

#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



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 participants (excluding heat)
- Event for participants held at Krackers



Return On Investment

- Perceived image:
 - Environmentally conscience / focused
 - 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
 - Radio 14th – 28th of November
- Social content
 - 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.

