

23 July 2025

A 'sea' of local students step up for Plastic Free July

In celebration of Plastic Free July, a Chisholm residential developer brought the ocean to Thornton Public School to spread awareness of marine life preservation and caring for our waterways.

On Monday 30 June, Waterford by AVID Property Group (AVID) introduced Take 3 for the Sea Founder Roberta Dixon-Valk to students from kindergarten to grade six for a day filled with fun and learning.

Together, they conducted a school-wide clean-up, a rubbish audit activity and learnt about how caring for the waterways around their community has big impacts on the ocean and marine life.

AVID NSW Project Director Danny Boubli said the event was a great way to shine a spotlight on Take 3 for the Sea and the work the organisation does.

"Our partnership with Take 3 for the Sea is very important to the team at Waterford – raising awareness within our community about marine conservation and protecting our natural environment has always been a key priority," he said.

"We may not be right by the ocean in Chisholm but recognising the importance of keeping our waterways healthy and the run on effect this has on the wider ecosystem is a priority for us.

"We're home to numerous customised storm water drains with imprinted reminders about 'how the ocean starts here' to show how local actions can protect our oceans."

AVID has been supporting Take 3 for the Sea in its communities across the east coast of Australia since 2018, hosting similar events previously.

"Building places and communities where people feel truly connected to their neighbours and environment is important to us at AVID – our partnership with organisations like Take 3 helps us bring that to life," Mr Boubli said.

Take 3 for the Sea Founder Roberta Dixon-Valk said local events, like the visit to Thornton Public School, are the key to unlocking awareness of the risks facing our oceans and waterways.

"Educating the next generation about what they can do to reduce plastic pollution, protect marine life and preserve precious water sources is a core part of Take 3's mission," she said.

Since 2009, Take 3 for the Sea have educated more than one million students, reached over 64 million people via social media, removed over 56 million items of rubbish from waterways and oceans and have spread to 129 countries¹.

To learn more about AVID's partnership with Take 3 for the Sea visit avid.com.au/take3forthesea.

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Reference

1. [Stop Plastic Pollution | Take 3 For the Sea](#)

About Waterford by AVID Property Group

Waterford is part of AVID Property Group's growing portfolio of exceptional master-planned communities, Waterford is a 173ha community in East Maitland, New South Wales. Offering residents large blocks, beautiful parks and open spaces, the community's residents enjoy close access to new and emerging amenities including new local schools St Bede's Catholic College and St Aloysius Catholic Primary School, childcare, retail amenities and the new Maitland Hospital. For more information visit: www.waterfordliving.com.au.

About AVID Property Group

AVID Property Group (AVID) is an award-winning Australian developer, responsible for a diversified selection of residential masterplanned communities, land lease communities, completed houses and apartments, with 50 developments located in key growth areas across Australia's eastern seaboard.

AVID has a proven track record with the delivery of \$4.9 billion worth of projects over the past 17 years. AVID's current portfolio includes more than 7,161 residential land blocks and 2,448 homes, with a gross revenue pipeline of \$4.2 billion.

With a strong record of delivering connected and vibrant communities, AVID and its subsidiaries have created great homes and places for more than 75,000 Australians to live out their dream lifestyle.

Led by highly experienced senior management, AVID brings people together to deliver exceptional communities, valuable shareholder returns and thriving environments for its customers.

For more information, visit www.avid.com.au.

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