



MEDIA RELEASE
Thursday 30th November 2006

CLEAN BEACH CHALLENGE
SYDNEY REGION AWARD WINNERS ANNOUNCED

**Dee Why - Long Reef Beach set to shine
this Summer as Sydney's Cleanest Beach**

Keep Australia Beautiful (NSW) has declared Dee Why - Long Reef Beach the overall winner of the Sydney Region Clean Beach Challenge for 2007.

Now in its sixth year, the Keep Australia Beautiful (NSW) Clean Beach Challenge recognises and rewards coastal communities, local councils, volunteers and surf lifesaving clubs for their anti-litter initiatives, dune and habitat conservation, environmental education programs and other initiatives that help protect and preserve the NSW coastline, whilst also enhancing the beach visitor's experience.

Encompassing the Dee Why Wildlife Refuge and Long Reef Aquatic Reserve, Dee Why acts as an important focal point for the Northern Beaches, reminding and inspiring residents to help conserve the area. Surrounding bushland is also being regenerated by Council and volunteer groups including Dee Why Friends of the Lagoon and Reefcare.

"Dee Why - Long Reef Beach and surrounding areas provide visitors with an expansive and diverse natural environment that undoubtedly deserves this prestigious accolade" said Chief Executive of Keep Australia Beautiful (NSW), Matthew Taylor.

"Bounded by headlands, sand dunes, parks, bushland, a lagoon and residential areas, Dee Why is suitable for families and surfers alike. It is safe and clean with a decorative promenade, providing visitors with a diverse range of activities to chose from such as surfing, bushwalks, sightseeing, dining out or just relaxing." Taylor said.

"Warringah Council, together with its local community and partners, has set a great example to others. They have taken action to reduce litter through educational initiatives, improved amenities and beachfront. This is supported by some fantastic beachside expos held throughout the year, which help draw visitors to the beach as well as highlighting the need to protect the environment."

"Congratulations to Dee Why - Long Reef Beach and to Warringah Council for truly helping to keep Australia beautiful," Matthew Taylor said.

In addition to announcing Dee Why - Long Reef Beach as the Overall Sydney Region Winner, Meanwhile, other Sydney Region beaches to receive awards today include:

Sydney Region Award Winners

Award Category	Winner	Highly Commended
Sydney Water Water Conservation and Resource Management Award	Coogee Beach	Lady Robinsons Beach, Brighton Le-Sands
Energy Australia Friendly Beach Award	Frenchman's Bay, Randwick	Clovelly Beach
Alcoa Litter Prevention Award	Lady Robinson's Beach	North Steyne Beach, Manly
Raine & Horne Young Legends Award	Cronulla Beach	North Steyne Beach
Community Action Award	North Steyne Beach	Mona Vale Beach
Local Government Leadership Award	Mosman Municipal Council	Randwick City Council
Natural Heritage Award	Yarra Bay, Randwick	Maroubra Beach
Department of Environment & Conservation - Overall Award	Dee Why - Long Reef Beach	Clovelly Beach

Overall State Winner also announced today

Following the announcement of Dee Why as the Sydney Region winner and the last of the State Finalist's, Keep Australia Beautiful then also announced the Overall NSW Winner at this morning's award presentation.

For the second year running, Toowoong Bay on the State's Central Coast was declared the overall winner of the NSW Clean Beach Challenge for 2007.

- ENDS -

The Sydney Region and State Awards Presentation for the NSW Clean Beach Challenge 2007 will be held today 8:30 – 10:30am at the Bather's Pavilion, Balmoral Beach. Media are invited to attend.

For further media information please contact:

Lara Shannon on 0415 076 015 or Matthew Taylor on 02 9633 3380 or 0409 463 227