



2018  
2023

# Partnership Report



**AVID**  
Property Group

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



Take 3 for the Sea - Mooloolaba  
Sunshine Coast, Queensland.



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# Foreword

In the evolving landscape of corporate responsibility, AVID Property Group (AVID) remains steadfast in its commitment to environmental stewardship and sustainability. It is with great pride I reflect on the partnership between AVID and Take 3 for the Sea (Take 3), a collaboration that continues to make a tangible difference across Australia.

AVID's involvement with Take 3 started in June 2018, influenced by a mutual recognition of the importance of small, daily actions in tackling complicated environmental issues. The principle behind Take 3, which is to collect three pieces of rubbish when leaving a public area, resonated with us, leading us to look at AVID's own footprint and acknowledge the need to care for Australia's stunning parks, bushlands, and waterways against plastic waste.

Over the course of the partnership, we've made tremendous strides in empowering AVID's residents and communities to make a positive environmental impact. The philosophy has always been to spark action locally, to ignite a global movement. I can't help but think back to the first campaign 'Take 3...with AVID', where we really encapsulated this approach and witnessed the start of something special.

Through the inaugural campaign in 2018 and 2019, we held 15 local engagement events across six residential developments, collectively cleared more than 300 kilograms of waste and reached an audience exceeding two million people. These numbers were not just statistics; they represented a genuine impact on communities and ecosystems.

Since then, the partnership has flourished, with our combined reach expanding and deepening its impact. Over the five years, we have engaged with more than 1000 students participating in school education programs and incursion events and more than 180 actively involved in community education and clean up events.

AVID's continued collaboration with Take 3 has empowered local communities to embrace their initiatives, fostering a sense of shared responsibility for the environment. By supporting Take 3 in its mission to inspire change, AVID has played a pivotal role in creating a cleaner, more sustainable environment for future generations. We understand that there is still much to be done, and we embrace the opportunity to continue contributing to a cleaner, healthier planet.

**Cameron Holt, CEO,  
AVID Property Group**



Cameron Holt opening the exclusive screening of the award-winning documentary, Blue, at Event Cinemas Springfield.

“Picture this: each time you leave the beach or a park, you pick up three pieces of rubbish and take them with you. It’s such a simple idea, right? But believe me, it’s powerful enough to kick-start a wave of change that’s been making ripples around the world for close to 15 years.

Take 3 for the Sea’s relationship with AVID started in 2018, based on the realisation that we both believe in the magic that happens when everyday people are empowered to make a difference – and together, we’ve turned this belief into action. AVID is a partner who genuinely wants to leave the world better than they found it.

Since Take 3 for the Sea’s early days in 2009, they have always been about people – passionate, dedicated, and caring folks like you. We’ve reached classrooms far and wide, taught over 870,000 students, and have seen more than 42 million pieces of trash kept out of our oceans every year. That’s the difference we can make together.

As for the AVID partnership? It all started with a conversation, a spark between AVID’s Linda Walsh and her daughter, Bronte, who brought the Take 3 message home following a school presentation. From there, it grew into something beautiful – a shared mission.

I would like to extend my gratitude to Cameron Holt and Linda Walsh and the AVID team for their unwavering support over the past five years. They are a great example of a responsible company – taking care of our oceans is everyone’s business, after all. So, here’s to many more years of making waves together, keeping our oceans clean for us and future generations and changing the world three pieces of rubbish at a time.”

**Jacquie Riddell, CEO, Take 3 for the Sea**



Tim Silverwood presenting to students at St Aloysius School NSW.



Jacquie Riddell cleaning up the beach on the Gold Coast.

# Why Take 3: Five years of partnership in review

For the past five years, AVID has been in a meaningful partnership with Take 3, intertwining corporate responsibility with environmental stewardship. This collaboration isn't just about shared goals; it's about setting new standards in the property industry and beyond, demonstrating how businesses can contribute to the health of the planet.

At the heart of this partnership lies Take 3, an Australian not-for-profit organisation that has galvanised individuals around a simple yet potent concept: removing three pieces of rubbish whenever leaving a public space. This initiative directly tackles the escalating issue of plastic pollution, which poses a grave threat to marine life and oceanic ecosystems.

AVID's decision to partner with Take 3 was driven by a shared ethos of sustainability and innovation. The company has long been committed to creating sustainable communities that are forward-thinking and customer focused. Take 3's mission aligned perfectly with AVID's corporate values, prompting us to integrate environmental messaging into communities and workplaces.

The inaugural "Take 3 for the Sea...with AVID" campaign, unveiled in June 2018, was a decisive step towards environmental education and activism. A series of community-centric events, including educational programs for schools, exclusive film screenings, and cleanup days, were rolled out across AVID's key residential communities. These initiatives aimed to enlighten participants about broader environmental challenges and inspire daily actions to make a tangible difference.

AVID's objectives were ambitious yet clear-cut: to foster a culture of sustainability among residents and industry peers, and to inspire action through education. The company not only aimed to enhance its brand as a sustainability leader but also to inspire its communities, stakeholders, and employees towards making environmentally conscious decisions.

The partnership between AVID and Take 3 has shown how working together can encourage positive behaviour changes. AVID has helped spread the Take 3 message across Australia, promoting sustainable practices within its communities and the wider property industry.





Local residents collected a significant number of plastic straws found on Mooloolaba Beach.



Diggers Rest Primary School students from Diggers Rest Primary School in Melbourne's north west.



Bellbird Park State Secondary College Students at the Take 3 for the Sea Education Day.

# Building on AVID's pledge to Take 3

When AVID first partnered with Take 3 in 2018, it wasn't just adopting a campaign; it was embracing a movement. This collaboration marked a significant step in AVID's journey towards environmental sustainability and reflected a broader vision for ecological mindfulness within the property sector.

At the heart of the movement is community engagement. Free local events, including school programs, film screenings, and cleanup days, were strategically rolled out across AVID's residential communities. These initiatives weren't just about picking up rubbish; they were designed to instil a sense of environmental stewardship among residents, stakeholders, and staff.

