



## **Media Release – Embargoed till 2:30pm (SA) Friday 6<sup>th</sup> May 2011**

### **Bells Beach, VIC, wins the Environmental Innovation & Protection category award at the Australian Clean Beaches Awards**

Bells Beach in Torquay Victoria has won the Environmental Innovation & Protection category award in the Keep Australia Beautiful, Australian Clean Beaches Awards 2010/11.

The awards were held this afternoon in South Australia, hosted in association with last year's national winner South Port Beach Noarlunga, represented by South Port Surf Club, other local community groups, and the City of Onkaparinga Council.

According to the Australian Clean Beaches National Judge, Dr David Moy, "Bells Beach is an international icon of Australian surfing culture and is both socially and historically significant as the location of the world's longest continuous running surf competition.

"Of specific note is the design and construction of the 'viewing stands'. Despite catering for hundreds of patrons, the stands transfer the weight away from the fragile cliff faces. Without this innovation in environment protection Bells Beach would not be sustainable.

"The long term protection and preservation of the Bells Beach Surfing Recreation Reserve is well supported by the Surf Coast Shire Planning Scheme, which sets out the rationale for the policies and planning controls for the use, development and protection of the area.

"This is further supported by a Coastal Management Plan, developed in consultation with the Project Reference Group and a number of stakeholders, to provide a strategic vision and plan for the upgrade of facilities within the Reserve.

"These upgrades will help the site to meet current and future community needs, whilst also establishing guidelines for the extent of development undertaken in the Reserve", Dr David Moy added.

Chairman of Keep Australia Beautiful National Association, Don Chambers, said "Climate Change impacts such as rising sea levels, on top of other human and environmental stresses, could see many of our coastal systems pushed beyond their tipping point so that the landforms and ecosystems no longer function as they should."

"The Clean Beaches Awards and their participants provide great examples of what individuals and their communities can achieve in protecting and improving the coastal environment by working together sustainably. Well done to the whole community in and around Bells Bay for your efforts", Don Chambers added.

Through the Australian Clean Beaches Awards, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping rural and regional communities to become environmentally, economically and socially sustainable.

**For further information visit [www.kab.org.au](http://www.kab.org.au)**

#### **MEDIA CONTACTS:**

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## AUSTRALIAN CLEAN BEACHES AWARDS RESULTS TABLE 2010/11

Category	Winner	Sponsor
Overall	Tallebudgera Beach, QLD	
Community Action & Partnerships	Tallebudgera Beach, QLD	'Do the Right Thing' program of the Packaging Stewardship Forum
'Dame Phyllis Frost' Litter Prevention	Tallebudgera Beach, QLD	Keep Australia Beautiful 'Green Ribbon' program
Resource Recovery & Waste Mgt	Port Vincent, SA	Replas Recycled Plastic Products
Environmental Innovation & Protection	Bells Beach, VIC	Steve Parish Beach Calendar
Water Conservation	Rockingham Beach, WA	
Energy Innovation	Port Vincent, SA	
Heritage & Culture	Rockingham Beach, WA	
Young Legends	Tallebudgera Beach, QLD	

### Editor's Notes:

#### **The Australian Clean Beaches Awards are proudly sponsored by:**

##### **Do the Right Thing Program of the Packaging Stewardship Forum, Australian Food and Grocery Council**

The Packaging Stewardship Forum of the Australian Food and Grocery Council, works with partners across the nation to deliver industry recycling, litter reduction and education programs on behalf of its members, Australia's major beverage companies and their packaging suppliers. The Forum's highly successful *Do the Right Thing* anti-litter campaign is recognised by more than 80% of people. More than 400 towns and cities around Australia are now taking the *Do the Right Thing* message to their communities. Contact: Jenny Pickles 0418 558 311.

**Replas Recycled Plastic Products** - Replas is an Australian company that has developed world leading technologies to reprocess plastic waste into a range of high quality recycled-plastic products. Since 1992 they have created environmentally-friendly and sustainable products using 100 per cent Australian plastic waste which not only reduces the amount of plastic going to landfill, but also helps save natural resources. With a range including outdoor furniture, bollards, signs and decking, Replas is proud to have created an ethical alternative to the unnecessary use of virgin material. Replas is an in-kind supporter of Keep Australia Beautiful. Contact: Mark Jacobsen or Peter Patterson on 03 97708390.

**Steve Parish Aussie Beaches Calendar 2011** - Steve Parish publishes a range of paper goods featuring beautiful photos of Australia. The Steve Parish Aussie Beaches calendar donates 50cents for every calendar sold to the KAB Green Ribbon Program, assisting in sponsoring the Australian Clean Beaches Awards 2010/2011.

**Keep Australia Beautiful Green Ribbon Program** - For many years Keep Australia Beautiful has worked with industry and government sponsors to make the awards programs possible. Now the Keep Australia Beautiful National Association (KABNA) it 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. Licensing partners and their customers benefit from working with KABNA as a not-for-profit association and registered Tax Deductible Charity. Funds from the KAB Green Ribbon program go to the KABNA Gift Fund which is the registered fund for tax deductible donations and helps fund KAB's litter prevention and resource recovery programs.