



MEDIA RELEASE - 26 November 2009

National Clean Beaches Judge visits West Beach, Burnie

The Australian Clean Beaches Awards Judge, Dr David Moy, will be visiting West Beach in Burnie today as part of his national judging tour for the Keep Australia Beautiful, Australian Clean Beaches Awards.

West Beach will now compete against the other state and territory finalists to become the Australian Clean Beaches Winner in 2010, following the success of Sydney's North Steyne beach in 2009. The winner will be announced in March next year.

During his visit, Dr David Moy, will be evaluating the projects undertaken by the Burnie community against the national criteria, including litter prevention and waste management, heritage & culture, community and youth engagement and protection of the natural environment.

Keep Australia Beautiful Tasmanian Judge, Barrie Muir, said, "West Beach earned itself the state title as it is kept in excellent condition, has very modern facilities and is just a short walk from the CBD. Of particular interest are projects including the Burnie City Council's waterfront development, the North Terrace Streetscape and the Burnie Surf Life Saving Club's junior program.

"West Beach also caters very well for families and is fortunate to have a very active and community minded surf life saving club. The improvements which have been made to the street and pavement areas bordering the beach make it a real pleasure to visit this area," Muir added.

According to the Australian Clean Beaches Judge, Dr David Moy, "There is no doubt that now, more than ever, coastal communities are facing unprecedented and very real environmental threats that need to be addressed at both a local and national level."

"As rising sea levels, pollution, overfishing and other environmental threats impact on Australia's coastline, the Australian Clean Beaches Awards recognise and promote the work that local communities, including Burnie, are undertaking to protect their beaches and coastline. The Awards recognise that the 'beach' is the local interface between the land, sea and air. Keeping our beach 'clean' helps us focus on the protection and sustainable use of our coastal resources for the benefit of all."

"Projects undertaken in one area can provide other coastal regions with case studies to build on while show casing local community achievements. It is this kind of information sharing that will be pivotal in ensuring that not only our more pristine areas remain, but other fragile coastal areas subject to heavy population pressures, survive into the future," Dr Moy said.

West Beach is now competing against other state finalists including Balnarring Beach in VIC; Shady Beach (Yirrkala) in NT and Southport Noarlunga in SA. The remaining finalists will be announced throughout November and December 2009.

The Australian Clean Beaches Awards are proudly sponsored by Mount Franklin, Remondis and Coastal Watch.

PHOTO OPPORTUNITY: THURSDAY NOVEMBER 26TH

Who: National Judge, Dr David Moy with Burnie Mayor, Alwyn Boyd and Surf Life Saving Club President Jeremy Norton
Where: The Makers' Workshop, 2 Bass Highway, Burnie
Time: 10am

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

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
KAB TAS Judge: Barrie Muir on 0408 679 313 or bwgmuir@bigpond.net.au
Burnie City Council: Tahnia Creedon, Communications Officer on 0448 568 728;
03 6430 5716 or tcreedon@burnie.net

EDITOR'S NOTES:

About the Australian Clean Beaches Judge – Dr David Moy:

Dr David Moy is the Director of TechSearch Waste and Environment Services and also holds an Honorary Professorial appointment with Central Queensland University where he lectures in 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.

About the Australian Clean Beaches 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 Tidy Towns, Sustainable Cities and Clean Beaches Awards. Each awards program commences with state and territory awards and culminates in a national grand final.

The Clean Beaches Awards are open to coastal and inland waterway communities working to protect and preserve Australian beaches and coastlines. Over 75% of the Australian population live within 50km of the coast. (2006 census)

The Australian Clean Beaches Awards are sponsored by:

Mount Franklin

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.

Coastalwatch

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.

Remondis

Operating for more than 25 years in Australia, Remondis Waste Solutions provides professional waste management and environment solutions for customers, with particular focus on resource recovery outcomes, minimising diversion to landfill. Their support of the Clean Beaches awards recognises community achievement in resource recovery.