



Media Release

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Australian Clean Beaches National Judge checks out Loxton Foreshore

The community of Loxton in South Australia's Riverland lies 260km north east of Adelaide on a picturesque bend of the Murray River. Although it might not be the first place that pops into your mind when you think of beaches, a short stroll from the commercial centre will take you through riverfront parkland where you can access and appreciate our nation's great waterway, the River Murray.

While the lack of rain in the Murray-Darling catchments and ongoing developments in water use challenge us, this community leads by example in managing our waterfront environments.

The foreshore area is a great example of Loxton's ethos of Ecologically Sustainable Development. With much of the Riverfront Development Masterplan successfully implemented, there are already significant environmental and community benefits.

The stormwater recycling off the floodplain is filtered through trash racks before feeding the wetlands which provide an important habitat to the diverse plant and animal species of Australia's heartland. When full, the wetlands themselves further improve the water quality which demonstrates a sustainable approach to the shoreline that so many visitors and locals enjoy.

There are also considerable areas along the shoreline devoted to community use, and there has been significant community involvement in the development process with around 2000 volunteer hours spent each year. Both the Apex Club and the Rotary Club support many events and programs in the area.

Although water is scarce, the future is bright for Loxton with the schools actively participating in many community and environmental initiatives. They are well supported by many local businesses and partnerships throughout the community.

Into the future, Loxton are continuing to broaden their extensive stormwater reuse and complement it with treated wastewater. Their innovative practices have already led to Loxton reducing their municipal water use by a stunning 50% in the last two years and they continue to develop a sustainable landscape into the future.

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
- Luke Callaghan, KESAB Community Sustainability Contact on 0413 612 126 or lcallagh@kesab.asn.au
- Des Schliebs Director Community Services, Loxton Waikerie Council on 0404 839 651 or cd@loxtonwaikerie.sa.gov.au

Further information can be found at 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 Surf rider 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.