



Keep Australia Beautiful Council NSW
Annual Report for the year ending
31 December 2008

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

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Keep Australia Beautiful NSW Overview

For over 33 years, Keep Australia Beautiful NSW has been committed to excellence in environmental education, support 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.

The Keep Australia Beautiful NSW 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 Honourable Morris Iemma MP, Premier of New South Wales
(until September)

Our Board

Ms Dawn Fardell MP, Chair
Ms Val Southam, Vice Chair
Mr Hugh Springford, Treasurer
Ms Dianne Decker AM, Director
Mr Bruce Robertson OAM, Director
Mr Mike Williamson, Director
Mr Syd Smith, Director
Mr Paul Akon, Director
Mr Tony Cade, Director
Mr Bernie Murphy, Director

Our Staff

Deborah Kelly, Administration Officer
Phil Kelly, Tidy Towns Manager (from April)
Emily Doyle, Programs Manager (until March)
Salore Craig, Programs Manager (from April until August)
Rosemary Hadaway, Programs Manager
Peta Notari, Environmental Education Officer
Natalie McCready, Environmental Education Officer (from October)
Anthony Richards, Environmental Education Officer
Elizabeth Jarrett, Media and Communications Manager (from March)
Peter McLean, Chief Executive Officer and Company Secretary

Report from the Chair



It has been an honour to hold the position of Chair of Keep Australia Beautiful NSW since May 2006 and watch the organisation grow and flourish in its important role of recognising and supporting environmental projects and facilitating partnerships between communities across NSW.

I would like to thank Peter McLean in particular for his devotion to the organisation since May 2007 when he took on the role of Chief Executive Officer. Peter's dedication and insight has achieved promising financial growth for the first time in many years and has ensured strong success across the full range of community, awards and education programs.

This is also an appropriate time to acknowledge the board of directors for their guidance and support and also our wonderful staff who continue to achieve such high standards of customer service and program delivery.

Syd Smith, Director of Keep Australia Beautiful NSW was announced the Environmental Educator of the Year by the NSW Chapter of the Australian Association of Environmental Education (AAEE). This recognition by the AAEE is testimony to his long standing contribution to Environmental Education and is an example of the professional calibre of my colleagues on the board.

One of the fine aspects of belonging to Keep Australia Beautiful NSW is being in a position to attend the various award ceremonies and functions for Tidy Towns, Sustainable Cities, Clean Beach Challenge and Sustainable Gardens and Waste Watchers. Perhaps the most anticipated annual event is the Tidy Towns Weekend which was hosted by Dorrigo, the 2008 NSW Tidy Towns Winners.

The successful Awards Weekend culminated in Dorrigo passing the title of Overall State Tidy Towns to Tamworth who will be competing next year in the Australian Tidy Towns Award which will be hosted by The Governor General, Her Excellency Ms Quentin Bryce AC in Yarralumla.

These events have also been a wonderful opportunity to talk with program participants who highlight time and again, the strength and encouragement that they draw from their involvement in the programs and the important place that the organisation holds in their community.

Dawn Fardell MP
Chair
Keep Australia Beautiful NSW

Report from the Chief Executive Officer



Over the past twelve months, Keep Australia Beautiful NSW has achieved many positive environmental outcomes across New South Wales.

The organisation underwent a number of improved internal changes throughout late 2007 and during 2008 and has achieved excellent outcomes across the whole range of programs. Testimony to this was being awarded a 2008 National Finalist in the Not-For-Profit of the Year Awards for achieving best practice in areas like governance, financial management, human resource management and achieving constitutional objects.

Our Tidy Towns – Sustainable Communities, Sustainable Cities and Clean Beach Challenge Programs demonstrate that there are many individuals, schools, community groups, councils and businesses who are committed to developing sustainability actions. However, it is vitally important that we continue to expand our recognition and education programs so that we can improve our reach and effectiveness in influencing the attitudes and behavior of people and communities across the State.

Our Waste Watchers program has continued to show strong growth, having educated almost 40,000 students during 2008 on key waste, water and organics issues. This is over four times the number of students that were being taught when the program was first implemented in 1994.

The Waste Watchers Educators have been working closely together to design a new interactive module for 2009, 'Sustainability Sleuths' which will address the vital issue of Climate Change.

