

Scott Lyall

Executive Officer

Keep Australia Beautiful
National Association



Scott grew up on Sydney's Northern Beaches where he developed an interest in the natural environment. His studies in economics and communications led to a career in advertising.

These environmental and communications interests merged when a brief from the United Nations and the Sydney Botanic Gardens led to an award winning advertising campaign promoting tree planting. This in turn led to work in the UK with an environmental marketing consultant and an ethical investment company.

Returning to Australia Scott was able to apply his experience in marketing and fundraising for environmental organisations. Firstly with Landcare Australia and then with World Wide Fund for Nature and the Historic Houses Trust. He also launched the Wonderland Conservation Foundation in support of the Australian Wildlife Park.

This experience with a range of environmental organisations led to the belief that broad participation by community, business and government in practical environmental solutions is the best answer to environmental degradation.

Keep Australia Beautiful, with a focus on action by individuals and a national network of local grass roots participants, is an ideal vehicle to demonstrate the power of broad participation in environmental solutions.

Since joining the organisation in 2004 Scott has worked with Keep Australia Beautiful board and staff around the country to reinvigorate this iconic Australian environmental organisation by:

- coordinating the Australian Sustainable Communities Awards using the long running Tidy Towns Awards as a base and adding the Sustainable Cities Awards and the Clean Beaches Awards to create a program that now has the potential to reach all Australians.
- assisting in the growth of Keep Australia Beautiful Week
- assisting in the re-establishment of the National Litter Index
- initiating the Branded Litter Study
- re-establishing Keep Australia Beautiful in the Australian Capital Territory
- launching the 'green ribbon' fundraising program
- updating the Keep Australia Beautiful logo and website

Scott is married with two young daughters and enjoys time spent surfing and sailing.

Keep Australia Beautiful National Association
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