



MEDIA RELEASE – FOR IMMEDIATE USE

City of Stirling in WA 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 City of Stirling is the WA finalist in the prestigious awards.

Keep Australia Beautiful National Sustainable Cities judge, Sean Rooney, will fly to WA to meet representatives and discuss the phenomenal project.

The City of Stirling is the first municipality in WA to prepare a strategic response to the emerging global energy crisis; it has created a “Million Trees” initiative which will see a million trees in the ground by 2020 in and around Stirling and it wants to ‘future proof’ the area.

The Council has also initiated a huge project to urge local sports clubs and community organisations to carry out environmental change and reduce their carbon footprint and Sean Rooney says the incredible project is a strong contender for the national awards to be held soon.

The City of Stirling in WA 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 WA on Tuesday August 3rd to closely inspect the City of Stirling’s projects before a final decision is made about whether the City of Stirling will win the national honour.

The City of Stirling itself has already clearly said publicly that sustainable development is THE most pressing issue of our time.

Keep Australia Beautiful National Executive Officer Scott Lyall said, “The City of Stirling has carried out astounding things. Sustainability is a critical issue for all cities as the world becomes more and more urbanised. We all know there are massive pressures on our cities. Cities make up just 2% of the earth’s surface but now actually account for 80% of greenhouse gas emissions.”

“These Awards are very prestigious and the City of Stirling is already the WA 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 the City of Stirling has pulled off such remarkable results.”

In a nutshell, the City of Stirling has:

- Created a Million Trees initiative which is a phenomenal tree planting program that will see a million trees in and around the Stirling area by the year 2020 (whilst retaining existing vegetation and supporting bio-diversity).
- Much of the planting is already under way – using trees and large shrubs and, where possible, local native species are the focus.
- The City of Stirling has made a big focus of reducing its carbon footprint on WA and the planet by reducing carbon emissions.
- The City of Stirling is developing a ‘Peak Oil’ strategy. It says one of the threats posed to our community is the decline of oil supplies across the world which is then linked to energy scarcity. The City is developing an extensive ‘road map’ to deal with this issue and make communities more sustainable.
- The City wants to ‘future proof’ the City of Stirling.
- It’s the first Western Australian municipality to actually prepare a strategic response to what the city says is the emerging global energy crisis.
- It’s improving landscapes.
- It has a significant project to urge local sporting clubs and community organisations to carry out environment change so that future generations will be able to enjoy the Stirling area.

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.”

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 the City of Stirling, 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. The City of Stirling is a state winner, residents benefit from the actions taken and the future benefits. At a local level this project has made a mammoth difference for future generations. The City 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.”

“The City of Stirling 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 City of Stirling and all media and community are encouraged to attend. The Mayor will be in attendance and all are asked to meet at Henderson Environmental Centre, Lot 709, Groat Street, North Beach at 10am sharp.

Media enquiries to: Ross Woodward on 03 9769 6488
Sean Rooney and Scott Lyall from KABNA are available for media interviews
City of Stirling contact: Megan Turner 08 9345 8304

* 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