



Take 3 for the Sea - Mooloolaba
Sunshine Coast, Queensland

2018/2019

Partnership Report



Powered by

AVID
Property Group



Take 3 pieces of rubbish
when you leave the
beach, waterway or...
anywhere, and you've
made a difference.



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Foreword



AVID Property Group (AVID) is proud to support the Take 3 for the Sea movement. In June 2018, we launched what would soon become a successful 12-month partnership with well-known Australian environmental organisation Take 3 and its CEO and Co-founder, Tim Silverwood.

Australia is home to some of the most beautiful parks, bushlands and waterways in the world, and we need to protect these local icons from the devastating reality of plastic pollution by each making a conscious effort to help keep them clean. This partnership was our way of contributing to the tremendous effort that Take 3 is currently undertaking across the globe – joining the Take 3 movement and helping to spread the word in and amongst the local communities we work.

Over the course of the year, our 'Take 3...with AVID' campaign delivered 15 local engagement events across six of our residential developments – clearing more than 300kg of waste and reaching more than two million people. What an achievement!

By enabling local communities to get behind the Take 3 initiative, we are proud to have supported Tim Silverwood and Take 3 in their mission to inspire genuine change, helping to create a cleaner environment for future generations to come.



Cameron Holt
Chief Executive Officer
AVID Property Group

Foreword



Since 2009, Take 3 has worked tirelessly to raise awareness and promote action on the emerging threat plastic pollution has on oceans, wildlife and the broader environment. As we near our 10th birthday we are proud to announce that our programs have educated more than 350,000 school students and our global community is removing more than 10 million items of rubbish each year from 129 countries. What's the key to this success? People.

The Take 3...with AVID partnership was born out of a simple conversation between two people, in this instance AVID Property Group's General Manager of Marketing and Sales Linda Walsh and her teenage daughter, Bronte.

Following a presentation at Bronte's school Monte Sant' Angelo Mercy College, I asked the students if they cared deeply about the environment to share the Take 3 message with their parents and friends. Bronte did and within a few weeks I was in discussions with AVID's leadership team to build our partnership from the ground up. Our events have left a genuine impact on thousands of students, staff and community members through the 15 local events across five regions in three Australian states.

I wish to send my thanks to Cameron Holt and the entire AVID team for their generous support and dedicated commitment to bringing the Take 3... with AVID project to life. It's partnerships like this that enable Take 3 to deliver such a meaningful impact across the globe.



Tim Silverwood
Chief Executive Officer
and Co-founder

Why Take 3?

Take 3 is a not-for-profit organisation that believes in simple, everyday actions to address complex problems. Its mission is simple: encourage Australians to take three items of rubbish with them whenever they leave a public place to prevent harmful waste from making its way into our oceans, affecting marine life.

The Take 3 initiative connected with AVID's corporate values to create sustainable places that are both forward thinking and customer focused. It was this genuine commitment to sustainability that first inspired AVID to offer its growing communities and staff with direct access to Tim Silverwood and the Take 3 movement over the course of the year.

“We are committed to social sustainability and are excited to join Take 3 in its mission to create a cleaner environment for future generations.”

Cameron Holt, AVID Chief Executive Officer

AVID set out to inform and educate residents and the wider community of the Take 3 message to enable the public to rethink their choices relative to single use plastics and the disposal of plastic waste. Ultimately, AVID wanted to create a mantra for its communities to help generate genuine local change. To make a real difference to the regions where local teams operate.

“The entire Take 3 team and I are thrilled to be partnered with a company that is committed to sustainability and spreading the message of reducing plastic pollution in our communities.”

Tim Silverwood, Take 3 CEO and Co-founder



Partners in sustainability

AVID's pledge to Take 3 for the Sea



Announced in June 2018, the partnership between AVID and Take 3 set out to deliver a series of free local events – a school education program, an exclusive film screening and a community clean-up day – at each of AVID's key residential communities along the eastern seaboard of Australia.

The aim: to enable residents, local stakeholders and staff to get behind the Take 3 movement, inspiring as many people as possible to make a change in their everyday lives to help make a real difference to the environment.

