

NEWS

Northern cleanup launched

ALICIA BRIDGES

CLEAN Up Australia founder Ian Kiernan came to the Kimberley last week to launch the Great Northern Clean Up as part of his national rubbish collection initiative.

Launching the program from Kununurra, Mr Kiernan said it was crucial for both business and the environment that the region remained pristine.

“We know that this area is of huge value and we know that tourists, not only Australians but globally, are fascinated by Australia, particularly the west,” he said.

“We also know tourists will not return to degraded destinations.

“You need to look after your environment because it’s plain good for business.”

Scheduled to run between the tourist and wet seasons, the Great Northern Clean Up runs separately from



Clean Up Australia founder Ian Kiernan.

the overall Clean Up Australia event in March.

More than nine tonnes of rubbish was removed from eight sites in northern WA last year.

The Great Northern Clean Up will be held on September 11 and 12.

To register a site or volunteer, visit www.cleanup.org.au.