



Media Release

Friday 23 April 2010 - Strict embargo until 6.30pm (EST)

Rockhampton, QLD, wins the Water Conservation category at the Australian Tidy Towns Awards

The Queensland town of Rockhampton has won the Water Conservation category sponsored by Grundfos Pumps at the Keep Australia Beautiful, Australian Tidy Towns Awards 2009/10, announced in Canberra this evening.

According to the Australian Tidy Towns National Judge, Dick Olesinski, 'Rockhampton Regional Council recognises the need for sustainable water management within the community and uses and encourages with a range of approaches to achieve this aim.

'Council uses a host of water minimisation approaches in Council owned facilities and land. The use of hardy, preferably local native species that do not rely on irrigation for survival also limits water use.

'Fitzroy River Water strongly supports Council's efforts to encourage environmental and business groups to participate in innovative water conservation and reuse initiatives, and runs a range of programs to educate and promote sustainable water management, particularly within schools and community networks', he added.

The Chairman of Keep Australia Beautiful, Don Chambers, added, 'It is always a pleasure to be able to recognise and promote the work that many dedicated individuals and communities are undertaking to protect and preserve their local environment and history.

'Congratulations to the community members who have shown great commitment and leadership in local sustainability practices and education.'

Grundfos Australia's Marketing Manager, Tiffany Bermingham added, 'As a sponsor of the Water Conservation Award, it's fantastic to see regions such as Rockhampton initiating proactive and innovative water conservation initiatives. We hope other towns across Australia can take some inspiration from these initiatives to better manage their own water resources.'

Beechworth in Victoria won the overall national title of Australia's Tidiest Town for 2009/10.

Through the Australian Tidy Towns Awards, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping rural and regional communities to become environmentally, economically and socially sustainable. The awards are sponsored by Grundfos Pumps, the Hungry Jack's 'Bag it & Bin It' program and Navman.

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For further information visit www.kab.org.au

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EDITOR'S NOTES

Keep Australia Beautiful Australian Tidy Towns Awards 2009/2010 Results Table

| Category | Winner | Commended | Sponsor |
|----------------------------------------|----------------------------|--------------------------|--------------------------------------------------|
| Overall | Beechworth, VIC | | |
| Community Action & Partnerships | Lockhart, NSW | | |
| 'Dame Phyllis Frost' Litter Prevention | Beechworth, VIC | | |
| Resource Recovery & Waste Management | Goolwa, SA | Barunga, NT | Hungry Jack's 'Bag it and Bin it' program |
| Environmental Innovation & Protection | Richmond, TAS | Port & South Hedland, WA | Navman |
| Water Conservation | Rockhampton, QLD | Goolwa, SA | Grundfos Pumps |
| Energy Innovation | Beechworth, VIC | | |
| Heritage & Culture | Barunga, NT | Beechworth, VIC | |
| Young Legends | Port and South Hedland, WA | | |

About the Australian Tidy Towns Awards Sponsors

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.

Hungry Jack's 'Bag it and Bin it'

Hungry Jack's is a long term supporter of Keep Australia Beautiful and has been making consistent progress with its environmental initiatives. This includes an anti litter message on all packaging, kitchen food waste composting trials and implementing an Australian-first dining room food waste composting trial.

Navman

Driven by innovation and expertise, Navman has grown from its humble beginnings in an Auckland garage to become a global pioneer in GPS devices. Today the Navman brand is owned by MiTAC International, one of Business Week's top 100 Global IT companies. People wishing to visit and stay at past or present Tidy Towns can search them out at the TakeABreak.com.au website and find details of local accommodation, using a Navman to easily find their way there. Win \$10,000 for your favourite town in the Navman People's Choice promotion at www.navmanpeopleschoice.com.au Entries close May 31, 2010.