

## MEDIA RELEASE

### Launceston leads regional shift in climate adaptation and waste innovation

As climate extremes intensify across Australia, one regional town is showing what local leadership in sustainability really looks like.

Named the national winner of the 2025 Keep Australia Beautiful Tidy Towns Awards, Launceston, Tasmania stood out for embedding genuine community commitment across every category.

Their people-first approach — even in technical or less visible projects — paired with best-practice resource recovery and circular economy initiatives, is a powerful reminder that meaningful climate adaptation starts from the ground up.

Six communities were shortlisted for the national title, each representing the best of their state in this long-running sustainability awards program.

**Val Southam, CEO of Keep Australia Beautiful**, commended every finalist in this year's Awards.

"Year after year, the Tidy Towns Awards show the best of regional Australia – not just in sustainability, but in spirit. These winners show that when locals come together with purpose, real change happens."

"This award isn't just about one town. It's a celebration of every community working to build a cleaner, kinder future, and we're proud to support that mission."

One of Launceston's standout projects was the Rocherlea Action Project, a grassroots effort that removed over **110 tyres**, **1.7 tonnes of general waste**, and **3 tonnes of scrap metal** from the area, while also bringing locals together for BBQs, clean-up days, and neighbourhood breakfasts.

More than **4,000 volunteers** contributed to local sustainability projects as part of this year's awards, from biodiversity restoration and litter reduction to cultural heritage initiatives.

The **six national finalists** in this year's awards were: **Port and South Hedland**, Western Australia; **Ikuntji**, Northern Territory; **Rye**, Victoria; **Parkes**, New South Wales; **Launceston**, Tasmania; and **Kingston SE**, South Australia.

Each finalist showed leadership in waste prevention, youth engagement, and cultural heritage, proving that scalable sustainability often begins in Australia's smallest communities.

"These awards aren't about ticking boxes. They spotlight the real, often quiet work that keeps communities moving forward," Southam said.

"Regional towns are stepping up in powerful ways. They're not just protecting their environments – they're showing what's possible when resilience, purpose, and local leadership come together for a better future."

**ENDS**

### **About the Tidy Towns Awards**

The Keep Australia Beautiful Tidy Towns Awards celebrate outstanding sustainability efforts in rural and regional Australia. The program recognises leadership in waste reduction, community engagement, youth participation and environmental innovation.

The 2025 national ceremony was hosted in Beechworth, Victoria.

Learn more: <https://kab.org.au/tidy-towns/>

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