



Keep Australia Beautiful Council NSW
Annual Report for the year ending
31 December 2009

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

Contents

Keep Australia Beautiful NSW Overview	3
Report from the Chair	4
Report from the Chief Executive Officer	5
Programs and Activities	
- Tidy Towns Sustainable Communities	6
- Sustainable Cities	8
- Clean Beach Challenge	10
- Waste Watchers	13
- National Keep Australia Beautiful Initiatives	15
Financial Summary 2009	16
Program Assessors and Judges	18
Local Government Members	18
Plans for 2010	20

Keep Australia Beautiful NSW Overview

For over 34 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, schools, 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 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 Program Manager
Rosemary Hadaway, Programs Manager
Peta Golla, Environmental Education Officer
Natalie McCready, Environmental Education Officer
Alyson Grant, Environmental Education Officer
Anthony Richard, Environmental Education Officer
Elizabeth Jarrett, Media and Communications Manager
Peter McLean, Chief Executive Officer and Company Secretary

Report from the Chair



2009 has been a year of progress for Keep Australia Beautiful NSW. I have watched Peter McLean quietly but confidently lead the organisation with insight and perseverance in the aftermath of the Global Financial Crisis. I am pleased and proud to say that as a resilient organisation we have resurfaced from this economic hardship with a renewed sense of purpose and a more stable financial outlook.

It is for this, and many other reasons that I would like to once again take this opportunity to formally thank Peter McLean and the team of staff at Keep Australia Beautiful NSW for their devotion to the organisation as they continue to achieve such high standards of leadership, customer service and program delivery.

The 2009 Awards Weekend in Tamworth (Overall State Tidy Town, and also awarded Australia's Tidiest Town in 2009) was again a brilliant success with over 420 visitors from across the state networking and celebrating their many project achievements. Lockhart was named the deserving Overall State Winner and will go up against the overall winners from other states in Australia to be in the running for the Australian Tidiest Town title, to be announced in 2010.

I particularly enjoy these events as they never fail to remind me of the impact and positive influence that our programs are having on community groups, councils, businesses, schools and individuals throughout New South Wales.

While Keep Australia Beautiful NSW provides the important framework and recognition through our environmental grassroots programs; Tidy Towns Sustainable Communities, Sustainable Cities, Clean Beach Challenge and Waste Watchers, it is the thousands of volunteers and community groups who are at the heart and helm of our work as a not for profit environmental organisation.

In addition, I am realising with more conviction than ever before that it is the partnerships that are facilitated during our awards events, and more broadly through participation in our programs that will stand as our biggest, enduring and most prolific achievement as an organisation.

We see repeatedly, as in Lockhart, that the most notable improvements to the environment and project successes are born from local partnerships between all sectors which enables and empowers whole communities to contribute to building a sustainable community and a better environment for all.

Dawn Fardell MP
Chair
Keep Australia Beautiful NSW

Report from the Chief Executive Officer

In 2009, Keep Australia Beautiful NSW strategically focused on their core programs, our environmental education program Waste Watchers, Tidy Towns Sustainable Communities, Clean Beach Challenge and Sustainable Cities. Due to our dedicated and skilled staff, all of these programs experienced growth and other positive outcomes, in summary these include:

- Expansion of the Waste Watchers environmental education program through employing a fourth full time educator resulting in almost 50,000 school students being taught in 2009.
- Introduction of a new education module for school students focusing on sustainability and reducing your personal ecological footprint.
- Increased number of Tidy Towns Sustainable Communities entries in Western NSW as well as a 15% increase in attendance for the Tidy Towns Awards Weekend in Tamworth.
- An increase of 15% in Clean Beach Challenge entries across coastal NSW.
- An increase of 20% in Sustainable Cities Entries in Metropolitan NSW.

During 2009, Keep Australia Beautiful NSW continued to give sound advice to Local, State and Federal Government on key issues affecting the community and the environment. This information was sought from the practical grass roots projects and opinions from right across the State which Keep Australia Beautiful NSW collects all year round. The topics included waste, energy, water, regional development, litter, illegal graffiti vandalism and environmental education.

