



Keep Australia Beautiful (NSW)

Annual Report for the year ended 31 December 2004

Our Mission

Through communication, motivation, recognition and the provision of practical initiatives, Keep Australia Beautiful (NSW) will lead the community, industry and governments towards excellence in environmental management.



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Proud of Who we Are

For almost 30 years, Keep Australia Beautiful (NSW) has been committed to excellence in environmental management and enhancement. We are proudly Australian, proud of our initiatives to keep Australia beautiful and of our plans for the future.

As an independent, not-for-profit organisation we work with local governments, businesses and community groups to encourage a state-wide network of dedicated individuals who strive to deliver a cleaner environment, better resource management and the beautification of the places where we all live, work and enjoy our leisure.

Keep Australia Beautiful's core programs are competitions and awards to motivate and recognise community commitment and resourcefulness in making a positive difference to the natural, structural and cultural environments of our cities, suburbs, towns and beaches so that everyone can benefit and enjoy.

Our Patron

Her Excellency, Professor Marie Bashir AC,
Governor of New South Wales

Our President

The Hon Robert J Carr MP,
Premier of New South Wales

Our Chair

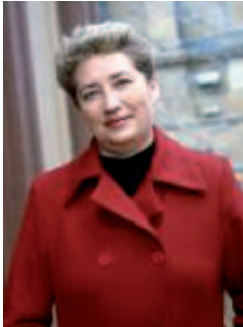
The Hon Pam Allan MP,
Member for Wentworthville

Auditors

Moore Stephens PMN, Parramatta



Our Year in Review



We have delivered another great year for Keep Australia Beautiful through our direct involvement in environmental education and recognition programs to communities throughout the State.

Our flagship program –Tidy Towns – has continued to gain support from communities in rural and regional Australia who all see the benefits of being recognised for their achievements. Despite the negative effects of the drought being felt right across our State, there is an even stronger sense of community pride. People are joining together to seek support and collaborative solutions for often-complex issues.

They also see the bonus of being connected through our program’s network, the opportunity to learn from others and to share the things that work. We will continue to invest in the Tidy Towns program whilst recognising the need for it to grow and develop to maintain its position and relevance to the issues of contemporary Australians now and in the future.

Keep Australia Beautiful could not achieve what it does without the loyal support of our partners and sponsors from industry and government. However, our most important supporters are the communities of New South Wales, especially the hundreds of groups and individuals who, every year, are part of our Tidy Towns, Waste Watchers, Metro Pride and Clean Beach Challenge activities.

All our partnerships are vital in helping us sustain our levels of activity and to finding creative solutions with positive environmental outcomes.

Our staff has again served us well, working as a true team demonstrating resourcefulness, dedication and professionalism, for which I thank them. I would also like to take this opportunity to thank Shirley Page, Board Member since 1991 and Alan Overton, Board Member since 2000 who both resigned at the Annual General Meeting in May. I now welcome Syd Smith and Mike Williamson to Board.

The Board and staff will continue to pursue our key objectives with energetic dedication and will encompass a broader agenda of commitment to sustainable environmental management in New South Wales.

A handwritten signature in blue ink that reads "Pam Allan". The signature is written in a cursive, flowing style.

The Hon Pam Allan MP,

Chair, Keep Australia Beautiful (NSW)



Our Year in Review



One of Keep Australia Beautiful's key strengths is the motivation and encouragement we provide for communities, particularly in rural and regional New South Wales through the Tidy Towns and Clean Beach Challenge programs.

The Tidy Towns program, in particular, is probably more relevant today than at any time in its history as it demonstrates that strong communities working together can achieve positive outcomes that would be extremely difficult to achieve in isolation. The tiny town of Gulargambone, with a population of just 500 people, exemplifies the true spirit of Tidy Towns. It was a fitting winner of the 2004 New South Wales Tidy Town of the Year Award and Gulargambone's residents deserve warm congratulations.

One of this state's smallest and most remote beaches – Ned's Beach on Lord Howe Island – won New South Wales' 2004 Clean Beach Challenge. The pristine condition of this award-winning beach is yet another example of how communities working together can resolve a myriad of issues including litter reduction, waste management and recycling which impact on the beauty of our natural environment.

In metropolitan areas, Keep Australia Beautiful (NSW) plays a smaller, but expanding, role at the local level by engaging with the community, recognising best practice and educating our children through our highly successful Waste Watchers program – celebrating its 10th anniversary in 2004.