Led by Take 3 CEO and Co-founder Tim Silverwood, each event series was carefully designed to educate and inspire each individual community to help create a cleaner planet for Australia's wildlife and future generations to come. The initiative was a simple but effective process, encouraging participants to take three pieces of rubbish when they leave the park, beach or waterway – or any other location – to help make a difference.

The Take 3 partnership allowed AVID to throw its support behind the popular initiative, to make a genuine social and environmental impact, and to forge stronger relationships with key stakeholders at both a local and industry level.

“It starts with someone doing something small and the concept of Take 3 is simply that; take three items of plastic so that they don't make it into the ocean,”

Bruce Harper, AVID General Manager QLD

“The Take 3 message is so easy, so everyone can make a difference – simply pick-up three pieces of rubbish as you leave the park, beach, waterway or anywhere and you've helped contribute to keeping our environment clean.”

Cameron Holt, AVID Chief Executive Officer



Partners in sustainability

A 'first' for the sector

The partnership offered AVID the opportunity to lead by example within the property industry and encourage the rest of the sector, including other developers, to think a bit more about single use plastics and look at what they too can do to help make a difference to both local and global issues.

AVID was eager to expand its environmental legacy by challenging even its own people and processes to help make a difference. AVID recognised that, while not something that they – or the property sector generally – might typically sponsor, it was something that its executive team wanted to support.

“We really wanted to learn and grow as a business – to challenge ourselves to do more in the environmental space, knowing full well we may be judged for it. The issue of plastic pollution is extremely topical at the moment and resonated with our team so we knew it would be embraced by our communities and stakeholders as well.”

Linda Walsh, AVID General Manager Marketing & Sales

The Take 3 partnership was the perfect platform for AVID to demonstrate its commitment to community engagement and social sustainability – and its authenticity to the cause – and to partner with local councils, community groups and other key local stakeholders in and around AVID communities to drive positive change.

Working locally for a global change

AVID recognised the need to collaborate with a wide range of stakeholders at each location to ensure the Take 3 message reached as many Australians as possible.

The response was phenomenal. Involvement varied from each location, however generally consisted of residents, local community groups and sporting clubs, schools, environmental groups, local businesses, media outlets and well-respected community members and public figures.

Carefully targeted engagement with key stakeholder groups enabled AVID and Take 3 to reach two million people across three states in just 12 months. More than 2,000 people attended the event series getting behind the *Take 3...with AVID* campaign to make a change in their own backyard.

Engagement activities included:

- Direct mail marketing
- Email and digital marketing
- Events
- Face-to-face briefings
- Local Council engagement
- Local stakeholder engagement
- Media engagement
- Social media and digital marketing
- Speaking opportunities
- State Government engagement

“When people see groups partaking in events like this, it can make a real difference – it is changing attitudes and generating an understanding that simple things can make a big impact.”

Taylor Hood, UDIA National EnviroDevelopment Manager

By enabling Take 3 and Tim Silverwood to take the program out to local communities, AVID was able to bolster the Take 3 movement by reaching brand new audiences. By taking the program into new regions previously untapped by the Take 3 team, AVID was able to help spread the Take 3 mantra amongst communities with little awareness of the issues surrounding plastic pollution.

By educating the local population, AVID and Take 3 were able to positively influence and inspire attitude and behavior change amongst residents.

Well informed participants then spread their new knowledge within their catchment broadening the immediate reach of the Take 3 philosophy.

AVID was able to forge stronger connections with the communities in which they operate through the event series, humanising the team by putting faces to names and earning respect through leading by example.

Working locally for a global change

AVID engaged with a wide range of stakeholders during its 12-month partnership with Take 3.



AVID staff

AVID employees were involved across the 3 states



Take 3 for the Sea Board Members

- CEO and Co-Founder, Tim Silverwood
- Amanda Marachel
- Roberta Dixon-Valk (Marine Ecologist)
- Take 3 volunteers and ambassadors in each state



Local Councils

- Sunshine Coast
- City of Maitland (Cr Robert Aitchison)
- City of Ipswich (Cr Loretta Baker)
- City of Melton (Cr Lara Carli)
- City of Sydney (Cr Jess Miller)



