

Keep Australia Beautiful NSW
Annual Report for the year ended
31 December 2006

To create maximum positive change on the
NSW environment by supporting and acknowledging
community efforts in the country, city, coast and classroom.



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About Keep Australia Beautiful NSW

For over 30 years, Keep Australia Beautiful NSW has been committed to excellence in environmental management and enhancement.

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 based on recognition and education. They help to motivate and then acknowledge community commitment and resourcefulness that makes a positive difference to the natural, structural and cultural environments of our cities, suburbs, towns and beaches for everyone's benefit and enjoyment.

Our Patron

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

Our President

The Hon Morris Iemma MP, Premier of New South Wales

Our Chair

The Hon Pam Allan MP, Member for Wentworthville (until May 2006)

Dawn Fardell MP, Member for Dubbo (from May 2006)

Vice Chair

Mr Bruce Robertson, (until May 2006)

Ms Val Southam, (from May 2006)

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Mr Hugh Springford

Directors

Mrs Dianne Decker AM

Mr Don Goodsir (to 08-06-06)

Mr Allan Pugh (to 29-11-06)

Mr Dimi Pesudovs (to 11-07-06)

Mr Mike Williamson

Mr Syd Smith

Mr Gareth McCray (to 14-03-06)

Mr Paul Akon, BA LLB

Mr Tony Cade

Auditors

Priestley & Morris, Parramatta



The Hon Morris Iemma MP, Premier of NSW
President, Keep Australia Beautiful NSW

President's Message

In NSW we are blessed with a unique natural environment, beautiful beaches and extensive national parks. We have a good record of environmental protection, with significant improvements in air and water quality, increasing areas of national parks and falling levels of waste.

However, today more than ever before, we need to be vigilant in our protection of the environment and natural resources. The health of the environment affects everyone and we all share responsibility to create more liveable cities and towns and to protect our natural environment for future generations.

The NSW State Plan, launched in November 2006 recognises the importance of forming strong partnerships with business, government and non government organisations in order to deliver this. Two key themes of the Plan are: developing practical environmental solutions to provide cleaner air and progress on greenhouse emissions reductions and better environmental outcomes for native vegetation, biodiversity, land, rivers and coastal waterways, and an improved urban environment.

Keep Australia Beautiful NSW has made a strong contribution to enhancing local environments for over 30 years. It continues to recognise, support and celebrate environmental endeavours to create sustainable cities and towns. Keep Australia Beautiful is committed to educating the community through programs such as Waste Watchers, which aims to increase understanding of waste, litter and stormwater issues for primary school aged children.

I congratulate and thank Keep Australia Beautiful NSW and its supporters for its leadership in local environmental action, and look forward to working together as we tackle emerging environmental challenges.

The Hon Morris Iemma MP
Honorary President



Dawn Fardell MP, Independent Member for Dubbo
Chair, Keep Australia Beautiful NSW

Report from the Chair

Since May 2006 I have been honoured to accept the position of Chair of Keep Australia Beautiful NSW – a position where I have been able to observe and respect the level of experience and expertise that we have around the Board table.

This breadth of experience is reflective of our broader charter as we move toward building sustainable communities. If we are to make a valuable contribution to the sustainability debate we need to ensure that our projects and programs are professionally guided, managed and implemented. I am confident that we are achieving this aim.

As an elected representative of a rural electorate I am only too aware of the enthusiasm with which our Tidy Towns program is embraced by rural and regional communities. During the year we enjoyed the annual awards weekend, hosted by Singleton, which provided not only a platform for congratulating and encouraging participants, but a forum for encouraging groups to network and exchange ideas. Although there was only one overall winner - Leeton, all entrants felt they were sharing in the success of being active participants in helping to build sustainable communities.

During the next twelve months we will drive our efforts even harder to all existing participants and those to which we have yet to enthuse. The spirit of Tidy Towns is infectious – our role is to ensure that the positivity of participating is spread throughout our sphere of influence.

