



Media Release

Embargoed until Sunday 13th May 2007

Swansea in Tasmania named Australia's Tidiest Town for 2007

The prestigious title of Australia's Tidiest Town for 2007 has been won by the coastal town of Swansea in Tasmania.

Triumphing over 1000 plus entries in the Keep Australia Beautiful Australian Tidy Towns *sustainable communities* Awards, the Swansea Tidy Towns Committee, supported by the Glamorgan-Spring Bay Council and the local community, have demonstrated a high level of commitment to protecting and improving their local environment.

Swansea boasts a substantial number of historic homes and buildings. Heritage restoration is a major priority, with colourful banners and numerous well kept residential gardens complementing the town's presentation. Swansea's recycling and resource recovery initiatives have been successful in diverting large volumes of waste from landfill, whilst numerous public waste and recycling bins featured throughout the town enable visitors to separate waste and recycle at the source.

As Guest of Honour at the Tidy Towns Dinner held in Ballarat last night, **John Forrest MP, Federal Member for Mallee** - a region with a strong history of Tidy Towns winners, said:

"Australians are more aware than ever of the fragile nature of our environment and the role that each and every one of us has to play in protecting it for the future. I congratulate all of the participating communities and more than 90 000 volunteers who have worked so hard to improve the quality of their environment through the Tidy Towns competition. Their example shows us that making a difference can start at home."

Keep Australia Beautiful National Chairman, Cr Don Chambers, added:

"Tidy Towns has grown both in size and in breadth since its inception 30 years ago to now focus on ensuring regional communities become more sustainable. It is particularly good to see that many towns are recognising the challenges posed by climate change and are working to address this issue. Swansea has shown a wide diversity of interaction between communities, local government, businesses and citizens. Each and every one of our participants deserves thanks for their efforts to become a sustainable community."

The 2007 Australian Tidy Towns Achievement Award winners are:

Program or Category	Award Winner	Category Sponsor
Australia's Tidiest Town	Swansea, TAS	HUNGRY JACK'S ®
Community Action Award	Swansea, TAS	Truelocal.com.au
Environmental Innovation	Kingston SA	
Litter Prevention	Cue, WA	Packaging Stewardship Forum
Resource Recovery	Leeton, NSW	
Community Partnership	Roma, QLD	HUNGRY JACK'S ®
Protection of the Environment	Benalla VIC	
Young Legends	Kingston SA	
Heritage and Culture	Swansea, TAS	TakeABreak.com.au
Dame Phyllis Frost - Group	Leeton Tidy Towns Committee	Hortus Australia
Dame Phyllis Frost - Individual	Chris Thorne, Benalla VIC	Hortus Australia

Further details can be found at www.kab.org.au/tidytowns

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EDITOR'S NOTES:

About Keep Australia Beautiful

The Keep Australia Beautiful Network has been encouraging people all around Australia to care for their local environment for over 30 years. Through its awards programs such as Tidy Towns, Sustainable Cities and Clean Beach Challenge local communities and individuals are recognised for their achievements in helping create sustainable communities. Keep Australia Beautiful Week is a national program to raise awareness of environmental issues and participation in Keep Australia Beautiful activities, whilst the Keep Australia Beautiful National Litter Index is the only national, quantitative measure of litter that takes place annually. These are just some of the activities that involve up to 3 million Australians each year. Visit www.kab.org.au for further information.

Principal Sponsor

HUNGRY JACK'S® is doing its bit to help keep Australia beautiful with a range of environmental initiatives in-store including:

- adding the "Bag it and Bin it" anti litter message to their packaging
- discontinued use of painted or printed fries containers in favour of natural board containers
- trialling compacting units for both food waste and cardboard recycling in some Queensland stores
- trialling a grease guardian at Flemington in Victoria which removes grease and oil from waste water

In 2007/2008 HUNGRY JACK'S® will be broadening their support of Keep Australia Beautiful across a range of programs and initiatives.

Category Sponsors

truelocal.com.au, part of the News Digital Media network, is an online business directory that lists 1.3million local businesses nationally. In print, the truelocal section of News Limited Community Newspapers can be found in over 100 local papers nationally. truelocal is fast becoming a brand synonymous with local business, and prides itself on having national coverage with local knowledge. truelocal.com.au is proud to become the official 2008 Principal Sponsor of Australian Tidy Towns and a category sponsor of Australian Sustainable Cities.

Keep Australia Beautiful and online travel information and accommodation provider **TakeABreak.com.au** have joined forces to promote environmentally sustainable tourism. The online service allows search by region, by accommodation type and now, by Tidy Town destinations. This provides Tidy Towns participants with a higher level of exposure and a new avenue for promoting their localities as holiday destinations, whilst travellers and holiday makers can use the Tidy Towns awards to help find the best places to visit.

The Packaging Stewardship Forum (PSF) provides a vehicle for broader corporate support for Australia's efforts to improve resource recovery and reduce littering of food, beverage and grocery packaging. In addition, it also assists in the delivery of national projects for the National Packaging Covenant and provides an opportunity for progressive businesses to re-engage with their stakeholders and partners in packaging stewardship.

Hortus Australia specialises in working with Local Government. The company is a Registered Training Organisation operating in all states and territories of Australia and is the leading national provider of training and assessment services to rural industry. In 2000, they received the National Assessment Award for exemplary assessment practices. Hortus specialises in assessment for the following areas: Rural Operations; Amenity Horticulture; Irrigation and Business - Frontline Management.