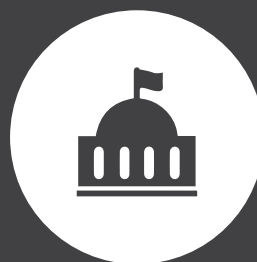
Industry

- Urban Development Institute of Australia
- Property Council of Australia
- EnviroDevelopment



Local Schools

- Montessori International College
- St Aloysius Catholic Primary School
- Bellbird Park State Secondary College
- Diggers Rest Primary School
- Crown Street Public School
- Monte Saint Angelo Mercy College North Sydney volunteers



State Government

- Jenny Aitchison MP
- Alex Greenwich MP

Working locally for a global change



Local Residents

Across six different locations



Community Groups

- Sunshine Coast Surf Life Saving Club
- Lions Club of Maitland
- Bellbird Park State Secondary College Parents and Citizens Club
- Lions Club of Melton
- Diggers Rest Cricket Club
- Diggers Rest Football and Netball Club



Local Businesses

- University of the Sunshine Coast
- Hoyts Green Hills
- Event Cinemas Springfield
- Reading Cinemas Sunbury
- Palace Cinema Verona
- AVID corporate stakeholders, constructors, consultants and designers



Influencers (photo below)

- Damon Gameau, writer, director and leading actor of 2040
- Tim Silverwood, Take 3 CEO and Co-founder
- Sophia Skarparis, Young Conservationist of the Year
- Adriana Verges, UNSW Associate Professor, marine ecologist and seaweed expert

“We are at a point in time where schools, businesses and the wider community need to all work together to protect the environment for our future.”

Tim Silverwood, Take 3 CEO and Co-founder



Take 3 for the Sea with Harmony

Sunshine Coast, Queensland

Friday 22 June 2018

School education program,
Montessori International College

Friday 22 June 2018

Film screening *Blue the Film*,
University of the Sunshine Coast

Saturday 23 June 2018

Mooloolaba Beach community clean up

Watch the wrap up video >

Take 3 for the Sea with Harmony



Friday 22 June 2018

Tim Silverwood spoke with students at the Montessori International College, located in Forest Glen on Queensland's Sunshine Coast, for Harmony's school education session on Friday 22 June. Tim spoke to the students on the issue of plastic pollution and the message behind #Take3fortheSea.

Working with students aged 7 to 15, Tim started the half-day session with a presentation, followed by a school clean-up and waste audit. More than 100 students learnt how they could make a difference both at home and out in their community, by being more aware of disposing waste.

"We are enthusiastic to have Take 3 at our school, really informing the students about the problems we have to do with rubbish to understand the bigger picture especially around the world."

Montessori School Teacher, Sunshine Coast, QLD

"Today I learnt that there's a lot more trash in the world than you would expect on our beaches – we want to keep them pristine and clean for as long as we can for the new generations."

Montessori School student, Sunshine Coast, QLD



Take 3 for the Sea with Harmony



Friday 22 June 2018

“I think when people are aware,
they are better consumers –
these sorts of films are essential.”

Harmony resident, Sunshine Coast, QLD

“It’s so important to realise that
single-use plastic is so, so bad for our
environment and that making small
changes can have a big impact.”

Local resident, Sunshine Coast, QLD

AVID was joined by more than 230 Sunshine Coast locals for an exclusive evening screening of the award-winning documentary, *Blue the Film* – starring Tim Silverwood – at the University of the Sunshine Coast. The event was a huge success with all seats booking out well before the night.

The event commenced with networking and canapes outside the theatre, with the screening followed by an informative Q&A session with Tim Silverwood himself, with discussion ranging from protecting the Coast’s marine life, how to buy food sources more sustainably and background on making the film.



Take 3 for the Sea with Harmony



Saturday 23 June 2018

More than 70 people turned out to help #Take3fortheSea at Mooloolaba Beach the following morning on Saturday 23 June. Participants collected a staggering 80kg of waste from the beach in just one hour and joined a full waste audit and discussion with Tim Silverwood.

Locals were surprised at the amount of rubbish found on Mooloolaba Beach, which looked pristine at first glance. Participants soon learnt that a significant number of small pieces of plastic – such as straws and bottle caps – were hidden in the sand and amongst plants. Tim Silverwood concluded the event by doing a full audit on the rubbish collected, finding plastic straws and coffee cups to be the most common form of discarded waste found in and around the beach.



