



## Media Release

Strict embargo: 12:00pm Monday 25 May 2009

### Whitehaven Beach, QLD, wins Resource Recovery category at the Australian Clean Beaches Awards 2009

Whitehaven Beach located in the Whitsunday Islands has won the Resource Recovery category award at the annual Keep Australia Beautiful Clean Beaches Awards, held in Townsville today.

According to Australian Clean Beaches Judge and Coastalwatch representative, Chris Tola, "While Whitsunday Island is virtually pristine and uninhabited, it is host to over a quarter of a million visitors every year, who come to take advantage of the white silica sands, wonderful natural environment and clear seas."

"To help protect this area, strong community education is undertaken by the Queensland Parks & Wildlife Service and Whitsunday Regional Council. The idea is to reduce the amount of litter available before one leaves the mainland, with 'Say No to Plastic Bags' campaigns, butt litter bins and an overall appreciation of a litter free coastal environment."

"Regular clean ups are undertaken by Parks & Wildlife and Council staff, along with volunteers. Commercial operators have to comply with their licence requirements and compliance checks are routinely carried out by park rangers", he added.

Congratulating the Queensland Parks & Wildlife Service and Whitsunday Regional Council for their efforts, Luke Agati, Chief Executive Officer of Remondis Waste Solutions, sponsor of the Resource Recovery award said, "Whitehaven Beach has three camping grounds, yet with strong community education, most litter is removed with each visit, leaving the beach pristine."

"The role of the local community in contributing to Whitehaven's win should also be recognised, as this partnership minimising waste is vital in supporting the beach's sustainability", Mr Agati added.

Through the Australian Clean Beaches Awards, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping coastal areas to become environmentally, economically and socially sustainable communities. The awards are sponsored by Mount Franklin Spring Water, Remondis Waste Solutions and Coastalwatch.

North Steyne Beach in Manly, NSW, was named Australia's Cleanest Beach for 2009.

**For further information about Whitehaven Beach and all national finalists visit  
[www.kab.org.au/beaches](http://www.kab.org.au/beaches)**

#### Media contacts:

- Lara Shannon, KABNA National Publicist on 0415 076 015 or [laras@kab.org.au](mailto:laras@kab.org.au)
- Chris Tola, National Judge and Coastalwatch representative on 0438 203 964
- Nah Judd, QLD Parks & Wildlife Service on 07 4967 7358
- Lisa Reynolds, Communications Officer, Whitsunday Regional Council on 07 4945 0200
- Gina Kelly, PR for Remondis Waste Solutions on 0431 925 731 or [w.t.w@bigpond.net.au](mailto:w.t.w@bigpond.net.au)
- Carole Miller OAM, CEO of KABQ, on 0409 911 641

## **EDITOR'S NOTES**

### **Australian Clean Beaches Awards 2009 Table of Results**

<b>Category</b>	<b>Winner</b>	<b>Sponsor</b>
Overall Clean Beach National Winner for 2009	North Steyne, Manly, NSW (Highly Commended Mersey Bluff, TAS)	Mount Franklin Spring Water
Community Partnership	Equal winners – Mersey Bluff Beach, Devonport, TAS and North Steyne, NSW	Coastalwatch
Environmental Innovation	North Steyne, NSW (Highly Commended: Cable Beach, WA)	
Resource Recovery	Whitehaven Beach, QLD	Remondis Waste Solutions
Protection of the Environment	Capel Sound Foreshores, Rosebud, VIC	
Water Conservation	Loxton, River Murray, SA	
Energy Conservation	North Steyne, NSW (Highly Commended: Casuarina Beach, NT)	
Young Legends	North Steyne, NSW	TakeABreak.com.au

#### **About Keep Australia Beautiful**

The Keep Australia Beautiful Network has been encouraging people all around Australia to care for their local environment since 1968. It holds the Tidy Towns, Sustainable Cities and Clean Beaches Awards and conducts the National Litter Index research. Keep Australia Beautiful Week is held at the end of August each year as a reminder of what we can all do to improve our local environments.

#### **Clean Beaches Partners**

##### **Mount Franklin**

Coca-Cola Amatil is a long term supporter of Keep Australia Beautiful. Its Mount Franklin premium spring water brand promotes positive actions, whilst Keep Australia Beautiful promotes litter reduction and recycling, and is working with Mount Franklin to demonstrate examples of how PET can be recycled and reused. This makes it an ideal fit with the Clean Beaches awards which celebrate the environmental achievements of individuals and local communities. **Media contact:** Sally Loane, Director Media & Public Affairs, on 0416 162 336.

##### **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. **Media contact:** Alexandra Mayhew, Media & Marketing Manager, on 0419 311 377.

##### **Remondis**

Remondis Waste Solutions is Australia's most dynamic waste management and resource recovery company. Operating for more than 25 years in Australia, Remondis provides professional waste management and environment solutions for customers, with particular focus on resource recovery outcomes and minimising diversion to landfill. **Media contact:** Gina Kelly, PR for Remondis Waste Solutions, on 0431 925 731.