



MEDIA RELEASE

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Australia's Cleanest Beach: on a river, island or coast?

The national finalists in the Keep Australia Beautiful, Australian Clean Beaches Awards have been announced and will now compete to be crowned the overall winner.

The awards identify, acknowledge and promote Australia's best examples of sustainable communities that include a beach. Will the winner be from a South Australian river, a Queensland island or from somewhere along Australia's vast coastline?

In 2009 the national Clean Beaches Awards finalists are:

- NT:** Casuarina Beach, 15km from centre of Darwin
- WA:** Cable Beach, 5km from Broome, 2,000 km from Perth
- SA:** Loxton on the River Murray, 250km from Adelaide
- TAS:** Mersey Bluff Beach, Devonport, 255km from Hobart
- VIC:** Capel Sound Foreshores, Rosebud, 89km from Melbourne
- NSW:** North Steyne Beach, Manly, 14km from Sydney
- QLD:** Whitehaven Beach, Whitsunday Islands, 1,098 km from Brisbane

The national awards presentation will take place on Monday 25 May at 'The Strand', Townsville. The 2008 clean beaches national winner. Details at www.kab.org.au/cleanbeaches The program is sponsored by Mount Franklin Spring Water, Remondis Waste Solutions and Coastalwatch.

Each year, tens of thousands of volunteers donate their time and effort to undertake practical local initiatives, with projects ranging from litter prevention and recycling, to water and energy conservation, bush regeneration, endangered species and habitat protection, and the preservation of local culture and heritage.

Keep Australia Beautiful will also be fundraising in the lead up to the awards presentation. There is a chance to win a year's supply of beach gear, an online auction of memorabilia and sales of Australian made organic cotton T-shirts.

Keep Australia Beautiful National Chairman, Don Chambers, said:

"This year's entries have really tested the definition of a beach community. South Australia has shown that a riverside recreation area is just as much a beach as a coastal beach such as Cable Beach, Broome.

"Government and community efforts to maintain the pristine beauty of Whitehaven Beach in the Whitsundays are inspiring even though there are no beach side residents. North Steyne is showing what can be done in established and built up areas.

"The judge is looking for evidence of local sustainability initiatives by community, by business and by all levels of government. It promises to be an interesting contest." He added.

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About Keep Australia Beautiful

The Keep Australia Beautiful Network has been encouraging people all around Australia to care for their local environment since 1969. Through its Sustainable Communities Awards consisting of the Tidy Towns, Sustainable Cities and Clean Beaches awards local communities are recognised for their achievements. 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 for further information.

Partners of the Australian Clean Beaches Awards

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.