



EMBARGOED UNTIL 3PM, FRIDAY 26 NOV

Media release

Friday, 26 November 2004

Tasmania's cleanest beach found

Boat Harbour Beach was today named the inaugural winner of the Clean Beach Challenge Tasmania, announced as part of the annual Tidy Towns Awards.

The Clean Beach Challenge is an exciting new program which showcases Tasmania's beautiful beaches and rewards those who restore and maintain our coastline.

Latrobe was crowned the Tidiest Town for 2004 at the Awards ceremony held in Bicheno, last year's overall Tasmanian Tidy Town winner.

Innkeepers Tidy Towns Judge, Ken Stewart said this year had revealed the best overall conditions in the 24 years of Tidy Towns history.

"Latrobe was rewarded for its many diverse community projects including the completion of the Australian Axeman's Hall of Fame, notable commerce and industry activity coupled with a strong and innovative local government," Mr Stewart said.

Olgilvie High School was awarded the 2004 Coca-Cola School Environment Award.

Keep Australia Beautiful Chairman, Mark Manning said Rosetta High School, Natone Primary School and Woodbridge High School also received awards in the school judging section.

"It's rewarding to see so many schools and towns across Tasmania taking pride in their surroundings which in turn creates a wonderful sense of community," Mr Manning said.

"The \$25,000 funding support for the Awards from the State Government and \$20,000 from the Beverage Industry Environment Council has been invaluable in helping to build this community spirit."

In the six population categories the winners were Tarraleah Village, Swansea, St Helens, Latrobe, Wynyard and Launceston City.

"Tasmanians are very resilient, responding well to both good and bad times, and this attitude was reflected in many of this year's entries," Mr Manning said.

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