



Media Release

Strict Embargo until 12:01am Sunday 20 April 2008

Walpole (WA) wins national Protection of the Environment Award at the Australian Tidy Towns Awards 2008

The Western Australian town of Walpole has won the Protection of the Environment Award at the annual Keep Australia Beautiful Tidy Towns Awards held in Hobart last night.

Walpole Primary School is committed to various environmental projects which involve extensive recycling and resource recovery initiatives, weed removal projects within the township, together with numerous environmental protection and nature conservation activities, particularly in partnership with Shire of Manjimup staff.

Various alliances between the community, the Shire as well as government agencies ensures the appeal of Walpole's unique identity and charm is retained, protected and enhanced. Ongoing improvement and rehabilitation projects demonstrate a tremendous commitment to conserving and improving the natural heritage in and around Walpole.

Walpole local, Michael Filby, is an active community and Tidy Towns committee member. For his dedicated efforts, Michael was recognised with the Dame Phyllis Frost Individual Award.

Congratulating the community of Walpole on their win, Keep Australia Beautiful National Chairman, Cr Don Chambers, said: "The widespread community involvement in preserving the natural environment of Walpole certainly deserves to be recognized with this Award. Their efforts have resulted in a well-cared for landscape which has benefited from the wide range of conservation projects being undertaken by local residents. The work of the dedicated Tidy Towns participants, like Michael Filby, 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



For media interviews and enquiries please contact:

- 1) Lara Shannon - Keep Australia Beautiful M: 0415 076 015 or E: laras@kab.org.au
- 2) Walpole contact – Cr Dave Tapley on M: 0400 968 251 (can be out of range often)
- 3) From Tuesday onwards - Jennifer at Walpole call centre 08 9840 1395

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.