This year has seen a number of important staff changes. We said goodbye to Coleen McSorley, who worked within the organisation for seven years and left the position of Tidy Towns Programs Manager. We welcomed Phil Kelly into this position in April and he had the big task of organising the Tidy Towns Awards Weekend which took place in Dorrigo at the end of October. Keep Australia Beautiful NSW also introduced a new position to enable us to expand our communications. Elizabeth Jarrett joined the team as a Media and Communications Coordinator in March.

In summary, 2008 has been a significant year. I assisted the Senate Standing Committee with their review on the future of waste management in Australia and as an organisation we are continually growing and striving to improve our services to our generous partners, council members, government, the NSW community and other stakeholders.

In addition to our constitutional successes, Keep Australia Beautiful NSW has endeavoured to increase its financial performance. By examining

various organisational expenses and undertaking a cost benefit analysis, the organisation has produced its best financial outcome to date.

I look forward to another successful and exciting year next year as we rise to meet the new environmental and business challenges of 2009.

As Keep Australia Beautiful NSW continues to recognise, support, facilitate and educate a range of communities across a range of environmental initiatives in NSW, I am reminded of how lucky we are as an organisation to have such a strong and dedicated team of staff who share in the common vision of developing a sustainable future in New South Wales.

I would like to thank our partners, both old and new for helping to Keep Australia Beautiful. I am confident that your investment will help us to achieve significant long term and positive environmental change well into the future.



Peter McLean
Chief Executive Officer and Company Secretary
Keep Australia Beautiful NSW

Programs and Activities

Tidy Towns - Sustainable Communities



2008 marked the 28th year of Tidy Towns, the flagship program of Keep Australia Beautiful NSW.

Tidy Towns was initially introduced to combat the problem of litter in the 1980s and to encourage communities to take ownership of their town by beautifying their local area. Over the years the Tidy Towns concept has developed to address new environmental challenges such as effective waste, water and energy management, climate change, and the importance of partnerships between local businesses, government and community groups. In 2007, these changes were represented by introducing a tagline to the reputable 'Tidy Towns' program name which became 'Tidy Towns - Sustainable Communities.' This has guided our program focus throughout 2008.

Over time, these program developments have attracted a strong diversity of program partners, all of whom are industry leaders in their field. It is important to recognise the significance of our partners who together, are working with us toward the common goal of enabling and recognising sustainable community initiatives: NSW Department of Planning, Heritage Branch, Packaging Stewardship Forum, Grundfos Pumps, Country Energy and NSW Department of Environment and Climate Change.

In the coming year Keep Australia Beautiful NSW looks forward to enhanced collaboration with our program partners and thanks them for the vital role that they play in funding the delivery and continued development of 'Tidy Towns Sustainable Communities'.

2008 Tidy Towns Highlights

Tidy Towns was launched on the 27th of March 2008.

The 2008 Tidy Town Sustainable Communities Program had a successful year that experienced broad media coverage throughout NSW. In 2008 the Tidy Towns Sustainable Communities program supported and inspired 98 towns across regional NSW who submitted over 230 separate submissions. These towns collectively volunteered over 400,000 hours which amounts to \$6 M annually to the development of regional NSW.

Upon comparison with results from previous years, the numbers of entries received remained stable. The drought and economic circumstances were cited as a limitation in achieving increased participation.

Thanks to long term partners, Country Energy, the Energy Innovation Award (introduced in 2007 to recognise and promote energy conservation projects and initiatives) remained highly popular this year.

In 2009 we look forward to expanding the reach of all of our programs. We plan to achieve this through increasing the number of towns entered and capitalising on the valuable feedback and ideas of participants and supporters. One of the key focuses in 2009 will be to continue strengthening the communications and media profile which should in turn build the program.

Five grassroots workshops were held in late April in Leeton, Wagga Wagga, Goulburn, Orange and Tamworth to provide advice and guidance about environmental programs and to introduce the Tidy Towns Sustainable Communities Program to new participants.



Tamworth Tidy Towns Committee
accepting their Overall State Tidy Towns
Award 2009

2008 Tidy Towns Award Weekend

The annual awards ceremony for 2008 was hosted by the previous winner of the Overall Tidy Towns Award, Dorrigo. Coming from all over NSW as far as Balranald, Brewarrina and Ballina, the awards weekend presented an opportunity for participants, partners and supporters to exchange ideas and see what others were achieving around the State.

The successful event attracted a strong presence of 400 people throughout the weekend. The weekend activities included two award presentations (including a sit down dinner), a tour of Dorrigo and its many local highlights, concluding with a farewell breakfast.