During the year we launched a new program, supported by our long-term partner Collex. The Plastic Bag Reduction Initiative Award provided us with an opportunity to formally recognise those in business, schools, councils or communities who have made significant efforts to reduce our reliance on the plastic shopping bag. The overall winner of the inaugural award and the Council Category Award was the Riverina Eastern Regional Organisation of Councils (REROC) – a group of 13 councils in all. They supported a calico bag exchange program, rewarding community members who delivered 20 plastic bags to their local council office with one calico bag. During the four months the bags were promoted, 21,000 calico bags were given away and 400,000 plastic bags were deposited with the participating councils for recycling.

We are very grateful to our local government members in both regional and metropolitan areas who are helping to share our objectives of a brighter, cleaner and more beautiful environment.

We also value the many thousands of volunteers who share our basic objective of keeping Australia beautiful. I would like to add my personal appreciation to my dedicated staff colleagues and to express my gratitude for the professional direction provided by our volunteer Board in helping to maintain the vision. Our job is not yet complete...

Matthew Taylor

Chief Executive, Keep Australia Beautiful (NSW)

Programs and Activities

Our Tidy Towns Awards



Our community-based Tidy Towns Awards program is the flagship activity of Keep Australia Beautiful (NSW) and the most highly prized of all regional awards.

Launched in 1981, the Tidy Towns Awards continue to be the largest, practical environmental program serving rural and regional New South Wales, and through the national program, the whole of Australia. Around 130 cities, towns, villages and schools throughout this state participate in the annual program.

More than any other year-round environmental program, the Tidy Towns Awards encourage diverse groups to make a genuine and lasting contribution to their community, working hand-in-hand with local government and local business, to achieve substantial benefits and inspiring results.

2004 Tidy Towns Highlights

- The 2004 program was officially launched in Broken Hill, our State winners of the competition in 2003. Regional launches were also held in Murwillumbah, Narrabri and Deniliquin.
- Best Western supported the new Friendly Town Award, which received over 30 entries from across the State.
- Country Energy maintained their financial support of this program through sponsorship of the Bush Spirit Award.

- Broken Hill hosted over 500 guests from across New South Wales during the Annual Awards ceremony in October at which tiny Gulargambone was announced the Overall Winner for 2004
- Keep Australia Beautiful has received an increase in both the quality and quantity of media coverage relating to the Tidy Towns Awards program, including a four-page feature article in the Bulletin (Nov 04) focusing on Gulargambone.



"two eight two eight" – the centerpiece of the award winning Gulargambone Community



Our Metro Pride Awards



The Metro Pride Awards recognise outstanding environmental initiatives by local government authorities, schools and community groups and raise public awareness of a range of environmental issues affecting metropolitan New South Wales. The Overall Metro Pride Award is presented each year alongside a number of sponsored awards covering issues such as urban wildlife conservation, waste management and environmental sustainability.

2004 Metro Pride Highlights

- Keep Australia Beautiful welcomed the Department of Commerce as a generous supporter of the Metropolitan Schools Awards. Their valuable support now covers the schools categories in both Tidy Towns and Metro Pride Awards.
- The program was launched on 13 May in Kogarah by the Mayor of Kogarah, Clr Michael Platt and was followed by a seminar in Blacktown, hosted by the Mayor of Blacktown City Council, Clr Leo Kelly and the Minister for Western Sydney, The Hon Diane Beamer MP, during the start of Western Sydney Environment Month.
- The annual awards dinner was hosted by Holroyd City Council on 28 August and was attended by over 130 guests.

- The 2004 Overall Winner in the Council Category was the Blue Mountains City Council and the Newtown Car Share Project took top honours in the new Community Category whilst Jasper Road Public School in Baulkham Hills was awarded the Schools Category.



Pupils from Jasper Road Public School receiving the Metro Pride Schools Environment Award

Our Waste Watchers Community Education Program



Launched in 1994, *Waste Watchers* is an environmental education program developed by Keep Australia Beautiful (NSW) to specifically target

school students. It aims to increase children's understanding of waste management, litter and recycling issues to maintain a sustainable environment.

To achieve this, Keep Australia Beautiful has developed partnerships with waste and resource authorities, local government, sponsors, the Department of Education and Training and network bodies. This successful networking ensures that the *Waste Watchers* program reflects local and current waste management issues and challenges in a way that is relevant to the latest school curriculum.

Participation in the *Waste Watchers* sessions encourages students to influence their families and others around them to adopt healthy environmental practices in their home environment.

