

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

**Community-Local Government Partnership: BURNIE, TAS**

BURNIE City Council continues to inspire and guide its community for a sustainable future. Its previous marketing slogan, City of Contrasts, builds on the vision for a city that has successfully transformed itself from a busy industrial community to now a City of Makers which celebrates its history and uniqueness in being the state's busiest container port, which is made up of a thriving arts community, with modern facilities and complemented by a range of wildlife experiences available within a semi urban environment.

Highlights include the development of the city's Waterfront Master Plan, the successful celebration of numerous festivals and community events as well as the implementation of the city's environmental improvement programs focusing on a new Waste Water Treatment Plant as well as the community's new Waste Management Centre.

Extensive community consultation approaches ensures BURNIE continues to effectively manage its unique position within Tasmania - a great partnership between its residents, Council, business and industry.

Burnie Tidy Towns Committee: Mr Clayton Hawkins, 03 6430 5787

<b>Program or Category</b>	<b>Awarded to</b>	<b>Sponsored by</b>
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](http://www.kab.org.au)

# HUNGRY JACK'S Australian Tidy Towns 2006 Program Report

*Town/Community: BURNIE Tasmania .....Date judged: 7 Feb 2006*

*Population: approx 20 000*

*Organising Group/s: BURNIE CITY COUNCIL (BCC) in partnership with  
community networks*

**Contact Names:** *Clayton Hawkins BCC Community & Recreation  
Officer and Tidy Towns coordinator Phone: 03  
6430 5787*

## **COMMUNITY ACTION LOCAL GOVERNMENT/ COMMUNITY PARTNERSHIPS**

BURNIE is Tasmania's fourth largest and most westerly city. It is the state's busiest container port which is made up of a thriving arts community, modern facilities and complemented by a range of wildlife experiences available within a semi urban environment.

BURNIE is ideally situated as a key junction, centrally located on the state's touring circuit and start to the region's Great Nature Trail.

The BURNIE City Council (BCC), in partnership and consultation with the community, plays an important role in protecting the local environment for the benefit of residents and visitors alike.

BCC continues to inspire and guide its community for a sustainable future. Its previous slogan, *City of Contrasts*, builds on the vision for a city that has successfully transformed itself from a busy industrial community to now a *City of Makers* - a community that gets the job done.

Highlights include the development of the city's Waterfront Master Plan, successful celebration of numerous festivals and community events as well as the implementation of the city's broad environmental improvement programs.

The Tidy Towns program provides a vehicle for BURNIE's citizens to be able to contribute to proactive activities and seen as a model for other local communities to follow.

## **ENVIRONMENTAL PROTECTION & INNOVATION**

BURNIE is one of a few cities in the world that can boast a healthy Little Penguin colony thriving within a busy urban environment. The Cooe to Camdale Coastcare group, ably led by Lexie Paul, has erected penguin protection fences to keep the unique penguin colony safe from adjacent traffic and human intervention.

The group has also built artificial nesting burrows, propagated and planted thousands of plants to revegetate the 3 kilometre coastal strip as well as extensive weeding and rubbish removal initiatives. Due to the cooperative efforts of the Coastcare group, in partnership with the City Council, this stretch of coastline continues to be effectively managed and an enduring asset to the community.

Creative Paper Tasmania is Australia's largest handmade paper mill. Handmade papers are traditionally made and environmentally responsible with no bleach or harmful chemicals used in the process. A unique and broad range of mediums are used in the paper range production and include recycled cotton rags, Australian plant fibres,

Tasmanian beer, roo poo as well as elephant dung! Joanna Gair and staff are to be commended on their innovative environmental practices as well as their creative talents.

## **LITTER & WASTE MANAGEMENT**

BURNIE City Council has adopted a Waste Management Strategy that ensures sustainable practices in reuse, avoidance and resource recovery. An integral part of the strategy involves waste education to increase understanding of waste minimisation practices within the local community to ensure sustainable methods for waste conversion.

The continuing development of the city's new landfill site ensures that stringent environmental measures are in place to comply with new landfill site guidelines. The well laid out site enables the community to be involved in a broad range of separation of various waste materials including bottles, cans, plastics, steel, copper, lead, car batteries, cooking oil, etc.

Extensive and colourful public recycling facilities are strategically positioned throughout high traffic areas within the city to further assist with reducing waste to landfill.

'Don't Waste BURNIE' signs are ideally placed on recycling sites and waste equipment and reinforce the commitment to keeping the city clean.

## **SPIRIT OF AUSTRALIA**

Maintaining BURNIE's proud heritage is important to residents as well as the City Council. Heritage restoration is a major priority with many fine examples of the preservation of cultural and historic features.

Noteable example is the restoration of the BURNIE railway station and rail cars. Transformed into a well patronised restaurant, the railway station has returned to being a major focus for the community.

BURNIE's sign strategy formalises and makes consistent an approach to interpreting the city's proud heritage. The strategy includes three levels of signs: Markers - large sculptures, Magnets - signs that draw people to places of significance and Memories - discovering places of BURNIE's heritage.

An interesting blend of historic and contemporary features is evident throughout the city with the unique Public Art Trail artworks complementing the heritage restoration programs in place.

The annual BURNIE Shines celebration continues to grow and provide a unique opportunity for residents and visitors to celebrate spring with a host of arts, crafts and musical activities which numbers over 120 events. Numerous other festivals and events provide further opportunities for the community to promote their proud cultural heritage, arts and sporting activities.

## **YOUNG LEGENDS/ENVIRONMENTAL EDUCATION**

BURNIE's Police & Citizen's Youth Club (PCYC) has received a Guinness World Record for the World's largest indoor mural. A great example of broad partnerships in effective crime reduction, the project attempts to engage young people at risk in a project of immense significance.

Further decorative artworks are in place within the interior as well as exterior walls of the club together with the adjoining swimming pool facilities. The PCYC's Geoff Taylor and local mural artist Damien Rossiter are to be commended on their commitment to the project.

Environmental awareness and education programs are an integral part of education in BURNIE with students actively involved in numerous community activities and partnerships. Highlights include a program with Cooee to Camdale Coastcare group in establishing numerous substantial penguin nesting sites as well as students actively involved in plant propagation and planting programs, together with extensive removal of invasive weeds along the town's sensitive coastline.

BURNIE's 'Who's DES Tonight?' program, (Designated Driver) is a model of extensive business, community, Council and road safety organisation working in partnership to reduce the incidence of dangers associated with youth during late night activities.

## **SUGGESTIONS**

As BURNIE is now recognised as Tasmania's Tidiest Town for 2005, local businesses and tourism operators could be encouraged to promoting the city's prestigious award on brochures, envelopes, etc. Promoting the community's great achievement may assist in deriving positive marketing outcomes.

BURNIE's coastline continues to be an enduring asset to the community and the numerous tourists who visit each year. To ensure this asset is protected and enhanced, the current sale yard situated on the coast may be able to be targeted for future relocation away from the sensitive marine environment.

From a beautification perspective BURNIE continues to improve its appearance. To assist with this commitment, large concrete verges and pavements discarded by contractors adjacent to the sale yards and next to the well cared for Cooee to Camdale Coastcare area could be scheduled for removal to continue to build on and complement the area's enhancement.

As BURNIE relies on its coastal and marine attractions, stormwater pollution prevention devices may assist in reducing the amount of litter that may have a less than positive effect on this fragile ecosystem.

*Congratulations to everyone involved in the BURNIE'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*