100

Students

400

Total participants



80kg

Rubbish collected

“It starts with someone doing something small and the concept of Take 3 is simply that; take three items of plastic so that they don’t make it into the ocean. If everyone did that our beaches would be much more attractive places and our oceans would be much safer,”

Bruce Harper, AVID General Manager QLD

“If we don’t make small changes now, it will impact our kids – and then their kids in the future.”

Local resident, Sunshine Coast, QLD





Take 3 for the Sea with Waterford & Harvest

Maitland, New South Wales

Friday 26 October 2018

School education program,
St Aloysius Catholic Primary School

Friday 26 October 2018

Film screening *Blue the Film*,
Hoyts Green Hills

Saturday 27 October 2018

Maitland Park community clean up

Watch the wrap up video >

Take 3 for the Sea with Waterford & Harvest



Friday 26 October 2018

The Take 3 school education program for AVID's Waterford event series was hosted at St Aloysius Catholic Primary School, in Chisholm NSW. AVID and Take 3 staff were overwhelmed with the participation levels of the school, with the entire assembly – more than 500 teachers and students – turning out to listen to Tim Silverwood present about the #Take3fortheSea movement.

The presentation educated staff and students about the harm that single-use plastics cause to the ecosystem of our local waterways and oceans. Following the assembly, Tim worked with 60 year 5 students in a workshop that took a deep dive into how they as individuals can positively affect the environment around them. The students participated in a clean-up of the school and discussed the rubbish items found as a group with Take 3 and AVID staff.



"We all need to be informed and aware and by being informed and aware we can take action in our own backyard and households."

Maitland resident, NSW

Take 3 for the Sea with Waterford & Harvest

Friday 26 October 2018

“The film was amazing – I didn’t expect it to be so confronting but we need to be confronted with this issue so we fully understand what is going on in the world.”

Maitland resident, NSW

“The film opened my eyes to the amount of single use plastic we throw away.”

Maitland resident, NSW

“It was good to see so many young people at the film screening – they’re the people who are actually going to make the difference to our planet’s future.”

Maitland resident, NSW

On Friday evening, AVID and Take 3 were joined by more than 130 local guests at the exclusive screening of *Blue the Film* at Hoyts Green Hills. The event commenced with canapes and networking in the foyer, before moving into the cinema for the film.

Guests had travelled from as far as Newcastle to attend the event, with their passion for the film – and the environment – evident at question time when many attendees wanted to know how they could get involved in the cause or make simple changes to their own lives to make a genuine difference.



Take 3 for the Sea with Waterford & Harvest



Saturday 27 October 2018

Around 40 Maitland locals turned out on Saturday 27 October, including Maitland Mayor Loretta Baker, Jenny Aitchison MP and Cr Robert Aitchison, to collect a staggering 55kg of rubbish during the clean-up of Maitland Park. Mayor Loretta Baker gave a speech to officially open the event, welcoming participants and thanking AVID and Take 3 for bringing the program to Maitland.

Jenny Aitchison MP and Cr Robert Aitchison rolled up their sleeves to assist the clean-up effort, discussing the importance of sustainability with their local constituents. While Maitland Park was again another location that appeared to be in pristine condition with very little litter, all guests were shocked to see the amount of rubbish collected during the clean-up session.



500

Students

670

Total participants



55kg

Rubbish collected

“Maitland is home to some of Australia’s most beautiful parks and waterways, and I encourage the Maitland community to get involved in taking three for the sea, to protect these local icons from the devastating reality of plastic pollution.”

Cr Loretta Baker, Maitland Mayor

“The amount of plastic pollution on the planet is growing, so we all need to play our part in preserving our local icons and saving the ocean means stopping waste on land, in and around our communities.”

Nathan Huon, AVID Project Director NSW



Take 3 for the Sea with Brentwood Forest



Bellbird Park, Queensland

Friday 16 November 2018

School education program,
Bellbird Park State Secondary College

Friday 16 November 2018

Film screening *Blue the Film*,
Event Cinemas Springfield

Saturday 17 November 2018

Tucker Family Park community clean up

[Watch the wrap up video](#) >

Take 3 for the Sea with Brentwood Forest



Friday 16 November 2018

Bellbird Park State Secondary College hosted Tim Silverwood for Brentwood Forest's Take 3 education program on Friday 16 November. Tim worked with more than 70 environmentally-conscious year 7 and 8 science students throughout the day, looking at the impacts of plastic pollution.

