



Australian Clean Beaches Criteria 2016

Before you begin your submission think about what makes you stand out from the pack. How have you gone above and beyond a business-as-usual approach? How is your work leading and innovative? How have you engaged and partnered with a range of stakeholders from community, business and government?

Community Action and Wellbeing

Recognises achievements in building a strong, healthy, vibrant and accessible community.

The judge looks for:

Projects, initiatives and activities that contribute to the overall health and wellbeing of a community that actively promotes contributions from all stakeholders. This may include community leadership and commitment to environmental sustainability, litter prevention and waste management, heritage preservation and/or cultural activation.

Initiatives and activities to include in your submission:

- Overall presentation of the area and demonstrated pride in appearance leading to tidy and well maintained areas including public parks and garden, industry and business, streets, footpaths verges and median strips.
- Positive communication and participation between all stakeholders on local issues.
- Considerate land use planning to maximise wellbeing for people and wildlife e.g. development of brown field sites, presence of community green spaces.
- Successful community led initiatives across other category areas.
 - Organised community clean-ups and ongoing litter management activities.*
 - Involvement of youth groups, schools and clubs in positive community management activities.*
 - Fauna and flora protection and/or rehabilitation activities involving the community.*
 - Community led resource recovery, reuse and recycling activities.*
 - Cultural heritage celebrations/projects initiated by the community*
- Accessible community - provision of visitor and tourist facilities, including toilets, picnic areas, barbecues, shaded playgrounds, carparks and tourist information services with adequate, well placed directional signage for parking, amenities, information services, tourist attractions. inc Multi-lingual signs, and/or universal symbols for non-readers and non-English readers.
- Business/Industries/organisations and councils demonstrate sustainable governance relating to their management systems, procurement and purchasing.
- Infrastructure contributing to community health, wellbeing and safety e.g. public transport, effective efficient street lighting, disabled access, clean facilities, movement trails, sports facilities.
- Local initiatives that contribute to the health and wellbeing of the community e.g. community groups, knowledge sharing networks, festivals/celebrations.



Dame Phyllis Frost Litter Prevention, Waste Management & Resource Recovery

Recognises achievements in reducing and managing waste through prevention and/or education, effective litter management and behaviour change programs that promote resource reduction, recovery and recycling.

The judge looks for:

Innovative solutions, with measureable outcomes, that demonstrate a thorough understanding of a local litter problem and are integrated with existing programs and a broader waste management strategy.

Initiatives and activities to include in your submission:

- Firm targets to divert waste from landfill and demonstrated commitment to improving waste management systems.
- Integration of resource recovery, recycling and waste management activities into a broader waste management strategy.
- Projects which are minimising the consumption of non-renewable resources and delivering equal or improved outcomes using alternatives – e.g responsibly sourced/recycled/reused.
- Recovery and innovative reuse of resources such as organics, green materials, glass, paper, cardboard, aluminium, plastic, batteries, e-waste and oil.
- Effective and innovative resource recovery and waste management practices successfully reducing the amount of waste to landfill.
- Regular waste auditing.
- Excellent provision and collection of a variety of bins in public areas with clear and appropriate signage. E.g. dog waste, cigarette butts, gum, tangle bins, recycling and general waste.
- Education and behaviour change programs with focus on waste management, litter prevention and recycling.
- Community initiatives e.g. clean up days, clothes/toy swaps, garage sale days.



Environmental Sustainability

Recognises leadership and innovation in energy conservation, water management and/or nature conservation in the face of a changing environment.

The judge looks for:

Practical environmental solutions that demonstrate a view to future proofing against the effects of climate change. Community awareness and education initiatives promoting environmental sustainability leading to positive behaviour change.

Initiatives and activities to include in your submission:

- Demonstrated commitment to reduced water and energy demands with firm sustainability targets (e.g. decreased greenhouse gas emissions, increased renewable energy use, decreased water consumption, reduced biodiversity loss)
- Community awareness and education initiatives promoting environmental sustainability leading to positive behaviour change
- Local Innovative strategies and technologies that will contribute to broader market transformation towards sustainable development.

Water –

- Innovation and initiatives aiming to reduce water consumption and increase water reuse and recycling
- Consideration of water sensitive design when building/retrofitting facilities e.g. storm-water harvesting, rain gardens, green roofs and walls
- Initiatives that enhance and protect the health of waterways and wetlands, the river basins that surround them, and the coast and bays
- Consideration of future-proofing local water systems against the impacts of climate change e.g. drought and flooding

Energy –

- Innovation and initiatives aiming to reduce greenhouse gas emissions and lead to more efficient energy use
- Commitment to use of renewable energy
- Innovations and initiatives promoting carbon offsetting
- Infrastructure designed to minimise energy use e.g green buildings, sustainable transport

Nature Conservation –

- Research and action into biodiversity and conservation issues leading to positive habitat and species outcomes
- Environmental policy and practices successfully limiting air, water and terrestrial pollution
- Educational programs and workshops that inform community of the importance of nature conservation and empower them to take action.

Keep 
Australia
Beautiful


Clean
Beaches



Heritage and Culture

Recognises outstanding commitment to the conservation and celebration of a community's indigenous and non-indigenous heritage and culture.

The judge looks for:

Successful, measurable outcomes from community and government-led strategies and initiatives designed to preserve natural history and/or culturally significant sites. Outstanding achievements in historical/cultural significant research that has been communicated to the community.

Initiatives and activities to include in your submission:

- Initiatives designed to address preservation of cultural or natural history and culturally significant buildings and sites
- The protection and display (where appropriate) of culturally significant sites, records and artefacts
- Educational activities and signage that inform the community of the significance of sites, records and artefacts, helping visitors to develop a strong sense of understanding and appreciation of a place.
- Vibrant public artworks e.g. art/sculpture trails, authorised street art, street banners
- Programs that celebrate community identity e.g. laneway tours, culinary tours
- Celebration, within and by the local community, of culturally significant events/traditions.

Young Legends

*Recognises achievements by an individual or group/s of young people (**under 25**) who demonstrate significant commitment to the environment and/or have made significant contributions in any of the preceding categories to positively impact upon life in your community.*

The judge looks for:

Demonstration of initiative, leadership and strength of character in taking action on behalf of a community. Successful outcomes relating to the community arising from youth-initiated or youth-led environmental action.

Initiatives and activities to include in your submission:

- School or community youth groups committed to improving local environment and/or community well-being
- Young individuals who have made a significant volunteer contribution, advocated for others (including animals) and/or have recognised and responded to a community need.



Environmental Education

Recognises outstanding achievements in raising awareness in environmental sustainability, leading to empowerment and behaviour change amongst their target audience. Open to projects from both formal and informal educational institutions (e.g. community groups, business, childcare centres).

The judge looks for:

Innovative approaches to environmental education that have a measurable broad community impact and/or integrate environmental sustainability into whole curriculum or core business.

Initiatives and activities to include in your submission:

- Education initiatives and community awareness programs relating to sustainability, the local environment and conservation
- Environmental education programs leading to empowerment, behaviour change, community/society improvements
- Environmental education projects or Initiatives that have:
 - inventive funding streams
 - reached all parts of the community
 - successfully overcome adversity
 - achieved “award winning” outcomes.