Over the past few years, numerous communities and councils across NSW had been expressing their dislike for illegal graffiti vandalism to Keep Australia Beautiful NSW and in response we developed a program called Graffiti Action Day in partnership with the NSW State Government to tackle this widespread problem. This program will be the first of its kind and on 2nd May 2010, Keep Australia Beautiful NSW will muster the community together and provide the impetus for everybody to remove illegal graffiti in their local communities.

I would like to sincerely thank our generous funding partners and stakeholders for their continued support; our strong success is testament that their contributions directly benefit the community and environment of NSW. Responsible in delivering these strong successes are our very valuable and growing team of skilled and experienced staff lead by our board of Directors who so generously donate their time to this organisation.

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

Programs and Activities

Tidy Towns - Sustainable Communities



Tidy Towns Sustainable Communities is now much more than having a tidy town – and it's much more than a beauty contest. It is a true grass roots regional environmental and community improvement program. This includes both the built and natural environments.

Under the banner "Sustainable Communities", Tidy Towns Sustainable Communities continues to incorporate numerous community based initiatives that have improved the liveability and overall presentation of these communities. No other program in NSW gathers together such a diverse group of people for a common purpose – community, schools, industry and business and local councils. It gathers support from small children through to the elderly.

2009 Tidy Towns Highlights

Tidy Towns was launched on the 16th of March 2009. In 2009 the Tidy Towns Sustainable Communities program supported and inspired 98 towns across regional NSW who submitted over 230 separate submissions. Purely on Tidy Towns work alone, these towns collectively volunteered over 400,000 hours which amount to six million dollars annually to the development of regional NSW.

Five grassroots workshops were held in late April in Bellingen, Leeton, Henty, Finley and Wallerawang to provide advice and guidance about environmental programs and to introduce the Tidy Towns Sustainable Communities Program to new participants.

Tidy Towns Sustainable Communities had a strong year with increased interest in the program focus on sustainable communities which sparked a 15% increase in attendance at the annual awards weekend. Lockhart was announced as the State Tidy Towns Winner and will host the next annual awards weekend in November for 2010.

2009 Tidy Towns Award Weekend

2009 marked another successful year of Tidy Towns, culminating in a very enjoyable Tidy Towns Awards Weekend in Tamworth, the previous winner of the Overall Tidy Towns Award.

Coming from all over NSW as far as Milparinka, Wilcannia and Balranald 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 420 people throughout the weekend. The weekend activities included two award

presentations (including a sit down dinner) with live entertainment, a tour of Tamworth and its many local highlights, concluding with a farewell cooked breakfast in the park.

Lockhart was the proud Tidy Towns Winner 2010 and will host the Awards Weekend next year. In category B, Lockhart has a population of between 350-1200 people and only enough beds to accommodate 17 people so it's going to be a Tidy Towns Weekend to remember. We are planning a mix of camping, and home stays.

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'.

Focus on Lockhart – Tidy Towns Overall Winner 2010

Lockhart is situated 530km south west of Sydney in the Riverina via the Hume and Sturt Highways.

The 'Verandah Town' is a most worthy winner of this year's highly competitive Keep Australia Beautiful NSW Overall Tidy Town Award. After the town is assessed and the report compiled this is not the end of judging. The assessors report and the town's submission document is then sent to one of the 6 state judges – who evaluate the assessors

decision. The results are statistically analysed and there is then a winner selected for each population category from A to F. The best of each population category is then sent back to the state judges who rank the best from 1 to 6. Lockhart came out on top after this exhaustive process.



Lockhart Tidy Towns Committee accepting their Overall State Tidy Towns Award 2010

In the 1850s, Lockhart was known as Green's Gonyah, after a certain Mr Green, who set up a roadside shack that became a watering hole for travellers on their way to Narrandera.

Today's New Gonyah Hotel stands on the site of this early 'hotel', and the ruins of the original stables can be seen at the rear of the site.

Lockhart was named by the Commissioner of Crown Lands in 1896. The railway reached the town in 1901, and from then on the town prospered as a wheat producer.

The 2009 Tidy Towns Assessor Peter Davis said "Lockhart has been in a severe drought for a number of years and all levels of the community are well aware of the need for water management. The council, community committees and schools promote efficient use of water.

