  - Tongs or garbage pickers or grabbers
- If you didn't request printed resources, you can download the digital files.



Use our Clean Up Event Speaking Notes in your briefing at the start of your clean up.



Why not have a BBQ or a cuppa after your Clean Up to celebrate your hard work?





# CLEAN UP AUSTRALIA DAY 2025 BADGE

The 2025 Clean Up Australia badge will be available to purchase through Girl Guide retail outlets from late February.

All profits from the sale of the badge will be donated to Clean Up Australia to support efforts to create positive change.

Last year Girl Guides Australia donated \$1000! Thank you!



Quick link:  
Girl Guides  
Retail Shops



# END OF CLEAN UP REPORT

## WHY DO WE COUNT THE LITTER?

The information collected from a litter count enables Clean Up Australia to access statistical data from national clean up activities.

This data is an invaluable resource in identifying trends in the types and spread of litter throughout Australia, which informs solutions and feeds into government advocacy and funding.



Read the annual Litter Report and see the data in action!



# THE QUICK LITTER COUNT


It's easy to do a Quick Litter Count and only takes a few minutes.

**1** Select one of the co-mingled bags of rubbish you have collected (or one rubbish and one recycling).

**2** Empty the rubbish onto a spare bag, tarp, or the ground.

**3** Complete the online End of Clean Up Report OR fill out the paper form in your Clean Up Kit and send it to us via email or post (instructions are on the form).

**4** Do a quick count of the Priority Items and submit (or do a comprehensive count if you have time!)



**LITTER SUMMARY**

☐ # of full clean up bags collected at your site ☐ # of clean up bags opened and counted for Part 2

**QUICK COUNT**

Count the priority items from one bag of general litter and one bag of recycling and record. If your litter is commingled, please only count one bag.

ITEM	#
Aluminium drink cans, e.g. soft drink, beer	
Balloons	
Batteries	
Cigarette butts	
Glass beverage bottles (single use)	
Glass wine bottles	
Plastic bags - food, retail, garbage	
Plastic drink bottles	
Plastic straws	
Plastic takeaway food containers, plates, cutlery, utensils (single use)	
Polystyrene takeaway food containers	
Soft plastics, e.g. chip packets, food wrappers	
Takeaway coffee cups	
Vapes (e-cigarettes)	

Any inter



Quick link:  
[End of Clean Up Report](#)



# DISPOSING OF RUBBISH

You can dispose of rubbish

1. in your home, business or public bins
2. or contact your local council to arrange a collection if there's a lot of rubbish.

Watch the Disposing of Clean Up Rubbish video to learn more about:

- Items you can recycle
- What to do with items that can't be thrown in kerbside bins or recycled, e.g. vapes
- Problematic materials e.g. knives
- Reporting dumped or dangerous rubbish and other local problems



View Supporting Councils and their contact details.





# QUESTIONS

We hope you can find all the information you need in this toolkit or at [cleanup.org.au](https://cleanup.org.au).

Don't forget to check out the [How-To Videos and FAQs](#).



For more information contact  
[youth@girlguides.org.au](mailto:youth@girlguides.org.au)







GIRL GUIDES  
AUSTRALIA

Thank you from all of us at Clean Up Australia and Girl Guides Australia!

It is with your support that we can achieve the impact we have and move towards our mission to improve and conserve our environment, eliminate litter, and end waste.



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