We are also aiming to create links between Tidy Towners and our participants in Keep Australia Beautiful's major metropolitan awards program – Sustainable Cities. In particular, this will encourage an exchange of ideas and help to seek innovative solutions from the cross fertilization of our activities in both regional and metropolitan communities.

My appreciation goes to all those who participate and support our programs, and of course to the hard working Board who provide us with their advice and experience. My grateful appreciation to the staff of Keep Australia Beautiful for the successful and professional way they carry out their duties. In an organisation of limited resources, we are very fortunate to have such people who exhibit resourcefulness, skill and passion.

My thanks also to the many sponsors who now see their support of Keep Australia Beautiful as a sound investment by associating with our cause. We are confident that we are providing an impressive return.

Despite this support, we are focused on diversifying our income. In 2006 we were assisted in this aim by receiving Deductible Gift Recipient (DGR) status. This means we are now able to attract tax deductible donations from individuals who we also trust will see their contributions making a real and lasting difference.

Whether participants, sponsors or donors, I commend their support in helping us Keep Australia Beautiful.

Dawn Fardell MP
Chair, Keep Australia Beautiful (NSW)



Matthew Taylor
Chief Executive, Keep Australia Beautiful NSW

Chief Executive's Overview

The scope of our work continues to broaden and evolve as we respond to the challenges of managing the environment.

In the past twelve months we have seen the environment move from the fringes to become a mainstream topic of discussion and action. Keep Australia Beautiful welcomes this shift and the opportunities and challenges it will create in helping all Australians to become more sustainable.

As our award programs demonstrate, there are many individuals, community groups and businesses within the community that are committed to doing the right thing. However, there are still others with an apathetic attitude or are satisfied with short term fixes without considering the long term implications. Hence, it is vitally important that we continue to expand our recognition and education programs so that we can be more effective in influencing attitudes and behaviour in support of a clean, green culture.

During 2006, we have continued to strengthen our links with the Keep Australia Beautiful National Association. Through this network we can access a wider pool of knowledge and experiences that have been applied to state programs within NSW.

The Keep Australia Beautiful Association National Litter Index, for example, is now conducted in every state and territory – information from this research helps us to inform our decision making and target resources to where they are most needed. Unfortunately, and not surprisingly, the data has shown that all states and territories need to reduce litter.

Our strong ties with the National office has also resulted in Keep Australia Beautiful NSW managing national programs on behalf of the entire network. In 2006, we successfully ran the National Plastic Bag Reduction Awards, kindly supported by Veolia, which resulted in over 80 entries – all of which had demonstrated innovation and creativity in helping to deal with the issue of single use plastic bags.

These issue focused activities along with our long term programs help to recognise successes while educating the community to “do the right thing”.

Our Waste Watchers program has again provided an effective vehicle to educate our young generation. Since 1994, we have directly engaged with thousands of primary aged school students to deliver our key waste and environmental messages. Our plans for 2007 are to expand the program by employing a third educator and extend the range of modules.

By recognising and educating individuals, community groups, councils and businesses across NSW, Keep Australia Beautiful is playing a vital part in the great sustainability debate.

My thanks to all those who continue to support our aims in helping to Keep Australia Beautiful. I am confident that the return on your investment will encourage long term change in helping to build better, more sustainable communities.

Matthew Taylor
Chief Executive, Keep Australia Beautiful NSW

Programs and Activities

Tidy Towns

“Building Sustainable Communities”

2006 marked the 26th year of Tidy Towns, the flagship program of Keep Australia Beautiful NSW.



More than just a beauty contest, Tidy Towns recognises rural communities which take active measures to enhance their town not only in terms of its appearance, but at a number of different levels. For example, a participating town's success in engaging the local community, along with the efforts taken to preserve the local environment and protect resources are also vitally important when it comes to determining the judges' overall assessments.

Tidy Towns facilitates the coming together of diverse groups and individuals towards the common goal of making their town a better place to live. This collaborative process produces more than concrete achievements - it inspires the cross-fertilisation of ideas, the sharing of knowledge, the building of friendships, and a deepened sense of civic pride for all involved.

The prize for all Tidy Towns participants – regardless of whether they win an award or not – is a stronger, more vibrant, and more sustainable community in which to participate.