"There is a youth steering committee, which is involved in all aspects of community. This involvement was highlighted by the students of the school on my visit. An outreach grant was received and a partnership was formed with the central school and the Men's Shed as mentors to conduct a course covering practical woodworking. A qualified cabinetmaker/ TAFE teacher covered aspects of OH&S, use of machinery and tools, and the manufacture of project items such as bird boxes."

"We can all learn a lot from Lockhart."

Thank you to our Tidy Towns, Sustainable Communities Funding Partners




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.

2009 Sustainable Cities Highlights

The launch of the Sustainable Cities program for 2009 took place on the 23rd of March. Two forums were held on 28th April in City of Sydney and 5th May at Parramatta.

The forum encouraged 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. Topics included an introduction to strategies and services to assist organisations to engage with their community, how to achieve positive outcomes from heritage programs, and how organisations, community groups, businesses and councils can save money *and* help the environment.

2009 Sustainable Cities Awards

The successful 2009 program culminated in the annual awards dinner on the Thursday 13th August at Paddington Town Hall in the City of Sydney Council. This memorable event was hosted by Randwick City Council who were the current Overall Sustainable Council Winners. The dinner attracted 138 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 2010 was the City of Canada Bay Council.

Focus on City of Canada Bay Council– Overall Sustainable Council Winner 2010

The City of Canada Bay Council Sustainable City Program is the backbone for the implementation of an ambitious, yet achievable strategy toward substantially reducing the city's carbon footprint. The program strives towards minimising carbon emissions, while also incorporating new technologies to minimise potable water consumption and increase water reuse, whilst maintaining a high level of services to our community.

The Sustainable City Program is also a precursor to Council's FuturesPlan20 developed in 2008. FuturesPlan20 is a 20-year plan for the City of Canada Bay. It acknowledges the role of our City in a global community, and recognises the opportunities and challenges that lie ahead for the next 20 years.



Left: Peter McLean, CEO Keep Australia Beautiful NSW and Rosemary Hadaway, Programs Manager with Canada Bay Council, winners of the Overall Sustainable Council Award

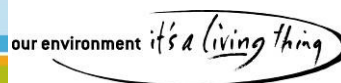
Council's Sustainability Team developed the following guiding principles which reflect Council's comprehensive approach to sustainability. The Sustainability Team strives to develop greater environmental, economic, social and ultimately financial sustainability across Council through the following approach:

- To provide an opportunity for multi-discipline communication, which provides direction to achieve a sustainable outcome in accordance with the City of Canada Bay Council's vision and mission statement.
- To incorporate sustainability throughout each member's position and department, and finally throughout our community.
- To identify future projects which can be jointly implemented between departments utilising broader skills and knowledge while pooling resources.
- To educate all staff throughout the Council so that sustainability becomes an integral part of how the community and staff live and work.

Thank you to our Sustainable Cities Funding Partners



Alcoa Australia
Rolled Products



NSW GOVERNMENT
Department of Planning

Programs and Activities

Clean Beach Challenge



The anticipated and fun 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.

2009 Clean Beach Challenge Highlights

The 9th annual Clean Beach Challenge was launched on the 1st June and assessing took place in the second week of September. This year saw tough competition along the NSW coast.

The New South Wales coast is divided into nine geographic regions for the Clean Beach Challenge competition. The program was launched on 1 June 2009.

Promotional tours were conducted in late June to inform communities about the program and facilitate entries. Clean Beach Challenge Assessors took to the field between 14th and 18th September, each assessing their own allocated region to recommend Regional winners in Overall and categories. Assessing reports and submissions were then put before a panel of State Judges. The information was analysed and State winners in all categories and the Overall Clean Beach were determined

During November seven regional awards presentations occurred. The eighth Regional Presentation (Sydney Region) was held concurrently with the State awards which took place during a breakfast cruise on Sydney Harbour on Sydney Harbour on 4th December 2009.

2009 Clean Beach Challenge State Awards

The combined Sydney Region and State Awards attracted almost 90 people. A Breakfast Cruise on Sydney Harbour was a wonderful venue



for this event and representatives of groups receiving awards attended.

Keep Australia Beautiful
NSW CEO Peter McLean (far
right), and partner
representatives

The Overall Winner of the Clean Beach Challenge was Port Kembla in the Illawarra Region. Port Kembla is now in the running with all other State Clean Beach Challenge winners at National level for the title of Australia's Cleanest Beach to be announced in mid March 2010.

