



## Media Release

15 April 2009

### Australian Clean Beaches National Judge checks out Cable Beach, Broome

Broome's Cable Beach 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 and Coastalwatch representative, Chris Tola, arrives in Broome today to visit Cable Beach – Western Australia's Clean Beaches State Winner and National Finalist - to assess its environmental achievements 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. Tola now has the tough task of assessing which of the national finalists will become Australia's Cleanest Beach 2009.

The achievements of Broome's local residents was one of the key reasons Cable Beach, an important breeding ground for turtles and crabs, was chosen to represent WA in the national awards. State judges felt that by working together, the community was able to help overcome issues that affect the local beach environment including land sharing, vehicle access and erosion caused by cyclone conditions.

National Judge and Coastalwatch representative, Chris Tola, said, "To win a clean beaches award does not simply mean the beach is litter free... These awards take into account the whole spectrum of local community sustainability initiatives.

"I look forward to viewing the environmental achievements of the local community groups that play an important role in the protection and preservation of this world famous beach", 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.

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

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## **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.