

## **Noosa Biosphere Awards to celebrate sustainability excellence**

The Noosa Biosphere Reserve Foundation (NBRF) has launched a new annual awards program to celebrate environmental and sustainability excellence in the Noosa Shire, with entries now open.

NBRF Executive Coordinator, Sharon Wright says the Noosa Biosphere Awards celebrates the individuals, businesses and organisations implementing local solutions to the global challenges of sustainable development and addressing climate change.

“The Noosa Biosphere Awards are about recognising those making a difference in our community who are championing environmental and sustainability innovation and excellence,” she said.

“Noosa has a strong track record of protecting our precious natural environment and progressing towards a sustainable future. We really want to give everyone the chance to share in this celebration of our community and environment – it’s what makes Noosa a great place to live and visit,” said Ms Wright.

There are four categories covering land, water, wildlife, and people and economy with two categories already securing high profile sponsors.

“We’re proud to announce Tourism Noosa and the International Fund for Animal Welfare (IFAW) have come on board as Award Sponsors this year. We would also love to connect with other local businesses interested in sponsoring a Noosa Biosphere Award or supporting our Wild Koala Gala,” said Ms Wright.

IFAW Oceania Regional Director Rebecca Keeble said the Wildlife Award Category sponsorship greatly aligned with IFAW’s values and brand. “The future of Australia’s unique and precious wildlife is under threat. We can all play a part in ensuring their survival, which is why it’s so important to recognise the incredible individuals, organisations and brands dedicated to protecting them. We look forward to celebrating these inspirational efforts and hope it encourages others to do all they can to ensure that animals and people thrive together into the future,” Ms Keeble said.

Tourism Noosa’s CEO Melanie Anderson said the Noosa community is ready for an Award program like this. “The Noosa Biosphere Awards are a great opportunity to not only appreciate those who are contributing to a sustainable future, but I believe it will also motivate others to appreciate and care for our diverse environment. I’m very excited to be able to celebrate our wonderful Noosa Biosphere status.”

Entries are open to individuals, businesses, community and charitable groups, collaborations or partnerships within the Noosa Shire and may include a product, service or project.

“The Noosa Biosphere Awards are a great way to celebrate your achievements and be recognised for your contribution. We’re looking to hear from entrants who can demonstrate innovation, creativity, community collaboration, leadership and entrepreneurship in tackling key sustainability challenges such as climate change, biodiversity conservation, waste management and enhancing social capital,” said Ms Wright.

“Anyone can nominate an individual, business or organisation. So please come forward, get behind this great initiative, and tell us who you think is deserving of a Noosa Biosphere Award!”

Winners will be announced at the Noosa Biosphere Wild Koala Gala on Tuesday 2 November. For more information on how to enter, visit [www.noosabiosphere.org.au/awards](http://www.noosabiosphere.org.au/awards).

Ends.



### **Media enquiries**

For more information, interview or photos, phone Alison Cooper, NBRF media liaison on mobile 0416 288 054 or email to [alison@alisonjanecommunications.com](mailto:alison@alisonjanecommunications.com)

### **About Noosa Biosphere Reserve Foundation**

The Noosa Biosphere Reserve Foundation (NBRF) is a not-for-profit organisation established by the Noosa Shire Council to support projects and ideas that align with the aims of the UNESCO Man and Biosphere (MAB) Program. In 2007, the Noosa Shire achieved global recognition for the high values of its natural environment with the designation of our Shire as the Noosa Biosphere Reserve by the United Nations Educational, Scientific and Cultural Organisation (UNESCO). [www.noosabiosphere.org.au](http://www.noosabiosphere.org.au)