Below are testimonials from the 2008 Tidy Towns program. These statements have not been requested but freely submitted to Keep Australia Beautiful NSW in appreciation of the value which participants receive from the program.

Owen Hassler, Gunnedah

"Tidy Towns Sustainable Communities provides positive motivation for our volunteers; an opportunity to learn from other communities. Formal recognition and assessor reports assists us in pursuing grant and other funding."

Cr Hamling, Orange City Council

"On behalf of Orange City Council and the Orange Tidy Towns Sustainable Communities Committee I would like to welcome you all here to the Environmental Learning Facility for this Tidy Towns Sustainable Communities Workshop.

Now I have to be honest and admit that my original understanding of Tidy Towns Sustainable Communities was that it was an annual Award given to the prettiest Town or City.

I now know that Tidy Towns Sustainable Communities is about so much more than that.

Tidy Towns Sustainable Communities for us is a vehicle through which we can establish relationships and partnerships with community groups, businesses, schools and government, to implement and acknowledge projects that make Orange a better, more sustainable place to live."

Cr Robyn, Fletcher Manilla

"Dorrigo was the first awards weekend that Manilla has attended. We were extremely impressed and amazed with the planning, organising of the whole weekend, well done KAB and Dorrigo."

Focus on Tamworth – Tidy Towns Overall Winner 2009

Tamworth, located in North West NSW and covering 184 sq km is an important commercial centre serving a large population of northern NSW. The town is well supported by an active and passionate community who take immense pride in their wonderful, natural and built resources.

The Tamworth Regional Tidy Towns Committee has strong partnerships with the Council, local businesses and industry to achieve a healthy sustainable environment for residents. The level of community groups participating in improvement programs and special events is very high. This ranges from service clubs such as Rotary and Lions to individual community groups such as Friends of the Botanic Gardens right down to smaller informal groups and even to individuals who participate by caring for particular areas in their neighbourhood.

The 2008 Tidy Towns assessor, Brian McKellar, noted that "With the engagement of hundreds of volunteers and groups such as 'work for the dole' participants, Green Corps participants, Corrective services detainees, Friends of Botanic Gardens, Miniature Railway enthusiasts, schools, TAFE students, Section 355 committees and the many Adopt-a-road groups and individuals, Tamworth is a committed, co-operative and willing community".

Thank you to our Tidy Towns, Sustainable Communities Funding Partners



A part of the Department of Environment and Climate Change NSW



NSW GOVERNMENT
Department of Planning



Programs and Activities

Sustainable Cities



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

The Overall Sustainable Council Award is presented each year alongside a number of sponsored awards covering issues such as urban wildlife conservation, waste management and environmental sustainability.

2008 Sustainable Cities Highlights

The launch of the Sustainable Cities program for 2008 took place on the 31st of March. A forum was held on 7th May at Parliament House hosted by The Honourable Paul Lynch MP, Minister for Local Government.

The forum encouraged metropolitan communities of Sydney, Newcastle, the Blue Mountains and Wollongong to become involved in environmental initiatives and gain recognition for their projects through the Sustainable Cities Awards. Keep Australia Beautiful NSW highlighted best practice environmental management and encouraged attendees to take the step toward a more sustainable future.



The Hon. Paul Lynch MP, Cr Bruce Notley Smith, Mayor of Randwick City Council, Cr Mark Troy, Mayor of Bellingen Shire Council, Peter McLean, CEO Keep Australia Beautiful NSW

A partnership was also announced at the workshop between Randwick City Council and Bellingen Shire Council as current title holders of the Sustainable Cities and Tidy Towns Overall Awards respectively.

The partnership is an extension of the Keep Australian Beautiful NSW initiative to drive further support, knowledge sharing and

communication between city and country communities.

We encourage such partnerships across all levels of

stakeholders.

2008 Sustainable Cities Awards

The Sustainable Cities Awards categories attracted some very innovative and worthwhile projects from metropolitan Sydney ranging from Sustainable Communities and Clubs, Environmental Education, Western Sydney Environmental Volunteers Water Conservation, Waste

Minimisation, Metropolitan Schools, Heritage and Biodiversity Conservation.

The successful 2008 program culminated in the annual awards dinner on the 14th August at the Royal Randwick Racecourse. This memorable event was hosted by Randwick City Council who were the current overall Sustainable Council winners. The dinner attracted 175 guests from all over metropolitan Sydney, Newcastle and Wollongong.

