



Niall Blair

Minister for Primary Industries
Minister for Lands and Water

MEDIA RELEASE

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SHARKSMART MESSAGE TAKEN TO THE AIRWAVES

Minister for Primary Industries, Niall Blair, has announced a new radio campaign on the State's North Coast has kicked off to help educate beachgoers about being 'SharkSmart' this summer.

The NSW Government and Surf Lifesaving NSW will broadcast announcements to raise awareness about how to reduce the risk of a shark encounter on local radio stations between Port Macquarie and Ballina.

"Healthy oceans host a variety of marine life, including sharks – it is important to remember that when we enter the water we are entering the shark's domain," Mr Blair said.

"Our pristine beaches are a magnet for tourists and families and as summer approaches and we want them to keep enjoying the water, while taking a few simple precautions.

"The NSW Government is committed to making our beaches safer, and if people know the risks then they can reduce the chance of a close encounter with a shark."

The broadcast messages include simple tips for swimmers and surfers to enjoy their favourite beaches safely.

Being 'SharkSmart' means bathers swim in groups between the flags at patrolled beaches, and not at dusk or dawn.

Surfers are also reminded to look out and avoid schools of baitfish and surf with mates.

We also want people to report any shark sightings to lifeguards and lifesavers.

People can download the SharkSmart app from the iTunes or Google Play stores on a mobile device to ensure they have all the tips handy.

Applications for grants from the NSW Government's Observation Towers program are now open and local councils, community groups and surf clubs are encouraged to apply.

To find out more about being SharkSmart or to apply for a grant, visit www.dpi.nsw.gov.au