Focusing on education to inspire participation, the program offered students and staff the opportunity to undertake a school clean-up and participate in a short intensive workshop to further examine how they could make a difference locally to this global problem.

"At AVID, we see this as part of our core philosophy, we are a sustainable developer and we want to bring the issue of plastics in our oceans to the attention of the broader community."

Bruce Harper, AVID General Manager QLD

"As a community, we have to make changes to the way we're disposing of waste, that's why we're excited for our students to gain a greater insight into the importance of protecting our environment from plastic pollution."

Michael West, Bellbird Park State Secondary College Principal, QLD



Take 3 for the Sea with Brentwood Forest



Friday 16 November 2018

More than 70 guests – including a number of local families – turned out to attend the private screening of *Blue the Film* with Tim Silverwood on Friday 16 November, held at Event Cinemas Springfield.

The thought-provoking film gave viewers an insight into the widespread negative impacts of single use plastic on our planet. The film was followed by a lengthy Q&A session, with guests – young and old – eager to discuss these issues more with Tim and the Take 3 team.

“As Tim says, the ocean is downhill from everywhere, rubbish ultimately ends up in our waterways, the event series has been very successful in providing tangible examples of this.”

Peter MacLeod,
AVID Development Manager QLD



Take 3 for the Sea with Brentwood Forest



Saturday 17 November 2018

Residents and friends of Brentwood Forest joined AVID Brisbane staff and Take 3 to help collect more than 60kg of rubbish in just one-hour during the community clean-up morning at the Tucker Family Park. Participants were again astounded at the number of coffee cups and bulky building waste collected in such a short amount of time.

During the waste audit with Tim following the clean-up, attendees learnt how to minimise single-use plastic in their everyday lives. To encourage this further, AVID provided free JOCO reusable coffee cups to those who donated their time on the day.



70

Students

180

Total participants



60kg

Rubbish collected



"It's so easy to walk past things
and turn a blind eye without
realising the impacts."

Brentwood Forest resident, QLD



Take 3 for the Sea with Bloomdale



Diggers Rest, Victoria

Friday 15 March 2019

School education program,
Diggers Rest Primary School

Friday 15 March 2019

Film screening *Blue the Film*,
Reading Cinemas Sunbury

Saturday 16 March 2019

Bloomdale Oval community clean up

[Watch the wrap up video >](#)

Take 3 for the Sea with Bloomdale



Friday 15 March 2019

On Friday 15 March, Tim Silverwood presented to more than 60 year 5 and 6 students at Diggers Rest Primary School as part of Bloomdale's Take 3 education program. After the presentation, students broke into smaller groups, participated in a mini school clean up and took an in-depth look at the most common types of rubbish found on-site around their school.

Both students and teachers left feeling empowered to get involved in the cause after learning how easy it is to make a positive change at school and at home. By providing simple tips to action, Tim breaks down a complex issue into an easy-to-understand conversation to stop young people feeling overwhelmed by the issue of plastic pollution.

"Take 3 for the Sea means if you see any rubbish around, pick up three pieces, if all the kids in our class did that we would have a lot of rubbish!"

Daniel, Diggers Rest Primary School Student, VIC

"The education program went fantastically – the kids really enjoyed it, they responded well and it has inspired them."

Ben Takacas, Diggers Rest Primary School Teacher, VIC

"It is a chance for the Bloomdale team to get out and meet the people who live in our communities as well as an opportunity for our residents to meet one another whilst doing their bit for the environment."

Melissa Kerr, AVID Marketing Manager VIC



Take 3 for the Sea with Bloomdale



Friday 15 March 2019

“It is really encouraging that people are dedicating so much of their life and their time to educate us, so we can take this message back to younger people.”

Sarndra Evans, film screening attendee, VIC

“It has been amazing that so many people in the local community are participating. We are really proud that our residents embrace these sort of events and come out in full force.”

