



Media Release

Strict embargo: 12:00pm Monday 25 May 2009

Mersey Bluff, TAS, wins Community Partnership category at the Australian Clean Beaches Awards 2009

Mersey Bluff in Devonport, TAS, was announced the joint winner of the Community Partnership category award and received high commendation in the overall winner category at the annual Keep Australia Beautiful Clean Beaches Awards, held in Townsville today.

According to Australian Clean Beaches Judge and Coastalwatch representative, Chris Tola, "Mersey Bluff provides a combination of natural beauty, a wonderful beach and headland walks, together with great facilities, a focus on aboriginal heritage and much more.

"Simple measures, such as planting indigenous trees to protect the beach from severe winds, are just one example of an environmentally aware community which cares for the beach.

"Mersey Bluff also has well developed plans to establish a brand new \$4 million plus Surf Club on site, which will no doubt enhance the already popular and successful organisation. The Surf Club reflects the commitment by Council and community to sound environmental practices, through use of energy and water saving devices, and provides numerous services to locals and visitors.

"It was great to see the seven local schools along with Fonterra, the local dairy business, work together to eradicate weeds along the foreshore and Bluff and, along with the Devonport City Council, undertake extensive tree planting in the area.

"The wide range of recreational activities available both on the beach and at the adjacent sporting fields all focus attention on accessing and protecting the local environment, whilst bringing the community together at the same time", Tola added.

Through the Australian Clean Beaches Awards, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping coastal areas to become environmentally, economically and socially sustainable communities.

The awards are sponsored by Mount Franklin Spring Water, Remondis Waste Solutions and Coastalwatch.

North Steyne Beach in Manly, NSW, was named Australia's Cleanest Beach for 2009.

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**For further information about Mersey Bluff and all national finalists visit
www.kab.org.au/beaches**

Media contacts:

- Lara Shannon, KABNA National Publicist on 0415 076 015 or laras@kab.org.au
- Chris Tola, National Judge and Coastalwatch representative on 0438 203 964
- Janine Phillips, Devonport Council Communication Officer on 03 6424 0546
- Ken Stewart, Chairman of KAB Tasmania, on 0418 314 080

EDITOR'S NOTES

Australian Clean Beaches Awards 2009 Table of Results

Category	Winner	Sponsor
Overall Clean Beach National Winner for 2009	North Steyne, Manly, NSW (Highly Commended Mersey Bluff, TAS)	Mount Franklin Spring Water
Community Partnership	Equal winners – Mersey Bluff Beach, Devonport, TAS and North Steyne, NSW	Coastalwatch
Environmental Innovation	North Steyne, NSW (Highly Commended: Cable Beach, WA)	
Resource Recovery	Whitehaven Beach, QLD	Remondis Waste Solutions
Protection of the Environment	Capel Sound Foreshores, Rosebud, VIC	
Water Conservation	Loxton, River Murray, SA	
Energy Conservation	North Steyne, NSW (Highly Commended: Casuarina Beach, NT)	
Young Legends	North Steyne, NSW	TakeABreak.com.au

About Keep Australia Beautiful

The Keep Australia Beautiful Network has been encouraging people all around Australia to care for their local environment since 1968. It holds the Tidy Towns, Sustainable Cities and Clean Beaches Awards and conducts the National Litter Index research. Keep Australia Beautiful Week is held at the end of August each year as a reminder of what we can all do to improve our local environments.

Clean Beaches Partners

Mount Franklin

Coca-Cola Amatil is a long term supporter of Keep Australia Beautiful. Its Mount Franklin premium spring water brand promotes positive actions, whilst Keep Australia Beautiful promotes litter reduction and recycling, and is working with Mount Franklin to demonstrate examples of how PET can be recycled and reused. This makes it an ideal fit with the Clean Beaches awards which celebrate the environmental achievements of individuals and local communities. **Media contact:** Sally Loane, Director Media & Public Affairs, on 0416 162 336.

Coastalwatch

Coastalwatch is a website with cameras at beaches all around Australia. Coastalwatch is committed to bringing the coast to a broad cross section of Australians and overseas visitors. Its goal is to make a significant contribution to more timely and safer coastal use, and more efficient and cost effective coastal management. **Media contact:** Alexandra Mayhew, Media & Marketing Manager, on 0419 311 377.

Remondis

Remondis Waste Solutions is Australia's most dynamic waste management and resource recovery company. Operating for more than 25 years in Australia, Remondis provides professional waste management and environment solutions for customers, with particular focus on resource recovery outcomes and minimising diversion to landfill. **Media contact:** Gina Kelly, PR for Remondis Waste Solutions, on 0431 925 731.