

**EMBARGOED MEDIA RELEASE
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Port Kembla Beach Announced the Overall State Winner of the Clean Beach Challenge Awards!

Port Kembla has been announced the Overall Winner of the Clean Beach Challenge State Awards at this year's presentation held during a Sydney Harbour cruise during Friday 4th December.

Now in its ninth year, the Keep Australia Beautiful NSW Clean Beach Challenge encourages and recognises coastal communities, local councils, volunteers and surf lifesaving clubs who protect this State's beautiful coastline. Dune and habitat conservation, environmental education, anti-litter and visitor friendly initiatives are among some of the activities that are awarded.

"The Illawarra region has outstanding beaches which achieved consistent impressive results in the Clean Beach Challenge. This prestigious state title returns to the Illawarra region, repeating Austinmer's big win in 2001.

"Port Kembla Beach is a worthy winner as it is swathed by a sense of ownership and community pride, evidenced through the numerous ongoing efforts which have been taken to protect this local asset. The local community, local SLSC and Council have been steadily improving the beach environment over recent years so it's great to see that Port Kembla has taken out the State title this year. The local community and Council are doing some really fantastic work!" commented Peter McLean, Chief Executive Officer, Keep Australia Beautiful NSW.

The Department of Environment, Climate Change and Water NSW is a proud partner of the Overall Clean Beach Challenge Award.

Lisa Corbyn, Director General of the Department of Environment, Climate Change and Water, congratulated Port Kembla on their award success;

"The Department has sponsored this award as part of our commitment to maintaining a healthy coastline in NSW. We have long been committed to improving water quality at beaches in this state. This award recognises the enormous efforts many communities are making to clean up their favourite beach and protect the coastal environment, creating an inviting place for residents and visitors alike. Individuals working together can make lasting, positive changes to the local environment," Lisa Corbyn said.

The recent initiatives of Port Kembla Beach include extensive dune work, multi-lingual signage, an Olympic-sized salt-water pool cleaned with ocean water with free entry, wading pools, shade cloths and a lawn area. The kiosk uses recyclable materials and practices. The environmental health of the beach is strongly interwoven into community values, with groups including Lifeguards, Scouts and Nippers all enjoying the beach and regularly participating in keeping it clean.

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As the 2010 Overall State Clean Beach Challenge winner, Port Kembla Beach will go in the running against all other State Winners at the Australian Clean Beach Challenge Awards presentation, to be held early next year.

For further information about Keep Australia Beautiful NSW programs visit www.kabnsw.org.au

For a full list of all winning beaches at state level, please refer to the table below:

Award	Winner	Highly Commended
Department of Environment, Climate Change and Water NSW Overall Beach Award	Port Kembla Beach	Pearl Beach
WSN Resource Recovery Award	Bondi Beach	Killcare Beach
Alcoa Litter Prevention Award	Main Beach Byron Bay	Merimbula Beach
Sydney Water Conservation Award	Clovelly Beach	Airforce Beach
Young Legends Award	Number One Beach	Cave Beach
Community Partnership and Action Award	Lennox Head	Horseshoe Bay
Environmental Protection Award	Merewether Beach	Long Beach

Congratulations to all our award winners!

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Please note: Photos of award winners will be taken at the event. Please contact Elizabeth Jarrett, Media and Communications Manager on 02 9633 3380 for a picture of the winning beach in your region.

For further media information please contact:

Elizabeth Jarrett, Media and Communications Manager, Keep Australia Beautiful NSW
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For media comment please contact:

Peter McLean, Chief Executive Officer on 0416 227 158 or

Rosemary Hadaway, Programs Manager on 0414 603 304.

Any mention of our generous award partners would be greatly appreciated. Without their kind support, the Clean Beach Challenge would not be possible.