



**EMBARGOED UNTIL 8pm
6 OCTOBER, 2007**

MEDIA RELEASE

7 October 2007

Moe shines

The residents of Moe in Victoria's Gippsland region have reason to have pride, having been judged Victoria's premiere *Sustainable Community – Tidy Town* for 2007, by Keep Australia Beautiful Victoria (KABV).

The announcement was made in Benalla last night (October 6), where guests from across regional Victoria attended the 25th presentation of the *Sustainable Communities - Tidy Towns Awards* sponsored by Sustainability Victoria.

"Moe has won the major award for across the board performance and enterprise in all of the Award categories. The *Make Moe Glow* committee, together with dedicated local volunteers and the Latrobe City Council, set about encouraging and making improvements to Moe's amenity and environment," said Chief Executive of KABV, Ms Wendy Jones.

The city's projects included:

- Encouraging major retailers to take responsibility for their surrounds;
- 'Adopting' the local railway station;
- Battle of the Bands – offering youth first hand experience in events management
- Latrobe City Aquatic Centre Backwash Water Recycle Project - 100% reclaimed water from the backwash from the city pools is used for tree watering and roadworks;
- Conserving the surrounding areas including the Ollerton Avenue Bushland, Narracan Drive, Lloyd Street Roadside, Moe Yallourn Rail Trail and the Old Gippsdown Heritage Park; and
- Water and reorganise rubbish disposal – including recycling.

Sustainable Communities - Tidy Towns is regarded as the most successful long-running awards program recognising the environmental work being done in regional Victoria.

"The awards prove that small things can make a major difference. Despite the drought, it has been a very competitive year and people throughout regional Victoria continue striving to find ways to create a more sustainable environment.

"Moe deserves even greater recognition in view of the unwarranted reputation that has been promoted in recent years," said Ms Jones.

Other towns and cities recognised by the KABV accolades include Stuart Mill, Echuca, Beechworth, Wandong Heathcote Junction, Lorne, Toora, Tallarook and Lara.

The winner of the prestigious *Dame Phyllis Frost Award* is Iris Mannick from Beechworth. For over ten years, Iris has inspired people with her environmental zeal and helped turn individual crusades into successful community projects.



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Winners of Award categories are judged on individual projects. The *Sustainable Community - Tidy Town Award* is judged on the overall effort being made by one town or rural city.

A full description of the Awards can be downloaded at www.kabv.org.au

The 2007 winners are:

Victoria's Sustainable Community -Tidy Towns overall winner

Moe

Community Pride Award

Stuart Mill – Stuart Mill Urban Design Framework

Heritage & Culture Award

Echuca – Dreamtime Place of Burial

Environmental Innovation Award

Beechworth – Beechworth Vignerons Association

Zero Waste Award – Sponsored by the Do The Right Thing Program - Packaging Stewardship Forum AFGC

Wandong Heathcote Junction – Clean Up Recycle

Biodiversity & Conservation Award

Lorne – Queens Park and Tramway Track

Community Government Partnership Award

Toora – Toora Township

Young Leaders Award

Tallarook – Tallarook Primary School

Proud Schools Award – Sponsored by Cartridge World

Lara – Lara Secondary College

Dame Phyllis Frost Award

Iris Mannick (Beechworth)

Ends

Keep Australia Beautiful Victoria, Chief Executive, Wendy Jones is available for interview – call 0418 172 400.

Make Moe Glow, Marilyn May, 03 5127 6882 or Latrobe City Council, Senior Events officer Wendy Hrynyszyn 0351285618

For further information: Ian Williams, PALACE on 03 9376 7531 or 0412 543 543.