These events served as a catalyst for change, educating communities on the importance of protecting Australia's natural habitats for present and future generations. The simplicity of the Take 3 message made it easy for individuals to incorporate this action into their daily lives, creating a collective impact.

AVID's involvement provided a platform for Take 3 to amplify its message and reach a broader audience. This partnership allowed AVID to demonstrate industry leadership by championing a cause that goes beyond mere business interests to address a pressing global issue – marine pollution.

As we reflect on the success of this partnership, the statistics Take 3 has achieved are astonishing – from the 42 million kilograms of rubbish kept out of the ocean to the more than 870,000 students educated through Take 3 programs. While we may have only played a part in these feats, the true measure of AVID's commitment can be seen in the ongoing behavioural change within its communities and the ripple effect it has had across the industry.

AVID's pledge to "Take 3 for the Sea" was always more than just a campaign; It symbolised and continues to symbolise a promise to future generations that we are taking active steps to preserve the natural beauty that defines Australia. This ongoing initiative serves as a blueprint for how industry and environmental groups can unite for a common good, reinforcing the belief that small, everyday actions can lead to substantial, positive changes for our planet.



“  
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. Our collaboration with Take 3 aligns with our wider aim to not just develop sustainable living areas but also to encourage a sustainable lifestyle. It was a forward-thinking step, and one we saw as essential for our planet's future.”

Linda Walsh, AVID General Manager Marketing and Customer



Officer Primary School in Melbourne's south-east participated in Take 3's Education Program.

# How an unlikely match became a natural fit

## AVID's Trailblazing Partnership with Take 3

When AVID embarked on an unprecedented partnership with Take 3, the collaboration, which seemed unconventional at the outset, marked an industry first by integrating property development with marine conservation in an innovative move that proved to be successful.

The decision to work together was met with reservations, as the property development sector traditionally focused on sustainability within the confines of construction and urban planning. Nevertheless, AVID identified the critical issue of plastic pollution and seized the opportunity to set a precedent, encouraging its industry peers to reassess their environmental impact and responsibilities.



Clean up day at the Bloomdale Oval where Melton Deputy Mayor Cr Lara Carli attended.



AVID staff and local community members at the Broadbeach Clean up Day.

“Partnering with Take 3 was a natural progression for us at AVID, despite it seeming unconventional at the outset. We wanted to transcend the typical corporate approach and tackle an issue that was both topical and critical. This partnership signalled our readiness to not just participate in the environmental conversation, but to act on it and inspire action in others.”

Cameron Holt, CEO, AVID Property Group





AVID's Gold Coast team took to the beach at AVID's first Clean up event in 2020.



Embracing Take 3's mission was a decision that reflected our company's ethos and our dedication to environmental stewardship. We understood the importance of healthy oceans for future generations and for the communities we create. Our partnership with Take 3 turned our belief that responsible development extends to all aspects of the environment into action.

Linda Walsh, AVID General Manager Marketing and Customer



This strategic approach has enabled AVID not only to broaden its initiatives in environmental sustainability but also to affirm its dedication to community engagement and social responsibility. Through partnerships with local governments, community organisations, and various stakeholders, AVID has played a role in effecting positive environmental and societal change.

## Mobilising local communities for global impact

Sparking action locally, to ignite a global movement, might seem to some as lip service, but for AVID and Take 3, the approach has allowed them to tap into the power of local communities to address global issues. By working with small groups and individuals across the country, AVID has spread Take 3's environmental message nationwide, influencing councils, schools, businesses, and more.

The strategy was clear from the start – collaborate with a variety of stakeholders to ensure the Take 3 message resonated far and wide. The response was overwhelmingly positive, with AVID's community-focused events drawing participation from diverse groups, each bringing their unique influence and reach.

This hands-on approach has seen AVID strengthen its bonds with the communities where it operates. Beyond the environmental benefits, the campaign has humanised the company, putting faces to names and building respect through leading by example. The series of events has not only gathered momentum but has also sown the seeds of sustainability.

Through direct mail, digital marketing, events, and engagements at various levels of government and media, AVID and Take 3 have amplified the call to action. Participants left these events not just as attendees but as ambassadors, equipped to bring about real change in their communities.

AVID and Take 3 have demonstrated that even the most unlikely partnerships can thrive when they are driven by a shared commitment to a greater cause. By uniting local efforts for a global impact, the duo has charted a new course for corporate environmental responsibility.

In partnership with Take 3, AVID hosted a series of free local events for the broader community during National Recycling Week including a FREE film screening of 'Blue the film' and Q&A with Tim Silverwood.



For six years, AVID has been a proud partner of Take 3 for the Sea, an initiative that educates the next generation on environmental issues and inspires environmental change.

One of our most recent Take 3 community events was at our Harmony community and undertaken in collaboration with Palmview State Secondary College.

Students were educated on the issue of microplastics in the environment and informed on the actions they could take to make a difference. Together they collected 3.2kg of rubbish in 50 minutes.



More than 120 guests attended a private screening of the documentary 2040, at Palace Cinemas Verona in Darlinghurst, Sydney.



This World Environment Day, we proudly reflect on our 6-year-long partnership taking the Take 3 education into the classroom. Over the course of this partnership, we've taken strides in empowering AVID residents to make a positive environmental impact through campaigns like 'Take 3...with AVID'.

Anthony Demiris, General Manager QLD doing his bit for Take 3.



# Stakeholder snapshot

AVID engaged with a wide range of stakeholders during its six year partnership with Take 3.

