



**MEDIA RELEASE**  
**Thursday 30<sup>th</sup> November 2006**

## **CLEAN BEACH CHALLENGE 2007**

# **Toowoan Bay voted NSW's Top Beach for second year running**

**Keep Australia Beautiful (NSW) today declared Toowoan Bay on the State's Central Coast the overall winner of the NSW Clean Beach Challenge for 2007.**

Horseshoe Bay on the Mid North Coast was named the State Runner Up at the Clean Beach Awards Presentation held at Balmoral Beach today, whilst Dee Why - Long Reef Beach was awarded the Clean Beach title for the Sydney Region.

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.

"For the second year running, Toowoan Bay is a fitting State Winner of this prestigious accolade", said Matthew Taylor, Chief Executive of Keep Australia Beautiful (NSW).

"It is a popular and busy beach that manages to still retain a natural tranquillity and serenity that not only draws visitors to the area, but helps remind people of the importance of preserve our coastlines and natural heritage."

Toowoan Bay provides visitors with an impressive range of well maintained community facilities, together with extensive landscaping using native vegetation that helps attract abundant local wild life. The local surf life saving club provides visitors with the latest information for beach and sun safety and, with the support of Wyong Shire Council and local community volunteer groups, also helps ensure that the area's natural heritage is well maintained.

As the State Runner Up, Horseshoe Bay at South West Rocks on the Mid North Coast, was recognised for its excellent litter control measures, including the installation and regular maintenance of the gross pollutant traps in the area. A wide range of local community groups, businesses and Kempsey Shire Council all work together to help keep the Bay pristine and provide excellent local facilities for visitors.

Meanwhile, also announced at the awards presentation today, and competing against the other regional winners for the overall State title, was Dee Why - Long Reef Beach. 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.

“Congratulations to Wyong Council and Toowoong Bay’s beach community for providing an environmental benchmark from which all beaches can learn. The efforts of the Toowoong Bay community, and indeed all of our Regional and State Category Award Winners announced today, truly help to keep Australia’s coastline beautiful” Mathew Taylor said.

**Other NSW State Category Award Winners announced today include:**

<b>Award Category</b>	<b>Winner</b>	<b>Highly Commended</b>
<b>Sydney Water Water Conservation and Resource Management Award</b>	Toowoong Bay, Central Coast	Stockton Beach, Hunter Region
<b>Energy Australia Friendly Beach Award</b>	Town Beach, Port Macquarie, Mid North Coast	Toowoong Bay
<b>Alcoa Litter Prevention Award</b>	Lady Robinsons Beach, Brighton-Le-Sands	Toowoong Bay
<b>Raine &amp; Horne Young Legends Award</b>	Wooli Main Beach, North Coast	Angels Beach, Ballina, Northern Rivers
<b>Community Action Award</b>	Angels Beach, Ballina, Northern Rivers	Towradgi Beach, Illawarra
<b>Beach Spirit Award</b>	Catherine Hill Bay, Hunter	Lighthouse Beach, Mid North Coast
<b>Local Government Leadership Award</b>	Wollongong City Council, Illawarra	Wyong Shire Council, Central Coast
<b>Natural Heritage Award</b>	Towradgi Beach, Illawarra	Budgewoi Beach, Central Coast and Yagon Beach.
<b>Department of Environment &amp; Conservation - Overall Award</b>	Toowoong Bay, Central Coast	Horseshoe Bay, South West Rocks, Mid North Coast

**The 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:  
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