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## **KESAB launches new look Road Watch program.**

**Iconic South Australian community program gets a facelift.**

Road Watch program is a joint KESAB *environmental solutions* and Department of Planning, Transport and Infrastructure (DPTI) initiative engaging volunteers to facilitate cleaning up and beautifying South Australian roadsides.

Commencing in 23 years ago, the new look program has created a modernised logo reflecting and identifying the Adopt A Road component of work undertaken by hundreds of volunteers.

Volunteers covering all areas of South Australia commit to 4 clean-ups a year along black spot and highly littered road as and highways, parks, coastal and recreational areas. By adopting a section of roadside unsightly rubbish which has been thoughtlessly littered or illegally dumped or has blown from unsecured vehicles and trucks is collected and disposed to landfill.

Value adding is achieved with roadside vegetation and habitat being protected supported by regular reporting on black spots and issues impacting on the environment.

The positive social aspect of volunteering is evident with many people participating as an opportunity to “get together” with other like-minded people and enjoy themselves while improving their local community and the environment. Volunteers benefit in more ways than one with participants improving both physical and personal wellbeing through the companionship of the group members that they work alongside.

KESAB *environmental solutions* conducts Australia’s most comprehensive litter data collection and reporting program and trend line data by litter type counted across 151 sites in metropolitan and rural South Australia shows the combination of car parks, roadsides and cigarette butt disposal are the poor performers. Road Watch groups play a major role in removing unsightly litter and illegal dumping that impacts on tourism, costly clean-up costs and harming the environment.

Road Watch volunteers are leaders who encourage each other and demonstrate great community spirit to the whole community with their on ground action making a real difference. The volunteers take great pride in their local community and in particular they like to help to keep it free of rubbish and to make their local environment safe and environmentally sustainable.

Volunteers are welcome to contact KESAB to find out more about the **Road Watch – Adopt A Road Program**.

**Contact:**

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