## **AVID Staff**

AVID employees were involved across Australia

## **Local Councils**

- Sunshine Coast
- City of Maitland
- City of Ipswich
- City of Melton
- City of Sydney
- City of Gold Coast

## **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
- Palmview State Secondary College
- Officer Primary School

## **Take 3 Board Members**

- Amy Somes, Chair
- Rebelle Moriarty, Treasurer
- Sandrina Postorino
- Gill McLaren
- Paul Davies
- Heather Little
- Amanda Visser
- Jack Whelan
- Take 3 volunteers and ambassadors in each state

## **Industry**

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

## **Local Residents in AVID Communities**

- Harmony
- Brentwood Forest
- Bloomdale
- Waterford
- Harvest
- The Rathbone
- Hillstowe

## **Local businesses**

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

## **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

## **Influencers**

- Damon Gameau, writer, director, leading actor of 2040
- Tim Silverwood, Take 3 Co-founder
- Sophia Skaparis, Young Conservationist of the year
- Adriana verges, UNSW Associate Prof. Marine Ecologist and Seaweed expert



Harmony Residents taking part in collecting 3 for the Sea.



Diggers Rest Primary Students.

Tim Silverwood at Diggers Rest Primary School in VIC.

# Timeline of success

**AVID**  
Property Group

**2006**

AVID Property Group established.



**2010**

Take 3 for the Sea publically launched.



**2018**

AVID and Take 3 for the Sea launch partnership, launch year-long campaign.

**June**

Take 3 for the Sea with Harmony – School education program at Montessori International college, film screening Blue the Film at the University of Sunshine Coast and Mooloolaba Beach community clean up.

**October**

Take 3 for the sea with Waterford and Harvest – School education program at St Aloysius Catholic Primary School, film screening Blue the Film at Hoyts Green Hills, Maitland Park community clean up.

**November**

Take 3 for the Sea with Brentwood Forest – School education program at Bellbird Park State Secondary College, film screening Blue the Film at Event Cinemas Springfield, Tucker Family Park community clean up.



**2019**

**March**

Take 3 for the sea with Bloomdale – School education program at Diggers Rest Primary School, film screening Blue the Film at Reading Cinemas Sunbury, Bloomdale Oval community cleanup.

**May**

Take 3 for the Sea with the Rathbone – School education program at Crown Street Public School, film screening 2040 at Palace Cinemas Verona, Rushcutters Bay Park community clean up.





# 2020

### January

The first confirmed case of COVID-19 found in Australia.

### March

Australia entered a nationwide lockdown as a result of the COVID-19 pandemic.

### November

Take 3 for the Sea with AVID Gold Coast – 30 of the AVID Gold Coast team participated in the Gold Coast clean up event and collected 14.2 kilograms of rubbish.



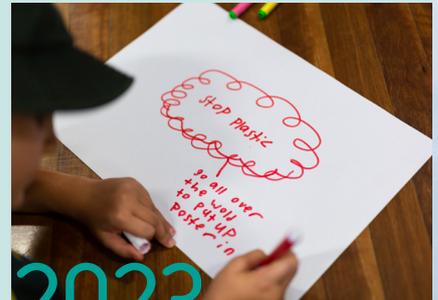
# 2021

COVID continues to affect in-person activity. Not wanting to lose momentum, AVID and Take 3 went digital, holding a number of online initiatives to continue spreading the word.



# 2022

COVID continues to affect in-person activity. Not wanting to lose momentum, AVID and Take 3 continue their digital momentum holding a number of online initiatives to continue spreading the word.



# 2023

Take 3 for the sea with Harmony – School education program, incursion and clean up at Palmview State Secondary School.

Take 3 for the sea with Hillstowe – School education program, incursion and clean up at Officer Primary School.



# 2024

AVID and Take 3 for the Sea Partnership report 2018 - 2023 released.



# A partnership in review

Throughout 2018 and 2023, the dynamic partnership between AVID and Take 3 achieved remarkable milestones in environmental conservation and community engagement. This period saw the launch of a series of innovative initiatives, ranging from local clean-up events to school education programs and digital campaigns, all aimed at reducing ocean pollution and raising public awareness.

Despite challenges posed by the COVID-19 pandemic, the partnership adapted with resilience, leveraging social media and digital platforms to sustain momentum. Their combined efforts led to significant environmental impact and behavioural change, underpinned by AVID's continued financial support and commitment to Take 3's mission.

This five-year partnership stands as a testament to the power of combined efforts in addressing global environmental issues, setting a benchmark for corporate-social partnerships.