Media coverage for all aspects of the program was extensive and included print, radio and TV exposure as well as a page 2 full page story about Port Kembla's win in the Illawarra Mercury.

Focus on Port Kembla Beach - Overall Clean Beach Challenge Winner 2010

Port Kembla Beach is on its way to representing an ideal for sustainable communities – that is, a community which showcases and protects its natural assets, in this case the beach, and which uses and treats resources with care. Port Kembla has used the tools at its disposal and in some cases extended beyond normal practices, therefore standing as an example for other beach communities.

Initiatives include extensive dune work, multi-lingual signage and the Olympic-sized salt-water pool which is a crowd-pleaser with its free entry, wading pools, shade cloths and lawn area – now cleaned with ocean water.

The kiosk uses recyclable materials and recycling bins are placed by the kiosk in the months it is open. The environmental health of the beach is strongly interwoven into community values, with groups including Lifeguards, Scouts and Nippers both enjoying the beach and participating in keeping it clean. Overall – Port Kembla Beach is worthy of recognition as it is swathed by a sense of ownership and community pride, evidenced through the numerous ongoing efforts which have been taken to protect this local asset.



Port Kembla, Winner of the Overall Clean Beach Challenge NSW State Award.
Photo courtesy of Wollongong Tourism.

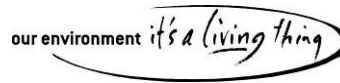
Logo Design Competition

In 2009 a logo design competition was held for school students. Entry information was sent to all coastal schools. This generated a widespread response, including localities which have not been involved to date. Most students included a call to positive action to reduce litter in their image.



The winning entry (left) was designed by Georgia Dyson (age 9) of Clovelly Public School. The design was revealed and the winner announced at the Sydney Region and State Awards.

Thank you to our Clean Beach Challenge Funding Partners



**Alcoa Australia
Rolled Products**



**Sydney
WATER**

Programs and Activities

Waste Watchers Community Education Program



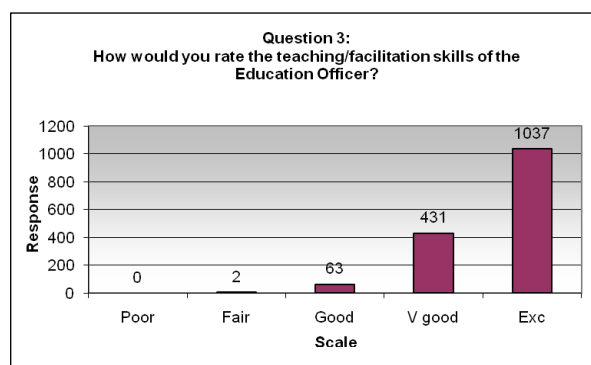
Waste Watchers is the State's leading environmental primary school education program. The program assists host organisations to educate their local children with simple but vitally effective measures that they can take to protect and conserve our natural and built environments.

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.

2009 Waste Watchers Highlights

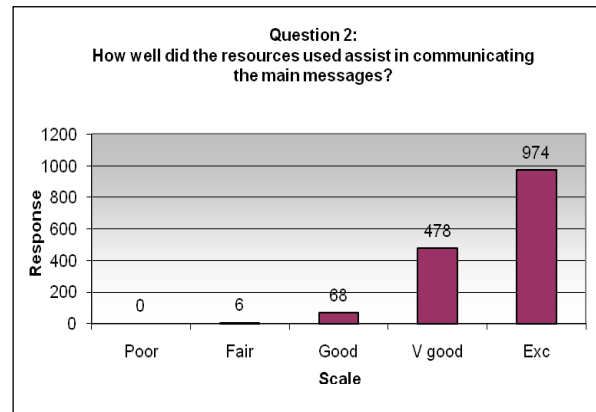
Our 2009 Waste Watchers program exceeded all prior participation records. Waste Watchers was fully booked in 2009 by a number of regular hosts. Waste Watchers also gained eleven new host organisations. 505 teaching days were completed by the Waste Watchers team during which we acknowledged the role Wrigley played in the delivery of the program.