Leeton receiving their Tidy Town Award in Singleton
Clr Michael Kidd, Clr Des Driscoll, Mike Phillips –
Chair Encams (UK), Michelle Driscoll

2006 Tidy Towns Highlights

The launch of the Tidy Towns 2006 program took place on March 24 at the Western Plains Zoo, and was attended by the zoo's director Guy Cooper, and Chair of Keep Australia Beautiful NSW, Dawn Fardell MP, as well as representatives from participating communities.

New to the program this year was the introduction of the email based Yahoo Web Network, which has been set up to allow Tidy Towns participants to share knowledge and exchange ideas. With more than 50 members at the year's end, the Tidy Towns Web Network is proving successful not only in assisting new Tidy Towns participants to benefit from the experience of previous participants, but also in facilitating relationship building between towns.

The Annual Awards ceremony for 2006 was hosted by the previous year's Overall Award winner, Singleton. Almost 500 guests attended the ceremony, at which awards were presented across all 6 population categories, with the award for the overall winner going to Leeton.

Focus on Leeton – Tidy Towns Overall Winner for 2007



Leeton streetscape

Situated in the heart of the beautiful Riverina region of southern New South Wales, Leeton well deserves to be named the Keep Australia Beautiful NSW Tidy Town of the Year for 2007.

Leeton (a population category D town – 4,001 to 10,000 people) last won this prestigious overall award in 1984, but has been a consistently strong performer in the Keep Australia Beautiful NSW Tidy Towns program ever since, winning numerous category awards.

Impressive tree-lined streets, a multitude of green spaces and beautifully preserved heritage buildings make Leeton a truly picturesque town. Yet, not only is Leeton remarkable to look at, it also has the necessary infrastructure and an innovative approach to environmental problem solving that will ensure a sustainable future for the town.

Leeton's commitment to the responsible management of environmental issues is demonstrated in a range of strategies, which include a state-of-the-art composting facility established at the new Leeton Landfill and Recycling Depot. Initiatives to enable composting of local agricultural waste and to promote the recycling of computers, white goods, cement, scrap metal, toys and furniture also contribute towards Leeton's commendable environmental efforts.

The Leeton Shire Council has also taken steps to help engender positive change by supporting the regional Land and Water Management Plan, which has environmental targets for both urban and rural communities. In September 2001, Council joined the Cities for Climate Protection Program, a global initiative that assists local government to reduce energy use and greenhouse gas emissions.

A significant factor underpinning Leeton's success in this year's Tidy Town awards is the effective longstanding relationship between the Leeton Shire Council and the Leeton Tidy Towns Committee. This, combined with the energy, commitment and progressive attitude which has characterised the Tidy Towns Committee since the 1980s, has produced an outstanding result for Leeton.

Our Tidy Towns Plans for 2007

During the next 12 months, a major focus of Keep Australia Beautiful NSW will be on maximising the program's potential to make a positive impact on communities across rural NSW.

Throughout the first half of the year, a number of 'Tidy Towns Sustainable Communities' workshops will be delivered in regions which have not previously participated in the Tidy Towns program. The aim of the workshop series is twofold: to encourage first-time entries from these regions, and to deliver practical advice to current Tidy Towns participants.

Through promoting the workshops series, Keep Australia Beautiful NSW also hopes to begin to shift the public's perception with regards to what the awards program is all about. By placing the tagline "Sustainable Communities" alongside the Tidy Towns name, the intention will be to convey that the awards program doesn't only merit efforts to improve the aesthetics of a town, it also encourages sustainable environmental practices and strong communities.

Building on this year's efforts to empower participants with greater support resources, plans are in place for next year to increase the range of Tidy Towns publications, and to make these easily accessible via the Keep Australia Beautiful NSW website.

A review of unsponsored awards will also occur, with the aim to attract appropriate sponsors who will have the opportunity to benefit from being aligned with the long esteemed Tidy Towns program.

In November, the overall winner for 2007, Leeton, will host the annual awards ceremony, at which the winner for 2008 shall be announced.



