

KEEP AUSTRALIA BEAUTIFUL



media release

8 December 2008

STRICT EMBARGO: 12.30pm MONDAY 8 DECEMBER

Whitehaven Beach named Queensland's Cleanest Beach

One of The Whitsundays most famous icons, Whitehaven Beach, a seven kilometre stretch of untouched pure silica white sand was today named Queensland's Cleanest Beach at the State Awards for Keep Australia Beautiful Queensland's Clean Beach Challenge 2008, at Parliament House.

"Whitehaven Beach is a deserved winner of Queensland's Cleanest Beach Award amidst a strong field of beautiful beaches which were well managed in 2008 for the enjoyment of all," said Luke Agati, CEO of Remondis, experts in waste recovery.

"Whitehaven Beach 'Ship it in, ship it out' public education program is outstanding, effectively harnessing the commitment of several Whitsunday region schools whose students act as Reef Guardians," Mr Agati said. "It is a credit to all involved."

"Green Island's positive refuse, reduce, reuse, recycle approach keeps it in pristine condition and secured its place as the winner of the Remondis Resource Recovery Award," said Mr Agati.

"Green Island monitors usage of non-recyclable material, offers extensive eco friendly alternatives, provides recycle recepticals and trains staff in recycling practices. All refuse is taken off the island to Cairns Bedminster Recycling Facility and waste water is treated to tertiary level then reused in a variety of ways including irrigation, cooling systems, and toilet flushing thus reducing the quantity of water needed through the reverse osmosis desalination system," Mr Agati said.

"It is an excellent example of conservation of natural resources, through recovery, reuse and appropriate waste management," Mr Agati said.

Carole Miller, CEO of Keep Australia Beautiful quoted from the judges remarks:

"Whitehaven, undoubtedly one of the world's Top Ten beaches, is so beautiful that its thousands of visitors aren't loving it to death, on the contrary, they're accepting responsibility to care for it while they're there," said Carole Miller, CEO of Keep Australia Beautiful Queensland.

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“The secret is the “Ship it in, ship it out” environment policy. There are no barbeques, playgrounds or signs and not even a litter bin. Dogs are not allowed and cigarette smoking is prohibited.

“So we congratulate the hard working Field Officers, the Whitsunday community, the Friends of Whitehaven, Council, the Reef Guardian Schools and the commercial operators – together they’re doing a superb job,” said Ms Miller.

“This year, 105 beaches competed to be Queensland’s Cleanest Beach, as well as Tourism Queensland’s Friendliest and we are delighted that Surf Life Saving Queensland continues to partners us. Now in its 11th year, the Clean Beach Challenge is an important part of Keep Australia Beautiful Queensland’s work. It focuses attention on one of Queensland’s most important assets – our beaches and joins our other programs in helping us keep Australia, and particularly Queensland, beautiful 365 days a year,” she concluded.

Today’s State winners are

- ◆ ***Environmental Protection Award*** – Hay Point Beach
- ◆ ***Do the Right Thing Litter Prevention Award sponsored by Packaging Stewardship Forum*** – Golden Beach
- ◆ ***Partnerships Award*** – Suttons Beach
- ◆ ***Remondis Resource Recovery Award*** – Green Island
- ◆ ***Outstanding Accomplishment Award*** – Griffith University Centre for Coastal Management Beach Care (Gold Coast)
- ◆ ***Surf Life Saving Queensland’s Young Legends Award*** – Emu Park State School
- ◆ ***Tourism Queensland’s Friendliest Beach Award*** – Surfers Paradise
- ◆ ***Queensland’s Cleanest Beach Award*** – Whitehaven Beach

Judges justifications for State Winning Beaches can be found at www.keeppaustraliabeautiful.org.au/qld

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