## 5 YEARS OF PARTNERSHIP



Number of communities activated

7



Harmony  
Waterford  
Harvest  
Brentwood Forest



Bloomdale  
The Rathbone

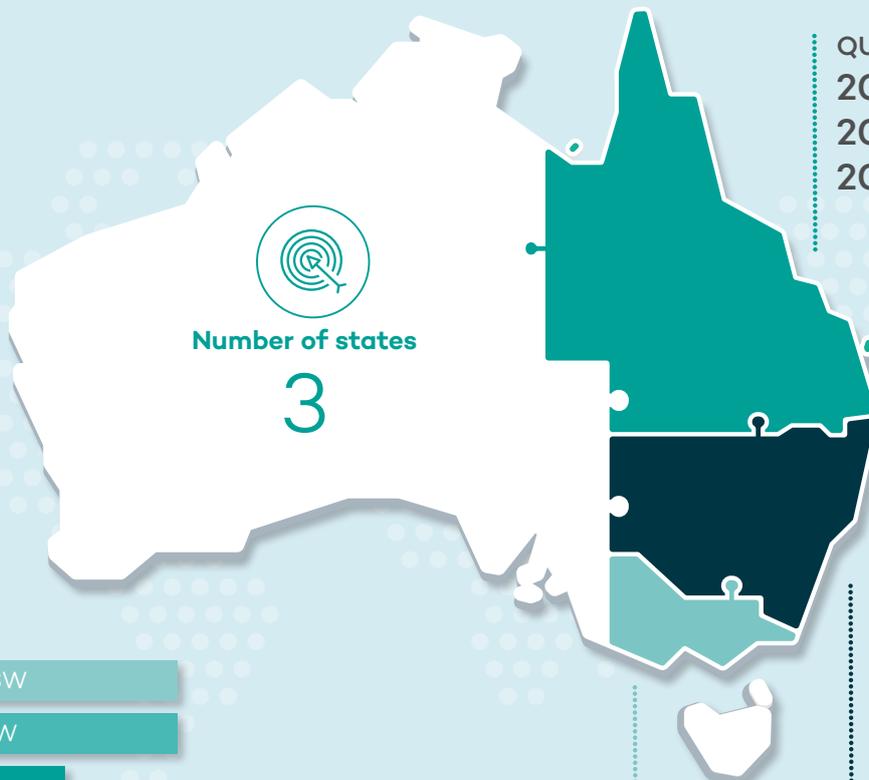


Harmony  
Hillstowe



Total number of events

18



QUEENSLAND  
2018  
2020  
2023

NEW SOUTH WALES  
2018  
2019

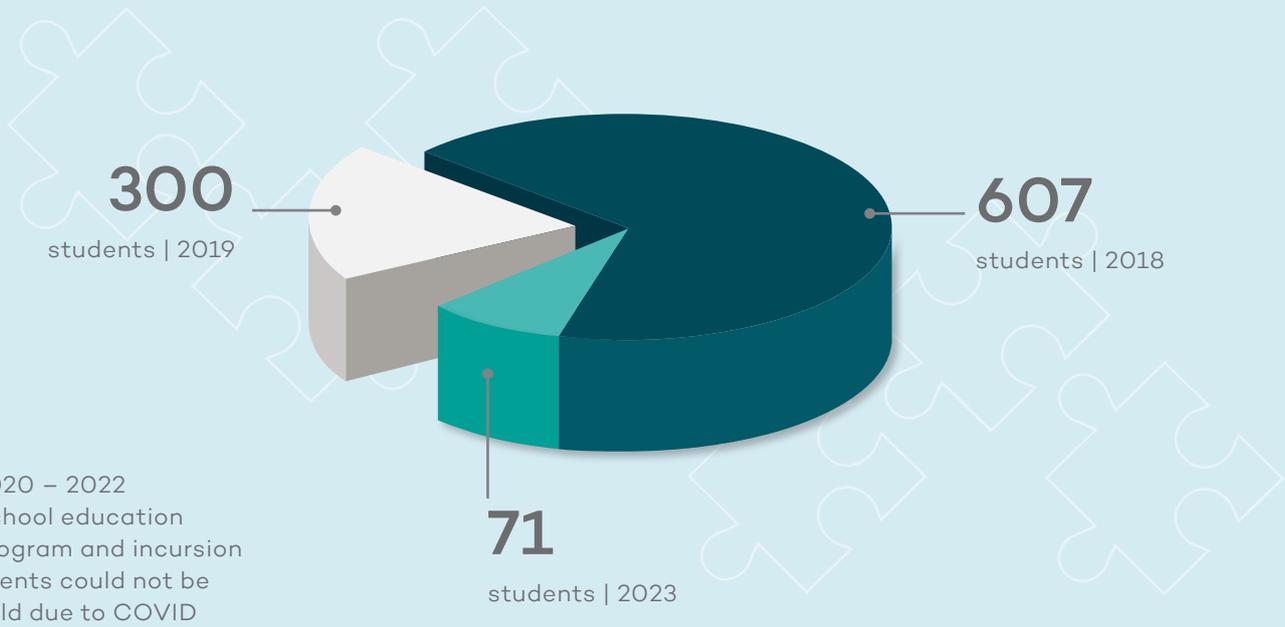
VICTORIA  
2019  
2023

- 2018 – QLD & NSW
- 2019 – VIC & NSW
- 2020 – QLD
- 2021 – NA
- 2022 – NA
- 2022 – QLD & VIC



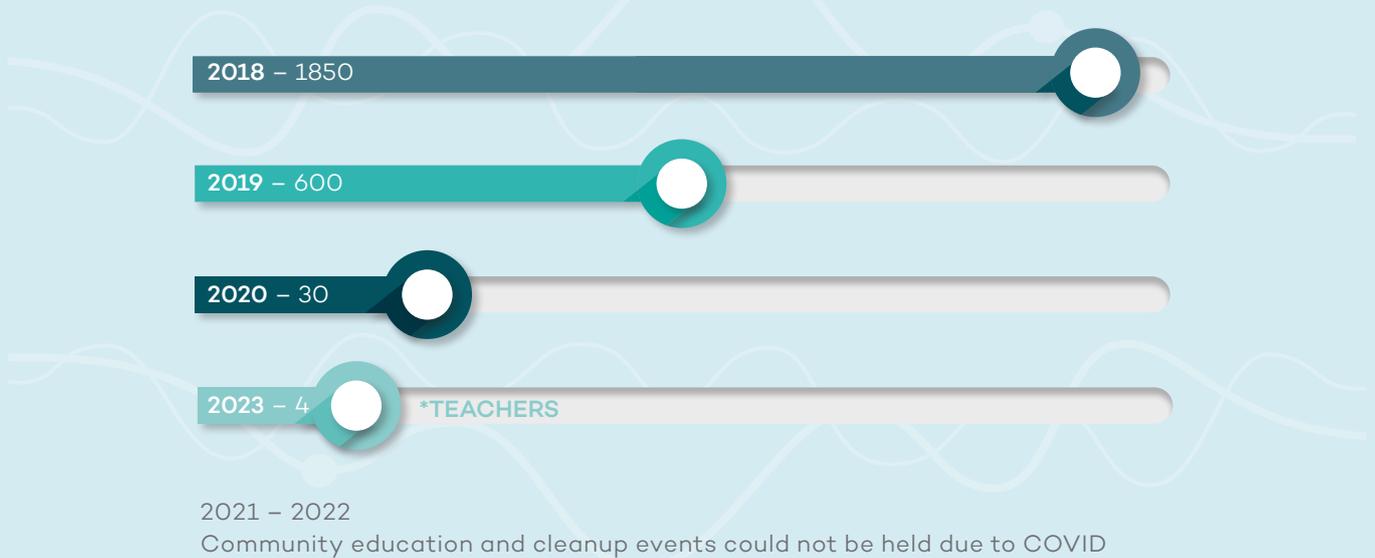
Total students that attended school education programs and/or incursion events