Rural scene near Leeton

Sustainable Cities®

The Sustainable Cities® Awards recognise outstanding environmental initiatives by local government authorities, schools and community groups, and raises public awareness of a range of environmental issues affecting metropolitan New South Wales.



The Overall Sustainable Cities® Awards are presented each year alongside a number of sponsored awards covering issues such as urban wildlife conservation, waste management and environmental sustainability.



Hornsby Shire Council receiving the Overall Sustainable Cities Award (Council Category) at the Sustainable Cities Awards Dinner, North Sydney. Cnr Wendy McMurdo, Cnr Nick Berman – Mayor of Hornsby Shire, Her Excellency Professor Marie Bashir – Governor of NSW, Cnr Felicity Findlay, The Hon Bob Debus – Minister for the Environment (former).

2006 Sustainable Cities® Highlights

This year, Keep Australia Beautiful NSW has been pleased to welcome the Department of Commerce as a generous supporter of the Metropolitan Schools Awards. Their valuable support now covers the schools categories in both the Tidy Towns and Sustainable Cities® Awards programs.

The launch of the Sustainable Cities® program for 2006 took place on the 11th of April at Sydney Olympic Park, with more than 60 guests from 27 local metropolitan councils in attendance. This impressive turn out proved a precursor for the steep increase in award submissions: 36% more submissions were received this year than the previous year, with the schools category experiencing the biggest improvement.



Loftus Public School receiving the Environmental Schools Award at the Sustainable Cities Awards Dinner, North Sydney. Loftus student Michael Northy, Her Excellency Professor Marie Bashir – Governor of NSW, student Trelby O'Connor with teacher Karen Wade

The successful 2006 program culminated in the annual awards dinner on the 17 August at Harbourview Hotel, North Sydney, hosted by North Sydney Council and sponsored by URM (www.urmgroupp.com.au). Among the 150 guests present at the event were the patron of Keep Australia Beautiful NSW, Her Excellency Professor Marie Bashir AC, CVO and The Hon Bob Debus MP, the then NSW Environment Minister, who presented the overall awards.

Taking out the overall prize in the Community category, which is sponsored by Landcom, was **George Kendall Riverside Park Committee and Bushcare Group (Ermington)**. The recipient of the overall prize of the highly competitive Metropolitan Schools Category was **Loftus Public School**. Attaining the prize for overall winner of the Council category and the appointment to host the Sustainable Cities® awards dinner for 2007 was **Hornsby Shire Council**.

Focus on Hornsby Shire Council – 2006 Overall Winner, Council Category

Hornsby Shire Council serves the needs of approximately 150,000 residents over an area of 510 square kilometres, which is characterised by rugged native bushland. A worthy winner of the 2006 awards, Hornsby Shire Council has demonstrated proficiency in balancing the pressures of development with the need to conserve the natural features of this bushland shire.

Success in this regard has resulted from Council's efforts to involve the whole community in environmental activities. For example, the Council has over 700 trained volunteers who regenerate the bushland in over 130 sites throughout the shire.

Council's commitment to environmental education is also a vital contributor to the community's proactive and responsible approach to environmental issues. Education programs for residents have resulted in an increase in composting and worm farming, and each year thousands of students gain conservation and resource management skills via tailored school education programs.

Conserving resources within Council facilities and assets is also an area of priority for Hornsby Shire Council. Initiatives include a scheme to reduce greenhouse emissions, which has already resulted in a 16% reduction and which stipulates that all new Council facilities and assets will have an annual greenhouse emission reduction of at least 30%. The Council's water-saving initiatives result in 40 million litres of water being conserved annually, and 250 water treatment devices have been installed which remove approximately 500 tonnes of pollution from waterways each year.

Council's resource management targets, its focus on environmental education and its genuine partnerships with groups and residents all demonstrate an exemplary commitment to promoting and maintaining a sustainable urban environment.



Water conservation in Hornsby Shire Council

Our Sustainable Cities® Plans for 2007

In 2007, Keep Australia Beautiful NSW plans to introduce a broader range of award categories to reflect the growth and appeal of the Sustainable Cities® Awards program. Securing sponsors for all awards shall also be the focus of our efforts for the coming year.

