

# JOIN THE GLOBAL MOVEMENT: PLASTIC FREE JULY™ 2026

Take action this **Plastic Free July™** and become part of the world's largest campaign to reduce plastic waste – creating lasting change in July and beyond.

Our Council Membership package contains tailored, evidence-based resources and tools that make it easier than ever for councils to reduce single-use plastic across operations, workplaces, and the wider community.

## MEMBERSHIP BENEFITS

Our Council Membership provides councils with an evidence-based toolkit of resources designed specifically for councils, including:

- **Engaging, social-media-ready short-form videos** that share simple, practical tips for reducing plastic waste in everyday life.
- **Implementation Guide:** Step-by-step guidance to support councils in delivering a waste-avoidance behaviour-change movement for staff and community leaders.
- **Social Media Calendar and Communications Plan:** Ready-to-use templates and customisable digital assets to streamline your outreach efforts.
- **Early Access to the Plastic Free July™ 2026 Calendar:** Plan your activities with exclusive insights and resources.
- **Online Workshops** exclusive to council members
- **Editable Posters:** Customisable 9 Ideas poster to reflect items relevant to each community. Multilingual versions available.
- **Digital Pledge:** Invite staff and residents to make and share their commitments and inspire others to join.
- **Templates:** Templated media releases, web page copy, and e-newsletters available to help councils share Plastic Free July™.



**Tweed Shire Council**

## WHAT'S NEW FOR PLASTIC FREE JULY 2026

- **Global day of action - 1st July:** An opportunity for councils to visibly launch their Plastic Free July™ activities.
- **Digital Plastic Free Pledge:** A refreshed, interactive way for councils to engage staff and residents.
- **Online workshops**
  - For residents:
    - » 2nd July with [Dr Amelia Harray](#): “*Low Plastic Eating Made Easy; Practical ways to shop, store and prepare food with less plastic*”
    - » 7th July with [Lucy Peach](#): “*Plastic Free Periods Made Easy.*”
  - For Council Member staff:
    - » “*Inside Australia’s Packaging Reform: Expert Insights for Local Government*” (date tbc)

“Good value for money and encouraged councils to participate using their savings and joint resources.”

**NSROC, NSW - COUNCIL MEMBER**

“I found the package, comms and timeframe for getting resources was fantastic this year.”

**MAROONDAH COUNCIL, VIC - COUNCIL MEMBER**

## WHY COUNCILS JOIN PLASTIC FREE JULY™

- **Reduce Plastic Waste:** Reduce single-use plastic in council buildings and facilities, through practical actions that engage staff and align with existing waste-reduction targets.
- **Support Your Community:** Empower households, schools, and community groups with the practical ideas, tools, and inspiration that make plastic waste reduction feel more achievable.
- **Empower Local Businesses:** Help businesses reduce reliance on single-use plastics by sharing sustainable and practical alternatives and ready-made communications.
- **Complement existing campaigns:** provide a positive behaviour change overlay to messaging about single-use plastic bans, circular economy initiatives and FOGO implementations.

## JOIN US TODAY

Membership pricing starts from \$2,000 (ex GST) for local governments or regional organisations with populations of 2,000-10,000.

Membership provides access to invaluable and nationally recognised communication assets, saving councils time and resources while enabling measurable community engagement.

| Tier | # Residents        | AUD     |
|------|--------------------|---------|
| 0    | Under 2,000        | \$0     |
| 1    | 2,000 to 10,000    | \$2,000 |
| 2    | 10,000 to 250,000  | \$3,500 |
| 3    | 250,000 to 500,000 | \$5,000 |
| 4    | 500,00+            | \$6,500 |

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

\*Pricing includes Plastic Free July™ licence fee ( <https://www.plasticfreejuly.org/licensing/> )



Maroondah City Council

## READY TO MAKE A DIFFERENCE?

- [Register](#) for our free 30-minute online Council Membership info session on Tuesday 10th March at 1:00pm AEDT / 12.30pm ACST / 10:00am AWST.
- To receive a quote for membership, please complete this [request form](#).
- For more information or questions, please contact Plastic Free July™ on [admin@plasticfreejuly.org](mailto:admin@plasticfreejuly.org).
- Visit [www.plasticfreejuly.org/membership](http://www.plasticfreejuly.org/membership) for more information about Plastic Free July™.

**Together, we can make real and lasting change towards a world without plastic waste, this Plastic Free July™ and beyond!**