1,041



Total participants in Take 3 and AVID community education and cleanup events

2,484





Number of people reached  
**918,018**

 2018  
**848,699**

 2019  
**2,364**

 2020  
**6,269**

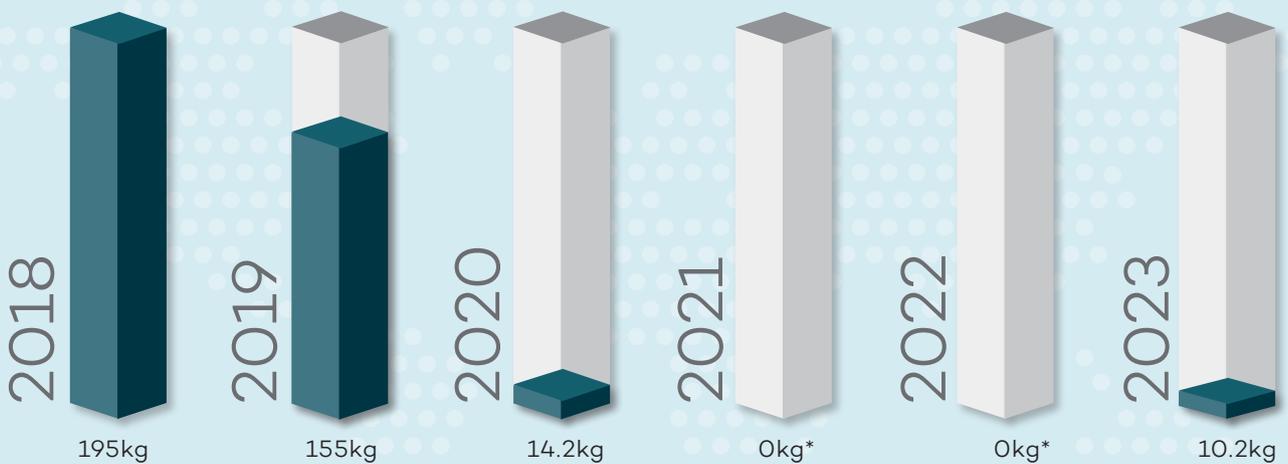
 2021  
**47,153**

 2022  
**4,236**

 2023  
**9,266**



Total rubbish collected  
**974.4kg**



\*2021 – 2022  
Cleanup events could not  
be held because of COVID

# Year in Review





TAKE3



# 2018 – Year in Review

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 QLD  
wrap up video



Mooloolaba Beach Clean up Day with AVID and the community.

**Take 3 for the Sea with Waterford and 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

**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,  
Hoyts Green Hills

**Saturday 17 November 2018**

Tucker Family Park community clean up

Watch the NSW  
wrap up video



Watch the QLD  
wrap up video



St Aloysius Primary School students taking part.



Students and the community watching a screening of Blue the Film.

# Take 3 for the Sea with Waterford & Harvest

## Stats:



500 students



670 participants



55 kilograms rubbish collected

Deborah Silvestri and Jana Gorman  
from the AVID NSW team.



## School education program

**Friday 26 October**

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 local waterways and oceans. Following the assembly, Tim worked with 60 year five 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**



*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**

### Maitland Park community clean up 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 55 kilograms 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.

### Film screening Blue the Film Friday 26 October 2018

On Friday evening, AVID and Take 3 were joined by more than 130 local guests at an 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.



*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.*



**Danny Boubli, AVID Project Director NSW**

# Take 3 for the Sea with Brentwood Forest

## Stats:



700 students



180 participants



60 kilograms rubbish collected

## School education program

**Friday 16 November**

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.



Image caption here.

“

*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 Executive General Manager**

### Film screening Blue the Film 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.

### Tucker Family Park community clean up Saturday 27 October 2018

Residents and friends of Brentwood Forest joined AVID Brisbane staff and Take 3 to help collect more than 60 kilograms 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.



### 2018 total stats:



670 students reached



1850 total participants



195 kilograms rubbish collected



Image caption here.

# Year in Review





2016

# 2019 - Year in Review

## 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 community clean up

Watch the VIC  
wrap up video



Tim Silverwood leading the education program at Diggers Rest Primary School.



The AVID team visiting Bellbird Park Secondary College.

## 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 2018

Film screening 2040,  
Palace Cinemas Verona

### Saturday 25 May 2019

Rushcutters Bay Park community clean up

Watch the NSW  
wrap up video



No task is too big for these primary schoolers.

# Take 3 for the Sea with Bloomdale

## Stats:



60 students



160 participants



75 kilograms rubbish collected

## School education program

**Friday 15 March**

On Friday 15 March, Tim Silverwood presented to more than 60 year five and six 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.



“

*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**

### Film screening Blue the Film Friday 15 March

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.

### Maitland Park community clean up Saturday 16 March

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 75 kilograms 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.



Plastic waste that would typically pollute our waterways.



*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 school education program was very well received by the students and teachers. The children asked so many questions, with many of them sharing how inspired they felt to be part of this movement.*



**Daniel, Diggers Rest Primary School Student, VIC**

# Take 3 for the Sea with Rathbone

## Stats:



240 students



440 participants



80 kilograms rubbish collected

## School education program

**Friday 24 May**

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 one to six 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.



“

*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. 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

## Film screening 2040 Friday 24 May

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, and Adriana Verges UNSW Associate Professor, Marine Ecologist and Seaweed Expert.

“  
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



Exclusive screening of Blue the Film.

# Take 3 for the Sea with Rathbone

## Rushcutters Bay Park community clean up Saturday 25 May

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 80 kilograms 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 one 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.

“  
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



Image caption here.

“

*AVID 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**

2019 total stats:



300 students reached



600 total participants



155 kilograms  
rubbish collected



Image caption here.

# Year in Review





020

# 2020 – Year in Review

## Take 3 for the Sea with AVID – Broadbeach Clean-up

In 2020, the unexpected challenges of COVID-19 and the ensuing social distancing measures significantly curtailed many planned initiatives for organisations worldwide. AVID and Take 3 felt these limitations keenly, as the partnership thrives on community engagement and collective action.