Attaining the prize for overall winner of the Council category and the appointment to host the Sustainable Cities awards dinner for 2009 was the City of Sydney Council.



Peter McLean, CEO and MC at Sustainable Cities Awards Dinner 2008.



Christina Gallard, Vice Captain from Wyong Creek School presenting her acceptance speech for the Runner Up Award for the Remondis Waste Solutions Metropolitan Schools Environment Award.



Representatives from Kogarah Municipal Council and Randwick City Council enjoying the evening.

Focus on City of Sydney Council – Overall Sustainable Council Winner 2009

City of Sydney covers a catchment of 26.15 sq km and takes in the commercial, financial and cultural hub of greater Sydney. As environmental managers of Australia's premier city, the City of Sydney is increasingly aware of its stewardship position and key role in the push for greater community-wide sustainability.

The City has addressed this issue with *Sustainable Sydney 2030*, an initiative and strategic plan, delivered through partnerships that will transform Sydney to the green, global connected city of the 2030 vision. Complementing the strategy, Council's Environmental Management Plan has ambitious reduction targets with linked actions to achieve them.

These strategic plans have been integrated into the City of Sydney's entire approach to business which now involves setting benchmarks for sustainability across all portfolios, providing a road map for now and into the future.

City of Sydney Council projects for 2007/2008 financial year have included the distribution of \$140,000 dollars through grants programmes towards environmental works and/or educational projects providing resources to local individuals and organisations to achieve environmental improvements. Projects have included a Green Roof Retrofit Design Model, a Pyrmont Urban Wildlife Corridor and Waterloo Recycling Project.

City of Sydney Council also held the City's first **Live Green event**, in Victoria Park in August. A Carbon Neutral event, featuring more than 90 stalls, organic and locally grown food, bands and DJs, children's activities and interactive seminars and workshops. Approximately 10,000 attendees learned about how to live green in an urban environment.

The City of Sydney Council are strong environmental leaders. Proposals such as Green Transformers (which would produce low impact energy locally) and Surry Hills Community Centre (Sydney's first 6-star Green Star equivalent community building) energise decision makers and the community to think differently about resource use and efficiency, and force environmental policy at all levels of government to become increasingly responsive and visionary.

Thank you to our Sustainable Cities Funding Partners



our environment *it's a living thing*



Alcoa Australia
Rolled Products



Programs and Activities

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, schools and individuals; in fact, anyone who is 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.

2008 Clean Beach Challenge Highlights

The 8th annual Clean Beach Challenge was launched on the 2nd June and assessing took place in the first week of September. This year saw tough competition along the NSW coast with North Steyne winning the prestigious Overall State Clean Beach Challenge following Sydney Regional Award success in both 2007 and 2008. North Steyne will be competing against all other State Clean Beach Challenge winners at National level for the title of Australia's Cleanest Beach to be announced in mid May 2009.



Narooma Beach, one of the many stop off points during the promotional tour.

A promotional grassroots tour along the NSW coastline was conducted to meet and discuss the Clean Beach Challenge with potential and past program participants. The communications work surrounding the Entries Opening and promotional tour produced good media results, 18 newspaper clippings in total as well as a number of radio and television interviews and assisted with encouraging new entrants for 2008.

The Clean Beach Challenge 2008 had a successful eighth year. The program increased the support and benefits to communities and remains the top beach awards program for the State. Entries came from all nine geographic regions along the coast, with strong commitment to all categories of the competition. Regional presentations were held in November.

2008 Clean Beach Challenge State Awards

The Clean Beach Challenge Sydney Regional and State Award winners were announced on Friday 5th December during a breakfast function at Taronga Centre, Sydney Taronga Zoo in Mosman. The event attracted 160 attendees from along the NSW coast, who enjoyed being able to visit the Zoo after the function concluded. North Steyne Beach was announced the Overall State Clean Beach Challenge Winner.

Media coverage for all aspects of the program was extensive and included print, radio and TV exposure.

Focus on North Steyne Beach - Overall Clean Beach Challenge Winner 2009

North Steyne Beach was announced the State Winner of the NSW Clean Beach Challenge because of the dedicated and innovative Surf Life Saving Club which is described as 'the heart of Manly beach' when it comes to passion and compassion.

The dedicated members of North Steyne SLSC work tirelessly to uphold their mission statement 'to provide a safe and healthy aquatic environment' and they do so beyond the traditional confines of Surf Life Saving, aiming to set a best practice benchmark for beach management that considers the needs of beachgoers and the fragile environment of North Steyne Beach.

