

Keep 
Australia
Beautiful

**Clean
Beaches**

MOUNT
FRANKLIN 



**Australian Clean Beaches Awards
2009/2010
Project Summary**

Scott Lyall and Bianca Bateman
2.7.10

Background

Keep Australia Beautiful's mission is 'to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment'

We are a federation of state and territory offices coordinated by a national office, have programs in each state and territory and have been encouraging people all around Australia to care for their local environment since 1968.

The Australian Sustainable Communities Awards consist of the Tidy Towns, Sustainable Cities and Clean Beaches Awards. The awards aim to encourage, motivate and celebrate grass roots initiatives that foster environmental, social and economic sustainability. They commence with state and territory awards and culminate with the national awards.

Participants

Finalists in the Australian Clean Beaches Awards 2009/2010 included:
NSW: Port Kembla Beach, Port Kembla, pop 4,369, 8km south of Wollongong
VIC: Balnarring Beach, Balnarring, pop 1,622, 69km south of Melbourne
QLD: Yeppoon Main Beach, Yeppoon, pop 13,285, 42km north-east of Rockhampton
WA: (skip a year as their finalist in 2010 takes part in the 10/11 nationals)
SA: South Port Noarlunga, pop 158,300, 35km south of Adelaide
TAS: West Beach, Bunrie, pop 19,160, 296km north of Hobart
NT: Shady Beach, Yirrkala, pop 800, 18km southeast of Nhulunbuy

Keep Australia Beautiful ensures that community volunteers, council staff, Councillors, State and Federal MPs representing each finalist are informed of the program and invited to the presentation.

Each finalist was visited by the new Australian Clean Beaches Judge, Dr David Moy, a respected participant in the sustainability debate with extensive academic experience. See <http://www.kab.org.au/about-us/board-members-and-staff/>

The Australian Clean Beaches Awards for 2009/2010 were held at North Steyne Surf Life Saving Club on 25th March 2010 with World Surfing Champion Layne Beachley, and the Minister of Climate Change, Energy Efficiency and Water, Penny Wong, as the guests of honour.

The overall winner was South Port Noarlunga, SA. They were presented with a certificate from Keep Australia Beautiful and a collection of items made from recycled PET from Coca-Cola/Mount Franklin

Promotion

Website

-the KABNA website is the main source of information and generally includes the announcement of each finalist, the visit by the judge, overall result and judges notes

Media

-national office and sponsors able to issue releases to coincide with the visit by the judge and the announcement of overall results
-see list of media below

Judge Visit

-finalist, judge and sponsor reps invited to photo opp at judges visit

Presentation of Awards

-opportunity to meet face to face with finalists and guests of honour

Programs

The national awards programs are a collaboration between the finalists, the local KAB offices, KABNA and its partners. The process commences with the announcement of finalists and concludes with the announcement of the overall winner. Finalists are assessed against the national criteria when they provide a written entry and are visited by the national judge.

Case studies are able to be accessed by sponsors who are free to expand on items of interest. For example Grundfos Pumps will send a separate release to their trade press detailing the water case studies from their sponsored category 'Water Conservation'

Partners

Supporters receive:

- a partnership with a credible community based environmental organization
- involvement with a high profile environmental issue: local sustainability issues in beach areas
- invitation to state events where national finalists are announced
- invitation to the photo opportunity at the judge visit to each state
- complimentary tickets to attend the national awards
- branding on KAB program material
- networking with KAB guests
- access to entrant case studies that are relevant to the supporters product or service
- use of the program logo
- assistance with related promotions such as the Navman People's Choice promotion which ran alongside their sponsorship of the Tidy Towns Awards

Financial Supporters (ideally Principal \$100k, category \$20k)

Mount Franklin – Principal Sponsor \$30k

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.

Hungry Jack's ® - Category Sponsor \$20k

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.

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.

