



MEDIA RELEASE
Friday 26 March 2010

**South Port Noarlunga beach, South Australia, wins the
Australian Clean Beaches Awards**

South Port Noarlunga beach in SA has been announced as the Overall Winner of the Keep Australia Beautiful, Australian Clean Beaches Awards, for 2009/2010.

As well as winning the overall Australian title, South Port Noarlunga picked up awards in the Resource Recovery & Waste Management, Environmental Innovation & Protection, Water Conservation and Young Legends categories, plus a distinction in the Community Action & Partnerships category.

Highlights of their achievements include the involvement of the South Port SLSC (one of the first clubs in Australia to have a nominated environmental officer) in establishing the Coastal Action Plan and Dune Management Plan, as well as actively promoting recycling and surveying the community's youth about recycling.

Seeds of indigenous species are also collected for propagation and dune planting by the local nursery, and the SLSC has implemented water audit recommendations such as use of buckets and sponges for cleaning boats instead of hoses. South Port youths are also working to help prevent sand boarding over the dunes.

Australian Clean Beaches National Judge, David Moy, commented that, "the community members of South Port Noarlunga all have a high-level common goal and are focussed on achieving beneficial outcomes for the community and the environment. The approach of the SLSC and other community partners was pivotal to their enhanced environmental protection and climate change impact. They are most deserving of this award."

Minister for Climate Change, Energy Efficiency and Water, Penny Wong, presented the award at a ceremony late yesterday afternoon at Sydney's Manly beach.

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

Congratulating the South Port 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 which recognise a range of community initiatives, including beverage container recycling, in particular PET recycling. We are pleased to see the local community's efforts recognised at South Port with this prestigious award."

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.

- ends -

For further information visit www.kab.org.au



Media contacts:

- **KAB PR:** Lara Shannon on 0415 076 015 or laras@kab.org.au
- **National Judge:** Dr David Moy on 0411 871 460 or davidmoy@optusnet.com.au
- **KESAB PR:** Mike O'Reilly on 0414 882 505 or mike@oreillyconsulting.com
- **Sponsor:** Sally Loane, Media & Public Affairs, Coca-Cola Amatil, 0416 162 336

EDITOR'S NOTES

Australian Clean Beaches Awards 2009/2010 Table of Results

Category	Winner	Sponsor
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.

Promotional Partners

Surf Life Saving Australia, Surfing Australia, Surfrider Foundation and Steve Parish Beach Calendar.