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City of Clarence in Tasmania is a hot contender to carry off top honours in the massive 2010 Keep Australia Beautiful Sustainable Cities Awards.

As pressures continue on all cities (cities now make up 2% of the earth's surface and produce 80% of the world's emissions*), the Clarence City Council is the Tasmanian finalist in the prestigious awards.

Keep Australia Beautiful National Sustainable Cities judge, Sean Rooney, will fly to Tasmania to meet representatives and discuss its remarkable environmental work.

City of Clarence in Tasmania is a hot contender to carry off top honours in the massive 2010 Keep Australia Beautiful Sustainable Cities Awards – which recognise cities across the nation making a huge difference to the environment.

Keep Australia Beautiful National Sustainable Cities Awards judge Sean Rooney will fly into Tasmania on Tuesday August 10th to closely inspect the Clarence City Council's projects before a final decision is made about whether Clarence City Council will win the national honour.

Keep Australia Beautiful National Executive Officer Scott Lyall said, "What has been most impressive in Clarence is the very large number of groups – some paid but mostly unpaid volunteers – who are working very hard to achieve the ideals of sustainability. Some outstanding work has been carried out in the area of environmental innovation and protection. Clarence City Council has been recognised both nationally and internationally for its activities relating to water conservation and climate change."

"The Keep Australia Beautiful Sustainable Cities Awards are very prestigious and the Clarence City Council is already the Tasmanian winner. They may now carry off the top honour too – and Sean's visit is all about getting an absolutely in-depth understanding of how Clarence City Council has pulled off such remarkable results."

The Clarence City Council has done remarkable projects including:

- The development of the Clarence Recycled Water Scheme to address the issues of removing nutrients from outfalls into the Derwent River (a significant environmental benefit) and providing a sustainable source of water and nutrients to agricultural, horticultural and amenity enterprises in the region.
- They opened the Clarence Mountain Bike Park which offers facilities suitable for novice and experienced riders and everyone in between.
- They redeveloped Rosny Farming into a unique cultural centre in the City of Clarence – offering exhibitions, lectures, performances, classes and workshops.
- They continue to develop the Tangara Trail into one of the best horseriding, walking and mountain bike trail systems in Australia.
- They are developing Kangaroo Bay at Bellerive as a bright new development precinct offering exciting opportunities for tourism, cultural, recreational and commercial development.
- The operation of the Clarence Community Grants program where the Council works with individuals and groups to make a positive impact in the City.
- The operation of the Mornington Park Waste Transfer Station where domestic and commercial waste and recyclable materials are accepted and operation of the tip shop (The 2nd Chance Shop).

Sean Rooney – who is the Sustainability Program Manager at Sinclair Knight Merz (a leading international engineering, sciences and project management firm) and is also an Adjunct Associate Professor at Griffith University in Queensland – said, “A huge range of recent reports all point to one place. The cities we need for the future have to be sustainable. The twenty-first century is already a century of cities. This big awards program from Keep Australia Beautiful is simply designed to recognise the great efforts from people, community groups, businesses and government agencies that are doing something meaningful about sustainability.”

Scott Lyall added, “Clarence City Council is taking many positive steps and is being very proactive in creating a sustainable city now and for the future. The Clarence Recycled Water Scheme is a truly inspiring initiative. The Scheme’s design utilises unique regional features to create a high pressure delivery irrigation system, capable of supplying water to land up to 130m elevation. Since the Scheme commenced operation in October 2006, over 3,600ML of recycled water has been supplied to irrigators in the Coal Valley region. Currently 28 irrigators are connected to the Scheme.”

“The Council is meeting the recreational needs of residents. The Clarence Mountain Bike Park was opened in 2009 and includes dirt jumps, mountain cross, dual slalom, downhill and a cross country track. Entry is free. The Tangara Trail is a network of tracks from Five Mile Beach to South Arm. The trail is constantly growing, with new sections added each year. The Trail is being used as a model in areas where trails are being established and allows people to go horseriding, walking and mountain bike riding.”

“Rosny Farm is a unique cultural centre in the City of Clarence. The historic Barn (thought to have been built around 1818) has been transformed into an exciting visual and performing arts space. It now hosts recitals, concerts, exhibitions, lectures and workshops. The Schoolhouse Gallery (in the same complex) is the only public gallery on the eastern shore of Hobart. Also in the complex is the Schoolhouse Gallery which hosts around 12 exhibitions annually. School holiday workshop programs are run at Rosny Farm and the water friendly garden was established in 2002 to showcase plants that would have only grown in the dry grassy woodlands that covered the hills in the local area.”

“The Clarence City Council Community Grants Program is a partnership in which the Council works with individuals and groups to make a positive impact in the City. The Program supports three broad areas and the Council has created the Quick Response, Community Support and Partnership Grants which means the Council can be even more responsive in assisting the community.”

A range of top organisations are supporting the Keep Australia Beautiful Australian Sustainable Cities Awards including Packaging Stewardship Forum; Sinclair Knight Merz; Grundfos Pumps and ToysRUs.

