



Australian Government

Australia's National Programme of
Action for the Protection of the Marine
Environment from Land-Based Activities

October 2006



case study 10: clean up australia

introduction

Clean Up Australia is a non government organisation that has a history of active and practical engagement of widespread public involvement in addressing coastal and marine pollution and rehabilitation through volunteer work, education, projects and campaigns. The extent of public involvement in its activities makes it an important and effective voice influencing communities and governments to address land-based sources of marine pollution.

management context

Clean Up Australia was established in 1989 as a response to pollution and litter affecting the scenic and recreational values of marine environments. The first major initiative was Clean Up Sydney Harbour 1989 which attracted 40,000 volunteers to clean up tonnes of litter including car bodies, plastics of all kinds, glass bottles, cans and cigarette butts from beaches and shallow water.

The program expanded nationally becoming Clean Up Australia Day in 1990 attracting almost 300,000 volunteers. In the subsequent 16 years volunteers have devoted more than 8 million hours in clean up activities that have collected more than 200,000 tonnes of litter.

In 1993 the program expanded further becoming Clean up the World and now has annual involvement of about 35 million people in 120 countries.

Clean Up Australia has evolved further. It now has a *Clean Water Program* with specific projects that work with communities, governments and businesses to provide practical solutions to environmental problems. The first of these involved establishment of water re-cycling at Taronga Park Zoo in Sydney in a project lasting from 1996 to 2001. Others include:

- Richmond Water Reuse (New South Wales)
- Parsley Bay Remediation (New South Wales)
- Coffs Harbour Sewerage Strategy (New South Wales)
- Moonee Ponds Stormwater Initiative (Victoria)
- Karkarook Park Wetland Restoration (Victoria)

In addition to its roles in leading and supporting a range of projects, the *Clean Water Program* engages in policy and advocacy activities through campaigns and submissions to government inquiries.