Our specialist Environmental Educators taught 46,526 students on issues encompassing organics, waste, water conservation, catchment management and sustainability issues. The program expanded into new geographic areas with a record-breaking 505 schools being visited within 46 council areas across NSW. An additional educator was employed in 2009 to satisfy increased demand.



The two graphs illustrate the high quality of the program as noted in surveys completed by participating teachers. The modules selected by councils in 2009 suggest that our flagship module, 'Wide World of Waste' remains a firm favourite. The new module, Sustainable Sleuths has also proven popular, third in popularity

after Mechanics of Organics. Sustainable Sleuths was created to introduce the complex concept of sustainability and Climate Change to primary school students.



Below are testimonials from the 2009 Waste Watchers Program:

Year 3/4 teacher, Green Hill PS, Kempsey Shire Council, 2009:

I thought the Education Officer was very positive, in tune with the group and able to maintain and progress the lesson effectively. All resources were interesting and appropriate.

Year K-6 teacher, Gladstone PS, Kempsey Shire Council, 2009:

Workshop was excellent - good interaction with multiple age levels - kept all students involved. All students were actively involved and keen to participate and answer questions - always a good sign!

Henrietta Alexander, Sustainability Officer, Mosman Council, 2009:

The program continues to evolve with the change in focus and relevance to waste and sustainability. It is an excellent program with good results and the Education Officers presented the modules in a professional and effective manner to suit the different age groups. Many thanks for your work, Regards, Henrietta.

Thank you to our Waste Watchers Funding Partners



Programs and Activities

National Keep Australia Beautiful National Association Initiatives

Keep Australia Beautiful's mission is 'to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment'

We are a federation of state and territory offices coordinated by a national office, have programs in each state and territory and have been encouraging people all around Australia to care for their local environment since 1968.

Research

Our National Litter Index is Australia's only national, annual quantitative report on litter by type, by location and by volume.

Awareness

Keep Australia Beautiful Week coincides with the first week of spring and is a time for all Australians to be active in caring for their local environment.

Action

Our Sustainable Communities Awards include the Tidy Towns, Sustainable Cities and Clean Beach awards which all target litter prevention, recycling, waste, heritage and water conservation.

We recognise local participants for their achievements in helping to create sustainable communities. These are just some of our activities that involve millions of Australians each year.

Australian Title Winners

Tamworth was announced the Australian Tidiest Town for 2009 at the Annual Australian Tidy Towns Awards ceremony, hosted by the Governor-General, Her Excellency Ms Quentin Bryce AC at Government House in Canberra on 7th May 2009.

North Steyne Beach was awarded the 2009 Australia Clean Beaches Award while City of Canada Bay Council was awarded the Australian Sustainable Cities Awards Title for 2009.

Financial Statements 2009

Keep Australia Beautiful Council (NSW)

Statement of comprehensive income For the year ended 31 December 2009

	Notes	2009 \$	2008 \$
Sponsorship		405,983	571,433
Revenue from education and publications		320,419	253,423
Membership		59,996	61,987
Other income		133,150	134,072
TOTAL REVENUE	2	919,548	1,020,915
Program expenses		(148,988)	(159,136)
Employee benefits expense		(557,909)	(452,209)
Administrative expenses		(73,690)	(107,064)
Occupancy expenses		(34,828)	(34,796)
Depreciation and amortisation expense		(10,200)	(11,247)
Finance costs		(2,632)	(3,858)
Other expenses		-	(3,835)
TOTAL EXPENSES		(828,247)	(772,145)
Net surplus/(deficit) before income tax		91,301	248,770
Income tax expense	1(d)	-	-
Net surplus/(deficit) for the year		91,301	248,770
Other comprehensive income for the year		-	-
Total comprehensive income attributable to members of the entity		91,301	248,770

Keep Australia Beautiful Council (NSW)