The program for 2007 will be launched at what is set to be a high-profile event, taking place at Sydney Town Hall, hosted by Clover Moore MP, Lord Mayor of Sydney. For the first time, the annual program launch will incorporate a forum for participants. The forum will help create stronger ties between our regional and metropolitan program participants, as well as enable participants to share ideas and learn from sustainability professionals.

The annual awards program will be hosted by the Overall Council Award Winner of 2006, Hornsby Shire. To be held at Pennant Hills Golf Club, the event will be supported by corporate sponsors of the Sustainable Cities program, and money raised will be channelled into delivering the program in future years.

Clean Beach Challenge

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 coastal local governments, community groups, dune care, coast care, 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 essential, much- appreciated recognition to people who care for, protect and enhance the beachside environments, thus preserving some of this State's greatest assets.

2006 Clean Beach Challenge Highlights

In June over 60 guests converged at Manly's popular Shelly Beach for the launch of the 6th annual Clean Beach Challenge. The program continues to attract high entries, over 120 beaches were nominated, many of these entries were submitted from areas which has previously not been heavily involved in the program such as the far south coast and northern rivers.

This year, the Clean Beach Challenge also enjoyed increased regional media coverage of the awards which has helped to further raise the profile of the program.

Award winners were announced on 30 November at a breakfast at Bathers Pavilion, Balmoral, with former ABC TV newsreader and committed environmentalist, Richard Morecroft, as MC and Home & Away star, Sharni Vinson, as special guest. Toowoomb Bay on the State's Central Coast was the Overall Winner for 2007 Clean Beach Challenge backing up their previous win in 2006.



Alan Cook & Lyn Cumming from Toowoomb Bay receiving their award from Tim Rogers, Executive Director, Sustainability Programs Division, DEC, Sharni Vinson from Home & Away & Bruce Robertson, Director Keep Australia Beautiful



Toowoon Bay on the NSW Central Coast, Overall winner of the NSW Cleanest Beach for 2007

Focus on Toowoon Bay

Toowoon Bay on New South Wales' Central Coast is a popular and busy beach, but it still retains a natural tranquillity and serenity so attractive to beach goers and so essential to the preservation of our natural heritage.

The recent beachfront infrastructure upgrade and refurbishment at Toowoon Bay has provided the area with excellent parking facilities, easy beach access for all (including the elderly and less mobile), double filtration of stormwater, an underground power supply and surf club house which is a benchmark in environmental design.

The surf club operates a holiday and peak visitor period surf awareness education program and there are excellent emergency and first aid facilities and services in place all year.

Extensive landscaping using native vegetation has attracted abundant local wild life, including the beautiful Blue Wren.

The Clean Beach Challenge judges were particularly impressed with the bulk waste bin for ocean weed waste which is used by Council and the Nippers and recycled as green waste, and the water conservation measures at the new club house are second to none.

The overall presentation and appearance of Toowoon Bay indicates a high degree of participation and co-operation amongst volunteer land care groups and Wyong Council, and these dedicated beach community groups surely deserve this award in recognition of their efforts.

Toowoon Bay is a fine example of a very user-friendly beach with environmentally sustainable practices that will protect its natural beauty long into the future.

Our Clean Beach Challenge Plans for 2007

The coming year shall see Keep Australia Beautiful NSW focused on creating a stronger Clean Beach Challenge competition, one which attracts a high number of participants from all regions of coastal NSW.

As part of our strategy for achieving this goal, Keep Australia Beautiful NSW shall work in collaboration with State and Territory colleagues to consolidate the program at a national level and to seize opportunities for national media exposure.

The development of a resource series for participants which can be easily accessible from the Keep Australia Beautiful NSW website is also high on the agenda. This resource series will be designed to increase the level of engagement with the program, by providing vital information to help participants in the competition.

As per previous years, the Clean Beach Challenge will continue to employ an independent assessment process, which not only adds credibility to the program but also supports participants by providing independent feedback.