With the support of Manly Council and the Manly Life Guard Services, North Steyne SLSC was the first Surf Life Saving Club nationally to design a multilingual salt resistant stainless steel sandwich board posting surf safety and environmental protection tips and multilingual flash cards to help bridge language barriers when treating members of the public who don't speak English. North Steyne SLSC are in the pilot stage with these flash cards and hope to make them best practice nationally.

Among many other initiatives is the work that the SLSC does with Belrose Rotary to bring underprivileged children to the beach, providing surf safe lessons and insight into what it is to be a surf lifesaver. North Steyne SLSC is also in the process of designing a campaign to further involve and educate school children about the beach environment.

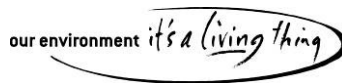
North Steyne SLSC has also hosted and organised the largest ever Human Sign to promote clean energy, assisted Surf Life Saving Australia ('SLSA') to rewrite their Bronze Medallion manual to include Ecosurf messages, became the face of the SLSA for their 'On the Same Wave' cultural diversity program, created a think tank to set best practice standards nationally for surf life saving clubs, showcased practical solutions to problems of litter and water conservation to the wider local community and were the first club to incorporate SLSA's pilot syllabus

into their Bronze Medallion training for both ecosurf and cultural and linguistic diversity.



North Steyne Beach, Winners of the Overall Clean Beach Challenge NSW. Australia's largest ever volunteer human sign for the environment.

Thank you to our Clean Beach Challenge Funding Partners



Programs and Activities

Waste Watchers Community Education Program



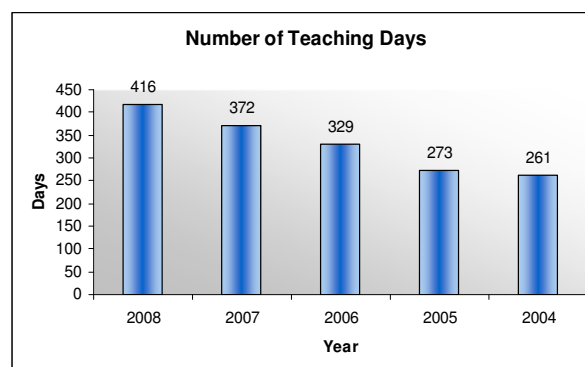
Waste Watchers is the State's leading environmental primary school education program. The program assists host organisations to educate their local children with simple but vitally effective measures that they can take to protect and conserve our natural and built environments.

2008 Waste Watchers Highlights

This year saw an increase in the number of host organisation bookings, greater school involvement and the most students ever to experience Waste Watchers.

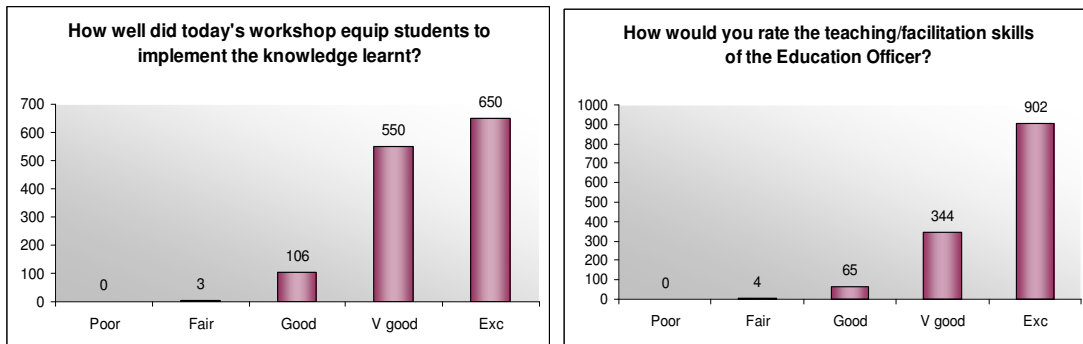
Our 2008 Waste Watchers program exceeded all prior participation records. Our specialist Environmental Educators taught 38,133 students on issues encompassing organics, waste, water welfare and catchment management. The program expanded into new geographic areas with a record-breaking 330 schools being visited within 37 council areas across NSW.

