

Media Release

Friday 5 November 2010

New Norfolk wins Tidy Town Award 2010

New Norfolk has received the 2010 Tasmanian Tidy Towns Award.

Announced today (5 November) at the Keep Australia Beautiful (KAB) Tasmanian Tidy Towns Awards luncheon at Richmond, judge Barrie Muir said New Norfolk had been recognised as a "...valued and sustainable community town."

"New Norfolk prides itself on providing a caring and attractive environment for its residents and visitors," he said.

"It has a very strong Tidy Towns Committee that enjoys a positive relationship with the Derwent Valley Council. Importantly, the Chair has been extremely active in involving community groups in the committee's activities, which has produced encouraging results.

"Also worthy of note is the town's relationship with Norske Skog Boyer which has also been very beneficial."

Other Tasmanian winners were Sisters Beach, which won the Clean Beach Award, and Burnie, named the winner of the Sustainable Cities Award. The towns of Waratah, Oatlands, Queenstown and Wynyard each won KAB Tidy Town Population Category awards.

A number of Tasmanian schools were also recognised in the KAB program for their commitment to addressing issues of sustainability within the community.

Wynyard High School was named the overall winner for the School Environment Award.

St Helens District High School and Richmond Primary School were named joint winners in the 'How the school presents itself to the community' category. Stanley Primary School and Sorell School shared the award in 'How the school involves itself with the community' and St Joseph's Catholic School and South Arm Primary School were joint winners in the 'How the school curriculum responds to today's environmental issues' category.

The Tasmanian Tidy Towns program is run by the Keep Australia Beautiful Council, with support from the Tasmanian Government and the Packing Stewardship Forum.

In recent years Tidy Towns has expanded from an anti-litter program to include a range of eligible activities from major environmental programs, maintenance of gardens and parks, litter control and many other community development and environmental protection efforts.

Through the Awards Program, KAB recognises local community and individual efforts that are encouraging rural and regional communities across Australia to become environmentally, economically and socially sustainable.

Tasmania's major winners are now eligible for national KAB awards some to be judged later this year and some in 2011.

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