Waste Watchers Community Education Program

Waste Watchers is a Primary School education program. This unique service assists Councils to educate their local children on a wide range of waste management issues. Children are the caretakers of the future and through the Waste Watchers program we teach them about caring for the environment and the simple but vitally effective measures they can take to protect and conserve our natural and built environments.



Waste Watchers has been operating since 1995 and now challenges approximately 30,000 participants each year. 120 students a day enjoy fun, hands-on activities through interactive sessions and a creative learning environment.

2006 Waste Watchers Highlights

2006 saw the popular Waste Watchers program expand to include a new module, "The Mechanics of Organics". Building on the key modules, "Wide World of Waste" and "Catchment Chronicles", the program now offers more comprehensive waste management education.

New council hosts to benefit from the Waste Watchers program this year included Dubbo, Gosford, Junee, Mosman and Kempsey, bringing the total number of participating councils to 26.

More than 32,000 infants and primary students across NSW participated in a Waste Watchers session in 2006, a 25% increase from the previous year.



Young students enjoying the organics Waste Watchers module



Program Manager Rosemary Hadaway delivering a Waste Watchers session

Feedback from Host Organisations

"We have received telephone calls and certificates of appreciation from a number of schools that were fortunate enough to have participated in the Waste Watchers program. The school teachers were very complimentary of the vibrant and stimulating presentation, and I feel confident that the students are now well informed about Council's waste services."

(Kathy Woods, Bankstown City Council, 2003)

Feedback from Teachers

"Expertise and passion conveys the waste management message to the children – powerfully. Fantastic presentation – at the children's level"

(Yr 5/6, St Kevin's School, Warringah, 2006)

Feedback from Students

"Now I can teach my family how to recycle. I can tell my mum so she can put the right stuff in the right bin. I can tell my brother when he goes to preschool."

(K, Birrong PS, Bankstown, 2006)

Our Waste Watchers Plans for 2007

In response to the increasingly topical issue of water management, Keep Australia Beautiful NSW plans to pilot and deliver a new water conservation module in 2007.

Improving Waste Watchers resources shall also be a focus of the coming year. Plans are in place to upgrade resources for students, teachers and host councils, and updates shall be made to the teacher resource kit, which will be produced on CD Rom. To expand the reach of the program, the organisation also intends to employ a third environmental educator in Term 1.

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 Canberra.

Keep Australia Beautiful Week

Keep Australia Beautiful week 2006 was launched in Martin Place, Sydney on 28 August.

Keep Australia Beautiful Week was developed by the national Keep Australia Beautiful organisation to help focus and remind the public of what they can do in their daily lives to help improve and preserve their local environment.

During 2006, Keep Australia Beautiful Week ran from Monday 28th August to Sunday 3rd September 2006 and was supported by National TV, Radio and Press ads and a celebrity fronted publicity campaign using the theme: Save the World. Start at Home.

The aim of the campaign was to demonstrate the simple steps everybody can take in their home and daily lives to help the environment and save money in the process.



Keep Australia Beautiful Week launch, Martin Place – Sydney. Sharni Vinson – Home & Away, Champion Olympic Skier Alisa Camplin and Miss Universe Australia Erin McNaught

HUNGRY JACKS® Australian Tidy Towns

In April the New South Wales 2006 Tidy Towns state winner, Singleton, received the runner up award in the Australian Tidy Towns Awards and recognition as winner of the Spirit of Australia Award.

Mount Gambier in South Australia was announced as Australia's Tidiest Town.

National Litter Index

Currently the only national quantitative measure of litter in Australia, the National Litter Index details litter by type, location and volume, employing methodology which has been refined over 20 years.

After a 10 year interval, The Keep Australia Beautiful National Litter Index was reinstated in 2005/2006, through funding provided by the Australian Minister for Environment & Heritage and various state and territory governments.

