

**A celebration for Tidy Towners:
the Keep Australia Beautiful
Australian Tidy Towns Awards
sponsored by HUNGRY JACK'S ®**

Environmental Innovation: REDCLIFFE, QLD

REDCLIFFE is home to approx 50 000 residents and playground to a million due to its close proximity to Brisbane.

REDCLIFFE's Environment Advisory Group comprises of three environmentally qualified community members, two Councillors, together with two Council officers representing environment and developmental services.

Innovative approaches include water conservation, which is high on Council's environmental agenda with various initiatives in place including wastewater being used to irrigate the local golf course, a water loss survey conducted of Council's assets, a structured water meter replacement program initiated together with a reservoir leakage investigation to identify potential leaks and repair programs.

Council has also set a leading example in energy efficient building design through energy conservation initiatives required in new developments. This, together with a building designs to be according to sustainable building practices, complements a strong commitment to environmental innovation for REDCLIFFE's sustainable future.

Redcliffe Tidy Towns Committee: Mr Bob Holmes, 07 3283 0233

Program or Category	Awarded to	Sponsored by
Australia's Tidiest Town	Collie, WA	Hungry Jack's
Highly commended	Singleton, NSW	Hungry Jack's
Community Action Award	Collie, WA	Department of Transport and Regional Services 'Growing Regions' conference
Spirit of Australia Award	Singleton, NSW	Best Western
Environmental Innovation Award	Redcliffe, QLD	Veolia Environmental Services / Collex
Litter and Waste Management Award	Yulara/Ayers Rock Resort, NT	Australian Food and Grocery Council, Packaging Stewardship Forum
Community-Local Government Partnership Award	Burnie, TAS	Bunnings Warehouse
Protection of the Environment Award	Benalla, VIC	

Young Legends Award Mount	Lucindale, SA	Coca-Cola Amatil
Dame Phyllis Frost Award for Outstanding Achievement	Ray Thomas, Benalla VIC	Lothian Books, publishers of the biography of the founder of Keep Australia Beautiful

Full details at www.kab.org.au

HUNGRY JACK'S Australian Tidy Towns 2006 Program Report

Town/Community: REDCLIFFE QldDate judged: 22 & 23 Nov 2005

Population: approx 50 000

Organising Group/s: REDCLIFFE CITY COUNCIL (RCC) in partnership with community

Contact Names: Alan Sutherland Mayor RCC Phone: (07) 3283 0201

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COMMUNITY ACTION LOCAL GOVERNMENT/ COMMUNITY PARTNERSHIPS

REDCLIFFE is home to approx 50 000 residents and playground to a million due to its close proximity to Brisbane. Named after the areas distinctive red cliff faces, REDCLIFFE today is a modern city that continues to possess the charm and beauty of a small seaside holiday town.

Queensland's first settlement city, REDCLIFFE has a rich and varied history with a desire to retain its heritage, continuing to educate the community into becoming more environmentally aware while allowing business to develop and thrive.

REDCLIFFE City Council (RCC) guides and encourages the community to ensure that homes and private gardens are tidy and maintained. The RCC ensures that approaches to the city, including signs and features, public parks, gardens and sporting areas and median strips are well tendered.

Numerous community action projects are underway within the city, which require the need for broad partnerships. Notable example is REDCLIFFE's Scarborough Beach which continues to be successful in Keep Australia Beautiful's state and national Clean Beach Challenge Award programs, a direct result of broad community alliances to maintain REDCLIFFE's beach areas.

Pelican Park Visitor Information Centre, situated on REDCLIFFE's Esplanade, is a welcoming and professionally staffed facility, supported by a dedicated network of volunteers. Facilities include an information centre, Liberty swing for the disabled, playground, BBQs, toilets for the disabled, sheltered and well maintained picnic areas, together with spectacular pelican feeding activities held at 10am each day.

REDCLIFFE's Community Plan is a model partnership between Council and the local community in outlining a vision for the city in 6 key areas. These include arts and culture, sport and recreation, environment, economy and tourism, community wellbeing and city infrastructure. Extensive community representation on the project's steering

committee has been a key to the overall success of the 'living' document which is to be reviewed at the commencement of each Council term in partnership with local residents.

ENVIRONMENTAL PROTECTION & INNOVATION

REDCLIFFE's Environment Advisory Group comprises of two Councillors, two Council officers representing environment and developmental services together with three environmentally qualified community members.

A strong commitment to involving youth through environmental monitoring is more than evident in REDCLIFFE. Several education modules have been developed to assist teachers in carrying out monitoring activities at beaches, local waterways and wetlands. Resource materials include topics such as Tidal Pools, Water Quality, Drain Stencilling as well as Beaches and Cliff education modules. More and more schools are participating in numerous environmental education initiatives and monitoring activities.

Numerous groups and schools work in partnership with the RCC to protect and enhance the environment in and around REDCLIFFE.

Water conservation is high on Council's environmental agenda with various initiatives in place including wastewater being used to irrigate the local golf course with future plans to extend the service to other parks within the city. Other approaches include a water loss survey conducted, a structured water meter replacement program initiated together with a reservoir leakage investigation to identify potential leaks and repair programs.

Council has also set a leading example in energy efficient building design through energy conservation initiatives in the new REDCLIFFE Library development. This together with the assessment of building applications with a requirement now to be designed according to sustainable building practices complements a strong commitment to environmental innovation.

