



MONDAY NOVEMBER 1ST, 2010

Phenomenal win for WA's City of Stirling as it wins the prestigious national 2010 Keep Australia Beautiful Sustainable Cities Award.

CR David Boothman, Mayor, and the team from City of Stirling received the award from the Federal Minister for Sustainability, Environment, Water, Population and Communities, The Hon Tony Burke MP. Judge, Sean Rooney, said the Council was chosen as the national winner for its clear vision in protecting the environment now and into the future and its huge number of programs to save the environment including a Million Trees initiative, and a Water Smart Parks program.

After a huge competition and months of judging, the City of Stirling from WA has been announced as the winner of the prestigious 2010 Keep Australia Beautiful Sustainable Cities Awards.

The Council beat off contenders from all other states and territories to take the top national honour in a major awards program that recognises cities working to reduce the pressure on Australia's environment.

The City of Stirling received its top honour from Federal Minister for Sustainability, Environment, Water, Population and Communities, The Hon Tony Burke MP at a special ceremony in Sydney hosted by last years winner, the City of Canada Bay on Monday November 1st.

The City of Stirling is working to 'future proof' the area and is the first municipality in Western Australia to create a strategic response to the emerging global energy crisis.

The Council has created a Million Trees initiative to see one million trees planted by the year 2020, whilst protecting existing vegetation and it's made a big focus on reducing the overall carbon footprint on WA.

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

Sean Rooney – who is the Sustainability Program Manager at Sinclair Knight Merz (a leading international engineering, sciences and project management firm) said, “This was a very competitive field and the City of Stirling came out on top for many reasons.”

“It clearly has a collaborative and consultative approach to dealing with sustainability challenges. It has a clear vision on what it wants to do to help the environment. The Council is delivering outcomes, measuring performance and this year it also won two national category awards which were for Resource Recovery and Waste Management and Environmental Innovation and Protection.”

“Its approach to environmental management is comprehensive and effective. Of particular note is the huge Million Trees initiative and its Water Smart Parks strategy – which reduces water use, power consumption and environmental impacts and helps bushland and biodiversity.”

“We were also deeply impressed with the Clubs Forever Go Green program which helps local sports clubs and community organisations to carry out small yet important environmental actions.”

“This involves helping them reduce the amount of water they are using; the amount of energy and papers they are consuming and 450 clubs and groups are now working on their day to day impact on the environment. That’s very impressive.”

“The City of Stirling also has 209 participants in its Adopt a Park program with 122 parks and reserves ‘adopted’. It holds a Carbon Neutral Tree Planting Day and it is active in reducing litter. On Clean Up Australia Day, volunteers collected 1.3 tonnes of waste at 35 registered sites.”

“The Council’s energy innovation program involves using innovative technology to reduce the number of Council computer servers and this has saved 700 tonnes of carbon dioxide. The Council itself has 5 hybrid vehicles and Council staff are involved with a Smart Riders program that provides 2 weeks of free public transport. They even encourage staff to cycle and give them a mileage allowance for staff that commute by bike. That’s impressive. They targeted 13,000 households on reducing cars and, as a result, there was 11% reduction in car trips. Again, this is very impressive.”

“The City of Stirling’s Young Legends program has seen thousands of trees go in the ground through 3 schools and the Arbor Day program saw nearly 70 schools asking for trees, shrubs and ground covers.”

“The bottom line is the Council is about creating a bright future for people in the area and what was remarkable was realising this is a council that makes it happen. It is achieving its vision in a huge way.”

Keep Australia Beautiful Executive Officer Scott Lyall said, “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. We congratulate all the participants in this year’s awards. We saw remarkable projects reminding us how critical it is to keep Australia beautiful.”

**Media enquiries to: Ross Woodward or Homira Samadi on 03 9769 6488
Sean Rooney ,Scott Lyall and City of Stirling representatives are available for
media interviews**

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