2004 Waste Watchers Highlights

- 30,000 primary to lower secondary school-aged children have participated in this popular program this year.
- This year approximately 30,000 infants, primary and secondary school students have participated in the program.
- In addition to the key waste and stormwater modules, a new *Waste Watchers* organics module has been developed and will be delivered from January 2005.



Young Waste Watchers know the benefits of looking after our environment



Our Clean Beach Challenge Awards



The fun, exciting and very popular Clean Beach Challenge is a community-based competition aimed at beach and coastal communities. It is open to all NSW local governments,

community groups, dune care, coast care and beach care groups and individuals, in fact, anyone dedicated to the care, management and preservation of New South Wales' beautiful beaches.

Through competition and awards, the Clean Beach Challenge provides much-appreciated recognition to people who care for, protect and enhance the beachside environments, thus preserving some of this State's greatest assets.

2004 Clean Beach Challenge Highlights

- Now in its fourth year, the Clean Beach Challenge continued to go from strength to strength with over 180 beaches vying for overall honours.
- Keep Australia Beautiful welcomed Kate Ritchie (*Home & Away*) as an ambassador for the Clean Beach Challenge during the launch on 1 June.

- The third Clean Beach Challenge Awards were announced on 1 December at a breakfast in Brighton Le Sands, attended by The Hon Frank Sartor MP, Minister for Energy and Utilities.
- Ned's Beach on Lord Howe Island was named as New South Wales' Cleanest Beach for 2004.



The Hon Pam Allan MP, Chair of Keep Australia Beautiful and the Hon Frank Sartor MP, Minister for Energy & Utilities presenting the Cleanest Beach Award to Pixie Rourke representing Ned's Beach, Lord Howe Island

Action Stations!



Action Stations is a partnership project between Keep Australia Beautiful (NSW), CityRail, participating councils and thousands of community volunteers.

thousands of community volunteers.

Action Stations helps to improve the appearance of railway stations and surrounding areas and aims to foster community support for, and participation in, environmental improvement and beautification projects.

2004 Action Stations Highlights

- 10 additional stations, including Henty, Culcairn, Parkes and Geurie in regional NSW, were given the Action Stations makeover treatment.



Young volunteers helping out with a local Action Stations project



New Projects and Programs

Our Community Partners

Keep Australia Beautiful (NSW) welcomed Raine & Horne as a major sponsor including support of the Community Partners program.

Over 200 Raine & Horne franchisees were invited to take part in a self-monitoring environmental audit program. 50 offices monitored environmental performance and produced action plans for future environmental improvements. Participating offices will be audited again in 2005.

Butt Litter Reduction Campaign

In December 2004, Keep Australia Beautiful launched a cigarette butt litter campaign with funding from the Butt Littering Trust.

The multi-stranded campaign targeted motorists using the Hume Highway over the Christmas holiday period.

The campaign resulted in 30% reduction in butt littering.



Our Plastic Bag Reduction Initiatives Awards

The issue of plastic bags is at the fore of both the environmental and political agenda. Each year Australians use over 6 billion plastic bags and over 230,000 are disposed of in landfill sites every hour. Over the past 12 months there have been several notable attempts, largely driven by community effort, to reduce and even eliminate the use of plastic bags. Keep Australia Beautiful has worked in an effective partnership with Bunnings that has resulted in a 70% reduction in plastic bag usage in those stores.



Mike Williamson, from Collex and Ian Kiernan of Clean Up Australia present an award to students from Bundeena Public School.

This year, Keep Australia Beautiful initiated a formal challenge and introduced the Plastic Bag Reduction Initiatives Awards in partnership with Collex and The Sydney Morning Herald. Community groups, businesses and schools all participated, keenly demonstrating considerable widespread awareness of this challenging

environmental problem. Our inaugural awards were presented at a ceremony at Parliament House in November and were presented and supported by our Guest of Honour Ian Kiernan, Clean Up Australia.



National Keep Australia Beautiful Initiatives

During the year Keep Australia Beautiful (NSW) played an increasingly important role in the delivery of activities and messages initiated by the National Keep Australia Beautiful office, based in Brisbane.

Keep Australia Beautiful Week

This general awareness campaign generated an impressive level of media attention covering a range of basic, but still important environmental issues. Supported nationally by Raine & Horne, Keep Australia Beautiful provided support to thousands of Australians who were seeking direction to 'do their bit' to help keep Australia beautiful.

Bunnings Partnership

In partnership with Keep Australia Beautiful (National), Bunnings Warehouse launched a 10 cent levy on disposable plastic bags across its 176 stores. The aim of the levy is to raise awareness of the impact of the potentially damaging effects of plastic bags on the environment and to encourage customers to consider alternatives. The levy is being used by each State office to develop and implement the 'Clean Site' program to be launched in the first quarter of 2005.