Promotional Partners

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

Observations on 09/10 and plans for 10/11

The 2010 program:

-included a new and very active judge Dr David Moy. David is keen to lift the standard of entries and to work with the media and government agencies to lift the profile of the awards

-included more focus on the visit by the judge as a media opportunity for finalists for KAB and its sponsors

-featured a relevant and enjoyable location: North Steyne was the previous winner and the surf club was an ideal relaxed venue

-was graced by Minister Wong as Guest of Honour and Layne Beachley as Ambassador

-received continuing support from Sunrise which has given us a live cross for each of the past three years

-the event format was ok but could have been made shorter by condensing the results eg not so many highly commended

In 2010 2011 Keep Australia Beautiful will:

-conduct the Australian Sustainable Communities Awards consisting of Tidy Towns, Sustainable Cities and Clean Beaches

-work with finalists, KAB offices and KABNA partners to streamline the process and increase benefits to all participants

-encourage the production and dissemination of detailed case studies of local sustainability projects

-promote the program at the announcement of each finalist, the visits by the national judge, the announcement of winners and the distribution of case studies

-encourage the participation of prominent Australian's as ambassadors and as guests of honour at events

-streamline the event format with an introduction by the judge followed by the presentation of awards

-the Australian Clean Beaches 2010 2011 will be held in Perth in March 2011

MEDIA RELEASE
Friday 26 March 2010

**South Port Noarlunga beach, South Australia, wins the
Australian Clean Beaches Awards**

South Port Noarlunga beach in SA has been announced as the Overall Winner of the Keep Australia Beautiful, Australian Clean Beaches Awards, for 2009/2010.

As well as winning the overall Australian title, South Port Noarlunga picked up awards in the Resource Recovery & Waste Management, Environmental Innovation & Protection, Water Conservation and Young Legends categories, plus a distinction in the Community Action & Partnerships category.

Highlights of their achievements include the involvement of the South Port SLSC (one of the first clubs in Australia to have a nominated environmental officer) in establishing the Coastal Action Plan and Dune Management Plan, as well as actively promoting recycling and surveying the community's youth about recycling.

Seeds of indigenous species are also collected for propagation and dune planting by the local nursery, and the SLSC has implemented water audit recommendations such as use of buckets and sponges for cleaning boats instead of hoses. South Port youths are also working to help prevent sand boarding over the dunes.

Australian Clean Beaches National Judge, David Moy, commented that, "the community members of South Port Noarlunga all have a high-level common goal and are focussed on achieving beneficial outcomes for the community and the environment. The approach of the SLSC and other community partners was pivotal to their enhanced environmental protection and climate change impact. They are most deserving of this award."

Minister for Climate Change, Energy Efficiency and Water, Penny Wong, presented the award at a ceremony late yesterday afternoon at Sydney's Manly beach.

"South Port SLSC shows outstanding leadership that I hope encourages all beach communities around Australia to take up environmental initiatives," Senator Wong said. "I congratulate them and their community members on their dedication and commitment in taking steps to improve their local community's environment."

Congratulating the South Port community on their win on behalf of Principal Sponsor, Mount Franklin Spring Water, Sally Loane, Director of Media and Public Affairs at Coca-Cola Amatil, said, "We are proud to support the Clean Beaches awards which recognise a range of community initiatives, including beverage container recycling, in particular PET recycling. We are pleased to see the local community's efforts recognised at South Port with this prestigious award."

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.

- ends -

For further information visit www.kab.org.au

Media contacts:

- **KAB PR:** Lara Shannon on 0415 076 015 or laras@kab.org.au
- **National Judge:** Dr David Moy on 0411 871 460 or davidmoy@optusnet.com.au
- **KESAB PR:** Mike O'Reilly on 0414 882 505 or mike@oreillyconsulting.com
- **Sponsor:** Sally Loane, Media & Public Affairs, Coca-Cola Amatil, 0416 162 336

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 Yirkala, NT & West Beach Burnie, TAS	
Young Legends	South Port Noarlunga, SA <i>(Distinction: Balnarring Beach, VIC)</i>	

Australian Clean Beaches 2010 – Winner’s Announcement Media Coverage

Updated 29/3/10

TV

National

- **Sunrise** - Channel 7 - 26/3/10 – Preview plus Live cross to South Port Noarlunga & iv with Dick Olesinski.
- (SBS – attended awards but no story aired.)

SA

Channel 10 News – Adelaide - 25/3/10 - Report from South Port Noarlunga beach.

