



MEDIA RELEASE
Friday 26 March 2010

**Port Kembla Beach, NSW, wins Litter Prevention Award at the
Australian Clean Beaches Awards for 2009/2010**

Port Kembla Beach in NSW has won the Dame Phyllis Frost Litter Prevention category at the annual Keep Australia Beautiful, Australian Clean Beaches Awards, held in Manly last night.

Represented by David Erskine, President of the Port Kembla SLSC, Port Kembla Beach was announced the category winner for the Dame Phyllis Frost Litter Prevention award, sponsored by the Hungry Jack's 'Bag it & Bin it' program.

According to the Australian Clean Beaches Judge, David Moy, Port Kembla Beach was a deserving winner in this category.

"The community and council of Port Kembla Beach work closely together on litter prevention, with regular council and nipper litter patrols ensuring there is no major litter problems. Four local community groups are also involved in the 'Rise and Shine' project to get the community involved in litter collection. A clever, multilingual sign advises visitors to 'leave only footprints' and the Council also engages well-known fishing and surfing identities to convey this message to the community by TV and radio."

Port Kembla Beach also went on to receive a Distinction in the category of Water Conservation. "Port Kembla beach is somewhat unique in having a swimming pool on the beach so patrons can swim even when the beach is closed. The pool is now filled with sea water instead of fresh water from the town supply. This conserves a large quantity of portable water and avoids the community having to pay unnecessary treatment costs for drinking quality water to swim in", David Moy added.

In attendance at last night's awards was the Minister for Climate Change, Energy Efficiency and Water, Penny Wong, and local surfer and seven times world champion, Layne Beachley.

Senator Wong commended the winners, "I congratulate the dedicated community members on their commitment in taking steps to improve their local community's environment."

Mick Pember, National LSM Manager at Hungry Jack's, added that "We are proud to be sponsoring this award that recognises litter prevention activities undertaken in our communities and we congratulate the community of Port Kembla Beach on their exemplary efforts."

South Port beach in Noarlunga, SA, was named Overall winner, taking out the title of Australia's Cleanest Beach for 2009/2010.

Through the Australian Clean Beaches Awards, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping beach communities to become environmentally, economically and socially sustainable. The awards are sponsored by Mount Franklin Spring Water, Coastalwatch and the Hungry Jack's 'Bag it & Bin it' program.

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For further information visit www.kab.org.au



Media contacts:

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EDITOR'S NOTES

Australian Clean Beaches Awards 2009/2010 Table of Results

Category	Winner	Sponsor
Overall Winner	South Port Noarlunga, SA	Mount Franklin Spring Water (Principal Sponsor)
Community Action & Partnerships	Yeppoon Main Beach, QLD <i>(Distinction: South Port Noarlunga, SA)</i>	
'Dame Phyllis Frost' Litter Prevention	Port Kembla Beach, NSW	Hungry Jack's 'Bag it & Bin it'
Resource Recovery & Waste Management	South Port Noarlunga, SA	Mount Franklin Spring Water
Environmental Innovation & Protection	South Port Noarlunga, SA. <i>(Distinction: Yeppoon Main Beach, QLD)</i>	Coastalwatch
Water Conservation	South Port Noarlunga, SA <i>(Distinction: Port Kembla Beach, NSW)</i>	
Energy Innovation	West Beach Burnie, TAS, <i>(Distinction: Balnarring Beach, VIC)</i>	
Heritage & Culture	EQUAL FIRST: Shady Beach Yirrkala, NT & West Beach Burnie, TAS	
Young Legends	South Port Noarlunga, SA <i>(Distinction: Balnarring Beach, VIC)</i>	

About The Australian Clean Beaches Awards Sponsors:

Mount Franklin – Principal Sponsor

Coca-Cola Amatil is a long term supporter of Keep Australia Beautiful. Its Mount Franklin premium spring water brand promotes positive actions. This makes it an ideal fit with the Clean Beaches awards which celebrate the environmental achievements of individuals and local communities including beverage container recycling and in particular PET recycling.

Coastalwatch – Category Sponsor

Coastalwatch is a website with cameras at beaches all around Australia. Coastalwatch is committed to bringing the coast to a broad cross section of Australians and overseas visitors. Its goal is to make a significant contribution to more timely and safer coastal use, and more efficient and cost effective coastal management.

Hungry Jack's® - Category Sponsor

Hungry Jack's is a long term supporter of Keep Australia Beautiful and has been making consistent progress with its environmental initiatives. This includes an anti litter message on all packaging, kitchen food waste composting trials and implementing an Australian-first dining room food waste composting trial.

Promotional Partners

Surf Life Saving Australia, Surfing Australia, Surfrider Foundation and Steve Parish Beach Calendar.