



Media release

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Strand wins further acclaim

The Strand's reputation as a recreational and environmental centrepiece has been boosted with a win at the State's Clean Beach Challenge 2002, Deputy Mayor Cr Ann Bunnell said today.

The Townsville City Council's entry for the Strand won the Collex Resource Conservation & Waste Management Award at Friday night's presentations in Brisbane.

Cr Bunnell said the award acknowledged the Council's environmental management of the Strand, now widely acknowledged as one of the best facilities of its type in Australia.

Friday's night's award was the fourth for the Strand after taking out the National Case Earth Award in 1999, and this year the Heart Foundation Local Government Award along with a North Queensland Tourism Award for the Strand night Markets.

Council's environmental management practices on the Strand secured the Clean Beach Challenge award.

The Council's entry focused on the mulching and reuse of green waste on the Strand, daily collection of rubbish, use of spring-loaded taps and showers for conserving water, collection of litter daily by Strand workers, use of sensors and timers on lighting to save on power, high level of daily maintenance and cleaning, and community involvement and pride in the Strand's appearance.

Cr Bunnell said Townsville residents were justifiably proud of the Strand and showed their appreciation by turning out in their thousands on a weekly basis.

"It is also recognition of the enormous amount of pride council staff have in presenting the Strand in such terrific condition week in, week out," Cr Bunnell.

A survey this year found the Strand was increasing in popularity with 47,631 visitations to the seaside attraction in a single week in May.

Cr Bunnell said the figure was 17% up on last year's count, and the equivalent of 2.5 million visitations per year.

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