Almost all host organisations were local councils in 2008. Waste Watchers was fully booked in 2008 not only by a number of regular hosts but also ten new host organisations. These councils were Armidale Dumaresq, Central Darling, Cootamundra, Cowra, Gunnedah, Hunters Hill, Inverell, Kiama, Ku-ring-gai and Queanbeyan. 416 teaching days were completed by the Waste Watchers program.



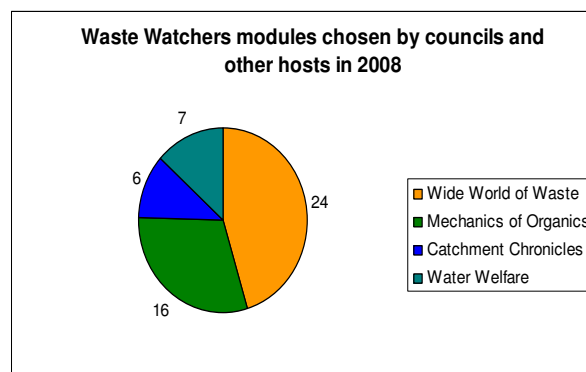
Keep Australia Beautiful NSW has strong links with councils, and Waste Watchers has a significant and successful history of educating communities about local services and issues. Waste Watchers and Keep Australia Beautiful NSW will continue to liaise with all stakeholders to ensure that the programs we deliver remain relevant and of importance to the ever changing needs of our communities.

The two graphs below illustrate the high quality of the program as noted in surveys completed by participating teachers:



The modules selected by councils in 2008 suggest that our flagship module, 'Wide World of Waste' remains a firm favourite.

Waste Watchers have experienced higher demand for the 'Mechanics of Organics' module as Councils seek to educate on appropriate disposal of organic waste which is emerging as a key contributor to increased CO₂ emissions.



Below are testimonials from the 2009 Waste Watchers Program:

Feedback from Council

The Waste Watchers "Catchment Chronicles" Stormwater Education program was well received by our five local primary schools. The hands-on nature of the program's activities meant students were highly engaged throughout, and the clear positive messages it conveyed increased their awareness of their role as future custodians of their natural environment.

(Sue Pritchard, Environment Officer, Kiama Council)

Feedback from Teachers

"I was impressed with the way the class was able to keep focused on what was being presented. One of my students not only put up his hand to answer a question but he got it correct! It was perfectly pitched to the class. Thanks!" Teacher years 5/6, Chester Hill PS, 2008

"Students were all engaged and enjoyed the jokes. They are now enthused by this knowledge and ready to lead the schools in our enviro programs." Teacher, years 4/5 and 6, Belmore South PS, Canterbury, 2008.

Feedback from Students

"I learnt a lot of things. I learnt how to keep water clean. It was a very good thing because I didn't know how much ended up in the ocean." Yr 3, Middle Harbour PS, Mosman, 2008

Thank you to our Waste Watchers Funding Partners



Programs and Activities

Sustainable Garden Challenge



Raine & Horne has been a generous partner of Keep Australia Beautiful NSW and in 2008 was the principal partner of the Sustainable Garden Challenge.

2008 Sustainable Garden Challenge Highlights

The 2008 Sustainable Garden Challenge received 97 entries in its second year, a small increase from last year.

The Challenge was launched on the 9th June 2008 and was supported by the gardening celebrity Don Burke. The Entries Opening attracted strong media attention with 24 newspaper articles reporting on the event in NSW.

The submissions were assessed by an independent panel of judges which included a Raine & Horne representative, two representatives from the Tafe NSW and one from Keep Australia Beautiful NSW.

2008 Sustainable Gardens Awards

Taking place over November and December a number of regional and state awards presentations were carried out at a local level at local Raine & Horne branches, or at the site of the winning garden, attracting interest from a range of local media outlets including print, television and radio.

Thank you to our Sustainable Garden Challenge Funding Partners

Principle Partner



Supporting Partner



Programs and Activities

National Keep Australia Beautiful Initiatives

The theme for Keep Australia Beautiful Week 2008 was 'Score Points for the Environment'. Campaign sponsors included Hungry Jack's, GE Lighting, MobileMuster, Cartridge World and Modern Solar.

The target audiences included Australian householders, primary schools, local councils and businesses nationally, with the aim of encouraging participants to get involved in a range of activities that helped address climate change, reduce waste in landfill and protect natural resources.

Householders were encouraged to log on to the website and participate in the 100 point challenge for the chance to win a \$10,000 Modern Solar Home makeover.