Worst items (round 1)	Worst locations (round 1)
<ol style="list-style-type: none"> 1. cigarette butts 2. miscellaneous paper (including tissues) 3. miscellaneous plastic 4. snack bags and confectionery wrappers 5. metal bottle tops and can pull rings 6. plastic bottle tops 7. straws 8. cigarette packets 9. other foil 10. cups/take away containers (paper) 11. clothing and materials 12. take away and cups (plastic) 	<ol style="list-style-type: none"> 1. highways (items 28%, volume 48%) 2. car park (20%, volume 11%) 3. industrial sites/estates (items 14%, volume 20%) 4. retail (items 10%, volume 3%) 5. shopping centre (items 9%, volume 3%) 6. residential (items 8%, volume 7%) 7. beach (items 6%, volume 5%) 8. recreational park (items 6%, volume 2%)



Cricketing legend Glenn McGrath promoting the Plastic Bag Reduction Awards



Plastic Bag Reduction Awards, sponsored by Veolia

A new national initiative for 2006, the Plastic Bag Reduction Awards aims to recognise achievements in helping to reduce and/or eliminate the use of single-use plastic bags.

The program, which is sponsored by Veolia, was launched in June by Glenn McGrath, with Jane Saville present at the event to assist in presenting the awards.

The program attracted 80 entries from every state and territory, with the inaugural prize going to NSW entrants Marrickville Council and the BANG Consortium.



Marathon Walker Jane Saville promoting the Plastic Bag Reduction Awards



The Hon Morris Iemma – President of Keep Australia Beautiful NSW and The Hon Pam Allan MP – Chair (former) at the Inaugural President’s Dinner at Parliament House



President’s Dinner

In March, the President of Keep Australia Beautiful NSW, The Hon Morris Iemma MP, Premier of NSW, hosted our inaugural President’s Dinner at Parliament House. Over 150 guests including sponsors, supporters and other environmental organisations attended the event, which was generously sponsored by Veolia and the Village Building Company.

In his address the Premier outlined his support of Keep Australia Beautiful:

“For 30 years, Keep Australia Beautiful has been at the forefront of motivating towns, cities, schools, businesses and individuals to protect and improve local environments.

It is sustainability in action and it sends a message that all of us have a responsibility to protect our land and its precious natural values. It is not just the job of governments. It is the duty of every Australian to show respect for our land and take responsibility for its care.

That is why programs such as Tidy Towns and the Clean Beach Challenge are so important.

The fact is, NSW would be a lot worse off without the work of Keep Australia Beautiful.

Not only would there be fewer resources and programs on the ground, the culture of community self-reliance and responsibility wouldn’t be as strong.

Keep Australia Beautiful has encouraged individuals and communities to think of what they can do for the environment and I want to help you continue to play that vital role.”

Our Staff

Chief Executive	Matthew Taylor
Business Development Manager	Elizabeth Eassie (to Aug 06)
Programs Manager	Peter McLean
Waste Watchers Program Manager	Rosemary Hadaway
Waste Watchers Environmental Education Officer	Peta Notari
Program Support Officer	Coleen McSorley
Administration Support	Deborah Kelly
Media Consultant	Darill Clements



Partners and Supporters – all helping to keep Australia beautiful!

We sincerely acknowledge the generous support of our long-term and new sponsors. These sponsors are our partners and share our commitment to making Australia an even more beautiful place in which to live, work and play. The ongoing support of our sponsors inspires us and enables us to provide essential environmental education to school children and reward and recognise those in our community who are dedicated to keeping Australia beautiful.

The work of Keep Australia Beautiful NSW can only continue to expand through the ongoing, vital support of our sponsors. Their commitment to the community and to the environment is demonstrated through the sponsorship of our core programs, Tidy Towns, Sustainable Cities®, Clean Beach Challenge and Waste Watchers.

