



MEDIA RELEASE

Friday 26 March 2010

West Beach in Burnie, TAS, wins Energy Innovation and Heritage & Culture categories at the Australian Clean Beaches Awards 2009/2010

West Beach in Burnie, Tasmania, has won two categories at the annual Keep Australia Beautiful, Australian Clean Beaches Awards, held in Manly last night.

Represented by Ron Blake OAM, Past President of the Burnie SLSC, West Beach won the Energy Innovation category and came equal first in the Heritage & Culture category, along with Shady Beach in NT.

According to the Australian Clean Beaches Judge, David Moy, West Beach was most deserving of these two awards.

"West Best displays a rich cultural heritage. Along the beachfront you will find thematic signage that tells stories of the city and port. The new 'Makers' Workshop' also helps community and visitors learn about the history, industrial heritage and culture of Burnie. Paper making, heavy engineering and port industries are the primary focus of interactive displays. An innovative display using a large shipping container further highlights the relationship of Burnie's proud heritage with the sea."

"West Beach has also shown great initiative in energy innovation by designing the historic Makers' Workshop to meet 'Green Star' requirements, with automated systems controlling light and power to reduce energy consumption out of hours. A hydronic water filled system embedded in the concrete floor avoids the need to air condition the entire building, and high efficiency lighting has been fitted", 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."

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

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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.