



THE KENNEDY AWARDS



MEDIA RELEASE

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Recycling and waste management leader SITA Australia sponsors first Kennedy environment reporting award

The NRMA Kennedy Awards for Excellence in NSW Journalism is delighted to announce that recycling and waste management giant SITA Australia is sponsoring the inaugural award for *Outstanding Reporting on the Environment* to be presented at this year's gala event.

The award for *Outstanding Reporting on the Environment* is being introduced for the first time at the NRMA Kennedy Awards as state environmental issues continue to be in the spotlight and under intense scrutiny from lobby and community groups, wildlife protection organisations, health groups and government agencies.

The award carries an invitation to the winner from SITA Australia and its parent company SUEZ ENVIRONMENT to join a sponsored international press tour to learn how countries are unearthing new ways to manage waste and water for growing populations.

Beginning in France, the study tour will then proceed to Morocco looking at waste and water management solutions which are contributing to urban and sustainable development in these dynamic territories.

Announcing SITA Australia's sponsorship of the new *Outstanding Reporting on the Environment Award*, Kennedy Foundation board member Peter Ryan thanked the company for its commitment to the awards.

"The NRMA Kennedy Awards and the Kennedy Foundation is extremely grateful to have the generous support of SITA Australia in this, the third year of the Kennedy Awards for Excellence in NSW Journalism," Mr Ryan said.

"SITA Australia, as a leader in recycling, resource recovery and waste management recovery providing valuable support to communities, local councils and businesses in NSW, is an ideal sponsor of the first *NRMA Kennedy Award for Outstanding Reporting on the Environment*.

“The award recognises outstanding coverage of state-wide environmental issues, reports that may focus on pollution scandals, flagrant breaches of environmental law, destruction of native habitat or breakthroughs in environmental protection.

“SITA Australia’s sponsorship is a significant contribution to the Kennedy Awards which continue to recognise excellence in NSW journalism in a wide range of categories.”

SITA Australia Corporate Affairs Manager Luke Schepen said the company was proud to partner with the NRMA Kennedy Awards.

“We believe our environment and the future of waste is worth talking about and quality reporting on environmental policy and issues plays a very important role in the national debate,” Mr Schepen said.

“Our national resources are not infinite. In Australia, the waste and recycling industry is moving into an exciting era as we develop new resource recovery technologies to divert more waste from landfill.

“As part of the NRMA Kennedy Awards, the winner of the inaugural Outstanding Reporting on the Environment award will receive an invitation to join an international press tour to learn how different countries are finding new ways to manage waste and water for growing populations.”

Sponsored by SITA Australia and its parent company SUEZ ENVIRONMENT, the study tour will begin in France and proceed to Morocco looking at waste and water management solutions which are contributing to urban and sustainable development in these dynamic territories.

The NRMA Kennedy Awards, named in honour of legendary Sydney crime reporter Les Kennedy who died aged 53 years in 2011, have for the past two years recognised the state’s top journalists from scores of some of NSW’ finest media professionals.

Entries for this year's awards close July 1, for work in the 12 months of the current financial year. The 2014 NRMA Kennedy Awards will be held on August 8 at the Royal Randwick Ballroom, Australian Turf Club.

This year the NRMA Kennedy Awards, with the pro bono expertise of law firm Kennedys and the support of Racing NSW, recently registered the Kennedy Foundation as a charity to administer a benevolent fund for media professionals facing hardship, the children's cancer charity Redkite and the Aboriginal Medical Service.

The foundation’s first fundraiser this year was the *Media Battle of the Bands* held on April 10 at the loft, King St Wharf, and sponsored by NRMA Insurance in support of veteran journalist Kevin Hitchcock.

The presentation of 33 awards will culminate with the announcement of the P&O Cruises NSW Journalist of the Year, to be presented by NSW Premier.

Details on entry and tickets to the awards can be found at www.kennedyawards.com.au

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