QLD

WIN TV Rockhampton – News – 26/3/10

NSW

WIN TV Wollongong – News – 26/3/10. iv with David Erskine, Port Kembla SLSC

RADIO

SA

- Mix FM Adelaide News – 26/3/10, 6:02am
- Mix FM Adelaide News – 26/3/10, 6:33am
- ABC 891 Adelaide – 26/3/10, 6:04am
- ABC 891 Adelaide – 26/3/10, 7:57am
- Cruise Adelaide News – 26/3/10, 6:30am
- Cruise Adelaide News – 26/3/10, 8:30am
- 5AA Breakfast talkback – 26/3/10, 7:24am iv w Dick Olesinski
- 5AA News – 26/3/10 – 8:32am
- Nova 91.9FM News – 26/3/10 12:00pm
- Nova 91.9FM News – 26/3/10 6pm
- 5AA News – 26/3/10 – Noon
- ABC 891 Adelaide Breakfast talkback – 27/3/10 - iv with David Moy
- 5AA Breakfast Talkback – 27/3/10 – iv w South Port SLSC spokesperson

QLD

- ABC Rockhampton News - 25/3/10 8:30am - – warm up story for awards.
- ABC Rockhampton News – 26/3/10 – winners story
- ABC Rockhampton Breakfast Talkback – 26/3/10 – iv w Sandra O’Brien from Rockhampton Regional Council
- 4RO Rockhampton News – 26/3/10
- 4RO Rockhampton Breakfast – 26/3/10 – iv Brad Carter from RRC
- ABC Rockhampton News – 26/3/10 – iv w Sandra O’Brien from Rockhampton Regional Council

NSW

- i98 FM News – 25/3/10 – 12pm – warm up story for awards announcement.

- ABC 702 Sydney Drive Time talkback – 25/3/10 - iv David Erskine, Port Kembla SLSC
- ABC Illawarra News (Wollongong) – 26/3/10 - 6:35am;
- ABC Illawarra News (Wollongong) – 26/3/10 - 8:34am
- ABC Illawarra Breakfast Talkback – 26/3/10 iv w Peter McLean
- i98 FM News – 26/3/10 – 12pm – winners announcement
- ABC 702 Sydney Drive Time talkback – 25/3/10

TAS

- ABC Northern Tasmania Afternoon Talkback – 26/3/10- iv w Judge David Moy

PRESS/Online

SA – Adelaide Advertiser 26/3/10
SA – Adelaide Now 26/3/10

TAS – Burnie Advocate 26/3/10
TAS – The Mercury 26/3/10

NT - NT News – 26/3/10

QLD - The Morning Bulletin 26/3/10
QLD – Sunday Mail 26/3/10

NSW – Daily Telegraph 26/3/10

Appendix
Categories for the Australian Clean Beaches Awards 2009/2010

**Keep Australia Beautiful
Sustainable Communities Awards
Tidy Towns, Sustainable Cities, Clean Beaches**

- Community Action & Partnerships** **200 points**
Recognises achievement in community beautification, presentation and pride. Also recognises partnerships between government, business, industry and local community networks.
- 'Dame Phyllis Frost' Litter Prevention** **200 Points**
Recognises community litter management, reduction and education initiatives.
- Resource Recovery & Waste Management** **100 points**
Recognises achievement in resource recovery and waste management including initiatives which conserve resources, recover and reuse materials and the appropriate disposal of non-recyclable materials.
- Environmental Innovation & Protection** **100 points**
Recognises innovative principles and actions associated with developing sustainable communities. Also recognises protection of the natural environment focusing on the conservation of native flora and fauna.
- Water Conservation** **100 points**
Recognise sustainable water management within communities which has combined innovative water conservation and water re-use initiatives at the private, industrial and municipal levels, benefiting society and nature.
- Energy Innovation** **100 points**
Recognises sustainable energy management which focuses on innovative energy efficiency measures and climate change issues.
- Heritage & Culture** **100 points**
Recognises communities which proudly preserve and value cultural history.
- Young Legends** **100 points**
Recognises positive environmental outcomes which encourage and promote youth initiative and environmental education and/or achievement.