

PLASTIC FREE JULY® 2023 LOCAL GOVERNMENT MEMBERSHIP

SMALL STEPS, BIG IMPACT

Plastic Free July, a global movement to end plastic waste in our communities, has developed a tailored and customisable range of resources and tools specifically designed for cities, local government councils and municipalities.

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

Whether there's just one person working on behaviour change needing most of the heavy lifting done, or there's a team of specialists, the assets and how-to guides make life easier. Everything you need is at your fingertips to use as-is, or integrate with your own strategic goals and messaging.



WHAT LOCAL GOVERNMENT MEMBERS HAVE TO SAY

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

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

MEMBER (ANONYMOUS) 2021

“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, AUSTRALIA, MEMBER 2020 & 2021

“The workshops available to the community and the increased PFJ content on our Council social media – got great feedback.”

FRANKSTON CITY COUNCIL, AUSTRALIA, MEMBER 2022

WHAT DOES LOCAL GOVERNMENT MEMBERSHIP INCLUDE?

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

The resources available to you include:

- Implementation guide
- Social media calendar and tiles including plastic free tips and swaps
- Video content
- Online events
- Photo library
- EDM and webpage copy
- Web banners
- Customisable posters including multilingual versions

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

PARTICULAR AREAS OF FOCUS FOR PLASTIC FREE JULY 2023

- Getting Started: bin audit, check fridge and pantry
- To-go reusables kit: straws, cups, bottles
- Reducing plastic packaging
- Food storage
- Plastic Free Morning Tea
- Choose to Up Cup



PRICING

Tier	# Residents	AUD
0	< 10,000	\$2,000
1	10,001 to 250,000	\$3,500
2	250,001 to 499,999	\$5,000
3	500,000 plus	\$6,500

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

HOW TO BECOME A LOCAL GOVERNMENT MEMBER

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