



Media Release

Strict embargo: 12:00pm Monday 25 May 2009

Loxton Beach on the Murray River, SA, wins Water Conservation category at the Australian Clean Beaches Awards 2009

Loxton Beach, 3½ hours North East of Adelaide on the Murray River has won the Water Conservation 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, Loxton is a small and extremely proud community that is doing it tough like so many inland areas across Australia.

"Long years of drought and reduced flow through the Murray could have easily decimated this township, but the Community, ably supported by the Loxton Waikerie Council and a dedicated commitment to keeping their town in the best shape possible, has kept Loxton a busy and welcoming location", Tola said.

"The beach is well served by the Loxton Riverfront Development Masterplan developed by the Council, and the area has a long and successful history with Keep Australia Beautiful dating back to 1978.

"All of these features, added to the fact that this is the first nomination for a non-coastal beach, bodes well for a strong application for acknowledgment in Keep Australia Beautiful's Awards programs.

"Loxton's nomination in the Australian Clean Beaches Awards highlights and reinforces Australia's passion for beach activities where ever they occur, and reflects the strength and potential of the Clean Beach Awards", Tola 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.

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**For further information about Loxton Beach and all national finalists visit
www.kab.org.au/beaches**

Media contacts:

- Lara Shannon, KABNA National Publicist on 0415 076 015 or laras@kab.org.au
- Chris Tola, National Judge and Coastalwatch representative on 0438 203 964
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EDITOR'S NOTES

Australian Clean Beaches Awards 2009 Table of Results

Category	Winner	Sponsor
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.