Peter Vlitras, AVID General Manager VIC

That evening, AVID and Take 3 hosted the local screening of *Blue the Film* at Reading Cinemas Sunbury. The 40 attendees had the opportunity to meet AVID staff, Tim Silverwood and the Take 3 team before the event to discuss the initiative.

Film attendees said that, although some of the themes were confronting, they were pleased to have an in depth understanding of the full extent of the problem and felt motivated to act.





Take 3 for the Sea with Bloomdale

Saturday 16 March 2019

More than 60 people turned out to #Take3fortheSea at Bloomdale Oval, including Melton Deputy Mayor Cr Lara Carli, Cr Michelle Mendes and representatives from both the Diggers Rest Burras Football Club and the Diggers Rest Cricket Club.

Participants collected a total of 75kg of waste during the clean-up session, which was then followed by a waste audit session and discussion with Tim Silverwood. The event was a full community affair, with football players and spectators from nearby games all getting involved.



60

Students

160

Total participants



75kg

Rubbish collected

“The simple action of taking three pieces of rubbish every time you visit one of our local outdoor places might seem like a small drop in a large ocean but it can make a significant difference to our cities natural spaces and wildlife.”

Cr Laura Carli, Deputy Mayor, Melton City Council

“We train here [at Bloomdale Oval] three times a week and on the surface a place can seem really clean, but when you look closer you realise just how much rubbish is hiding, initiatives like this are obviously really important.”

Kevin Barker, Diggers Rest Football Club



Take 3 for the Sea with The Rathbone



Sydney, New South Wales

Friday 24 May 2019

School education program,
Crown Street Public School

Friday 24 May 2019

Film screening 2040,
Palace Cinemas Verona

Saturday 25 May 2019

Rushcutters Bay Park community clean up

Watch the wrap up video >

Take 3 for the Sea with The Rathbone



Friday 24 May 2019

For AVID's last event series and school education program, Tim Silverwood presented to more than 240 students at Crown Street Public School, Surry Hills. Environmental warriors and leaders from years 1 to 6 then joined Take 3 for a school clean-up session within the school grounds, followed by an interactive activity where students offered up their own creative solutions to help save the environment.

"It is very important to teach students about environmental issues."

Malin Frick, Crown Street Public School Teacher, NSW

"I have learnt that even a tiny piece of plastic can hurt an animal in the sea."

Rose, Crown Street Public School Student, NSW

"As a developer of new communities we generate a lot of waste and it is part of our social responsibility to ensure the sites are well maintained and rubbish is disposed of responsibly."

Stephen Carroll, AVID Development Manager NSW



Take 3 for the Sea with The Rathbone

Friday 24 May 2019

“The cinema is full of children which is really great, it is good for them to see there are people who care about their future and there is a wonderful array of things we can do to combat these issues.”

Damon Gameau, Writer, Director
and Leading Actor of 2040 film

“It is great to see that people from both my generation and the older generation are so passionate about the conservation of our earth.”

Sophia Skarparis,
Young Conservationist of the Year 2018

More than 120 guests attended a private screening of new feature documentary 2040, at Palace Cinemas Verona in Darlinghurst, Sydney. The VIP event was invite-only – attended by industry representatives, AVID staff, local community groups and residents – with all seats booked out well in advance.



The exclusive screening was followed by an expert panel Q&A session, moderated by Take 3 CEO and Co-founder Tim Silverwood, including:

Damon Gameau

Writer, Director and Leading Actor of 2040

Sophia Skarparis

Young Conservationist of the Year 2018

Adriana Verges

UNSW Associate Professor, Marine Ecologist
and Seaweed Expert

Take 3 for the Sea with The Rathbone



Saturday 25 May 2019

The next morning saw the AVID and Take 3 teams welcome more than 80 people at Rushcutters Bay Park on Sydney Harbour, including Alex Greenwich MP and City of Sydney Councillor Jess Miller.

The group collected 80kg of waste in just one hour – including a significant number of cigarette butts, plastic packaging and plastic consumer items as identified during the waste audit.

Tim spoke to the group during the official opening of the event, explaining how Australians use a staggering 1 billion disposable coffee cups each year. He discussed how simple changes, such as using a reusable cup when we go out for a morning coffee, might not seem like much, but will go a long way to making a significant contribution to the Take 3 movement.



