



Media Release

24 April 2009

Australian Clean Beaches National Judge checks out North Steyne Beach Manly

Manly's North Steyne 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, will be visiting North Steyne today – the NSW 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.

Beginning his inspection at 10:00am this morning at the North Steyne SLSC, Tola will talk to local community groups showcasing their innovative environmental projects that have been undertaken over the last 12 months at North Steyne Beach.

"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", Tola said.

"North Steyne has demonstrated best practice in environmental management and leads by example in the areas of solar power and water conservation. Many local businesses, residents and the local surf lifesaving club work in partnership to help protect and preserve this world famous beach", he added.

According to the Mayor of Manly, Councillor Jean Hay AM, "I'm a big supporter of the Clean Beaches Awards because it's such a great incentive for the community to become involved in local environmental beach projects. Everyone loves to be recognised for their hard work and the sense of community and the partnerships that result from the challenge are really valuable", she 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.

In 2009, the national finalists include NT – Casuarina Beach, WA – Cable Beach, SA – Loxton on the River Murray, TAS – Mersey Bluff Beach, VIC – Capel Sound Foreshores, NSW – North Steyne Beach and QLD – White Haven Beach. 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

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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.