Despite these obstacles, resilience shone through as the duo successfully hosted the Gold Coast's inaugural cleanup event. Marking a pivotal moment that coincided with the opening of AVID's Gold Coast office, 30 dedicated members from the AVID team came together, adhering to safety protocols, to make a tangible environmental impact.



Watch the Gold Coast  
wrap up video



### Clean up stats:

- Cigarette butts & filters: **2500**
- Cigarette lighters: **2**
- Cigarette packets: **9**
- Pens, markers, stationary: **3**
- Straws, confection sticks, cups, cutlery, plates: **74**
- Toys, party, poppers, ribbons, clips, similar: **2**
- Lids, tops, pumps spray etc: **80**
- Plastic bags, garbage, dog poo, ice bags: **7**
- Plastic drink bottles: **3**
- Plastic packaging (food): **252**
- Plastic wrap (non-food): **2**
- Plastic bits and pieces: **50**
- Plastic film remnants: **200**

### Clean up stats total:



Total quantity collected:  
3,517 items



Total weight:  
14.2 kilograms



## Take 3 for the Sea with AVID – Broadbeach Clean-up

On Friday 27 November 2020, on a hot and challenging day, the first AVID (Gold Coast) Take 3 clean up took place at Broadbeach. More than 30 environmental warriors from AVID's Gold Coast office joined Take 3's then CEO Sarah Beard for the first #Take3withAVID clean-up event on the Gold Coast – just around the corner from the Broadbeach office.

After a safety briefing which emphasised how to work in a new COVID safe manner, the team hit what seemed like a pristine beach armed with buckets and rubbish bags to see what they could stop from entering local waterways.

The amount of plastic generated the most interest amongst the participants. Several staff members were originally concerned that there would be little to pick up – if only that were the case!

Unfortunately, plastic is both ubiquitous and pervasive and never fails to make an appearance in clean-up activities. And, in just under an hour, the team worked together to collect a staggering 3,500 items – more than 14 kilograms – of tiny plastic waste from Kurrawa beach and the Broadbeach surrounds.



Clean up stats:

- Cigarette butts: **71.1%**
- Plastic food packaging: **7.2%**
- Plastic remnants: **7.1%**
- Other items: **6.7%**
- Other plastic items: **3.7%**
- Metal bottle caps: **2.9%**

Clean up stats total:



Total quantity collected:  
3,517 items



Total weight:  
14.2 kilograms



Year in Review

2021  
2022

## Adapting to a Pandemic: AVID's Continued Commitment to Take 3 for the Sea Amidst COVID-19

The global pandemic of COVID-19, which swept across the world in 2020 had lasting effects and forced many organisations to rethink their strategies and adapt to a rapidly changing landscape. For AVID Property Group, a key focus was maintaining its vital partnership with Take 3 for the Sea despite the challenges. With traditional in-person events no longer feasible, AVID and Take 3 for the Sea pivoted to digital platforms to keep their mission alive. These platforms and strategies included:

### Prioritising Digital Engagement

As social distancing and lockdowns became the new norm, AVID's strategy shifted towards leveraging digital tools to sustain engagement. This was particularly crucial as community events and school incursions, the heart of their partnership activities, were postponed until late 2022. AVID utilised its social media presence extensively during this period, with regular posts on community and corporate pages to keep the environmental conversation going. This approach ensured that the message of sustainability and ocean conservation remained at the forefront of their community's minds, despite the physical distance.

### Creative Campaigns and Virtual Initiatives

In lieu of physical events, AVID launched several digital campaigns to highlight the importance of environmental conservation. This included a series of social media campaigns and video content that not only raised awareness but also encouraged online participation. These digital initiatives allowed AVID to reach a broader audience, spreading Take 3's message beyond their immediate communities.

## Staff and Community Communications

Internal communications with staff played a pivotal role in keeping the partnership's spirit alive. Regular updates and discussions were held, ensuring that the AVID team stayed connected with Take 3's mission and values. These communications helped maintain a sense of purpose and focus, even as traditional methods of engagement were disrupted.

### Forward Planning and Donations

AVID remained in close contact with the Take 3 team, laying the groundwork for future collaborations. This forward planning was essential in adapting to the evolving situation and preparing for a time when schools and communities could once again participate actively in events. Despite the pandemic, AVID continued its financial support for Take 3, reaffirming its commitment to the partnership and the shared goals of environmental sustainability.

## Conclusion

The pandemic undeniably shifted priorities and modes of engagement for AVID and Take 3 for the Sea. However, through innovative digital strategies, continued communications and forward planning, the partnership not only endured but also found new ways to flourish. This pandemic and post-pandemic period proved that commitment to a cause can overcome even the most unforeseen of challenges. AVID and Take 3 for the Sea were able to resume usual operations in 2023.

# Year in Review



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# 2023 - Year in Review

Take 3 for the Sea with Palmview  
State Secondary School  
Harmony community – Palmview, Queensland

**Wednesday 26 April 2023**  
School incursion program  
Palmview State Secondary School

Incursion stats:



23 students (year 7 and 8)  
participated in the  
education program



1 teacher participated in the  
education program



358 litter items removed by  
students from their school



3.2 kilograms  
– total weight of litter removed



Palmview State Secondary School Clean-up.

Take 3 for the Sea with Officer  
Primary School  
Hillstowe community – Officer, Victoria

Monday 8 May 2023  
School incursion program  
Officer Primary School

Incursion stats:



48 students (year 5 and 6)  
participated in the  
education program



3 teachers participated in the  
education program



1,000 litter items removed by  
students from their school



7 kilograms  
– total weight of litter removed



Officer Primary School Student in  
Melbourne's south-east collecting rubbish.

