



## Media Release

Thursday 3 May 2007

### Tidy Towns State Winners compete to become Australia's Tidiest Town 2007

The six State Winners in the Keep Australia Beautiful Australian Tidy Towns *sustainable communities* Awards are set to compete for the national title to be announced on Saturday 12 May in Ballarat, Victoria.

The Tidy Towns program commences with regional and state awards, culminating with the National Awards. Competing for the title of Australia's Tidiest Town for 2007 are:

- **CUE** - Western Australia
- **KINGSTON** - South Australia
- **SWANSEA** – Tasmania
- **BENALLA** – Victoria
- **LEETON** – New South Wales
- **ROMA**– Queensland

Through its Australian Tidy Towns Awards, sponsored by HUNGRY JACK'S®, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping regional towns to become sustainable communities.

Over 1,000 towns and schools entered the Awards competition this year, with over 90,000 volunteers donating their time and effort for practical local initiatives. Australia's current Tidiest Town is the community of Collie in Western Australia.

The Australian Tidy Towns Awards presentation will be held in Ballarat, Victoria, over 3 days from 11 – 13 May 2007. The weekend commences with a Civic Reception on Friday 11 May, hosted by Councillor David Vendy, Mayor of the City of Ballarat. Public workshops will also be held on Saturday 12 May, involving past Tidy Town winners and a number of key waste, packaging and other industry representatives.

John Forrest MP, Federal Member for Mallee, a region with a strong history of Tidy Towns winners, is Guest of Honour at the Awards Dinner being held on the Saturday evening and will assist with the announcement of Australia's Tidiest Town for 2007.

**Keep Australia Beautiful National Chairman, Cr Don Chambers, said:**

“The Tidy Towns program has certainly evolved from its inception 30 years ago. It has grown in both size and breadth and now plays a vital role in ensuring regional communities become sustainable communities. It has been encouraging to see such an impressive level of entries this year, making the judges' job very difficult. Every individual and group who has entered should be proud of their contribution towards helping create a sustainable future for regional and rural Australia.”

Members of the public are invited to join in the Tidy Towns activities being held in Ballarat from 11 - 13 May. Further information and bookings can be found at [www.kab.org.au/tidytowns](http://www.kab.org.au/tidytowns)

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## EDITOR'S NOTES:

### About Keep Australia Beautiful

The Keep Australia Beautiful Network has been encouraging people all around Australia to care for their local environment for over 30 years. Through its awards programs such as Tidy Towns, Sustainable Cities and Clean Beach Challenge local communities and individuals are recognised for their achievements in helping create sustainable communities. Keep Australia Beautiful Week is a national program to raise awareness of environmental issues and participation in Keep Australia Beautiful activities, whilst the Keep Australia Beautiful National Litter Index is the only national, quantitative measure of litter that takes place annually. These are just some of the activities that involve up to 3 million Australians each year. Visit [www.kab.org.au](http://www.kab.org.au) for further information.

**The Australian Tidy Towns Awards 2007 also involve a number of leading Australian organisations who are committed to supporting the programme.**

### Principal Sponsor

**HUNGRY JACK'S®** is doing its bit to help keep Australia beautiful with a range of environmental initiatives in-store including:

- adding the "Bag it and Bin it" anti litter message to their packaging
- discontinued use of painted or printed fries containers in favour of natural board containers
- trialling compacting units for both food waste and cardboard recycling in some Queensland stores
- trialling a grease guardian at Flemington in Victoria which removes grease and oil from waste water

In 2007/2008 HUNGRY JACK'S® will be broadening their support of Keep Australia Beautiful across a range of programs and initiatives.

### Category Sponsors

**truelocal.com.au**, part of the News Digital Media network, is an online business directory that lists 1.3million local businesses nationally. In print, the truelocal section of News Limited Community Newspapers can be found in over 100 local papers nationally. truelocal is fast becoming a brand synonymous with local business, and prides itself on having national coverage with local knowledge. truelocal.com.au is proud to become the official 2008 Principal Sponsor of Australian Tidy Towns and a category sponsor of Australian Sustainable Cities.

Keep Australia Beautiful and online travel information and accommodation provider **TakeABreak.com.au** have joined forces to promote environmentally sustainable tourism. The online service allows search by region, by accommodation type and now, by Tidy Town destinations. This provides Tidy Towns participants with a higher level of exposure and a new avenue for promoting their localities as holiday destinations, whilst travellers and holiday makers can use the Tidy Towns awards to help find the best places to visit.

**The Packaging Stewardship Forum (PSF)** provides a vehicle for broader corporate support for Australia's efforts to improve resource recovery and reduce littering of food, beverage and grocery packaging. In addition, it also assists in the delivery of national projects for the National Packaging Covenant and provides an opportunity for progressive businesses to re-engage with their stakeholders and partners in packaging stewardship.

**Hortus Australia** specialises in working with Local Government. The company is a Registered Training Organisation operating in all states and territories of Australia and is the leading national provider of training and assessment services to rural industry. In 2000, they received the National Assessment Award for exemplary assessment practices. Hortus specialises in assessment for the following areas: Rural Operations; Amenity Horticulture; Irrigation and Business - Frontline Management.