Tidy Towns



A part of the
Department of
Environment and
Conservation NSW



NSW GOVERNMENT
Department of Planning



Sustainable Cities®



Alcoa Australia
Rolled Products



Waste Watchers



Macquarie *Generation*



Clean Beach Challenge



General Sponsors



Ambassadors

We would also like to acknowledge as volunteer Ambassadors who assist our cause in many ways through personal support and involvement. In particular we acknowledge:

Mr Gerard Martin MP, Member for Bathurst
Mr Ian Armstrong OBE MP, Member for Lachlan
Mr Robert Oakeshott MP, Member for Port Macquarie
Mr Richard Torbay MP, Member for Northern Tablelands
Mr Greg Aplin MP, Member for Albury
Mr Jack Thompson AM
Mr Don Willis PSM

We also recognise the following individuals who have volunteered in assisting to promote our activities:

Mr Richard Morecroft
Ms Sharni Vinson
Mr Glenn McGrath
Ms Jane Saville
The Hon Bob Debus MP
Mr Rod Kirkman
Mr Guy Cooper
Mrs Joy Poole OAM

Program Assessors and Judges

Brian Birkfield	Chris Tola
Carolynne James	Jenny Haining
Chris Jeffreys	Tony Morrissey
Courtney May	Ramin Khosravi
Cris Hickey	Peter Salier
Dan Williamson	John Tuit
Dave Edwards	Brian Birkfield
Emily Doyle	Denise Franovich
Fida Haq	Angelo Berios
Glen Smith	Jenny Hamilton
Greg Kerr	Rob O'Brien
Jo Mulholland	Chris Jeffreys
John Wilson	Bill Smith
Josephine Parrett	Syd Smith
Layla McNeil	Glen Smith
Louise Walker	Sue Johnson
Mike Dodkin	Christine Jahn
Peter Clark	Mandy McKay
Ted Sorby	Tony Cade
Val Southam	Rick Wiezel
Vicky Williamson	Melanie Sincock

Program Advisory Committee

Ms Jenny Coppock
Mr Peter Salier
Mr Dennis Corbett
Mr Don Goodsir
Mr Dimi Pesudovs
Mr Zac Gazzard
Ms Alisa McPherson
Mr Peter McLean

Strategic Advisor

Mr Rick Torney

Local Government Members 06/07

Regional

Armidale Dumaresq Council
Balranald Shire Council
Bega Valley Shire Council
Bellingen Shire Council
Berrigan Shire Council
Bourke Shire Council
Brewarrina Shire Council
Broken Hill Shire Council
Byron Shire Council
Cabonne Shire Council
Cessnock City Council
Clarence Valley Council
Coffs Harbour City Council
Conargo Shire Council
Coolamon Shire Council
Coonamble Shire Council
Corowa Shire Council
Cowra Shire Council
Deniliquin Council
Dubbo City Council
Forbes Shire Council
Gloucester Shire Council
Great Lakes Council
Greater Taree City Council
Griffith City Council
Jerilderie Shire Council
Kempsey Shire Council
Lachlan Shire Council
Leeton Shire Council
Lockhart Shire Council
Maitland City Council
Mid-Western Regional Council
Moree Plains Shire Council
Murray Shire Council
Nambucca Shire Council
Narrabri Shire Council
Narrandera Shire Council
Narromine Shire Council
Parkes Shire Council
Shellharbour City Council
Tamworth Regional Council
Tumbarumba Shire Council
Tweed Shire Council
Upper Lachlan Shire Council
Wagga Wagga City Council
Walcha Council
Warren Council
Weddin Council
Wellington Council
Wingercarribee Shire Council
Yass Valley Council
Young Shire Council

Metropolitan

Auburn Council
Bankstown City Council
Baulkham Hills (The Council of the Shire of)
Blacktown City Council
Blue Mountains City Council
Botany Bay (The Council of the City of)
Camden Council
Canada Bay Council (City of)
City of Sydney Council
Holroyd City Council
Hornsby (The Council of the Shire of)
Kogarah Municipal Council
Ku-ring-gai Council
Lane Cove Municipal Council
Liverpool Plains Shire Council
Manly Council
Marrickville Council
Mosman Municipal Council
North Sydney Council
Parramatta City Council
Penrith City Council
Pittwater Council
Randwick City Council
Rockdale City Council
Ryde City Council
Strathfield Municipal Council
Warringah Council
Waverley Council
Willoughby City Council
Wollongong City Council
Woollahra Municipal Council



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