



Council Membership 2020

Engaging your community to reduce landfill waste, avoid plastic waste and reduce the cost of recycling

Plastic Free July is a behaviour change initiative with measured impact tackling the plastic waste crisis by reducing the problem at the source. What started as a local government initiative in Western Australia has, in less than 10 years, grown to an estimated 250 million participants globally.

With the increasing costs and challenges of recycling and Australia's waste export ban commencing from July 2020, the REDUCE message is more important than ever. Plastic Free July has proven results in reducing waste and will assist you with your goals.

The Plastic Free July Challenge provides councils with a successful strategy and existing platform to enact individual behaviour change and enable communities, councils, their staff and businesses to adopt behaviours and systems that avoid single-use plastics and reduce plastic waste.

In 2019, participants reduced their waste and recycling by 23kg (approx 5%) per person per year

Aiming to help councils lead waste avoidance in the community the Plastic Free Foundation has developed a tailored Plastic Free July Implementation Guide exclusively available for Member Councils which will provide you with practical tools backed with proven results in reducing waste and will assist councils working towards their 2025 targets of 10% reduction in waste per capita.

9 out of 10 PFJ participants made changes that have now become habits in their life

Only available to Plastic Free July Member Councils, the guide includes:

- Planning framework - to get you started with engaging your community, businesses and stakeholders
- Digital content including social media posts to assist your communications team with best practice content
- Toolkit - including Official Council Membership badge and suite of collateral to roll out your Plastic Free July campaign
- Webinars and Member Council online support network



The guide provides you with resources developed using our expertise gained from the success of Plastic Free July which will help you activate your community to make real behaviour change and take steps to actively reduce plastic waste.

Being a member of the program will position you as a recognised leader who ‘walks the talk’ in this rapidly growing social movement. You will also have access to shared learnings, ideas and successes with other members to build your knowledge based on others real experience.

80% of the population support action to reduce plastic waste

By becoming a Plastic Free July Council Member, you will not only receive a toolkit of resources and assets to help you coordinate Plastic Free July in your community, you will also be leveraging the campaign’s unique ability to activate measurable behaviour change in the community. With the increasing costs of recycling and Australia’s waste export ban commencing from July 2020 the REDUCE message is more important than ever – and **we can help you!**

Participants adopted 325 million ‘choose to refuse’ behaviour changes

The Plastic Free July global campaign has researched, proven and measured success in effecting behaviour change amongst participants with significant plastic waste reduction outcomes and raising awareness across the general population.

In 2019, 825 million kgs of plastic waste was avoided

As a Plastic Free July Council Member, you will achieve greater engagement on the issue of plastic waste reduction by leveraging from the wider global movement that is Plastic Free July.

With a step by step framework and suggested engagement points designed specifically to support Councils achieve their sustainability goals, your membership will help you encourage communities to take action to reduce plastic.

It also saves significant time for your communications and marketing team by including a suite of promotional assets ready for adaption to promote your activities, advertising or communications.

**Plastic Free July Council Membership
for 2020 is now open**



Complete your membership application at
www.plasticfreejuly.org/membership-sign-up-local-government

FAQ's

1. What is included in the membership toolkit?

In 2020, the package will include the following resources:

- Planning framework - a step-by-step planning framework to get you started with engaging your community, businesses and stakeholders
- Toolkit - a comprehensive toolkit of promotional assets, including an Official Council Membership badge and suite of collateral to easily recognise, brand and implement your Plastic Free July campaign. Includes posters, graphics for use across materials and website.
- Social media posts - suggested content with supporting images to assist your communications team with best practice content
- 2 x member exclusive webinars facilitated by our leading experts on program design, behaviour change and evaluation.
 - ◊ Webinar one - Monday 6 April 2020
Briefing for members on behavioural insights for the “how to” component of effecting behaviour change, examples of successful activities and insights of how to implement the challenge
 - ◊ Webinar two - October 2020 (date TBA)
Post campaign reporting back to members of impact measurement, sharing of key insights and outcomes for councils
- Member Council online support network
- ‘Ready to roll’ - powerpoint presentation that can be utilised for internal staff events, briefing of Councillors or similar
- Recognition of your council’s participation on the Plastic Free July website
(Over 300,000 unique visitors during July 2019)
- Invitation to any official Plastic Free Foundation events in your state
- Impact Reporting
 - ◊ Participation rates in Plastic Free July in your council area
 - ◊ Insights into impacts of participant’s behaviours and changes and waste avoidance as well as recommendations on next steps and items to address for plastic waste reduction

NOTE: - if you require additional collateral assets, these can be developed by our designers at additional charge. POA



2. How do we become a Plastic Free July Council Member?

Membership forms can be submitted online via www.plasticfreejuly.org/membership-sign-up-local-government.

The short online application asks a few questions to get to know you better, understand your current challenges and the steps and achievements you are aiming to make during the campaign.

This assists us in delivering the program and helps us understand your level of engagement.

3. What is the investment to become a member and start to reduce waste (and when is that due)?

Memberships can be taken for one or two years with a discounted option available for a two year membership. An invoice will be issued upon receiving your application.

To make the most of your membership and gain momentum in your Plastic Free July campaign, we strongly encourage Councils to undertake a two year membership. A discounted membership price is available for those committing to a two membership.

Memberships for 2020 intake are currently open and can be made online at www.plasticfreejuly.org/membership-sign-up-local-government

Council Memberships are based on a tiered structure as follows:

Tier	Individual Councils Number of constituents	One year investment	Discounted 2-year membership
1	< 5,000	\$2,500	\$4,000
2	5,001-50,000	\$4,000	\$6,000
3	50,001 – 150,000	\$5,000	\$8,000
4	150,001 - 250,000	\$6,500	\$11,000
5	250,000+	\$8,000	\$14,000
Regional and multi-councils are POA			

NOTE: all prices in AUD and exclude GST

Once your application is submitted, please email us on projects@plasticfreejuly.org to advise us of your purchase order number and if you require a New Supplier Form. You will then be issued with an invoice that can be paid by direct bank deposit.

4. What else do I need to know?

Memberships for Plastic Free July 2020 will be accepted until 30th June, however, the earlier you join, the earlier we can help you to begin planning your campaign and accessing our toolkit and community to get started.

The first information webinar is being held on Monday 6th April 2020 at 1pm (AEST) and will be recorded and available for members to access after the event.

All assets will be available to members from mid March 2020.

Have any further questions? Please email us at projects@plasticfreejuly.org

