

## AN INVITATION

to you and your guests to attend a reception featuring a special presentation by  
**BEN KEARNEY, TASMANIAN OF THE YEAR 2005**

**'How to Conduct a Public Awareness Campaign and Expand Local  
 Influence to Attain National Awareness'**

Coles Bay's Ben Kearney is the 2005 Tasmanian of the Year for his huge individual campaign to improve and protect his environment by ridding it of plastic bags. Ben's efforts not only put Coles Bay on the international map as the first place in Australia to ban plastic bags, he started a national public awareness campaign about the harmful environmental effects of plastic bags so that Ben's influence can be seen in shops and supermarkets in cities and country towns across the nation. He led his own community campaign in 2003 which saw all retail outlets, at Coles Bay, including the two supermarkets, ban plastic check-out shopping bags. In the first 12 months, Ben and his committee were responsible for stopping the use of 350,000 plastic check-out bags. Ben Kearney has inspired people across Australia and around the world. by creating and coordinating Coles Bay - Australia's first plastic bag free town.

**DATE/TIME:** Wednesday, 20 July from 5.30pm to 7.30pm  
**VENUE:** Fluid Restaurant and Gallery, 25/26 Seaport Boulevard, Launceston  
**REFRESHMENTS:** Fine wines, beers & refreshments will be served throughout the evening  
**COST:** \$45.00 Adults and Members      \$30.00 Full Time Students

Complete and fax or post this **TAX INVOICE/REGISTRATION FORM** (ABN 60 965 397 763) with payment to:  
 Launceston Chamber of Commerce Phone 03 6331 9364 Fax 03 6334 2745 Email: [info@lcc.asn.au](mailto:info@lcc.asn.au)  
 GPO Box 1854, Launceston 7250 OR 1<sup>st</sup> Floor, 29 Paterson Street, Launceston 7250  
**CLOSING DATE FOR REGISTRATIONS IS FRIDAY, 15TH JULY 2005**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please charge \$ \_\_\_\_\_ to:  Bankcard  MasterCard  Visa

C/holder: \_\_\_\_\_ Signature: \_\_\_\_\_

Card No:               Exp: \_\_\_\_\_ / \_\_\_\_\_

**OR** Enclose a cheque payable to the Tasmania Committee, Inc. for \$ \_\_\_\_\_

**Cancellation Policy** Notification of cancellation must be received in writing (email acceptable). Cancellations received less than 3 working days prior to the event will attract the full fee. Non-attendance will attract the full fee. Reservations will not be accepted without accompanying payment.

**Tasmania, Love This Place has the support of the Launceston Chamber of Commerce, Australian Marketing Institute, Launceston City Council and Northern Tasmania Development**