Our Staff

Chief Executive	Matthew Taylor
Clean Beach Challenge & Tidy Towns Program Manager (from July 04)	Chris Tola
Action Stations Program Manager (to February 04)	David Voltz
Tidy Towns Program Manager (to April 04)	Heather Harwood
Waste Watchers Program Manager	Rosemary Hadaway
Waste Watchers Education Officer (to August 04)	Angie Philips
Waste Watchers Environmental Education Officer (from Sept 04)	Peta Notari
Projects Manager (from Sept 04)	Peter McLean
Administration Co-ordinator	Coleen McSorley
Financial Administration	Margaret James
Administration Support (to May 04)	Rachel Hamilton
Administration Support (from July 04)	Deborah Kelly
Media Consultant (contract)	Darill Clements

Partners and Supporters – all helping to keep Australia beautiful!

The work of Keep Australia Beautiful (NSW) continues to expand through the ongoing, vital support of our sponsors. Their commitment to the community and to our environment is demonstrated through the sponsorship of our core programs, Tidy Towns, Metro Pride, Action Stations, Waste Watchers and the Clean Beach Challenge.

Tidy Towns



Metro Pride



Waste Watchers





Clean Beach Challenge

KEEP AUSTRALIA BEAUTIFUL



Department of
Infrastructure, Planning
and Natural Resources

Alcoa Australia
Rolled Products



Action Stations



Thanks also to the Department of Environment and Conservation (DEC) for their support of Keep Australia Beautiful activities and programs.

Our Directors

Pam Allan (Chair)

(From 5/10/99)

B.A. (Hons), Dip. Ed. (Syd) Honours in Government, MP, Alderman Parramatta Council, Delegate and Chairman Western Sydney Regional Organisation of Councils, Minister for Environment, Shadow Minister for Planning, Environment and Women's Affairs, Joint Select Committee member Waste Management.

Current: Member for Wentworthville, (Labor). Vice-Chairman Public Accounts Committee of NSW Legislative Assembly.

Shirley Page JP (Vice Chair)

(From 18/12/90 to 28/05/04)

Community Education Certificate, Social Welfare, 25 years experience in community education and the arts, 11 years Alderman Mosman Council, six years Local Government Association Executive, 9 years Local Government Association Community Services Advisory Committee, Keep Australia Beautiful Education Committee Chair 1991 – 1999, reappointed 2002.

Current: Deputy Chair Keep Australia Beautiful (NSW) 16/3/99. Keep Australia Beautiful Education Committee Chair

Hugh Springford (Treasurer)

(From 28/05/03)

B.Com (Otago), Fellow, Institute of Chartered Accountants (Retired)

Former partner in Coopers & Lybrand and Price Waterhouse Coopers

Current: Lecturer, School of Information Technologies, University of Sydney, Treasurer, Friends of The Royal Botanic Gardens, Sydney Inc



Dianne S Decker JP, AM

(From 24/10/95)

Former Chair 18 yrs Forbes Tidy Towns Committee, Executive Australian Local Government Women's Association, (former National President), former Councillor 16 years Forbes Shire Council (two years Deputy Shire President), founding member History Council NSW, six years NSW State Records.

Current: Manager Forbes/Parkes Disability Service, President Forbes. HAAC Development, founding member Forbes Urban Landcare

Donald H Goodsir

(From 14/12/93)

B.A, M.Ed, F.A.C.E. J.P. Dip.Thl. Fellow, Australian College of Education

40 years service with Department of School Education (Principal and Director of Schools) including leadership and management for Environmental Education.

Current: Landcare, Gould League of NSW

Allan Pugh

(From 15/10/81)

B. App. SC (Env Hlth), M. App. Sc (Building) Ex Management, Local Government (Environment, Health & Building), Fellow Australian Institute of Health Surveyors (NSW), Member Australian Institute of Building Surveyors (NSW).

Current: Building and Environment Consultant

Dimi Pesudovs

(From 16/12/97)

Dip.Ind. Chem, Grad. Dip. Materials Engineering, Director of Plastics Industries Association, initiated PIA Environment Action Group (Plastics Environment Council), Senior management positions in Union Carbide and Commercial Polymers in operations, technical, strategic planning, project and environmental areas. Contributor to formation of National Packaging Covenant.

Current: Consultant to Industry and Government on environmental and management issues.

