



Sustainable Cities Awards 2009

Project Summary

15.12.09

Finalists

NT – Palmerston City Council
WA - Brunswick River Restoration Action Group
SA – City of Port Adelaide Enfield
TAS - Launceston City Council
VIC - Hobsons Bay City Council
ACT - OzHarvest Canberra, part of Communities@Work
NSW – City of Canada Bay
QLD – Ipswich City Council

Administration

A core activity of the Keep Australia Beautiful Network is running environmental awards programs that encourage motivate and celebrate local environmental achievements.

The Australian Sustainable Communities Awards consist of the:

- Tidy Towns Awards celebrating their 40th year
- Sustainable Cities Awards involving all states and territories
- Clean Beaches supported by Mount Franklin

In 2009 the Australian Sustainable Cities Awards were held in Canberra at Parliament House hosted by Senator the Hon Ursula Stephens, Parliamentary Secretary for Social Inclusion, Parliamentary Secretary for the Voluntary Sector.

Participants

All communities and projects are entitled to enter the state and territory level Sustainable Cities Awards with the overall winner continuing on to the Australian Sustainable Cities Awards.

Finalists

| Category | Winners | Sponsor |
|---|--|-----------------------------|
| Community Action and Partnerships | Hobsons Bay, VIC Palmerston, NT (Highly commended) | |
| Environmental Innovation and Protection | Ipswich, QLD Brunswick River Restoration Group, WA (Highly commended) | SKM |
| 'Dame Phyllis Frost' Litter Prevention | Canada Bay, NSW | |
| Resource Recovery and | Port Adelaide Enfield, SA | Packaging Stewardship Forum |

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|----------------------|--|-----------|
| Waste Management | OzHarvest Canberra, ACT (Highly commended) | |
| Water Conservation | Canada Bay, NSW | Grundfos |
| Energy Innovation | Canada Bay, NSW | |
| Heritage and Culture | Launceston, TAS | |
| Young Legends | Port Adelaide Enfield, SA | Toys R Us |
| Overall Winner | Canada Bay, NSW | |

Details of winners can be found at the bottom of the winners announcement press release.

Promotion

Each of the finalists promotes their involvement in the awards and KABNA promotes each of the steps leading to the national awards event and the announcement of the overall winner.

The following press releases were generated and are available on the website.

National Awards -

http://www.kab.org.au/files/Sustainable%20Cities/National/091024_asc_nat_nsw.pdf

NT -

http://www.kab.org.au/files/Sustainable%20Cities/NT/091024_asc_nt.pdf

WA –

http://www.kab.org.au/files/Sustainable%20Cities/WA/091024_asc_wa.pdf

SA –

http://www.kab.org.au/files/Sustainable%20Cities/SA/091024_asc_sa.pdf

TAS –

http://www.kab.org.au/files/Sustainable%20Cities/TAS/091024_asc_tas.pdf

VIC –

http://www.kab.org.au/files/Sustainable%20Cities/VIC/091024_asc_vic.pdf

ACT –

http://www.kab.org.au/files/Sustainable%20Cities/ACT/091024_asc_act.pdf

NSW –

http://www.kab.org.au/files/Sustainable%20Cities/National/091024_asc_nat_nsw.pdf

QLD –

http://www.kab.org.au/files/Sustainable%20Cities/QLD/091024_asc_qld.pdf

State

-each state and territory issue a release when their finalist is announced

National Finalists

-announcing Finalists

-6.4.09 Celebrating 40 years of Tidy Towns

National Winners

-the results are announced with customised releases for each state and territory

-8.5.09 Tamworth named Australia's Tidiest Town for 2009

-plus releases for each state and territory

Following is a disc of broadcast and print coverage.

Programs

The process commences with KAB state and territory offices selecting a finalist from their own Sustainable Cities Awards program to represent their state or territory in the Australian Sustainable Cities Awards.

Announce Finalists

-was done by press release posted on website **There is no date on this document so I don't know if it was an official PR that was sent to the media?**

Judging

-This year was the first year that our Sustainable Cities judge visited each National finalist community. This will be case from now on.
-the judge reviews each finalist entry
-notes and pics to the website following the judging

Invitation to Attend

-full details of the event were emailed to all participants with clear instructions on how to register their attendance on a registration page linked to the KAB website.

Awards Event

-the streamlined format consisted of **afternoon presentation** of category and overall winner by the Hon Ursula Stephens

Additional Information

-after the event the press releases and photos were added to the website
-**pics and video were distributed to finalists**

Partners

Financial Supporters

- Category Sponsor: Packaging Stewardship Forum of the Australian Food and Grocery Council
- Category Sponsor: Grundfos Pumps
- Category Sponsor: Toys R Us
- Category Sponsor: Sinclair Knight Merz
- Promotional Partner: The Canberra Times**
- Promotional Partner: TakeABreak.com.au**

Prospects

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Learnings

- the streamlined event is **less effort for finalists and more enjoyable**
- publishing the judges notes and pics to the web early on is preferable to a brochure handed out at the end**
- more can be done to generate local and state coverage of the judges visit
- more can be done to publish and distribute the case studies
- more can be done to encourage entries in the state events
- more can be done to involve sponsors in the whole process