

Dear Clean Ocean supporter,

It's been a huge first half of the financial year for Clean Ocean Foundation, with several irons in different fires as we really embark on our plan to roll out the organisation nationwide, widen our supporter base by targetting various specific interest communities and refine our lobbying strategies to maximise our impact on policy change.

Over the past couple of years especially it's been a tough climate for groups like ours in seeking and retaining sponsors as various industries, especially retail, have copped a hammering. Our expansion of Clean Ocean Foundation – beyond what started as a Mornington Peninsula only, single issue lobby to what we strongly believe could be a worldwide movement within two years – does not come with the best timing on the economic front. So it's now more than ever that we say thank-you for your ongoing support and the backing of our sponsors, as we take on new fronts, bring new communities under the Clean Ocean Foundation umbrella and stay on course for smarter treatment and use of the billions of litres of pollution that currently flow into the oceans through Australia's 144 outfalls. Here's a bit of what we've been up to, none of which could happen without your help ...

### Clean Ocean Sydney is go

With strong academic links from word go, the Clean Ocean Foundation Sydney Chapter started in late October 2011 as a voice of reason in the long-running battle for adequate protection of Sydney's magnificent beaches, and its many millions of beach users.

Clean Ocean Foundation sees its entry into the debate about managing Sydney's urban metabolism as something akin to the rugby metaphor "fresh legs towards the second half" because there is a long way to go to achieving smart disposal of effluent here.

For a great update on the problems Sydney still faces, read the Sun Herald's Natalie O'Brien article of October 23 here:

A big thanks to the team at Manly Environment Centre for our stand at Manly's 18th Ocean Care Day on December 6, Manly Beach - where our presence was helped out by the solid ongoing support of our sponsor Seasol.

The Sydney posse of Clean Ocean Foundation is welcoming new members: sign up online at [www.cleaocean.org](http://www.cleaocean.org) and simply type "Sydney" in the notes field.



### Clean Ocean DIVE is go

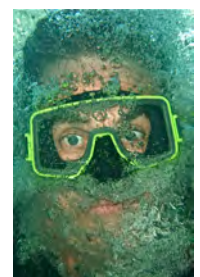
Clean Ocean Foundation's Robert Gardiner launched Clean Ocean DIVE at our sponsored stand at the Oceania Dive Expo, October 7-9 2011 at RNA Showgrounds, Brisbane. ODEX was a great springboard for the Clean Ocean DIVE membership campaign.

We're now following up with dive and ecotourism operators from across Australia and around the Pacific to form partnerships with Clean Ocean DIVE.

Dive Clubs are also invited to contact us to organise a guest speaker to talk about Clean Ocean DIVE. If you know of potential sponsors specifically interested in backing our efforts with divers, get them to call.

Robert's also looking to enlist divers' help to research and create an overlay to our National Outfall Database, showing the relationship of popular dive sites to ocean outfalls in Australia, and spark discussions on the risk to divers' health posed by these outfalls.

(A big thanks to our friends at Signforce for their great support in getting the ODEX stand looking fantastic, along with Brendan at Advanced Promotional Clothing in meeting our ludicrous deadline for the provision of new Clean Ocean DIVE t-shirts.)



December 2011

## Welcome to our new sponsors – New Website & ‘Upstream Defenders’ Program is go

We can announce two new and important sponsors to the Clean Ocean Foundation fold: **NetBookings** and **Richmond Fine Dentistry**.



**NetBookings** is responsible for our excellent new website and web hosting and we're sure you'll agree the new site with strong visuals emphasis makes it instantly clear what it is we're fighting for, with some very complex issues a lot more friendly to read. We can also report that the ongoing maintenance, page additions, news instalments, image uploads and general updating of the site by Clean Ocean crew is easy and seamless thanks to the NetBookings installed content management system.

The lads at NetBookings are committed coast lovers in their private lives, as well as catering to dozens of coastal tourism operators through their business. Check them out when you're next planning a getaway or adventure.

Now, how is that a family Dentistry in Richmond signs up to back the Clean Ocean Foundation? Well, over a cuppa with Robert

and Judy Harper of **Richmond Fine Dentistry**, we found upstream dentists have everything to do with beach health downstream.

For years there's been some nasty heavy metals used in the industry, much of which has headed straight into the sink and down the sewer to the sea.

Robert and Judy lead the way by investing in amalgam scavenger technology at their dentistry through the Australian Dental Association's 'Dentists for Clean Water' program. They want to encourage other dentists to join the program, and also Clean Ocean Foundation's 'Upstream Defender' program for small to medium businesses.

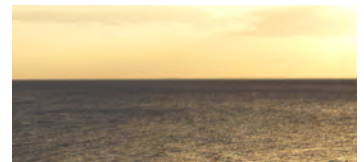
You could be a car repairer, photo lab, boat maker, even perhaps a sushi bar (we're finding plenty of

those bloody little fish shaped plastic soy sauce containers on the beaches!) – look into your operations and how you can make a difference upstream of the beaches. We can all refine our systems to make less of an impact, and no business owner should be thinking in 2011 that down the sink is 'away'.

