

Media Release

Thursday, 24th November, 2016



CELEBRATING 25 YEARS OF THE RIBBON OF BLUE

December will mark 25 years of continuous restoration work along the North Esk River, between Hoblers Bridge and Henry Street.

Led by the North Esk Landcare Group Inc. and with support from corporate sponsors, service clubs and the City of Launceston, this degraded stretch of river, fondly known as the Ribbon of Blue, has been transformed into a popular community space.

This November and December, an exhibition and community day organised by NRM North and Tamar NRM will commemorate the group's work and celebrate the rehabilitated Ribbon of Blue as a valuable community asset.

NRM North Facilitator, Megan Dykman, said the area was well worth celebrating.

"The Ribbon of Blue Project has resulted in a restored river ecosystem right in the heart of Launceston. Not only has the environment benefitted through enhanced water quality and biodiversity, but so have the many different community members who use the walking trails on a daily basis."

Project founders, Gus Green and Merv Whybrow, said the restoration of the Ribbon of Blue had set a precedent for other waterway projects in Launceston, Tasmania and interstate.

"The Ribbon of Blue was the largest corporate and community urban Landcare project in Australia and after 25 years, remains a major recreation and environmental asset," Mr Green said.

Up until early December, pop-up exhibitions at three locations - the Launceston LINC and City of Launceston Customer Service Centre in Civic Square, and the Queen Victoria Museum and Art Gallery at Inveresk, will showcase the rich photographic history of the project.

Greg Lundstrom from Tamar NRM said a free community day would be a highlight of the celebrations.

"The event on Saturday 10th December will give the community the opportunity to learn about and celebrate the Ribbon of Blue. City of Launceston Mayor, Albert van Zetten, will officially commemorate the project's 25th anniversary by unveiling new signage at the trail's interpretation centre."

The event will run from 11am to 4pm at the start of the North Esk Trail at Hoblers Bridge, and will include a free Lions Club sausage sizzle, face-painting, treasure hunt, reptile display and walk and talks covering the nature and history of the area.

These events have been supported by the WD Booth Charitable Trust and as part of Community and Philanthropy Partnerships Week (CPPW). CPPW is supported through the Prime Minister's Community Business Partnership and managed by Philanthropy Australia in partnership with the Foundation for Rural and Regional Renewal.

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