



# The Hon Katrina Hodgkinson MP

## Minister for Primary Industries

---

### MEDIA RELEASE

---

Saturday 31 January 2015

#### **NEW APP HELPS SWIMMERS TO BE SHARK SMART**

Beach goers this summer can now easily learn more about avoiding sharks thanks to a new mobile app developed by the Department of Primary Industries (DPI) and announced today by the Minister for Primary Industries, Katrina Hodgkinson.

Ms Hodgkinson said the app is based on the existing DPI SharkSmart program, and provides swimmers, surfers and beachgoers with some simple tips about how to reduce their risk of an encounter with a shark.

“The SharkSmart app ensures information is at the fingertips of the public to inform them about sharks, their habitat and nature,” Ms Hodgkinson said.

“Available free on iPhones via the App Store, this app provides an interactive tool to help reduce risks by choosing safer behaviours, including avoiding swimming and surfing when it is dark or during twilight hours, and avoiding murky water.

“The app helps beach-goers find and choose a safer swimming beach by providing a map page showing beaches where the Shark Meshing (Bather Protection) Program operates.

“General information about common shark species, their biology and characteristics can also be found in a user-friendly format.”

Like any app, the SharkSmart app will continue to be developed and updated as more data becomes available.

“There are no 100 per cent guarantees when entering the ocean, but the NSW Government will continue doing all it can to reduce the risk for swimmers and ensure they have an enjoyable summer,” Ms Hodgkinson said.

To download the app click here [SharkSmart app](#), or search iTunes for SharkSmart.

Further information is available on the DPI website:  
<http://www.dpi.nsw.gov.au/fisheries/info/sharksmart>