



Media Release

Strict Embargo until 12:01am Sunday 20 April 2008

ROSS (Tas) wins national Heritage & Culture Award at the Australian Tidy Towns Awards 2008

The Tasmanian town of Ross has won the national Heritage & Culture Award, sponsored by TakeABreak.com.au, at the annual Keep Australia Beautiful Tidy Towns Awards held in Hobart last night.

Heralded as one of the finest nineteenth century heritage villages in Australia, Ross is one of Tasmania's hidden secrets. Situated along the main route between Hobart and Launceston, Ross is bypassed by the highway, which assists the town in preserving its original character.

The district around Ross was first explored by Europeans in 1807 with Governor Macquarie naming the river that runs through Ross after himself, when he travelled through the area in 1811. Maintaining Ross' proud heritage is important to residents, as well as the Northern Midlands Council.

Heritage restoration is a major priority within the community with many fine examples of the preservation of cultural, retail and historic features. Pride of the wonderfully preserved heritage town is the ornate stone bridge which was constructed by convicts in 1836. New developments within the town also link with the unique historic architecture of the village to complement the welcoming atmosphere within Ross.

Congratulating the community of Ross on their win, Keep Australia Beautiful National Chairman, Cr Don Chambers, said: "The community of Ross clearly embraces its rich cultural heritage and is a well-deserving recipient of this national Heritage & Culture Award. Their commitment to preserving Ross' historical foundations is evident throughout the town. The work of the dedicated Tidy Towns participants around the country is producing many tangible, positive results for our environment and I would like to thank every individual who has taken part in the program since it began over 30 years ago."

The Queensland town of Toowoomba won the overall national award, sponsored by Truelocal.com.au, and was announced Australia's Tidiest Town for 2008.

Sponsored by online business directory Truelocal.com.au, part of the News Digital Media, the 2008 Australian Tidy Towns achievement award winners are:

Category	Winner	Sponsor
Australia's Tidiest Town	Toowoomba – QLD	Truelocal.com.au
Community Action Award	Moe – VIC	Truelocal.com.au
Heritage and Culture	Ross – TAS	TakeABreak.com.au
Environmental Innovation	Toowoomba – QLD	
Water Conservation	Toowoomba – QLD	Grundfos
Litter Prevention	Naiyu Nambiyu (Daly River) – NT	Hungry Jack's Bag it & Bin it
Resource Recovery	Mount Gambier – SA	Packaging Stewardship Forum
Community Partnership	Mount Gambier – SA	Mount Franklin
Protection of the Environment	Walpole – WA	
Young Legends	Dorrigo – NSW	
Dame Phyllis Frost - Group	Naiyu Nambiyu (Daly River) – NT CDEP Group	
Dame Phyllis Frost - Individual	Michael Filby – Walpole – WA	

Further information & project details can be found at www.KeepAustraliaBeautiful.org.au



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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 *Sustainable Communities Awards*, consisting of Tidy Towns, Sustainable Cities and Clean Beaches, local communities and individuals are recognised for their achievements in helping create sustainable communities.

The Keep Australia Beautiful National Litter Index is the only national, quantitative measure of litter that takes place annually whilst Keep Australia Beautiful Week is the annual national publicity campaign, held in the last week of August, which calls for public action to help reduce their ecological footprint. These are just some of the activities that involve up to 3 million Australians each year. Visit www.keepaustraliabeautiful.org.au for further information.

Tidy Towns Sponsors

Many thanks to our Principal Supporter, Truelocal.com.au, part of the News Digital Media Network and Category Sponsors including HUNGRY JACK's ® Bag It & Bin It program, Grundfos Pumps, Mount Franklin, the Packaging Stewardship Forum and TakeABreak.com.au. Any mention of the Tidy Towns Sponsors is much appreciated.