

HUNGRY JACK'S® AUSTRALIAN TIDY TOWNS 2006

Yulara Ayers Rock Resort

NORTHERN TERRITORY

Northern Territory's Tidiest Town 2005 & National finalist 2006

Location: 445kms southwest of Alice Springs
Population: Approximately 1 100



AYERS ROCK RESORT is situated on the border of the Uluru-Kata Tjuta National Park which is inscribed on the World Heritage listing for outstanding natural and cultural values. The resort caters for over 500 000 visitors per year in one of the most remote and fragile desert ecosystems on earth. The resort's Sustainability Steering Committee takes on the role of the Tidy Towns committee and focuses on ecological and environmental awareness of a broad range of issues including recycling and resource recovery, waste reduction and minimising energy use.



YULARA Primary School is committed to developing community pride amongst its students. Extensive environmental improvement programs are conducted within the school including recycling, initiating litter reduction approaches together with ongoing beautification of the school's wonderfully presented facilities situated in a dry, arid environment. Environmental awareness initiatives continue to educate children to become actively involved both at school and at home.



Due to the resort's remoteness, there is major focus on a broad range of recycling approaches within the business and general community. Various items including cardboard, bottles, cans, plastics, cooking oil, batteries, etc are collected, sorted and packaged and back loaded on trucks to Adelaide for recycling. Numerous butt bins are in place throughout the resort as well as within the national park environs to reduce the incidence of litter within a pristine outback environment.



Environmental sustainability is a bottom line regarding management of YULARA. There are strict guidelines for residents to maintain a high standard of environmental excellence. All residents are required to spend four hours each month on environmentally focused community projects including revegetation of degraded bushland, dune protection, litter control, recycling programs and community landscaping.



Thirteen separate recycling collection stations are positioned throughout the community and located at the landfill site. Community response to recycling programs has been extensive with over 70% surveyed as utilising community recycling sites. BAS Services, a commercial operator, manages the landfill site and has introduced an extensive point at source separation system of a broad range of items for resource recovery within a remote location.



As a result of the devastating bushfires in 2004, the rebuilding of community facilities and extensive planting and revegetation of vast areas is a credit to the whole community. A range of sporting facilities are maintained with residents encouraged to use to maintain a healthy lifestyle. The safari-style camp, Longitude 131 was also rebuilt as a result of the fires and has been successful in various awards including one for the World's Top 100 Destinations, gaining 15th place in the world.



Further community action

AYERS ROCK RESORT have undertaken a range of initiatives to ensure local Aboriginal communities share in the socio-economic benefits derived from tourists who visit Uluru-Kata Tjuta National Park. As a result, the Mutitjulu Foundation was initiated which aims at improving health, advance education and relieve poverty of the Mutitjulu community.

partnership with AYERS ROCK RESORT to enable effective work experience programs are initiated for mutual benefit.

conducted with residents encouraged to avoid planting natives not endemic to the region, which could become 'garden escapees' with the potential to cause damage to the local environment.

The environmental impact of plastic bags has been addressed with the resort's supermarket replacing plastic bags with paper and calico bags, or providing biodegradable bags which carry a 10 cent levy.

A hotly contested annual garden competition is

Nyangatjatjara College, Australia's first traditional independent indigenous high school, works in

