



## Media Release

Strict embargo: 12:00pm Monday 25 May 2009

### **Cable Beach, Broome, receives high commendation at the Australian Clean Beaches Awards 2009**

Cable Beach, located a short drive from Broome International Airport, has received high commendation in the Environmental Innovation category award at the annual Keep Australia Beautiful Clean Beaches Awards, held in Townsville today.

According to Australian Clean Beaches Judge and Coastalwatch representative, Chris Tola: "Cable Beach is an area focused on the natural environment, with many community groups, including Council involvement, participating in wildlife rehabilitation and protection. This includes caring for migratory birds, sea turtles, seagrass monitoring, crabs, and working in with rangers to protect and monitor visiting crocodiles.

"Along with the protection of fauna, flora is also important and the Shire, working with traditional landowners, has identified a vast number of important trees and wildlife areas which are protected and cherished by the Community. The Minyirr Park Nature Reserve plays an essential role in conserving and enhancing the natural ecosystems of the area.

"Council also works with the Kimberley Land Council, Broome Surf Club, local schools, Roebuck Bay Work Group and the traditional Landowners, the Rubibi peoples, to plan and execute plans of management for the beach and surrounding environs. This work includes delineating beach access and appropriate for wheel drive zones in the area and controlling litter through various waste reduction and recycling initiatives.

"Community groups such as the local Lions Club are also active at Cable Beach, and a good example of their involvement is the provision and maintenance of the stinger stations along the beach", 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 Cable Beach and all national finalists visit  
[www.kab.org.au/beaches](http://www.kab.org.au/beaches)**

**Media contacts:**

- Department of Environment and Conservation media liaison on 08 6467 5555
- Chris Tola, National Judge and Coastalwatch representative on 0438 203 964
- Lara Shannon, KABNA National Publicist on 0415 076 015 or [laras@kab.org.au](mailto:laras@kab.org.au)

## **EDITOR'S NOTES**

### **Australian Clean Beaches Awards 2009 Table of Results**

<b>Category</b>	<b>Winner</b>	<b>Sponsor</b>
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.