

Date: 15 September 2014

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**SUMMARY:**

- Exmouth won the Tidy Town award for the Pilbara Region and will now compete with other Regional winners for the overall WA Tidy Towns Sustainable Communities title in November.
- Exmouth also won two Category Awards in the Tidy Towns Sustainable Communities for the Pilbara region, being *Heritage & Culture* and *Young Legends*.

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## **Exmouth wins Tidy Town Award for Pilbara Region**

Exmouth won the Tidy Town award for the Pilbara Region and will now compete with other Regional winners for the overall WA Tidy Towns Sustainable Communities title in November.

This was announced last week in South Headland by the Keep Australia Beautiful Council Western Australia Chair Mel Hay.

Mr Hay said "Exmouth has done an extraordinary job of revitalising its town centre". In addition, Mr Hay said strong youth engagement and development activities in the town had made Exmouth a strong contender in most of the Tidy Towns categories and a worthy Pilbara region winner.

Shire President, Councillor Turk Shales was elated by the news. "Some of our staff members attended the awards night and all of a sudden the text messages and photos started rolling in", Cr Shales said.

"As it turned out Exmouth did not only win the Regional Award, but we also received two category awards for *Heritage & Culture* and *Young Legends*".

The Judges' Report stated that "*For a young town celebrating its 50th year, Exmouth does an extraordinary job in preserving history and developing culture and, as a result, is again recognised with the Pilbara Regional award for Heritage & Culture 2014.* Some of the projects that were submitted in this category are: Krait 70 Years, Big Prawn project, Mosaic art by ECAC, 50 Year Celebrations, Ningaloo Whaleshark Festival and opening of Federation Park Celebrations.

"Amongst other youth engagement and development activities, the Youth group YAE (Youth Action Exmouth) have "hit their straps" and Exmouth is also a worthy winner of the regional award for *Young Legends 2014*", the Report said. YAE contributed to some events throughout the year and also made the 'My Place' documentary which features YAE members filmed at their favourite activity locations in the Ningaloo World Heritage area, expressing their thoughts and feelings on the local natural environment.

The judges stated that "*the Town is on the brink of taking this competition by storm*", but they did have one important recommendation.

Cr Shales said, "*The Judges strongly encourage us to find a way to get a community wide buy-in to ensure that all projects are covered for all category awards*". "*We have tried this, and will try even*

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*harder this year and hopefully clubs and groups in town see that involvement in the Tidy Towns Committee provides a great opportunity to showcase Exmouth on state and even National Stages”.*

*“It was only for the second time that Exmouth entered the Tidy Town Awards programme and it is therefore fantastic to see that Exmouth already wins the Pilbara Regional Award”, said Turk Shales.*

*“On behalf of Council, I congratulate all community members and staff involved and especially our young people of the YAE with this recognition for their commitment to our Town”.*

Exmouth will now compete with other regional winners for the overall WA Tidy Towns Sustainable Communities title in November this year.

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## **Quotes:**

Councillor Turk Shales - Shire President

Mel Hay – Chair of Keep Australia Beautiful Council Western Australia

## **Fact File**

### **About Tidy Towns:**

- Tidy Towns Sustainable Communities is an annual awards program that acknowledges regional communities who foster sustainable behaviours and a litter-free environment.
- According to Keep Australia Beautiful National (who manage the Australian Tidy Towns awards) over 1,000 communities and 90,000 volunteers engage in the Tidy Towns competition each year with projects contributing over \$100 million in volunteer labour.
- In Western Australia Tidy Towns entrants are eligible to win awards at regional, state and national levels. Please see the side tabs for comprehensive information on the program, past entrants and the 2014 timeline.
- Tidy Town awards encourage, motivate and celebrate the achievements of rural and regional communities across Australia.
- Keep Australia Beautiful Council (WA): 1979 WA Litter Act formalises the role of Keep Australia Beautiful WA; 1968 Tidy Towns commenced in WA.
- Further information can be found at the Keep Australia Beautiful website (WA): <http://www.kabc.wa.gov.au/news.html>
- This year’s Pilbara Region category winners are:
  - Community Action and Partnerships: Marble Bar
  - General Appearance: Newman
  - Waste Management and Litter Prevention: Wickham

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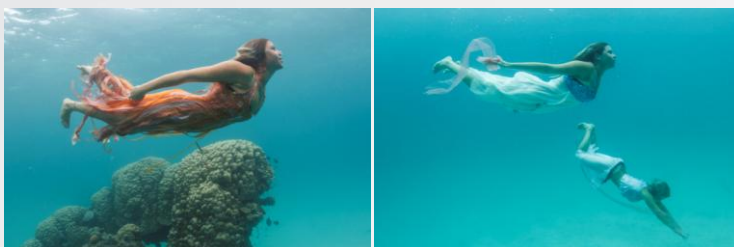
- Natural Environment Conservation: Hedland
- Heritage and Culture: Exmouth
- Water Conservation: Karratha
- Energy Innovation: Hedland
- Young Legends: Exmouth

## Available Images:

Awards Night -



- Project Photos relating to Award Categories:
  - Krait 70 Years,
  - Big Prawn project,
  - Mosaic art,
  - 50 Year Celebrations,
  - Ningaloo Whaleshark Festival,
  - Opening of Federation Park Celebrations.
  - Enviro-fashion project:



- Youth Action Exmouth group (YAE)
  - Young people at events;
  - YAE group participants
  - World Heritage Video by YAE: <https://vimeo.com/93685112>

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