



Media Release

Strict embargo: 12:00pm Monday 25 May 2009

North Steyne named Australia's Cleanest Beach for 2009

North Steyne Beach in Manly, NSW, has been announced Australia's Cleanest Beach for 2009 at the annual Keep Australia Beautiful Australian Clean Beaches Awards, held in Townsville today.

As well as winning the overall Australian title, North Steyne picked up the Community Partnership, Environmental Innovation, Energy Conservation and Young Legends categories.

According to Australian Clean Beaches Judge and Coastalwatch representative, Chris Tola, "The focus for the North Steyne community is the North Steyne Surf Life Saving Club, which not only has a long and prestigious history, but is also undertaking cutting edge environmentalism for the benefit of its members and the wider local community.

"Manly Council has also undertaken a number of beautification programs along the foreshore, creating excellent recreational areas and visitor amenities along the stretch. These areas are exceedingly well maintained by a dedicated Council Team and Rangers patrol the area constantly.

"To win a clean beaches award does not simply mean the beach is litter free...These awards take into account the whole spectrum of local community sustainability initiatives and North Steyne is great testament to this", he added.

Congratulating the North Steyne community on their win on behalf of Principal Sponsor, Mount Franklin Spring Water, Sally Loane, Director of Media and Public Affairs at Coca-Cola Amatil, said, "We are proud to support the Clean Beaches awards and the work of local communities that protects and preserve their coastal areas.

"Mount Franklin and Coca-Cola Amatil have been working with local retailers in the Manly area to increase recycling in the Manly Corso and surrounding beaches, so we are particularly pleased to see the Council and local community's efforts recognised at North Steyne with this prestigious award", Loane added.

Through the Clean Beaches Awards, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping coastal areas to become environmentally, economically and socially sustainable communities. The awards are sponsored by Mount Franklin Spring Water, Remondis Waste Solutions and Coastalwatch.

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**For further information about North Steyne and all national finalists visit
www.kab.org.au/beaches**

Media contacts:

- Lara Shannon, KABNA National Publicist on 0415 076 015 or laras@kab.org.au
- Chris Tola, National Judge and Coastalwatch representative on 0438 203 964
- Jo Cooper, North Steyne Beach, on 0418 475 400 or jo.broadconcepts@gmail.com
- Peter McLean, CEO of KABNSW, on 0416 227 158
- Sally Loane, Director Media and Public Affairs, Coca-Cola Amatil on 0416 162 336

EDITOR'S NOTES

Australian Clean Beaches Awards 2009 Table of Results

Category	Winner	Sponsor
Overall Clean Beach National Winner for 2009	North Steyne, Manly, NSW (Highly Commended Mersey Bluff, TAS)	Mount Franklin Spring Water
Community Partnership	Equal winners – Mersey Bluff Beach, Devonport, TAS and North Steyne, NSW	Coastalwatch
Environmental Innovation	North Steyne, NSW (Highly Commended: Cable Beach, WA)	
Resource Recovery	Whitehaven Beach, QLD	Remondis Waste Solutions
Protection of the Environment	Capel Sound Foreshores, Rosebud, VIC	
Water Conservation	Loxton, River Murray, SA	
Energy Conservation	North Steyne, NSW (Highly Commended: Casuarina Beach, NT)	
Young Legends	North Steyne, NSW	TakeABreak.com.au

About Keep Australia Beautiful

The Keep Australia Beautiful Network has been encouraging people all around Australia to care for their local environment since 1968. It holds the Tidy Towns, Sustainable Cities and Clean Beaches Awards and conducts the National Litter Index research. Keep Australia Beautiful Week is held at the end of August each year as a reminder of what we can all do to improve our local environments.

Clean Beaches Partners

Mount Franklin

Coca-Cola Amatil is a long term supporter of Keep Australia Beautiful. Its Mount Franklin premium spring water brand promotes positive actions, whilst Keep Australia Beautiful promotes litter reduction and recycling, and is working with Mount Franklin to demonstrate examples of how PET can be recycled and reused. This makes it an ideal fit with the Clean Beaches awards which celebrate the environmental achievements of individuals and local communities. **Media contact:** Sally Loane, Director Media & Public Affairs, on 0416 162 336.

Coastalwatch

Coastalwatch is a website with cameras at beaches all around Australia. Coastalwatch is committed to bringing the coast to a broad cross section of Australians and overseas visitors. Its goal is to make a significant contribution to more timely and safer coastal use, and more efficient and cost effective coastal management. **Media contact:** Alexandra Mayhew, Media & Marketing Manager, on 0419 311 377.

Remondis

Remondis Waste Solutions is Australia's most dynamic waste management and resource recovery company. Operating for more than 25 years in Australia, Remondis provides professional waste management and environment solutions for customers, with particular focus on resource recovery outcomes and minimising diversion to landfill. **Media contact:** Gina Kelly, PR for Remondis Waste Solutions, on 0431 925 731.