Once this final visit takes place to Clarence City Council, key personnel will fly to Sydney for the prestigious National Awards ceremony to be held on November 1st. All states and territories will be competing for the national title.

Sean Rooney said, “The power of this project is that everyone’s a winner. Clarence City Council is a state winner, residents benefit from the actions taken and the future benefits. The Council has taken real action. We don’t want reports. We need action and implementation. They’ve certainly been doing that. They are a very very impressive contender.”

“Clarence City Council has put countless hours into activity. They can see the big picture. Generations ahead of us deserve nothing less than sustainable cities and as the debate rages about what kind of Australia we all want for the future, we all know that we simply have to reduce the enormous environmental pressures our cities and urban lifestyles create. Sustainability is about everything from good air quality, dealing with waste, food and water supplies, housing issues, transport issues and making sure vulnerable people don’t fall through the cracks. It’s about how we make our cities better, safer, fairer, and greener.

“These Awards all focus on saluting heroes. People who are doing something to facilitate change. This is a great project, a state winner and a very impressive contender. We are always hearing stories about how liveable Australia’s cities are. We’ve got to be hearing more about how we are making our cities more sustainable.”

There will be a photo opportunity held during the judge’s visit to Clarence City Council and all media and community are encouraged to attend. **Please meet at the entrance to Rosny Farm at 9am sharp.**

**Media enquiries to: Ross Woodward on 03 9769 6488
Sean Rooney and Scott Lyall from KABNA are available for media interviews
Clarence City Council contact: Alderman Jock Campbell 0419 130 642**

* Daily Telegraph – 14.12.09

EXTRA BACKGROUND INFORMATION:

About the Judge - Sean Rooney:

Sean Rooney is a thought and practice leader working at the forefront of the 'cross-sector partnering' and 'sustainability' agendas in Australia.

Sean is the Sustainability Program Manager at leading international engineering, sciences and project management firm, Sinclair Knight Merz and is also an Adjunct Associate Professor at Griffith University's, Griffith Business School (QLD), and an advisor to the Asia Pacific Centre for Sustainable Enterprise. Sean's previous roles include Founder and Director of CSIRO's Sustainable Communities Initiative and a faculty member of Cambridge University's World Bank Sustainable Development Leadership Program.

In addition, Sean regularly contributes articles to national publications and is frequently invited to speak at both domestic and international conferences. Sean is also an active participant in several influential bodies supporting debate and action regarding sustainability issues in Australia.

In recognition of his expertise and impact in sustainability thought and practice leadership Sean was awarded a 2007 CSIRO Achievement Award and was a recipient in 2006 of a Future Summit Leadership Award for leadership in the sustainable development domain in Australia.

About the Australian Sustainable Cities Awards:

The Australian Sustainable Cities Awards recognise efforts by residents, community groups, businesses and government agencies to protect and enhance their local urban environment to ensure its long term sustainability at all levels.

The program is part of the Keep Australia Beautiful 'Australian Sustainable Communities' Awards, which also includes the Australian Tidy Towns and Australian Clean Beaches Awards. The Australian Sustainable Cities Awards are sponsored by the Packaging Stewardship Forum of the Australian Food and Grocery Council, Grundfos Pumps, Sinclair Knight Merz, Toys R Us.

About the Supporters

The Australian Sustainable Cities Awards are sponsored by:

'Do the Right Thing' Program of the Packaging Stewardship Forum, Australian Food and Grocery Council

The Packaging Stewardship Forum of the Australian Food and Grocery Council, works with partners to deliver industry recycling, litter reduction and education programs on behalf of its members, who consist of Australia's major beverage companies and their packaging suppliers. The Forum's highly successful *Do the Right Thing* anti-litter campaign has proven to be a strong litter prevention message, with more than 80% of people recognising that *Do the Right Thing* means put your waste in the bin and more than 300 towns and cities around Australia taking the *Do the Right Thing* message to their communities
Contact: Jenny Pickles 0418 558 311

Sinclair Knight Merz (SKM)

SKM is a leading engineering, sciences and project delivery firm. Its purpose is to deliver a positive and enduring impact on the world. They work in close partnership with key clients in the public and private sectors, providing independent technical, strategic and commercial advice to deliver a wide range of projects globally.

Contact: Jessica Hyams, 03 9248 3036

Grundfos Pumps

As a world leading pump and pumping systems manufacturer, Grundfos Pumps has joined with Keep Australia Beautiful to help all Australians achieve improvements in water conservation.

Contact Anna Thyssen, 08 8461 4611

ToysRUs

A leading retailer of toys and educational items for young Australians. They recognise the need to reduce their environmental footprint and are taking steps to reduce plastic bag usage by customers. They have chosen to partner with the Young Legends category of the Sustainable Cities Awards to help acknowledge the environmental achievements of young Australians and to use these case studies as an inspiration to others.

Contact Katarina Wos or Kristen Pelletier, 02 9794 8999