



**Keep Australia Beautiful Network
Umbrella Purpose Statement**

(Adopted at Board and Staff meeting 19.5.09)

Mission

The purpose of Keep Australia Beautiful is to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment

Objectives

- to lead, influence and advocate for environmental sustainability
- to honour achievement in environmental endeavour
- to provide support through education, innovation, engagement and research
- to deliver effective partnerships and programs ensuring mutually beneficial environmental outcomes

**Keep Australia Beautiful Network
Purpose of the Awards**

(Adopted at Board meeting 24.4.10)

The aim of the Sustainable Communities Awards, consisting of Tidy Towns, Sustainable Cities and Clean Beaches, is to encourage, motivate and celebrate local community initiatives in environmental, social and economic sustainability.

Keep Australia Beautiful Network Network Plan

(Adopted by KABNA Board 19.9.07, revised to avoid duplication of mission and objectives)

KAB Network and KAB National Association

Business Portfolio

-the KAB Network consists of independent state and territory offices coordinated by a national office. It is Australia's leading litter prevention community group

-core activities of the KAB network include awards programs, education/awareness programs and litter research. Waste is primarily a state issue.

-core activities for the KAB National Association include:

-the Australian Sustainable Communities Awards consisting of Tidy Towns, Sustainable Communities and Clean Beaches

-Keep Australia Beautiful Week as an annual profile and fund raising opportunity

-the National Litter Index, Branded Litter Study and Neighbourhood Litter Count as sources of objective information on litter.

-marketing and fundraising for the KAB Network through coordination of the network and use of the logo.

Functional Plans.

Marketing

-the Australian Awards, KAB Week and National Litter Index are all positioned to assist the KAB Network.

-The awards by attracting national media and sponsors to state programs.

-KAB Week by promoting the name, mission and logo of the organisation.

-Litter research by reinforcing the organisations reputation for expertise in its core issue of litter.

Fundraising

-the KAB Network has focussed on sponsorship and fee for service. Most member offices are yet to achieve a fully subscribed sponsorship and fee for service program. Most member offices have categories in their awards programs that are unsponsored

-the KAB National Association is initiating a national philanthropic campaign to help the KAB Network access another source of funds. **The first priority is to raise additional funds for existing KAB Network activities.** It is proposed that the KABNA Gift Fund act as a sponsor of last resort assisting network members with vacant categories within awards programs.

-KAB Week has the potential to generate additional funds through sales promotion and licensing. As with the philanthropic campaign these funds will be directed to KAB Network activities

Coordination

-the KAB Network is coordinated through quarterly CEO and board meetings

Keep Australia Beautiful National Association

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