Val Southam JP

(From 17/3/98)

Extensive experience in environmental affairs and management within the packaging industry. Held environmental positions for Smorgon Glass, ACI Glass, Smorgon Plastics (now Southcorp Packaging). Federal Vice President of Beverage Industry Environment Council, NSW President Beverage Industry Environment Council, Vice President Australian Council of Recyclers, Chairman, Packaging Stewardship Group,

Current: CEO, Waste Management Association of Australia.

Bruce N Robertson

(From 01/06/00)

Former Chairman of Zoological Parks Board of NSW, Retired as Executive General Manager, Pipelines James Hardie Building Products.

Current: Director Gordon Rugby, Social & Recreation Club, Ctte Member, Friends of the Botanic Gardens



Alan Overton, AM, OAM

(From 01/08/00 to 28/05/04)

Retired as National Logistics Manager with James Hardie.

Current: Director Parramatta Regional Park Trust, Director Westmead Hospital Medical Research Foundation, Vice President Scouts Association (NSW), President/Chairman Parramatta Leagues Club, President/Chairman Parramatta District Rugby League Club, Chairman Parramatta Stadium Trust, Chairman Parramatta Power Soccer Club, Deputy Chairman Ronald McDonald House, Chairman Parramatta Rugby Union Football Club

Gareth McCray, BA, MA, Dip ED, A. MUSA

(From 14/02/01)

Worked in media since 1980 with Radio 2UE, 2GB, 2SM and 2CH, Former Breakfast host at 2KY, Former Head of Radio Department at the Australian Film Television and Radio School, Awarded citation from the United Nations for the Media Peace Award.

Current: Breakfast host 2SM, Coordinator of all Media Effectiveness Course for 2KY and Labour Council of NSW, President of P & C at Castle Hill Public School, School Council for Castle Hill High School. Currently doing a PHD in English Literature.

Brian Davies

(From 01/08/00 to 01/10/04)

Writer and producer for numerous TV documentaries and current affairs programs. Retired Senior Journalist for NSW Parks & Wildlife Service

Current: Media Consultant

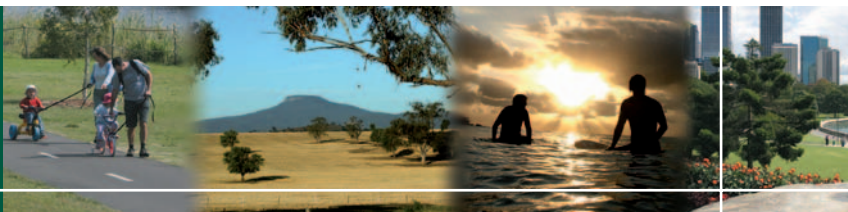
Local Government Members 04/05

Metropolitan

Aurburn Council
Baulkham Hills Shire Council
Blacktown City Council
The Council of the City of Botany Bay
Camden Council
City of Canada Bay Council
Canterbury City Council
Holroyd City Council
Hornsby Shire Council
Kogarah Municipal Council
Lane Cove Municipal Council
Manly Council
Newcastle City Council
North Sydney Council
Parramatta City Council
Penrith City Council
Pittwater Council
Rockdale City Council
Ryde City Council
Strathfield Municipal Council
Sutherland Shire Council
Council of the City of Sydney
Warringah Council
Waverley Council
Willoughby City Council

Regional

Armidale Dumaresq Council
Balranald Shire Council
Bega Valley Shire Council
Berrigan Shire Council
Bland Shire Council
Boorowa Council
Bourke Shire Council
Broken Hill City Council
Cabonne Shire Council
Carathool Shire Council
Cessnock City Council
Clarence Valley Council
Coffs Harbour City Council
Conargo Shire Council
Coolamon Shire Council
Coonamble Shire Council
Cowra Shire Council
Deniliquin Council
Forbes Shire Council
Glen Innes (Severn Shire) Council
Gloucester Shire Council
Great Lakes Council
Gunnedah Shire Council
Jerilderie Shire Council
Kempsey Shire Council
The Council of the Municipality of Kiama
Leeton Shire Council



City of Lithgow Council
Lockhart Shire Council
Mid Western Regional Council
Orange City Council
Parkes Shire Council
Port Stephens Council
Queanabeyan City Council
Shellharbour City Council
Greater Taree City Council
Temora Shire Council
Tumbarumba Shire Council
Tweed Shire Council
Upper Hunter Shire Council
Urana Shire Council
Wagga Wagga City Council
The Council of the Shire of Wakool
Walcha Council
Warren Shire Council
Weddin Shire Council

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