



**PLASTIC
FREE JULY** 
**COUNCIL MEMBER
2021**

COUNCIL MEMBERSHIP INFORMATION KIT



Waste avoidance is high on the agenda for most councils in Australia and worldwide. Our 2020 Australian general population survey showed that 92% of people support policies and actions to reduce plastic waste.

Plastic Free July® provides a focal point for behaviour change in the community, with an established platform, methodology and measurable impact. Plastic Free July has a broad reach in the community with over 3 million Australians participating in 2020.

When residents engage with Plastic Free July it delivers outcomes that are important to councils, including:

- A reduction in household waste disposal (the 'Reduce' part of Reduce-Reuse-Recycle). In 2020,

participants reduced their waste and recycling by 11kg per household per year

- Support for local businesses that encourage the switch to reusables
- Support for regulations to limit the supply of single-use plastics and other common littered items

Many local governments already engage with the Plastic Free July challenge in some way. Last year we introduced the Plastic Free July Council Membership, a comprehensive package of content and assets designed to make implementation easier. In its inaugural year, 33 councils (representing 2.7 million residents) Australia-wide signed up and reaped the benefits of being an official Plastic Free July Council Member.

11%



of participants taking up the avoidance of pre-packed produce and another 1% of participants finding alternatives to plastic food wrap

22%

choosing to refuse straws



17%

finding an alternative to plastic bin liners



9%

more participants avoiding bottled water



23%

starting to shop at farmers markets or independent stores with less packaged goods



21%

more participants avoiding take-away food in plastic containers





WHY COUNCILS ARE SIGNING UP AS PLASTIC FREE JULY MEMBERS

Plastic Free July Council Members are better equipped to engage with their community, and to form and strengthen social norms for waste reduction and avoidance.

Feedback from 2020 Council Members highlighted the benefits of the package in reducing the time required to prepare a Plastic Free July campaign, by providing ready to go content for your communications team.

"I thought the whole package was excellent, promo resources and workshops organised, thank you."

WILLOUGHBY COUNCIL, NSW, 2020 COUNCIL MEMBER

"The social media posts were really helpful and made the comms team get on board with the promotion. Also the text for our website and staff email saved me a lot of time."

MITCHAM COUNCIL, SA, 2020 COUNCIL MEMBER

"The resources are exceptional and you can just pick it up and run with it."

WA DEPARTMENT OF WATER AND ENVIRONMENTAL REGULATION

Photo credit: @spiralgarden



WHAT DOES THE COUNCIL MEMBERSHIP INCLUDE?

The Council Membership provides a comprehensive toolkit of resources, including content and digital assets that are tailored specifically to councils and their important roles as a conduit to residents, businesses and schools in their area.

Plastic Free July Council Membership provides a "one-stop-shop" for both waste educators and communications specialists to plan and implement a programme for Plastic Free July, utilising established and effective behaviour change principles. Importantly, it also provides a community of peers from councils around Australia to share experiences and ideas, and ask questions.

For councils new to Plastic Free July, Council Membership provides a step-by-step Implementation Guide with to-do lists and timelines, plus a 101 webinar to get you started.

For councils that already have some focus on reducing single-use plastics, or are looking to expand their impact beyond the "Top 4" (straws, plastic bags, plastic bottles, and coffee cups), the Council Membership also offers more in-depth content, professional development opportunities, and advanced ideas for engagement.



RESOURCES INCLUDED

The 2021 Council Membership package is provided as an exclusive online toolbox of resources that includes:

BRANDING

- Official Plastic Free July Council Member logo for your use during the campaign
- Acknowledgement of your council on Plastic Free July website

TOOLKIT ASSETS

- Social media posts written by our experienced team
- Plastic Free July branded social media tiles for sharing tips and events
- Plastic Free July branded social media frames
- Expanded photo library (NEW!)
- Templates and text for your webpage, enews, blog, staff emails etc
- A4 posters

PROFESSIONAL DEVELOPMENT

- Online forum connecting council staff across the membership – moderated by the Plastic Free July team
- Webinar: Behaviour Change for Waste Avoidance
- Webinar: Circular Economy for Plastics with expert panel (NEW!)

EVENTS

- Exclusive online events for your residents
- Mayor/CEO challenge framework
- Plastic Free Morning Tea toolkit (NEW!)



PRICING

Early bird pricing (10% discount) available if invoiced before 31st March 2021.

Tier	# Residents	1 year	2 years
1	< 5,000	\$2,500	\$4,000
2	5,001 to 50,000	\$4,000	\$6,000
3	50,001 to 150,000	\$5,000	\$8,000
4	150,001 to 250,000	\$6,500	\$11,000
5	250,000 plus	\$8,000	\$14,000

Regional organisations and multi Councils are POA
All prices are AUD and exclude GST

HOW TO BECOME A COUNCIL MEMBER

Fill in a short questionnaire.

Or, contact the Plastic Free July Council Membership Manager Helen Whitkin on 0436 289 541 or projects@plasticfreejuly.org if you have any questions.