

Media Release
Sunday 17 April 2011



*environmental
solutions*

*214 Grange Road
Flinders Park 5025
South Australia
Telephone 08 8234 7255
Facsimile 08 8234 7266
www.kesab.asn.au
email: admin@kesab.asn.au*

*Keep South Australia
Beautiful Inc.
ABN 93 227 182 519*

Clean Marine

Clean Site

*Butt Litter
Campaigns
& Butt Bins*

*Illegal Dumping
Education*

*Litter & Social
Research*

*NRM
Education*

Road Watch

Sustainable Cities

Tidy Towns

*Waste, Recycling
& Litter Education*

*Waste Audits
& Assessments*

Waterwatch

*Wipe Out Waste
Schools Program*

*Statewide Recycling
Education Centre*

Waikerie in SA wins the Energy Innovation category award at the Australian Tidy Towns Awards

The South Australian town of Waikerie has won the Energy Innovation category award at the Keep Australia Beautiful, Australian Tidy Towns Awards 2010/11.

The announcement was made at the national awards ceremony held last night at Beechworth in Victoria, the winner of the prestigious award last year.

The Waikerie Tidy Towns community was also commended for their outstanding efforts in the Environmental Innovation & Protection and Young Legends categories.

According to the Australian Tidy Towns National Judge, Dick Olesinski, the Waikerie Tidy Towns Committee is a well-established group that has gained a high profile due to the dedication and hard work of its member who have embraced a number of conservation programs with enthusiasm.

Highlights earning Waikerie the Energy Innovation category award include a number of proactive measures to reduce greenhouse gases and promote renewable energy sources, as well as the Waikerie education programs designed to inform children about energy and climate change issues and encourage them to participate in power saving projects.

"Environmental education programs are a major focus throughout Waikerie's education system," the National Judge Dick Olesinski, said.

"Their passion to promote sustainable practices is further demonstrated by their focus on educating the youth of the community. Schools are strongly focused on environmental programs with innovative approaches to education and developing community partnerships for positive environmental outcomes.

"Waikerie's residents view energy conservation and the use of renewable fuels as a cost-effective and sustainable alternative. The community is proactively reducing greenhouse emissions through a wide range of initiatives," he added.

Chairman of Keep Australia Beautiful National Association, Don Chambers, said, "It is always a pleasure to be able to recognise and promote the work that many dedicated individuals and communities are undertaking to protect and preserve their local environment and history.

"Congratulations to the community of Waikerie who have shown great commitment and leadership in local sustainability practices and education," he added.

Lithgow in New South Wales won the overall national title of Australia's Tidiest Town for 2010/11.

Through the Australian Tidy Towns Awards, Keep Australia Beautiful is able to recognise local community and individual efforts that are helping rural and regional communities to become environmentally, economically and socially sustainable. The awards are sponsored by 'Do the Right Thing' and Replas.

creating sustainable communities
Printed on 100% Recycled Paper



For further information visit www.kab.org.au

Media contacts:

- **KAB National:** Lara Shannon, Publicist, on 0415 076 015 or laras@kab.org.au
Scott Lyall, National Executive, on 0419 016 401 or scottl@kab.org.au
- **National Judge:** Dick Olesinski on 0413 750 681 or ecomarketing@senet.com.au
- **KAB SA:** John Phillips, KESAB CEO, on 0413 877 875 or john@kesab.asn.au
- **Finalist Media:** Penny Smith, Loxton Waikerie Council, 0428 876 511 or cdo@loxtonwaikerie.sa.gov.au

AUSTRALIAN TIDY TOWNS AWARDS RESULTS TABLE 2010/11

Category	Winner	Sponsor
Overall	Lithgow, NSW	
Community Action & Partnerships	Westonia, WA	'Do the Right Thing'
'Dame Phyllis Frost' Litter Prevention	Barunga, NT	
Resource Recovery & Waste Management	Stanthorpe, QLD	Replas
Environmental Innovation & Protection	Lithgow, NSW	
Water Conservation	Rutherglen, VIC	
Energy Innovation	Waikerie, SA	
Heritage & Culture	New Norfolk, TAS	
Young Legends	New Norfolk, TAS	

Editor's Notes:

The Australian Tidy Towns Awards are sponsored by:

Do the Right Thing Program of the Packaging Stewardship Forum, Australian Food and Grocery Council

The Packaging Stewardship Forum of the Australian Food and Grocery Council, works with partners across the nation to deliver industry recycling, litter reduction and education programs on behalf of its members, Australia's major beverage companies and their packaging suppliers. The Forum's highly successful *Do the Right Thing* anti-litter campaign is recognised by more than 80% of people. More than 400 towns and cities around Australia are now taking the *Do the Right Thing* message to their communities.

Contact: Jenny Pickles 0418 558 311.

Replas

Replas is an Australian company that has developed world leading technologies to reprocess plastic waste into a range of high quality recycled-plastic products. Since 1992 they have created environmentally-friendly and sustainable products using 100 per cent Australian plastic waste which not only reduces the amount of plastic going to landfill, but also helps save natural resources. With a range including outdoor furniture, bollards, signs and decking, Replas is proud to have created an ethical alternative to the unnecessary use of virgin material. Replas is an in-kind supporter of Keep Australia Beautiful.

Contact: Mark Jacobsen or Peter Patterson 03 97708390.

Photo –
Kirsty Richards – Keep Australia Beautiful Board Member
Cr Margaret Malthouse
Margaret Thiel
Alex Hammett – KESAB Sustainable Communities Programs Manager

