



## Media Release

Friday 4<sup>th</sup> February 2011

### **Pearl Beach gets ready to impress as the Clean Beaches Judge visits this week**

The community of Pearl Beach is eagerly anticipating the arrival of the Clean Beaches Awards Judge, Dr David Moy, this week as it vies for the coveted title of Australia's Cleanest Beach.

As part of his national judging visit, Dr Moy will arrive in Pearl Beach on Tuesday to check out the many projects undertaken within the community that earned Pearl Beach the prestigious state title of New South Wales' Cleanest Beach.

Dr Moy will be evaluating the initiatives against the national awards criteria which encompass environmental innovation and protection, water and energy conservation, community partnerships, litter prevention, resource recovery and protection of local heritage and culture.

Pearl Beach is typical of the finalists in the Australian Clean Beaches Awards who are all outstanding examples of local volunteers working on practical projects that help the environment.

According to Dr Moy, "Each of the Clean Beaches national finalists should be extremely proud of their efforts as they provide inspiration and practical case studies that other communities can learn from to protect and preserve their local beach environment, culture and heritage."

"It's great to see how the dedicated work of individuals, community groups, industry and local councils can successfully come together to achieve positive environmental outcomes that helps to ensure their beaches and town as a whole can move forward sustainably", he added.

Dr Moy's tour of Pearl Beach will include the recently restored rock pool; an inspection of the dunes; access walkways to the beach; the Pearl Beach Lagoon; the Significant Tree Walk; a self-guided walk through the Crommelin Native Arboretum – a museum of living trees – designed to educate visitors about the local environment; a visit to the Crommelin Biological Research Station (donated to the University of Sydney by Minard Crommelin, environmentalist and educator) a base for students studying coastal processes, biology, the rock forms and the beach.

Dr Moy's visit will also include a stop at the beach reserve to meet volunteers from Dunecare, Bushcare, Waterwatch and the Pearl Beach Progress Association to discuss with them the community's many initiatives in relation to the preservation of its natural and social heritage.

Following his national tour of the state and territory finalists, Dr Moy will then face the tough task of deciding who will be crowned the national winner. This will be announced at the 2011 Clean Beaches Awards Ceremony, to be held South Port Noarlunga Beach, SA on 6 May 2011, the winner of last year's national title.

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The Australian Clean Beaches Awards are sponsored by Keep Australia Beautiful Green Ribbon Program and Steve Parish Beach Calendar.

#### **MEDIA ALERT - Photo Opportunity with National Judge and elected representatives**

**Date / Time:** 10:00am - Tuesday 8<sup>th</sup> February 2011  
**Location:** Beachfront Reserve, Pearl Parade, Pearl Beach

**For further information about the judge's visit, or photo opportunities, please contact:**

Clean Beaches Judge: Dr David Moy on 0411871460 or [davidmoy@optusnet.com.au](mailto:davidmoy@optusnet.com.au)  
KAB NSW: Peter McLean on 02 9633 3380 or [pmclean@kabnsw.org.au](mailto:pmclean@kabnsw.org.au)  
Palm Beach Media: Fay Austin on 02 4341 7669 or Carole Saint on 02 4341 6701 or  
[casjasper@bigpond.com](mailto:casjasper@bigpond.com)

**EDITOR'S NOTES:**

**About the Judge – Dr David Moy**

Currently the Director of TechSearch Waste and Environment Services, David also holds an Honorary Professorial appointment with Central Queensland University where he lectures with the post-graduate Environmental Management Program. He has previously acted as judge for the Queensland Government's former Green Hospitals Award; Brisbane City Council's Waste Saver Awards and more recently, WMAA's National Landfill Division's Landfill Excellence Awards in 2007 and 2009.

With an extensive knowledge and understanding of environmental issues, David has a proven ability to identify relevant strengths and weaknesses in environmental and social performance. Having an affinity for beach communities, David works well with community groups and specialises in community engagement.

"I have an appreciation that we on the coast need to understand our basic interaction with and mutual dependence on inland areas as part of maintaining our total environment and social well-being. It is important that we continue to communicate effectively and to share ideas and innovative approaches to tackling key issues facing our coastal communities.

I believe that positive engagement with our coastal communities will be critical to our sustainable progress as population pressures on the coast continue to grow."

**About the finalists**

NSW – Pearl Beach, 40km North of Sydney  
VIC: Bells Beach, 100km SW of Melbourne  
QLD – Tallebudgera Beach, 91km South of Brisbane  
WA: Rockingham Beach, 50km South of Perth  
SA: Port Vincent, 194km from Adelaide  
TAS: Sisters Beach, 339km NW of Hobart  
NT: NT Seafood Council and SeaNet NT's Darwin Harbour Clean Up 2010

**About the Australian Sustainable Communities Awards**

Keep Australia Beautiful seeks to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment. It does this through research, communications programs and awards programs.

Its national awards are known as the Australian Sustainable Communities Awards which consist of the Clean Beaches Awards, Sustainable Cities and Tidy Towns. Each awards program commences with state and territory awards and culminates in a national grand final. The Clean Beaches Awards are open to rural and regional communities across Australia, covering the 20% of the population who care for 80% of the country. The Clean Beaches Awards are sponsored by:

**Steve Parish Beach Calendar.**

-Each purchase of a Steve Parish Beach Calendar generates 50c to Keep Australia Beautiful for the Clean Beaches Awards  
-purchase online at <http://www.steveparish.com.au/product?code=8076816>

**Keep Australia Beautiful Green Ribbon Program**

-Keep Australia Beautiful National Association (KABNA) is able to offer a cause marketing or licensing program for organisations who wish to associate their product or service with this worthwhile environmental cause.  
-details at <http://www.kab.org.au/support-us/licensed-merchandise/>