2023 yearly stats:



48 students (year 5 to 8)  
participated in Take 3 for the sea  
school education and incursion  
program



4 teachers participated in Take 3  
for the sea school education and  
incursion program



1,358 litter items removed from  
schools around Australia



10.2 kilograms – total weight  
of litter removed from schools  
around Australia

## School education and incursion program on Wednesday 26 April at Palmview State Secondary School

The Take 3 team had a wonderful time hosting the Palmview State Secondary School students for the Ocean Pollution Solutions with Take 3 incursion. Students were taken through an immersive and hands-on workshop that introduces the issue of plastic pollution and its impacts on the ocean and marine life. Students then conducted their own waste audit, analysing the litter they collect from the school grounds. For the final activity, students created an action plan for reducing plastic waste at school, at home and in their community.

**Workshop:** The workshop was based on a three-step process: **Think, Feel, Act**. Students learn basic facts about the causes and impacts of plastic pollution. This inspires them to feel empathy which motivates them to create action plans outlining ways the use of plastic can be reduced.

**Waste collection and litter audit:** This activity is designed to engage the students in STEM through asking them to participate in citizen science as 'Sea Rangers' who protect the oceans by collecting and cataloguing litter.

**The students removed a total of 358 litter items.**

**Action Plans:** Using their newfound understanding of plastic, coupled with the information from the litter audit activity, the students were then asked to create Action Plans. Suggestions included:

- Work with local councils to design educational magnets with information regarding recycling.
- Set up compost bins at school and home.
- Organise community clean up.
- Work with the school canteen to reduce single use plastics.

## School education and incursion program on Monday 8 May at Officer Primary School

The incursion began with a presentation focusing on the story of Take 3 and the plastic pollution issue. In Australia, we consume three and a half million tonnes of plastic annually, of which 130,000 tonnes leaks into the marine environment. The students learnt about the life-cycle of plastic to understand that it isn't just where plastic ends up but how it is made that affects the environment.

After the presentation, the kids went outside to do a waste collection and audit of their findings. They were split up into groups of three to four and given gloves, bags, buckets and tongs to pick up rubbish, as well as a data collection sheet from the Australian Marine Debris Initiative to record what they found.

**The students collected more than 1,000 pieces of litter weighing in at an astonishing seven kilograms.**

Common items found were plastic wrappers from many foods like muesli bars, chips and popcorn, Ziploc bags, glad wrap and easter egg foil. They also found a number of loom bands and burst water balloons, prompting a great conversation around more sustainable ways to play outside.

After recess, the students returned to the classroom to discuss what they had found and to write their action plans. Suggestions included:

- Use paper or metal straws not plastic.
- Win house points for rubbish collection at recess.
- Bring reusable drink bottles to school and sporting events.
- Use reusable bags when you go shopping.



Students of Officer Primary School in Victoria.



Students collecting 3 pieces of rubbish each.

# Amplifying the reach

## Media Coverage

Between 2018 and 2023, the partnership between AVID Property Group and Take 3 for the Sea garnered considerable attention in the media, illustrating the growing interest and concern for environmental issues.

Coverage spanned across various platforms including print, online news outlets, and broadcast media. These pieces often focused on the events and the innovative approach AVID and Take 3 took in tackling ocean pollution, emphasising their unique collaboration within the property development sector. The media response was overwhelmingly positive, lauding the partnership for its commitment to environmental stewardship and its role in initiating change within its communities.

From 2018 to 2023 AVID's partnership with the Property Industry Foundation featured in:



21

**media clips**

(six print, 13 online and two TV news)

reaching a combined



852,017

**people**

“

*Many questioned why AVID, a property developer, would dive into ocean conservation. But for us, it's clear – everyone has a role in protecting our planet. It's not just about building homes, but ensuring the world outside our doorsteps is a place future generations can enjoy. Our work with Take 3 for the Sea has sparked amazing initiatives and results, yet there's more to do. We all share the responsibility for our environment's health, and it's crucial we come together, across all sectors, to safeguard our oceans. By leading with action, we hope to inspire our industry and the wider community to join us in making a real difference for our planet's well-being.*

”



Cameron Holt, CEO  
AVID Property Group

## Social Media Activity

The AVID and Take 3 partnership also saw extensive coverage on social media platforms, reaching a diverse and wide audience. Their social media strategy involved regular posts on both AVID's and Take 3's official pages, along with community-driven content.

These posts frequently featured updates on upcoming events, educational content about ocean pollution, and highlights from successful clean-up events. Throughout the partnership, particularly during the pandemic, social media played a crucial role in maintaining and building community involvement and awareness.

From 2018 to 2023 Take 3 featured in:



185

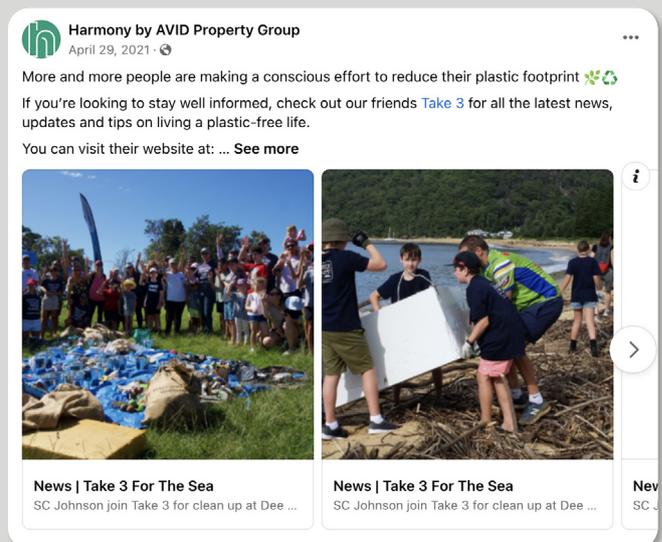
posts across LinkedIn, Facebook and Instagram

on both AVID's corporate and community pages, reaching approximately



62,500

people



**Harmony by AVID Property Group**  
July 14, 2021 · 🌐

Education is key 📖

1,000 schools have participated in **Take 3's** online learning programs, educating 500,000 children throughout Australia about the importance of fighting plastic pollution.

