



WHAT IS THE PLASTIC FREE JULY COUNCIL MEMBERSHIP ?

Plastic Free July is a global movement of people and organisations taking action to help end plastic waste.

In 2021, 80 Member Councils around Australia used our community engagement tools to support their residents to take part in Plastic Free July. **Collectively they stopped 7,819,535 kgs of plastic waste entering landfill.**

Whether you are focussing on eliminating single-use plastic in council buildings and facilities, supporting businesses and the community in implementing single-use plastic bans, or simply looking to regain ground after Covid-19 restrictions, we are here to help!

The Council Membership provides our council partners with a tailored set of resources to help them efficiently and effectively plan and implement an engagement during Plastic Free July, and year round.

By making use of our step-by-step implementation guide and behaviour change resources created specifically for councils, you can motivate and support households, business and council staff to make change.

“ Internal engagement was off the charts, especially at executive level ”

COUNCIL MEMBER (ANONYMOUS) 2021



PRICING

Population tiers apply to individual councils, or regional councils/joint organisations joining on behalf of their member councils.

Tier	# Residents	Price
0	< 10,000	\$2,000
1	10,000 to 250,000	\$3,500
2	250,000 to 499,999	\$5,000
3	500,000 or more	\$6,500

All prices are AUD and exclude GST

To receive a quote for membership, please complete this [request form](#). For further information please contact the Plastic Free July Council Membership Manager Helen Whitkin on 0436 289 541 or projects@plasticfreejuly.org



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. Resources include:

- **Implementation guide**
- **Social media calendar and content including plastic free tips and swaps**
- **Online events**
- **Photo library**
- **Media release template**
- **Email newsletter/blog articles**
- **Banner artwork**
- **Posters including CALD versions**



Impact Reporting by LGA, with number of participants and kgs of landfill and recycling avoided, is provided in October.



AREAS OF FOCUS FOR PLASTIC FREE JULY 2022

- Reuse initiatives and other ideas to help business switch from single-use plastics
- Avoidance of 'next step' items still commonly used by the public such as bottled soft drinks, pre-packed produce, and plastic food wrap
- Emerging issues such as the impacts of plastics on human health, and dealing with cigarette butt litter.

The social media and other engagement assets make bringing your communications team on board so easy. Everything you need is at your fingertips to use as-is, or integrate with your own strategic goals and messaging.

“ Increased social media engagement - residents responding very positively to the messaging”

PENRITH CITY COUNCIL, NSW, COUNCIL MEMBER 2020 AND 2021