

South West Catchments Council Media Release

Busselton coined for crab campaign

Busselton has been hand-picked as the shooting location for the autumn *Save the Crabs, Then eat Them* television advertisements. The new suite of adverts will be shot on location during February and are said to feature a prominent Busselton landmark.

“The Busselton Jetty is an important community icon that represents what we all love about the South West lifestyle,” said South West Catchments Council (SWCC) CEO Damien Postma.

“We aim to further build community ownership and sense of place by featuring the Busselton Jetty in the autumn adverts.”

The campaign is part of SWCC’s *Home River Ocean* program, and uses humour to encourage changes in urban fertiliser practices.

The autumn campaign will encourage residents not to fertilise their lawns and gardens prior to rain. Rain washes fertiliser into drains and through sandy soil into groundwater, where it makes its way to rivers, estuaries and the ocean and threatens local wildlife like the Blue Swimmer Crab.

The campaign kicks off on 1 March 2015 and runs until 31 May 2015.

Local organisations and businesses can get involved in the campaign by contacting SWCC Community Engagement Facilitator on 9781 3112 or email sarah.molloy@swccnrm.org.au.

Current project partners include Water Corporation, GeoCatch, Peel-Harvey Catchment Council, Department of Fisheries, Department of Water, Swan River Trust and Murdoch University.

Home River Ocean is based on Chesapeake Club in the United States and is supported by the South West Catchments Council (SWCC), through funding from the Australian Government’s National Landcare Program.

Available for interview:

Damien Postma, CEO

Phone: 9780 6193 Email: Damien.postma@swccnrm.org.au

Interviews are also available on location at the Busselton Jetty, **10 February 2015**. Please contact Sue Williams, Communications Officer, on 9780 6168 or email sue.williams@swccnrm.org.au to book an interview.

ENDS
