

MEDIA RELEASE

26 May 2008



Australian Clean Beaches Awards: National Finalists

The national finalists in the Keep Australia Beautiful, Australian Clean Beaches Awards, have been announced and will now compete to be recognised as Australia's Cleanest Beach for 2008.

The national winner will follow on from Toowoomb Bay in NSW, which won in 2007.

Clean Beaches is part of the Keep Australia Beautiful 'Australian Sustainable Communities' Awards, which also includes the Tidy Towns (current winner Toowoomba QLD) and the Sustainable Cities (current winner Melton VIC) Awards.

The Clean Beaches Awards celebrate the achievements of each finalist and, in a spirit of friendly competition, identify, acknowledge and promote Australia's best examples of excellence in grass roots environmental improvement in coastal areas from around the country. In 2008 the finalists are:

- WA** – Scarborough Beach
- SA** – Kingston, South East
- TAS** – Freer's Beach, Port Sorell
- VIC** – Frankston Foreshore
- NSW** – Tathra Beach, South Coast
- QLD** – The Strand, Townsville

Through the Australian Clean Beaches Awards, sponsored by Mount Franklin, Australia's premium spring water, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping coastal areas to become environmentally, economically and socially sustainable communities.

Hundreds of communities entered the awards competition this year, with tens of thousands of volunteers donating their time and effort for practical local initiatives.

Media enquiries to:

Lara Shannon, KABNA National Publicist on 0415 076 015 or laras@kab.org.au

Further information on each finalist can be found at www.kab.org.au or c/o 02 9698 8773 or contact your local state winner representative:

- WA** – Scarborough Beach - contact John Snook, City of Stirling T: 08 9345 8555
- SA** – Kingston, South East - contact Martin McCarthy T: 08 8767 2033
- VIC** – Frankston Foreshore - contact Kevin Alexander T: 03 9768 1554
- TAS** – Freer's Beach, Port Sorell - contact Michelle Dutton T: 03 6421 4650
- NSW** – Tathra Beach, South Coast - contact Mark Canaider T: 02 6499 2222
- QLD** – The Strand, Townsville - contact George Clarke T: 07 47244211

EDITOR'S NOTES:

Principal Sponsor

Mount Franklin

Coca-Cola Amatil is a long term supporter of Keep Australia Beautiful. Its Mount Franklin premium spring water brand promotes positive actions. This makes it an ideal fit with the Clean Beaches awards which celebrate the environmental achievements of individuals and local communities. Keep Australia Beautiful promotes litter reduction and recycling and is working with Mount Franklin to demonstrate examples of how PET can be recycled and reused. Selected products made from recycled PET, such as clothes for individuals and picnic tables for beachside locations, will be offered as prizes to participants in the Clean Beaches awards.

Category Sponsors

***Do the Right Thing* program of the Packaging Stewardship Forum, Australian Food and Grocery Council**

The Packaging Stewardship Forum (PSF) is a delivery agent for industry recycling, resource recovery, litter reduction and education programs on behalf of its members, the major brand owners and suppliers of packaging within the beverage sector.

The *Do the Right Thing* brand is the core of PSF programs. As one of the most successful behaviour change programs in Australian history, *Do the Right Thing* was responsible for a 70% reduction in litter during the 1980s and 1990s. Today, the *Do the Right Thing* message is still being used by hundreds of townships and organisations across Australia to educate communities to reduce litter and recycle.

The PSF is the largest sponsor of the Keep Australia Beautiful network, providing support to every state-based Tidy Towns and Sustainable Cities awards, Australian Tidy Towns and the Australian Clean Beach awards, to acknowledge and celebrate the contributions communities make to "doing the right thing" for our environment.

HUNGRY JACK'S® 'Bag it and Bin it'

Hungry Jack's is doing its bit to help keep Australia beautiful:

- a 'Bag it and Bin it' anti litter message is being promoted to staff and added to packaging;
- painted or printed Fries containers have been discontinued in favour of natural board containers
- some Queensland stores are trialling compacting units for both food waste and cardboard recycling;
- a grease guardian is being trialled at Flemington in Victoria which removes grease and oil from waste water.

COASTALWATCH

Coastalwatch is a website with cameras at beaches all around Australia. Coastalwatch is committed to bringing the coast to a broad cross section of Australians and overseas visitors. Its goal is to make a significant contribution to more timely and safer coastal use, and more efficient and cost effective coastal management. Coastalwatch is supporting the Clean Beaches Awards with editorial coverage and by assisting the Australian Clean Beaches Judge, Chris Tola, to visit each of the finalists. Chris Tola works with Coastalwatch, was the Keep Australia Beautiful NSW Clean Beaches Program Manager, is the President of the Surfrider Foundation and cares deeply about the coast, its beaches and residents.

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