

#REEFCLEAN #GBRCU25

GREAT BARRIER REEF CLEAN-UP 2025

CAPRICORN COAST





CLEAN-UP

9AM SATURDAY 29TH NOVEMBER











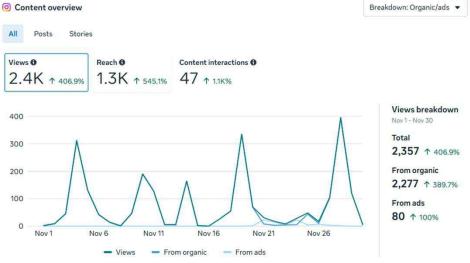
Social Engagement

Livingstone Shire Council was mentioned and tagged in all posts in November regarding Clean Up.

Facebook

Breakdown: Organic/ads ▼ Content overview O Content overview Posts Stories Reels Posts Stories Views 0 Views 0 27.8K + 484.4% 3.3K 194.1% 199 1 485.3% 499 1 241.8% 2.4K 1 406.9% Views breakdown 400 Nov 1 - Nov 30 27,755 1 484.4% From organic 200 2K **16,214** ↑ 241.4% 100 From ads 11,541 1 100% Nov 21 Nov 26 Nov 6 Viewers 0 8,766 1 357.8% From organic

Instagram





Event Wrap Up

- Sandy Point to Tanby Point (approx. 50km)
- Approx 5 hours clean time
- 432kgs of waste
- Majority of waste was local
- Great support from businesses & clubs
- Positive feedback from participates (excluding heat)
- Event for participates held at Krackers



Return On Investment

- Perceived image:
 - Environmentally conscience / focused
 - o Community champions
 - Local connectors
- Brand visibility Supporters were acknowledged via static and online platforms
- Community goodwill Lead with action and be associated with removing 432kg of rubbish from our pristine coastlines
- Media shout outs
 - o Radio 14th 28th of November
- Social content
 - o 21 Posts in the month of November



Opportunities For 2026

- Run the event in October 2026
- Improve prominence of the main registration hub
- Change registration hub location to Farnborough Beach or Yeppoon Main Beach
- Capture and publish open data: With the inclusion of Five Rocks in 2026, the positive impact of this event will only grow. An impact report, stating totals, maps and photos, will be provided involved parties.
- Continue to improve "easy pathways" for volunteers to be involved.
 - Improve volunteer engagement (acknowledgement of participation, leverage social platforms)
- Further leverage community partnerships and ambassadorships.

