



'Clean Beaches. A Vision of Connecting our Coastline'

Have you noticed the new Clean Beaches logo and other exciting program changes? Along with this facelift comes the inspiration to connect communities along our coast.

We are building a Clean Beaches Committee in your area and need a cross section of people from the community who can contribute diverse experiences and knowledge about their local environment to participate.

If you are involved in improving your local beach environment, or if you would like to see positive improvements to your local beach area then WE NEED YOU! Register your interest in being involved in this process by contacting Rosemary Hadaway, Programs Manager on 02 9633 3380 or email cleanbeaches@kabnsw.org.au

Individuals (eg: residents), schools (eg: Primary and Secondary), businesses, community groups (eg: SLSC, dune care groups, progress associations, tourism promoters), clubs, council, Catchment Management Authorities.

Be part of something bigger; contribute toward a better future with others who want to see positive improvements to local beaches.

Clean Beaches is a Keep Australia Beautiful NSW initiative, partnered with Department of Environment, Climate Change and Water, and Sydney Water. The program has been working with coastal communities since 2001.

"There has been an identified need by many of the beaches who enter our program for a more collaborative approach to driving projects. This includes better communication between the many stakeholders; dune care groups, local council, individuals, residents, and so on. It is this identified need which has spurred our vision of Connecting Our Coastline." Peter McLean said.

"This initiative will create structure in the form of a committee for coastal communities. The idea is that these committees will be able to identify areas for improvement in their local area, and then have the capacity to work together and drive new projects. There is greater strength in partnership and this new Vision of Connecting Our Coastline is about harnessing that potential." Rosemary Hadaway, Programs Manager explained.

Help us to communicate this exciting vision for clean beaches and a connected coastline.

- Help us to get the word out
- Become an active participant in the process, and an active member in your community
- Improve your local beaches for future generations

Previously, Clean Beaches was titled Clean Beach Challenge and has been a successful awards program since 2001. However in 2010 no awards will be presented, with a focus placed on forming Clean Beaches committees through our vision of a Connected Coastline. Awards will return for Clean Beaches in 2011.

For more details about the Clean Beaches program please contact Rosemary Hadaway, Programs Manager on 02 9633 3380 or visit the website www.kabnsw.org.au/OurPrograms/CleanBeaches.aspx

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For media comment please contact Rosemary Hadaway, Programs Manager on 02 9633 3380 or 0414 603 304.

This not for profit environmental initiative to connect the coastline requires a push from Keep Australia Beautiful NSW. We thank you for your support of our programs in the past and would greatly appreciate mention of this new initiative, to encourage your local community to get involved in forming a committee in their local beach area.