



Media Release

Strict embargo until 7:00pm (EST) Saturday 16th April 2011

Rutherglen in VIC wins the Water Conservation category award at the Australian Tidy Towns Awards

The Victorian town of Rutherglen has won the Water Conservation category award at the Keep Australia Beautiful, Australian Tidy Towns Awards 2010/11.

The announcement was made at the national awards ceremony held this evening at Beechworth, also in Victoria, the winner of the prestigious award last year.

The Rutherglen Tidy Towns community was also commended for their outstanding efforts in Energy Innovation and Community Action & Partnerships category awards.

According to the Australian Tidy Towns National Judge, Dick Olesinski, the Rutherglen Tidy Towns Committee is a well-established group that has gained a high profile due to the dedication and hard work of its members who have embraced conservation programs with enthusiasm.

Highlights earning Rutherglen the Water Conservation category award include the local school programs that encourage children to participate in rain harvesting conservation projects as well as in external community initiatives, and Rutherglen's Valhalla Wine's Green Living Fair.

The National Judge, Dick Olesinski, said "The St Mary's primary school education program has done a great job on focusing on sustainability issues and initiating projects such as their 'switch off policy' and devising a high quality water conservation process that includes the collection of rainwater.

"Sustainability practices are gradually becoming embedded in the curriculum in the hope that students will extend their practice into the community and their everyday activities," he added.

Chairman of Keep Australia Beautiful National Association, Don Chambers, said "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 all Rutherglen community members who have shown great commitment and leadership in local sustainability practices and education."

Lithgow in New South Wales won the overall national title of Australia's Tidiest Town for 2010/11.

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 'Do the Right Thing' and Replas.

- ends -

For further information visit www.kab.org.au

Media contacts:

- **KAB National:** Lara Shannon, Publicist, on 0415 076 015 or laras@kab.org.au
Scott Lyall, National Executive, on 0419 016 401 or scottl@kab.org.au
- **National Judge:** Dick Olesinski on 0413 750 681 or ecomarketing@senet.com.au
- **KABV:** Leigh Bernoth, 0438 352 385 or leigh.bernoth@sustainability.vic.gov.au
- **Finalist Rep:** Frances Walsh, Rutherglen Tidy Towns Committee on 0417 364 441
or fwalsh19@bigpond.com

AUSTRALIAN TIDY TOWNS AWARDS RESULTS TABLE 2010/11

| Category | Winner | Sponsor |
|--|------------------|----------------------|
| Overall | Lithgow, NSW | |
| Community Action & Partnerships | Westonia, WA | 'Do the Right Thing' |
| 'Dame Phyllis Frost' Litter Prevention | Barunga, NT | |
| Resource Recovery & Waste Management | Stanthorpe, QLD | Replas |
| Environmental Innovation & Protection | Lithgow, NSW | |
| Water Conservation | Rutherglen, VIC | |
| Energy Innovation | Waikerie, SA | |
| Heritage & Culture | New Norfolk, TAS | |
| Young Legends | New Norfolk, TAS | |

Editor's Notes:

The Australian Tidy Towns Awards are proudly 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 across the nation to deliver industry recycling, litter reduction and education programs on behalf of its members, Australia's major beverage companies and their packaging suppliers. The Forum's highly successful *Do the Right Thing* anti-litter campaign is recognised by more than 80% of people. More than 400 towns and cities around Australia are now taking the *Do the Right Thing* message to their communities.

Contact: Jenny Pickles 0418 558 311.

Replas

Replas is an Australian company that has developed world leading technologies to reprocess plastic waste into a range of high quality recycled-plastic products. Since 1992 they have created environmentally-friendly and sustainable products using 100 per cent Australian plastic waste which not only reduces the amount of plastic going to landfill, but also helps save natural resources. With a range including outdoor furniture, bollards, signs and decking, Replas is proud to have created an ethical alternative to the unnecessary use of virgin material. Replas is an in-kind supporter of Keep Australia Beautiful. Contact: Mark Jacobsen or Peter Patterson 03 97708390.