



Media Release

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

Beechworth in Victoria wins the Australian Tidy Towns Awards

The Victorian town of Beechworth has been announced the Overall Winner of the Keep Australia Beautiful, Australian Tidy Towns Awards 2009/10, at Government House this evening.

As well as winning the overall Australian title, Beechworth won the Dame Phyllis Frost Litter Prevention award sponsored by Hungry Jack's Bag it & Bin it program, the Energy Innovation award and received commendation in the Heritage & Culture category award.

According to the Australian Tidy Towns National Judge, Dick Olesinski, "Beechworth's diverse range of projects make up the community's longstanding commitment to Tidy Towns and other related environmental and beautification approaches.

"Along with Beechworth's Tidy Town committee and Indigo Shire, the community as a whole have a strong sense of commitment and pride and are involved in a broad range of initiatives to ensure a sustainable future", he added.

Beechworth and the Indigo Shire Council have been recognised for commitment to reducing the impact of global warming by participating in the Cities for Climate Protection Program, a unique program that helps local governments and their communities cut greenhouse gas emissions. The town's Sustainability Group holds regular workshops on new and innovative ways to conserve energy by educating residents on how to reduce home energy use.

Various litter reduction approaches are in place throughout Beechworth, with a strong focus on incorporating litter reduction messages and programs into the local education system to help long term adoption of positive behavioural change within the community.

Minister for the Environment and Climate Change in Victoria, Gavin Jennings said Beechworth's win comes from a strong sense community and a commitment to continually protect and preserve the environment they live in.

"Strong communities need a clean environment which is why the Brumby Labor Government supports the Keep Australia Beautiful awards," Mr Jennings said.

"Beechworth is a great example of a Victorian regional town working together to improve the appearance and create a sustainable future. I congratulate Beechworth for winning year's national Keep Australia Beautiful awards.

"This win will no doubt encourage other towns to continue important beautification, regeneration and sustainability work.

"Victorians lead the way when it comes to living sustainability. Keeping the environment clean and tackling the challenges of climate change is a shared responsibility for Government, business and local communities so it is important we work in partnership to make a difference for all Victorians."

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 and the Indigo Shire, who have shown great commitment and leadership in local sustainability practices and education."

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.