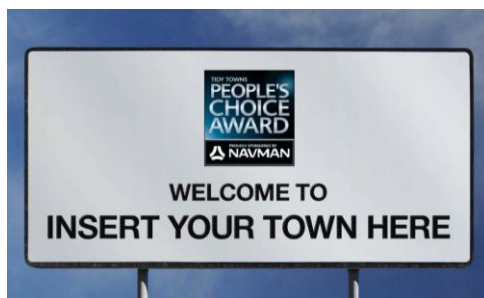


Media Release  
5 March 2010



**Five, six, seven, eight ... which town do you appreciate?  
Tidy Towns asks all Australians to vote in first-ever People's Choice Awards**

Tidy Towns, the much-loved iconic competition that has been putting Australian towns on the map for more than 40 years, today announced it is, for the first time, asking people to vote for their favourite town in a partnership with Australia's favourite GPS brand, Navman.

Run by Keep Australia Beautiful, Tidy Towns' judges travel the length and breadth of the country judging towns not only on tidiness but on a rigorous set of social and environmental attributes. However, unlike the official competition, "Navman People's Choice" award is purely about popularity and designed to allow everyone around the country to have a say in Tidy Towns by making sure their town is nominated or voting for their favourite town in Australia.

Scott Lyall, executive officer, Keep Australia Beautiful said, "Tidy Towns goes from strength to strength each year with more than 1,000 communities and over 90,000 volunteers involved and Navman People's Choice will complement this existing competition by getting everyone from all over Australia to have a say and add their town to the map."

Wendy Hammond, marketing director, Navman Technology said, "As a sponsor of Keep Australia Beautiful, we wanted to do something to encourage people to get out and discover new places and see more of Australia.

"Our aim is to have as many towns involved as possible, so we're also encouraging the many towns that have entered Tidy Towns over the past 40 years, as well as any new towns, to make sure they are nominated as we will be awarding the winning town a \$10,000 grant towards a community project.

"Let us know what makes your town special! Everyone who votes or nominates a town goes in the running to win one of 10 top of the range Navman GPS to put them in the right direction when they hit the roads," she added.

It's a move Vivienne Palmer, Network Manager, Australian Regional Tourism Network, encourages.

"Australia is packed full of amazing regional towns that offer incredible experiences for visitors. This is a great way to get recognition and encourage people to check out their country and, importantly, spend some tourism dollars that are vital to the sustainability and vibrancy of our towns," she said.

The nomination and voting process is very simple. People simply visit the website [www.navmanpeopleschoice.com.au](http://www.navmanpeopleschoice.com.au) and nominate or vote for their town (if it has already been nominated) and give a reason why their town should win. They can upload photographs of the town onto the website too.

The website also contains a clear definition of what constitutes a “town” as cities or suburbs will not be eligible to enter. The competition will run until 31 May 2010 with the winners announced in June.

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### **About Keep Australia Beautiful**

Keep Australia Beautiful is a popular movement for social change whose mission is 'to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment'. There are programs in each state and territory and Keep Australia Beautiful has been encouraging people all around Australia to care for their local environment since 1968. The Sustainable Communities Awards include the Tidy Towns, Sustainable Cities and Clean Beaches awards which all target litter, recycling, packaging waste and graffiti. The National Litter Index is Australia's only national, annual quantitative report on litter by type, by location and by volume. Keep Australia Beautiful Week coincides with the first week of spring and is a time for all Australians to be active in caring for their local environment. These are just some of the activities that involve millions of Australians each year.

### **About Navman:**

Navman, a world leader in the design, manufacture and marketing of global positioning system (GPS) products, has more than 20 years experience in GPS, and as such is now widely recognised as a pioneer in portable, in-car satellite devices. Navman began life in New Zealand, specialising in marine electronics and even today software design and development is still undertaken there. Today the Navman brand is owned by MiTAC International, a leading worldwide maker of wireless communications products and one of Business Week's top 100 Global IT companies. For more information, visit [www.navman.com.au](http://www.navman.com.au).

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