240

Students

440

Total participants



80kg

Rubbish collected

“These things don’t happen overnight but AVID have started that momentum and hopefully we can see it continue throughout the industry.”

Danny Boubli, AVID Project Director NSW

“Taking 3 pieces of rubbish is a really simple act that we can all do to contribute to the solution, if every person in Australia picked up 3 pieces of rubbish over 73 million pieces of rubbish would be picked up.”

Emma, Monte Sant’ Angelo Mercy College Student, NSW

“People are now frowning upon the use of plastic straws, so I think we are slowly getting the message that little changes in our day to day lives can actually make a positive difference.”

Rebecca Douthwaite, National Policy Manager – Cities, Housing and Planning, Property Council of Australia



12 months of change – a year in review

AVID's partnership with Take 3 highlighted the much broader environmental problem we all face as a global society and has enabled the company – including its stakeholders and residents – to be more educated on how to make simple changes each day to make a difference.

From the Sunshine Coast through to regional Victoria, the Take 3 for the Sea...with AVID series of events helped to reach and inspire more than 2 million Australians.

More than 350kg of rubbish was collected by event participants preventing a staggering amount of waste making its way into Australia's waterways and in turn out to sea.

AVID is now calling on the sector to encourage other developers to get on board and join Take 3 on its mission to inspire the next generation. With access to thousands of communities across Australia, there is an opportunity for property developers to take the lead in educating its residents on the negative impact of single-use plastics.

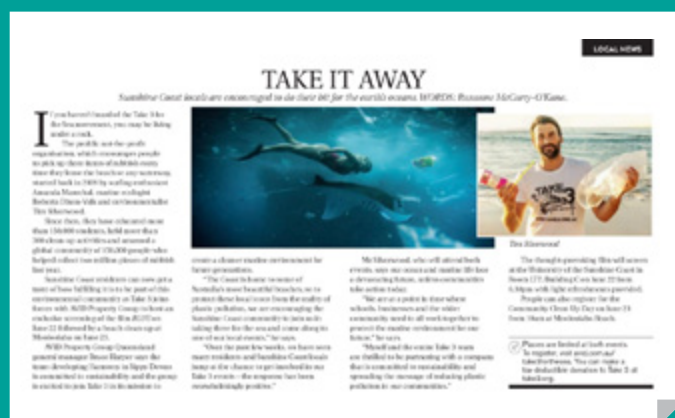
Following the partnership, AVID is more conscious of its sustainable and community engagement practices within its developments.

AVID remains committed to sustainability throughout its residential communities along the eastern seaboard of Australia, and further afield, generating awareness of the Take 3 philosophy through regular communication and ongoing activities with residents.

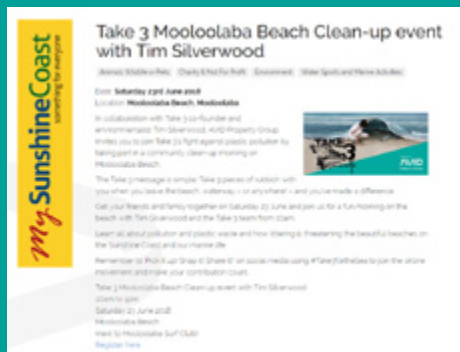
“We have been overwhelmed by the positive response – and results – from each local event across the country and really encourage everyone to get on board and do whatever they can to help support this fantastic initiative, to take three for the sea.

We are always learning – there is still a lot more to do, but here at AVID we continue to pledge to ‘Take 3 for the Sea’ wherever we are.”

Cameron Holt, AVID Chief Executive Officer



12 months of change – a year in review



12 months of change – a year in review



15

Events



6

Residential
Communities



3

States



350kg+

Rubbish Collected

1,000

Students



2,000

Participants



2 million+

People Reached

stop plastic

go all over
+ the world
to put up
posts in



“Community engagement is the glue that holds communities together, initiatives like the Take 3 and AVID partnership strengthens these communities and helps us build better places to live.”

Cameron Holt, AVID Chief Executive Officer

**Everyone can
make a change**

Take the pledge, visit take3.org.au

Find out more information
avid.com.au/take3forthesea



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