Primary schools were reached via a mail out via Scholastic Book Clubs encouraging classes to run a classroom challenge, as well as participating in a competition for the chance to win prizes for their class.

Businesses and local councils were reached through the Keep Australia Beautiful office and PR communications to trade and business press, with their involvement encouraged through corporate social responsibility.

By signing up to the challenge, you could also win a \$10,000 Modern Solar home makeover.

Media coverage of Keep Australia Beautiful Week 2008 remained on par with the support recorded in 2007, reaching an audience of approximately 6.3 million people via national and metropolitan radio and press TV, with kids shows such as Saturday Disney, Toasted TV promoting the initiative despite increased competition.

A wide range of celebrity ambassadors were enlisted from around the country to get involved in KAB Week PR & media activities including Australian of the Year, Lee Kernaghan, Neighbours actor, Erin McNaught, Miss Universe Australia and NRL teams including the Sydney Roosters and Gold Coast Titans.

Australian Tidy Towns Awards

In April the New South Wales 2008 Tidy Towns State Winner, Dorrigo, received the Young Legends Award at the Australian Tidy Towns Awards held in Hobart, Tasmania on 19th April.

Toowoomba, in Queensland was announced as Australia's Tidiest Town 2008.

Financial Statements 2008

Keep Australia Beautiful Council NSW

ABN 86 336 895 762

ACN 001 874 826

Income Statement

For the Year Ended 31 December 2008

	2008	2007
Note	\$	\$
Sponsorship	571,433	495,949
Revenue from education and publications	253,423	196,962
Membership	61,987	65,836
Other income	134,072	99,454
TOTAL REVENUE	2 1,020,915	858,201
Program expenses	(159,136)	(185,224)
Employee benefits expense	(452,209)	(382,801)
Administrative expenses	(107,064)	(133,022)
Occupancy expenses	(34,796)	(37,248)
Depreciation expenses	(11,247)	(15,515)
Finance costs	(3,858)	(4,023)
Other expenses	(3,835)	(2,350)
TOTAL EXPENSES	(772,145)	(760,183)
NET SURPLUS	248,770	98,018

Keep Australia Beautiful Council NSW**ABN 86 336 895 762****ACN 001 874 826****Balance Sheet****31 December 2008**

	Note	2008 \$	2007 \$
ASSETS			
Current assets			
Cash and cash equivalents	4	231,870	278,945
Trade and other receivables	5	168,144	77,260
Financial assets	6	301,874	82,313
Other current assets	7	2,373	3,387
Total current assets		<u>704,261</u>	<u>441,905</u>
Non-current assets			
Property, plant and equipment	8	35,278	45,563
Total non-current assets		<u>35,278</u>	<u>45,563</u>
TOTAL ASSETS		<u>739,539</u>	<u>487,468</u>
LIABILITIES			
Current liabilities			
Trade and other payables	9	70,830	114,512
Financial liabilities	10	5,532	4,789
Short-term provisions	11	60,500	54,200
Other current liabilities	12	145,843	100,621
Total current liabilities		<u>282,705</u>	<u>274,122</u>
Non-current liabilities			
Financial liabilities	10	18,371	23,903
Long-term provisions	11	9,900	9,650
Total non-current liabilities		<u>28,271</u>	<u>33,553</u>
TOTAL LIABILITIES		<u>310,976</u>	<u>307,675</u>
NET ASSETS		<u>428,563</u>	<u>179,793</u>
EQUITY			
Retained earnings		<u>428,563</u>	<u>179,793</u>
TOTAL EQUITY		<u>428,563</u>	<u>179,793</u>

Audited by Priestley & Morris, Parramatta. Please see 2008 Financial Statement for full audited financial results and explanation notes.

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 Peter Draper MP, Member for Tamworth
 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 Michael Dodkin
 Mr Peter Clark
 Mr Don Burke
 Mr Dave Hitchcock, Chair of Dorrigo Tidy Towns Committee

Program Assessors and Judges

Tidy Towns

Phil Bryant	Chris Jeffreys
Peter Clark	Sue Johnson
Jenny Coppock	Greg Kerr
Tim Cox	Doug McDonald
Dennis de Kantzow	Brian McKellar
Christine Deaner	Peter McLean
Mike Dodkin	Terry Murphy
Peter Evans	Leanne Niblock
Simonetta Fickel	Rob O'Brien
Simona Galimberti	Heather Ranclaud
Rosemary Hadaway	Margaret Schumacher
Nigel Hobden	Vanessa Seaton
Kristina Hotson	Syd Smith
Christine Jahn	Val Stubbs
Elizabeth Jarrett	

