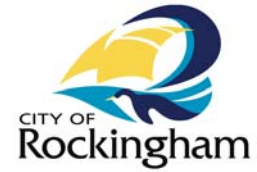


MEDIA ALERT



To Chief of Staff

Date For Immediate Release

ROCKINGHAM WINS WA'S CLEAN BEACH AWARD AND NOW FACES THE JUDGES FOR THE NATIONAL AWARD

The real face of Rockingham emerged when Rockingham Beach was named by the Keep Australia Beautiful Council as Western Australia's Clean Beach for 2010.

The award reflects the view of generations of West Australians from all parts of the state who over the last century have made Rockingham and Safety Bay a favourite family seaside holiday destination.

The latest honour also vindicates the City of Rockingham's decision to develop the foreshore strip to incorporate a high quality hospitality precinct with beach-front cafes and restaurants.

Rockingham beat 11 other WA beaches for the award which is judged on the level of beach and foreshore maintenance and cleanliness, the quality and accessibility of beachside amenities and adaptability to growing environmental changes.

Rockingham Mayor Barry Sammels said the City was proud of its beaches and the way in which they related to both the local community as well as visitors from all over the world to the region.

"Our beaches have always been the focal point of our community and have attracted holiday makers from all over the state and internationally for many generations," he said. "We are fortunate to have one of only two north-facing beaches in the southern part of the state and Council has made the sustainable development and management of our foreshore a priority."

“We are proud to have achieved a wonderful seaside hospitality and residential precinct with top-class cafes and restaurants as well as so many family-friendly amenities.”

“Being judged WA’s Cleanest Beach now puts us in the mix to win the national award and we look forward to facing the national judges with pride and confidence.”

Keep Australia Beautiful Council judge Dr David Moy will put Rockingham’s beach under the microscope on Thursday (October 28) as part of the national judging regime.

City of Rockingham Mayor Barry Sammels invites members of the media to visit Rockingham’s Cruising Yacht Club at Palm Beach at 12.45 pm on Thursday October 28 to see the beach and hospitality precinct that has won the WA award and afterwards to sample the beachside hospitality.

For further information please contact Ana Stulich at the City of Rockingham on 9528 0419.

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