LITTER & WASTE MANAGEMENT

REDCLIFFE's current recycling and resource recovery initiatives divert almost 40% of waste from landfill. Kerbside bins at REDCLIFFE's Waste Transfer Station allow the deposit of additional recycleable materials. The site also recycles materials such as waste oil, steel, green waste, cardboard and car batteries.

Leading example is REDCLIFFE City Council being the first to enter into a partnership which sees all putrescible waste disposed to a BioEnergy facility that generates energy from methane gas development.

REDCLIFFE has an extensive network of public recycling facilities located in high traffic public areas to maximise usage. The public recycling enclosures collect all kerbside recyclable materials including glass containers, plastics, paper and aluminium cans. Regular audits by Council provide feedback for additional public recycling bin initiatives throughout the city.

Numerous litter and cigarette butt bins are located throughout the city's CBD and high visitation areas and emptied and cleaned regularly. Litter initiatives have won the community awards as part of the Clean Beach Challenge Award program and complement its extensive waste management programs, particularly along REDCLIFFE's picturesque foreshore areas.

Council's ongoing Stormwater Drain Stencilling initiative aims at decreasing the amount of litter which eventually may end up on local beaches and eventually pollute Moreton Bay. Local schools are beginning to see the benefit of being involved in the program with students stencilling the 'The Drain is Just for Rain' message on drains in high traffic areas.

SPIRIT OF AUSTRALIA

REDCLIFFE's residences and buildings portray a broad range of architectural approaches from the ultra modern to restored Queenslanders to the stylish and classic Art Deco form.

Heritage restoration and preservation is on a large scale in REDCLIFFE with numerous buildings and sites carefully restored to their former glory. Various private and public buildings are wonderfully restored providing a welcoming ambience which is inviting to locals and visitors alike. Settled by early Europeans in 1824, many of which directly linked to Australia's convict heritage, REDCLIFFE's Settlement Cove celebrates and promotes the community's rich heritage.

Major cultural celebrations are a feature in REDCLIFFE at varied times throughout the year. The REDCLIFFE First Settlement Festival brings together broad cross sections of the community to celebrate indigenous culture, European settlement as well as general historic activities. Other events include the Greek Blessing of the Waters, Harmony Day celebrating multiculturalism, Australia and Anzac Day remembrance events together with the famous REDCLIFFE Kitefest which attracts many thousands of participants from around Australia as well as overseas each May.

REDCLIFFE is fortunate to have an extensive network of historic groups. The REDCLIFFE Museum Advisory Group provides strategic advice to Council on a range of community issues relating to heritage projects and the needs of historic groups.

A significant example of cultural heritage preservation is the indigenous centre, Kurbingaibah. An initiative of the Ningy Ningy traditional owners, Kurbingaibah is a place of cultural and spiritual significance to the Ningy Ningy people.

YOUNG LEGENDS/ENVIRONMENTAL EDUCATION

Keep Australia Beautiful Council Queensland's Clean Beach Challenge (CBC) program is a catalyst for youth participation in ensuring REDCLIFFE's beaches are well maintained, litter free and well managed. Various activities link school groups and Council to the program including the CBC annual theme day where students are involved in art competitions, clean ups and also encouraged to get involved in the Adopt-a-Beach program. Adopt-a-Beach sees students use the beach as an educational resource, undertake environmental monitoring and report any maintenance or environmental issues to Council.

As indicated, Council's ongoing Stormwater Drain Stencilling initiative aims at decreasing the amount of litter which ends up on local beaches and Moreton Bay. Local schools are beginning to be involved in the program with students stencilling the 'The Drain is Just for Rain' message on drains in high traffic areas.

REDCLIFFE's Youth Services Providers Network works in partnership with the Youth Space Management Committee to organise youth festivals and celebrations focusing on arts, music and activities of general youth interest. Extensive involvement of youth in organising activities is a key to the success of the network.

The Youth Space Management Committee works in partnership with Council in providing facilities for youth to recreate, meet and generally develop life skills in a well managed but non threatening environment. Numerous youth development programs operate from the custom built youth facility providing extensive opportunities for employment, learning and recreation.

SUGGESTIONS

REDCLIFFE is a hospitable and warm community. A maritime or other cultural development could be developed as a welcoming entrance statement to the city. As in many communities around Australia, entry statements are also opportunities to promote Tidy Towns achievements and encourage visitor care.

'Adopt-a-' programs are a great way to encourage schools, community groups or service organisations to take 'ownership' of various public facilities or sites around the city. Examples could include looking after a verge or maintaining a park or cleaning part of a highway or any other care project that may provide long-standing benefits to the community.

REDCLIFFE is a community that is seeing extensive building and construction development and activities. Involvement with Keep Australia Beautiful Queensland's Clean Site program is able to provide industry training and education regarding waste management as well as stormwater pollution prevention initiatives.

To assist with encouraging further community participation in REDCLIFFE's improvement and beautification approaches, a further incentive to residents to tender verges or continue to maintain yards and facilities could be through the introduction of a 'Tidiest Verge' or 'Tidiest front yard' certificate of appreciation or encouragement. This may assist releasing pressure off Council's parks and garden resources.

Congratulations to everyone involved in the REDCLIFFE's Tidy Towns and associated community action programs.

Good luck with future initiatives and 'challenges' in helping to keep your part of Australia beautiful.

*Dick Olesinski
National Tidy Towns judge*