Clean Beach Challenge

Sonja Beckerhoff	Elizabeth Jarrett
Brian Birkefeld	David Malicki
Meredith Campey	Nobby Edwards
Erin Dixon	James Elks
Emily Doyle	Peter McLean
Dan Meehan	Cara Peterie
Luciano Mesiti	Matthew Taylor
Rob O'Brien	Dan Williamson

Local Government Members 08/09

Armidale Dumaresq Council	Lachlan Shire Council
Auburn Council	Lane Cove Municipal Council
Ballina Shire Council	Leeton Shire Council
Balranald Shire Council	Liverpool City Council
Bankstown City Council	Liverpool Plains Shire Council
Bathurst Regional Council	Lockhart Shire Council
Bega Valley Shire Council	Maitland City Council
Bellingen Shire Council	Manly Council
Berrigan Shire Council	Marrickville Council
Blacktown City Council	Mid-Western Regional Council
Blue Mountains City Council	Mosman Municipal Council
Brewarrina Shire Council	Nambucca Shire Council
Broken Hill City Council	Narrabri Shire Council
Byron Shire Council	Narrandera Shire Council
Cabonne Shire Council	North Sydney Council
Camden Council	Orange City Council
Campbelltown City Council	Palerang Council
Canterbury City Council	Parkes Shire Council
Cessnock City Council	Parramatta City Council
City of Canada Bay Council	Penrith City Council
City of Lithgow Council	Pittwater Council
City of Sydney Council	Port Stephens Council
Clarence Valley Council	Queanbeyan City Council
Cobar Shire Council	Randwick City Council
Coffs Harbour City Council	Rockdale City Council
Conargo Shire Council	Shellharbour City Council
Coolamon Shire Council	Singleton Shire Council
Coonamble Shire Council	Strathfield Municipal Council
Cootamundra Shire Council	Sutherland Shire Council
Corowa Shire Council	Tamworth Regional Council
Cowra Shire Council	The Council of the City of Botany Bay
Deniliquin Council	The Council of the Municipality of Hunters Hill
Fairfield City Council	The Hills Shire Council
Forbes Shire Council	Tweed Shire Council
Gloucester Shire Council	Upper Lachlan Council
Great Lakes Council	Wagga Wagga City Council
Greater Taree City Council	Walcha Council
Griffith City Council	Warren Shire Council
Gunnedah Shire Council	Warringah Council
Guyra Shire Council	Warrumbungle Shire Council
Gwydir Shire Council	Weddin Shire Council
Holroyd City Council	Wellington Council
Hornsby Shire Council	Willoughby City Council
Hurstville City Council	Wingercarribee Shire Council

Jerilderie Shire Council	Wollongong City Council
Kempsey Shire Council	Woollahra Municipal Council
Kogarah Municipal Council	Wyong Shire Council
Kyogle Council	Young Shire Council

Plans for 2009

2009 will be an exciting year for Keep Australia Beautiful NSW. Due to increased demand for our Waste Watchers environmental education program we are anticipating the employment of a fourth full time educator in early 2009.

Our awards based programs Tidy Towns, Sustainable Cities and The Clean Beach Challenge will continue to recognise best environmental practices and share this knowledge with as many people and groups as possible. This will be achieved through improved networking, feedback, information capture through Customer Relationship Management (CRM) technology, event management and making our website available to program participants to publish their own information and projects.

Unfortunately litter remains a problem across our community despite strong efforts to reduce the causes and alter behaviour. In 2009, Keep Australia Beautiful NSW will be combating cigarette butts which are Australia's number one litter item by count. We will address this challenge through introducing a targeted cigarette butt litter reduction campaign to a selected market segment which will cascade key messages to a wider audience.

Media and communications will remain a key focus as we convey the ongoing evolution of our organisation and the value proposition that we offer to funding partners, participants and stakeholders.

There will be an increased emphasis on financial performance in 2009 as we anticipate the deterioration of the economic climate in Australia. In 2008, we have continued to develop an exceptional team of highly skilled and talented staff and in 2009 we aim to maintain this team which will ensure the ongoing strength of the organisation. We look forward to working with our participants, stakeholders and partners in 2009 through challenging times and sharing our continued success with you all.



Peter McLean
Chief Executive Officer and Company Secretary
Keep Australia Beautiful NSW