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New South Wales

BLUE MOUNTAINS ON TOP IN 2004 METRO PRIDE AWARDS

27 August 2004

When the Keep Australia Beautiful 2004 Metro Pride Awards were announced this week, the Blue Mountains came out on top in two major categories. The Blue Mountains City Council won the prestigious Overall 2004 Metro Pride Council Category Award and were again recognised by winning the NSW National Parks and Wildlife Service Urban Wildlife Habitat Restoration and Renewal Award, in conjunction with the Else Mitchell Park Bushcare Group.



The annual Keep Australia Beautiful Metro Pride Awards – which incorporate eight individual categories – acknowledge outstanding environmental and community initiatives by urban local government, businesses and the general community covering the wider Sydney area, Newcastle, Wollongong and the Blue Mountains.

Keep Australia Beautiful Chair, the Hon Pam Allan MP, was delighted that the highly sought after Overall Metro Pride Award – Council Category had gone to the Blue Mountains City Council this year.

“This major award recognises councils and other statutory bodies that have embraced the principles of sustainable development through one or more projects,” Ms Allansaid.

“Through an extensive consultation process, which began in 2001, Blue Mountains residents have worked closely with Council and agencies such as Sydney Water, TAFE, the RTA, the Department of Health and others, to develop a sustainability strategy for this precious area that will guide the future of the Blue Mountains over the next 25 years,” Ms Allan added.

In offering her congratulations to the Blue Mountains City Council, Ms Allan said, “I believe that this project’s strength is the fact that while Council has provided extensive leadership initiative, the local community has actively shaped and overwhelmingly endorsed the process.”

Highlights of the Blue Mountains City Council sustainability strategy development process included:

- A one-day community festival which enabled the community to learn about and be engaged in the City Vision development,
- Participation by 800 local primary and secondary school students in a story-writing program focusing on what life in the year 2025 would be like in the Blue Mountains,
- Direct involvement of over 6,000 residents through over 80 community workshops to develop the *Community Owned – Council led* strategy.
- Initiation of the Blue Mountains Business Advantage program to enable local business to become accredited in sustainable business practices.



The Blue Mountains City Council also won the NSW National Parks and Wildlife Service Urban Wildlife Habitat Restoration and Renewal Award for its Else Mitchell Park Blue Gum Forest Restoration project.

Keep Australia Beautiful CEO, Matthew Taylor, congratulated the Council on this second win, saying, “This award recognises innovative and effective community projects that conserve natural values of green space and bushland to encourage wildlife conservation and renewal in urban environments.”

“The Else Mitchell Park Bushcare Group members are to be particularly congratulated as they, assisted by the Blue Mountains City Council, have undertaken a 10-year rehabilitation of Else Mitchell Park in Springwood. This has involved developing a system to control the impacts of stormwater, re-planting of creek species and bush regeneration which has resulted in the protection and enhancement of a threatened and endangered ecological community – the Blue Mountains Shale Cap Forest,” Mr Taylor said.

Congratulations to Blue Mountains City Council, the Else Mitchell Park Bushcare Group and the residents of the Blue Mountains for helping to Keep Australia Beautiful.

For further media information, please contact:

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NEWTOWN CARSHARE ON THE ROAD TO SUCCESS

The Newtown CarShare project, steered by founders Nic Lowe and Bruce Jeffereys, was recognised twice in the Keep Australia Beautiful 2004 Metro Price Awards, announced this week.

The annual Keep Australia Beautiful Metro Pride Awards – which incorporate eight individual categories – acknowledge outstanding environmental and community initiatives by urban local government, businesses and the general community covering the wider Sydney area, Newcastle, Wollongong and the Blue Mountains.

Newtown CarShare - Australia's first car share project - was the overall winner in two of the 2004 Metro Pride Awards categories.

Keep Australia Beautiful Chair, the Hon Pam Allan, MP, praised the founders and the project saying, "It is rare that one project wins two category awards and it is a measure of the excellence of Newtown CarShare that it should be the winner of the Overall Metro Pride Award Community Category and the winner of the Landcom Sustainable Communities Award.



"Newtown CarShare is a joint business, local government and community initiative that provides a new transport alternative to urban residents. This initiative represents a truly sustainable product that delivers. It is community-minded, environmentally sound and financially viable. It is a simple, green idea that provides all the benefits of owning a car without the expense."



Keep Australia Beautiful CEO, Matthew Taylor, said, "The Landcom Sustainable Communities Award and the Overall Metro Pride Award recognise the efforts of communities in coming together to improve their immediate environment, using and embracing the principles of sustainable development.

"The Newtown CarShare project, founded three years ago, provides members with a car-free, carefree life. For the community it means less cars on the road, improved air quality, increased use of public transport and a mobility service particularly for low income earners who would struggle to maintain a private vehicle."

Congratulations, Newtown CarShare!

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Past winners

- 2003 Joint Winners - Kogarah Council & Canal Reserve Action Group (Holroyd)
- 2002 Manly Council
- 2001 Newcastle City Council
- 2000 Sutherland Shire Council
- 1999 Lane Cove Council
- 1998 Parramatta City Council
- 1997 Newcastle City Council
- 1996 Warringah Council
- 1995 Newcastle City Council
- 1994 Wollongong City Council

Sponsors

- NSW Heritage Office
- BIEC Beverage Industry Environment Council
- Raine & Horne
- National Parks & Wildlife Service NSW
- Alcoa Australia Rolled Products
- NSW Department of Commerce
- Landcom
- Ashbins Australia

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