Statement of financial position
As at 31 December 2009

	Notes	2009 \$	2008 \$
ASSETS			
Current assets			
Cash and cash equivalents	4	592,739	231,870
Trade and other receivables	5	92,635	168,144
Financial assets	6	321,741	301,874
Other current assets	7	3,117	2,373
Total current assets		<u>1,010,232</u>	<u>704,261</u>
Non-current assets			
Property, plant and equipment	8	37,032	35,278
Total non-current assets		<u>37,032</u>	<u>35,278</u>
Total assets		<u>1,047,264</u>	<u>739,539</u>
LIABILITIES			
Current liabilities			
Trade and other payables	9	134,608	70,830
Interest bearing liabilities	10	17,863	5,532
Short-term provisions	11	72,542	60,500
Other current liabilities	12	287,066	145,843
Total current liabilities		<u>512,079</u>	<u>282,705</u>
Non-current liabilities			
Interest bearing liabilities	10	-	18,371
Long-term provisions	11	15,321	9,900
Total non-current liabilities		<u>15,321</u>	<u>28,271</u>
Total liabilities		<u>527,400</u>	<u>310,976</u>
Net assets		<u>519,864</u>	<u>428,563</u>
MEMBERS' FUNDS			
Retained earnings		<u>519,864</u>	<u>428,563</u>
Total members' funds		<u>519,864</u>	<u>428,563</u>

Audited by Thomas Davis & Co, Sydney. Please see 2009 Financial Statement for full audited financial results and explanation notes.

Program Assessors and Judges

Tidy Towns

Daniel Barber	Richard Wei Li
Phil Bryant	Linley Marshall
Peter Davis	Doug McDonald
Dennis de Kantzow	Brian McKellar
Mike Dodkin	Luciano Mesiti
Peter Evans	Rob O'Brien
Tejinder Gill	Yolande Presland
Don Goodsir OAM	Heather Ranclaud
Chris Jeffreys	Syd Smith
Sue Johnson	Sue Stoddart
	Richard Wiezel

Clean Beach Challenge

Dan Meehan
Tony Gleeson
Cara Peterie
Rosemary Hadaway
Emma Corpuz
Natalie Stevens
Angelo Berios
Alexandria Ryan

Local Government Members 09/10

Armidale Dumaresq Council	Leeton Shire Council
Auburn Council	Leichhardt Municipal Council
Balranald Shire Council	Liverpool City Council
Bankstown City Council	Liverpool Plains Shire Council
Bathurst Regional Council	Lockhart Shire Council
Berrigan Shire Council	Maitland City Council
Blacktown City Council	Manly Council
Blue Mountains City Council	Mid-Western Regional Council
Boorowa Council	Moree Plains Shire Council
Brewarrina Shire Council	Mosman Municipal Council
Broken Hill City Council	Muswellbrook Shire Council

Canterbury City Council	Narrabri Shire Council
Cessnock City Council	Newcastle City Council
City of Canada Bay Council	North Sydney Council
City of Lithgow Council	North Sydney Council
City of Sydney Council	Orange City Council
Clarence Valley Council	Parkes Shire Council
Coffs Harbour City Council	Parramatta City Council
Conargo Shire Council	Penrith City Council
Coolamon Shire Council	Port Macquarie - Hastings Council
Cooma-Monaro Shire Council	Port Stephens Council
Coonamble Shire Council	Queanbeyan City Council
Cootamundra Shire Council	Randwick City Council
Cowra Shire Council	Rockdale City Council
Deniliquin Council	Shellharbour City Council
Dubbo City Council	Singleton Shire Council
Fairfield City Council	Strathfield Municipal Council
Forbes Shire Council	Sutherland Shire Council
Gloucester Shire Council	Tamworth Regional Council
Great Lakes Council	The Council of the Municipality of Ashfield
Greater Hume Shire Council	The Hills Shire Council
Greater Taree City Council	Tweed Shire Council
Griffith City Council	Upper Hunter Shire Council
Gunnedah Shire Council	Wagga Wagga City Council
Gwydir Shire Council	Walcha Council
Harden Shire Council	Warren Shire Council
Hornsby Shire Council	Warringah Council
Inverell Shire Council	Warrumbungle Shire Council
Jerilderie Shire Council	Waverley Council
Kempsey Shire Council	Weddin Shire Council
Kogarah City Council	Willoughby City Council
Kyogle Council	Wingecarribee Shire Council
Lachlan Shire Council	Wollongong City Council
Lane Cove Municipal Council	Wyong Shire Council

Plans for 2010

2010 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 fifth full time educator in early 2010.

Our awards based programs Tidy Towns, Sustainable Cities and The Clean Beaches 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 2010, 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.

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