



## Media Release

19 March 2009

### **Australian Clean Beaches National Judge checks out Capel Sound Foreshores**

Capel Sound Foreshores, on Victoria's Mornington Peninsula, could soon become Australia's Cleanest Beach, as it competes for the national title in the 2009 Australian Clean Beaches Awards.

Clean Beaches National Judge, Chris Tola, arrived in Melbourne today to visit Capel Sound Foreshores - Victoria's State Winner and National Finalist to assess the environmental achievements of Capel Sound, as part of his national judging tour.

The Clean Beaches Awards identify, acknowledge and promote Australia's best examples of excellence in grass roots environmental improvement in coastal areas.

Capel Sound impressed the Victorian state judges last year with a package of environmental initiatives across their 3.75kms stretch of foreshore, including a close community and local government partnership

Chris Tola, now has the tough task of assessing which of the national finalists will become Australia's Cleanest Beach 2009.

According to Tola, "A clean beach doesn't just mean a beach with no litter. These awards take into account the whole spectrum of local community sustainability initiatives.

"The Capel Sound Foreshores Management Committee has worked hard to engage campers and locals alike with its 'let's get involved and get it done attitude'.

"Their work has extended across revegetation works, building restoration, energy and water initiatives, recycling, mobility upgrades and much more," Tola said.

Through the Clean Beaches Awards, 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.

The awards are sponsored by Mount Franklin Spring Water, Remondis Waste Solutions and Coastalwatch.

The National Winner will be announced on 25th May in Townsville, QLD, the home of last year's Australian Clean Beaches Awards Winner, The Strand Beach.

**Media Contacts:**

- Lara Shannon, KABNA National Publicist on 0415 076 015 or [laras@kab.org.au](mailto:laras@kab.org.au)
- Joanna Meyer, KAB Victoria Awards Coordinator on 0407 863 853 or [jmeyer@kabv.org.au](mailto:jmeyer@kabv.org.au)
- Rohan Sharp, Manager, Capel Sound Foreshores Committee of Management on 0419 115 211 or [capelsound@bigpond.com](mailto:capelsound@bigpond.com)

**Further information can be found at [www.kab.org.au](http://www.kab.org.au)**

**EDITOR'S NOTES:****About our Sponsors****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.

**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.

**Remondis**

Remondis Waste Solutions is Australia's most dynamic waste management and resource recovery company. Operating for more than 25 years in Australia, Remondis provides professional waste management and environment solutions for customers, with particular focus on resource recovery outcomes, minimising diversion to landfill.

We proudly support Keep Australia Beautiful Clean Beaches Awards to recognise community achievement in resource recovery. This includes litter reduction and management plus initiatives that conserve resources such as water or energy and the recovery and reuse of materials.