



## Media Release

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Wednesday, 3 March 2010

### **We love our beaches- Rubbish!**

Imagine sparkling blue water, crisp white sand and lots of junk.

This was the picture that greeted staff from the Esperance NRM Centre when they arrived at Wylie Bay on Tuesday for a Clean Up Australia Day for Businesses event.

Two hours and sixteen bags of rubbish later, the picture at Wylie Bay was significantly improved.

Event coordinator Rani Stewart said it was disappointing to see the huge volume of rubbish left behind on Wylie Bay, particularly the large number of drink containers and cigarette butts.

Some of the more unusual objects found by staff from South Coast NRM, Esperance Regional Forum and Birds Australia were a child's wading pool, car muffler and soiled nappies.

"Our beaches are a major drawcard and yet we're treating them as a tip. It's frustrating to have collected so much rubbish that is easily recyclable," Ms Stewart said.

"The best and easiest way to protect our wonderful natural environment is to take your rubbish with you. Every little bit counts."

According to the Business Clean Up Day 2010 organizers, a record 498 sites were registered across Australia for the event, up 30% compared to last year. Some 39 sites were registered in Western Australia.

Other organisations getting their hands dirty in the Esperance region on the day included Horizon Power, which sent a team to clean up West Beach and Twilight Beach.

Schools Clean Up Day commences on Friday 5 March with the big Clean Up Australia Day event to be held on Sunday 7 March, marking the 20<sup>th</sup> Anniversary of the popular initiative.

The Esperance NRM Centre encourages everyone to get out and take part not only in Clean Up Australia Day this Sunday, but to take your rubbish home with you each time you visit the beach.

The Esperance NRM Centre at 113 Dempster St houses employees from Birds Australia, South Coast NRM and Esperance Regional Forum.

**ENDS**

Photo: Esperance NRM Centre Staff take stock of their rubbish collecting efforts at Wylie Bay.  
Taken by Kylie Bishop.

For more information visit [www.cleanupaustraliaday.org.au](http://www.cleanupaustraliaday.org.au) or contact Rani Stewart from Esperance Regional Forum on (08) 9076 2202 or 0429 831 130.

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**South Coast Natural Resource Management Inc. is the leading regional group for natural resource management on the South Coast of Western Australia. As an independent not-for-profit organisation, we work with the community to improve the environment by preserving and protecting unique plants and animals; managing land and waterways; and sharing knowledge and skills in natural resource management.**