



**MEDIA RELEASE**  
**Friday 26 March 2010**

## **Shady Beach Yirrkala, NT, wins Heritage and Culture Award at the Australian Clean Beaches Awards for 2009/2010**

Shady Beach Yirrkala in NT has been named equal winner of the Heritage and Culture category at the annual Keep Australia Beautiful, Australian Clean Beaches Awards, held in Manly last night.

Represented by Banambi Wunungmurra, Shire President of East Arnhem Shire Council, Shady Beach was announced the category winner for the Heritage and Culture award – in equal place with West Beach, Burnie, in TAS.

According to the Australian Clean Beaches Judge, David Moy, Shady Beach Yirrkala was a deserving winner in this category.

“Yirrkala is an indigenous beach community in East Arnhem Land on the Gove Peninsula. The Gumatj clan are the custodians of Shady Beach. They are charged with looking after the environment for future generations and have gone to great efforts to preserve its heritage and culture. Elders still pass on the knowledge about traditional bark paintings, totem carvings and other crafts to the children, and are also involved in a range of school programs related to the beach heritage and culture of the Yolungu.”

“The indigenous community respects not only the beach but also the air, ocean, land behind the beach. The sea and ocean has a particularly strong influence on the Yolungu. The youth are taught how to sail and fish and the art of traditional boat making and these traditions are included on a video production – available on DVD”, David Moy added.

In attendance at last night's awards was the Minister for Climate Change, Energy Efficiency and Water, Penny Wong, and local surfer and seven times world champion, Layne Beachley.

Senator Wong commended the winners, “I congratulate the dedicated community members on their commitment in taking steps to improve their local community's environment.”

South Port Noarlunga, SA was named Overall winner, taking out the title of Australia's Cleanest Beach for 2009/2010.

Through the Australian Clean Beaches Awards, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping beach communities to become environmentally, economically and socially sustainable. The awards are sponsored by Mount Franklin Spring Water, Coastalwatch and the Hungry Jack's 'Bag it & Bin it' program.

**For further information visit [www.kab.org.au](http://www.kab.org.au)**

### **Media contacts:**

- **National Judge:** Dr David Moy on 0411 871 460 or [davidmoy@optusnet.com.au](mailto:davidmoy@optusnet.com.au)
- **KAB NT:** Heimo Schober, CEO of KABCNT on 08 8981 5535 or 0407 186 461
- **Council PR** Soane Wainigolo on 0488 182 331 or [soane.wainiqolo@eastarnhem.nt.gov.au](mailto:soane.wainiqolo@eastarnhem.nt.gov.au)
- **KAB PR:** Lara Shannon on 0415 076 015 or [laras@kab.org.au](mailto:laras@kab.org.au)



**EDITOR'S NOTES**

**Australian Clean Beaches Awards 2009/2010 Table of Results**

<b>Category</b>	<b>Winner</b>	<b>Sponsor</b>
Overall Winner	South Port Noarlunga, SA	Mount Franklin Spring Water (Principal Sponsor)
Community Action & Partnerships	Yeppoon Main Beach, QLD <i>(Distinction: South Port Noarlunga, SA)</i>	
'Dame Phyllis Frost' Litter Prevention	Port Kembla Beach, NSW	Hungry Jack's 'Bag it & Bin it'
Resource Recovery & Waste Management	South Port Noarlunga, SA	Mount Franklin Spring Water
Environmental Innovation & Protection	South Port Noarlunga, SA. <i>(Distinction: Yeppoon Main Beach, QLD)</i>	Coastalwatch
Water Conservation	South Port Noarlunga, SA <i>(Distinction: Port Kembla Beach, NSW)</i>	
Energy Innovation	West Beach Burnie, TAS, <i>(Distinction: Balnarring Beach, VIC)</i>	
Heritage & Culture	EQUAL FIRST: Shady Beach Yirrkala, NT & West Beach Burnie, TAS	
Young Legends	South Port Noarlunga, SA <i>(Distinction: Balnarring Beach, VIC)</i>	

**About The Australian Clean Beaches Awards Sponsors:**

**Mount Franklin – Principal Sponsor**

Coca-Cola Amatil is a long term supporter of Keep Australia Beautiful. Its Mount Franklin premium spring water brand promotes positive actions. This makes it an ideal fit with the Clean Beaches awards which celebrate the environmental achievements of individuals and local communities including beverage container recycling and in particular PET recycling.

**Coastalwatch – Category Sponsor**

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.

**Hungry Jack's® - Category Sponsor**

Hungry Jack's is a long term supporter of Keep Australia Beautiful and has been making consistent progress with its environmental initiatives. This includes an anti litter message on all packaging, kitchen food waste composting trials and implementing an Australian-first dining room food waste composting trial.

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