



## Media Release

Embargoed until Sunday 28<sup>th</sup> October 2007

### **The City of Brisbane wins Litter Prevention award at the Australian Sustainable Cities Awards**

The City of Brisbane has won the Litter Prevention award at the inaugural Australian Sustainable Cities Awards held in Canberra last night.

The Sustainable Cities program recognises the efforts of residents, community groups, businesses and government agencies to help protect their local environment. The program is part of the Keep Australia Beautiful *'Australian Sustainable Communities'* Awards which also includes the Tidy Towns and Clean Beaches programmes.

According to Dick Olesinski, Sustainable Cities National Judge, the City of Brisbane proudly preserves and values the city's cultural heritage and supports and promotes this through various programmes and integrated environmental initiatives.

"Brisbane City Council is proactive in preserving Aboriginal cultural heritage through initiatives such as bushland culture trails throughout the city. Meanwhile, its Corporate Sustainability Policy helps to ensure that sustainability principles are integrated into council activities and decisions," Olesinski said.

"Brisbane's litter prevention campaign earned them the national award by involving innovative tactics to promote messages, including the use of attention grabbing images which encouraged people to associate littering with money and fines.

"Signs were placed in litter hotspots and litter measurements found the campaign to be a success, with a 44% reduction in the number of cigarette butts achieved in target areas," he added.

Highlighting the importance of these awards, Keep Australia Beautiful National Chairman, Don Chambers, said:

"With climate change and water conservation at the forefront of social and political agendas it is clear that all Australians must make real changes, not just a token effort, to become a more sustainable society.

"These awards not only focus on environmental sustainability, but also take into account the economic and social growth of local communities, providing strong case studies and setting benchmarks for others to follow," he added.

**The 2007 Australian Sustainable Cities Award winners are:**

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<b>Program or Category</b>	<b>Award Winner</b>	<b>Category Sponsor</b>
Overall Winner	Melton, VIC	HUNGRY JACK'S ®
Heritage & Culture	Burnie, TAS	
Community Action	Melton, VIC	Truelocal.com.au
Environmental Innovation	National Lifestyle Villages, WA	
Water Conservation	Port Augusta, SA	
Litter Prevention	Brisbane, QLD	HUNGRY JACK'S ®
Resource Recovery	Australian Ethical Investments for Trevor Pearcey House, ACT	
Community Partnership	Randwick, NSW	Bunnings Warehouse
Protection of the Environment	Melton, VIC	
Young Legends	Randwick, NSW	Coca-Cola
Dame Phyllis Frost - Winner	Lexie Paul - Burnie, TAS	
Dame Phyllis Frost - Commendation	Nora Peters – Melton, VIC	

Further information about the Sustainable Cities Awards and details about each of the national finalists/category winners can be found at [www.kab.org.au](http://www.kab.org.au)

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**Please respect 28 Oct embargo date when discussing award particulars with category winners.**

**Editor's Notes:**

The Principal Sponsor of Sustainable Cities is the Hungry Jack's ® 'Bag it and Bin it' program. Category Sponsors include [truelocal.com.au](http://truelocal.com.au), Bunnings Warehouse and Coca-Cola. Any mention of our sponsors is greatly appreciated.