



Media Release

Monday 29th November 2010

Port Vincent Beach gets ready to impress as the Clean Beaches Judge visits this week

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

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

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.

Port Vincent 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 Moy, "Each of 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 ensure their beaches and town can move forward sustainably", he added.

"Moy's tour of Port Vincent's Beaches will start Tuesday morning at the Marina Lookout and continue to the Marina via Correll Park where he will view the local beaches and walkways in the area.

During his visit, he will visit solar installations and other energy efficient projects introduced around town as well as a stop off at the Tidy Towns Shed for a glass crushing demonstration that will demonstrate how the community initiative has successfully led to increased resource recovery and diversion of waste from landfill.

Moy's tour will include a lunch visit to the town's institute to meet the Deputy Mayor and community volunteers who have been working to protect the town's proud history and natural heritage of the coastal region.

A stop off at Bennett Park to meet volunteers will display how the community actively gets involved in sustainable initiatives. Park caretakers, Ambulance volunteers, Coast Guard and CFS volunteers will be present. Moy's tour will also take in a visit to the local primary school where a presentation will be made by environmentally conscious students who have been extremely active in litter prevention and have undertaken collections along the beach and foreshore areas."

Following his national tour of the state and territory finalists, Moy will then face the tough task of deciding who will be crowned the national winner, to be announced in Scarborough Beach WA in April 2011, following the success of the South Port Noarlunga, SA in April this year. 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: 12.30pm, Tuesday 30th November 2010
Location: The Institute, Marine Parade, Port Vincent

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

Clean Beaches Judge: David Moy on 0411871460 or davidmoy@optusnet.com.au
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EDITOR'S NOTES:

About the Judge – David Moy

David comes to us with a wealth of knowledge and expertise. 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: TBA

VIC: Bells Beach, 100km SW of Melbourne

QLD: TBA

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/>