Take a look at this video to see how **#Take3** is inspiring our young people to spark environmental change ♻️... [See more](#)



**AVID Property Group Australia**  
September 5, 2023 · 🌐

For six years, AVID has been a proud partner of **Take 3**, an initiative that educates the next generation on environmental issues and inspires environmental change.

One of our most recent **Take 3** community events was at our **Harmony by AVID Property Group** community and undertaken in collaboration with **Palmview State Secondary College**. Students were educated on the issue of microplastics in the environment and informed on the actions they could take to make a difference. Together... [See more](#)



**AVID Property Group Australia**  
June 2, 2023 · 🌐

World Environment Day and Ocean Day are around the corner, giving us another reflection point of the important work we do in striving to create a sustainable future.

AVID's commitment to delivering communities that support an environmentally sustainable future is far greater than a box ticking exercise. From the outset we are building the foundations for thriving communities, environments and economies for generations to come.

We do this through our partnership with **Take 3**... [See more](#)

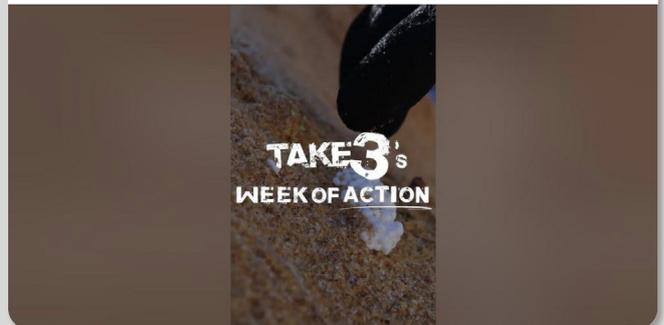
**Join Take 3 for the Sea to**  
**#beatplasticpollution**  
**in our oceans!**



**Bloomdale by AVID Property Group**  
June 5, 2023 · 🌐

**WEEK OF ACTION** | Join us this week for @Take 3 for the Sea's Week of Action, to celebrate World Environment Day and World Oceans Day.

- 🌍 Starting today, on World Environment Day, take 3 pieces of rubbish when you leave the beach, waterway or anywhere, and make one simple change in your lifestyle to reduce your plastic footprint.
- 🗓️ During 5-11 June (and onwards), Take 3 and AVID encourage you to **#Take3fortheSea** wherever you are.... [See more](#)



**Bloomdale by AVID Property Group**  
March 6, 2022 · 🌐

**TOGETHER FOR A CAUSE** | Today we are celebrating **Clean Up Australia**, a cause that inspires communities to clean up rubbish to conserve our environment for generations to come.

🌱 At Bloomdale we believe it's important to not only care for our environment on the 6th of March but every day! ... [See more](#)



**AVID Property Group Australia**  
May 30, 2023 · 🌐

Hillstowe clean up for a cause 🌱

Officer Primary School Grade 5 and 6 students recently traded the classroom for the outdoors to tackle plastic pollution with our charity partner **Take 3 for the Sea**.

To help spread the important message of ocean conservation, 48 students participated in a hands-on workshop funded by our community, **Hillstowe Officer**, embracing their new roles as 'Sea Rangers' and collecting more than 7kg of rubbish!... [See more](#)

**Bloomdale by AVID Property Group**  
August 24, 2021 · 🌐

We have learnt a lot from **Take 3**'s four-part video series across the last few months. We are so proud to be partnered with **Take 3** to help inform and educate our communities about the impacts of pollution on our local waterways .

You can view the final instalment in the video series below.  
<https://www.facebook.com/135790153126421/videos/336722781422840>

**Harmony by AVID Property Group**  
November 7, 2022 · 🌐

AVID is proud to continue its partnership with **Take 3** and help support its efforts in educating the next generation on the importance of taking care of our environment.

In honour of **#National-Recycling-Week**, we challenge you to build better recycling habits and trust in recycling to help keep valuable materials out of landfill and the ocean.

To learn more about protecting our ocean and how you can help live a cleaner and safer world, visit, <https://www.take3.org/>

**Bloomdale by AVID Property Group**  
May 31, 2021 · 🌐

We are proud to be one of the many supporters of **Take3forthesea**, who are taking simple actions to address complex problems. Like taking 3 pieces of rubbish with you when you leave the beach, waterway or anywhere.

Don't forget to tag your images with **#Take3fortheSea** and make your contribution count!

**Bloomdale by AVID Property Group**  
 August 6, 2021 · 🌐

In 2016 humans manufactured 340 million tonnes of plastic and that number is set to double by 2034! It's up to us as a community to make a positive change, how do you reduce plastic in your life?

If you'd like to find out more about the impact of plastic waste on the planet you can watch **Take 3**'s four-part video series on their Facebook page, we've linked the third instalment here <https://bit.ly/3jgPseD>



**Bloomdale by AVID Property Group**  
 June 8, 2021 · 🌐

It's **World Ocean Day** 🌊 and we're so proud to support **Take 3** and their efforts to reduce plastic waste, which can wash into our waterways and be ingested by marine life.

Find out how you can get involved in the movement by heading to their website: <https://www.take3.org/take-action/>



**Harmony by AVID Property Group**  
 September 29, 2023 · 🌐

Help keep our community, beaches, and waterways plastic-free by learning simple steps that will make a difference.

For some easy tips you can implement next time you're out and about, follow our friends @take3forthesea. 🌊 🌱



**Bloomdale by AVID Property Group**  
 March 6, 2022 · 🌐

**TOGETHER FOR A CAUSE** | Today we are celebrating **Clean Up Australia**, a cause that inspires communities to clean up rubbish to conserve our environment for generations to come.

🌱 At Bloomdale we believe it's important to not only care for our environment on the 6th of March but every day! ... [See more](#)



## Take 3

AVID's partnership with Take 3 has highlighted the much broader environmental problem we 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' message has helped to reach and inspire Australians across the country.

To date, approximately 375kg 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 continuing to call on the sector to encourage other developers to get on board and join Take 3 in 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.

AVID remains committed to sustainability throughout its communities along the eastern seaboard of Australia.