Thanks and congratulations to Robert and Judy for leading the charge with our new Clean Ocean Foundation Upstream Defenders Program. If you know of any SME business owners wishing to join the program, contact us (including anyone committed to proper on-site treatment of industry waste, perhaps car mechanics, photo labs, let us know who's doing it right).

## Melbourne Media/Port Phillip Bay

I'm happy to report strong media through the year, not so happy to note that this was mostly on the back of



Melbourne's TV news crews responding to major emergency sewage releases into the city's drains and waterways (Merri Creek in particular has copped major fouling) during big rain events.

We're in there swinging on this one: first up the communication of the big injections of raw sewage into the bay has been appalling, with no correlation made by the water authorities or the EPA between the upstream dumping and the affected beaches. Nobody will still tell us how much raw sewage is released during these events, yet their spin doctors use terms like "heavily diluted". It only takes Year 8 science to understand that to talk "dilution" you need to know the ratios of the parts: we have good reason to be cynical after encountering 10 years of obfuscation over the Gunnamatta campaign.

On a positive note the EPA's Beach Report meeting November 17 in St Kilda indicated that several of the points we raised with the EPA have indeed been listened to, and will be enacted THIS year. There is provision for this coming season's Beach Report program to incorporate warnings ahead of and during the emergency sewage releases, beach reports will be updated twice daily, and EPA is working on an app to enable beach users to more easily access info.

December 2011

## Kite Republic – Port Phillip partners

Welcome on board Kite Republic, St Kilda baths based hub for Melbourne's kite boarding community. We

first had discussions with Kite Republic Managing Director Chris Sal during an EPA workshop where he was also a participant in trying to better Port Phillip's Beach Report program. In follow up talks it became clear Chris has a great passion for ensuring Melbourne's bay beaches are as beautiful as they can be. In a partnership with Kite Republic, Chris and his team will help support Clean ocean by way of recruitment of members among the kiteboarding community, and specifically enlisting kiteboarders to our Port Phillip campaign, which seeks more infrastructure funding commitment from the Victorian State Government for a cleaner Port Phillip Bay.



## A call for your thoughts – Clean Ocean Foundation Op Shop/s

The concept of a Clean Ocean Foundation Op Shop (or chain of Op Shops) has been mooted.

We're also investigating new office options.

Anyone got any ideas on premises or contacts to make it happen?



## Gunnamatta update

Seems to be some sort of misunderstanding that all's fixed and done on this front. Let's make it absolutely clear: there is no change at Gunnamatta beach YET. The Eastern Treatment Plant upgrade is underway at Carrum, and due for completion towards the middle of next year BUT surfing or swimming at Gunnamatta this summer could make you very sick. Forty per cent of Melbourne's effluent is discharged at the shoreline after only Class C partial treatment, and in some conditions the plume is carried right along the beach.

Be careful this summer.

Clean Ocean Foundation representatives attend works update meetings at the Eastern Treatment Plant and will keep pressure on the Baillieu government to both meet the upgrade completion date and rekindle talks about the outfall's eventual closure as recycling opportunities grow from the better quality waste water.

## Warrnambool Chapter interest

There's a bunch of marine biology students at Warrnambool interested in starting up their own Clean Ocean Foundation posse. Follow-up talks underway.

## Education team kicking goals

Dr Jacqui Salter is driving the education arm of Clean Ocean Foundation with fantastic results this year. More than 40 school tours have been undertaken with students gaining real insight into Melbourne's urban metabolism. These tours consistently receive great feedback from teachers and students. Jacqui has developed two new education kits for sale to schools, including one that looks specifically at how special Western Port Bay is. In our next round of advertising tours to school groups, we'll offer rockpool ramble sessions and Western Port tours in addition to our current Gunnamatta outfall tours and in-class presentations.

In their school presentations and tours, Jacqui and Anton have a knack for engaging students in their future and our society's future options. Their education program efforts are a huge part of Clean Ocean Foundation's forward drive.

As we expand the education program activities, Jacqui has appointed Greer Arnott as a new tour leader. Greer will be undertaking her final year's practicum as she finalises her Bachelor of Nature Tourism at LaTrobe University's education faculty. She's lived in Boneo on the Mornington Peninsula all her life and is an avid hiker and swimmer.

December 2011

## Bass Coast Chapter update

John Gemmill reports a successful Winter Classic rock night was held in conjunction with the Bass Coast Boardriders to scare away the winter blues back in July at Inverloch's Esplanade Hotel. It looks like becoming an annual event.

Clean Ocean Foundation Bass Coast Chapter is also working with other groups locally on a few projects including a newly established organisation on the coast called 'Groundswell' with a focus on climate change issues, ocean acidification in particular.

On Wednesday October 12 they held an information night about ocean acidification at Kilcunda Town Hall.

## An exciting time ...

I'm looking forward to working with you during what is set to be an exciting time in Clean Ocean Foundation's evolution!

Regards,

James Clark-Kennedy  
Campaign Manager  
Clean Ocean Foundation  
0408 561 347  
james@cleanocean.org

---

Huge thanks to all our sponsors...

---

