

NIRC AWARDED MARINE PARK GRANT

Norfolk Island Regional Council (NIRC) have been successful in a grant funding application for a project to develop a multi-media campaign to educate and empower responsible care and use of Norfolk Marine Park (Temperate East Network). A total of \$6 million was available from Round Two of the Australian Government's Our Marine Park Grants funding with applications required to be between \$30,000 and \$500,000. The NIRC project received \$236,580.00 of grant funding from the program.



Norfolk Marine Park is the only Australian Marine Park directly accessible from the shoreline. It is home to the world's second-most southern coral reef, and it harbours a diverse, rich and unique marine life. Norfolk Marine Park plays an essential role in the cultural and economic wellbeing of the Norfolk Island people, and as such, there is a deep desire to protect and preserve the island's surrounding waters. Norfolk Island is in a unique position in terms of waste removal and recycling, as all items imported to the small island (with a land mass of less than 35 square kilometres) create waste that is difficult to either recycle or dispose of. Single-use plastics are a major polluter of the marine park, as excess landfill that cannot be shipped offshore is often burnt and the debris is dumped into the sea.



REDUCE



REUSE



RECYCLE

The NIRC project will develop a multi-media campaign aimed at educating and empowering both locals and visitors to take responsibility for the protection of Norfolk Marine Park. The main outcomes of the campaign will be one documentary, one short film, and a social media package. The documentary will be informative and educational, aimed towards empowering the local community to reduce their own waste footprint and decrease their reliance on single-use plastics. The short film will be geared towards incoming visitors to the island, asking for their assistance to protect Norfolk's natural environment and preserve it for future generations. This film, whilst still being informative, will focus on cinematic

imagery and engaging local content, and ideally will be viewed by all incoming airline passengers. The social media package will encompass the entire campaign, with its own dedicated branding, website, ocean animal mascot, and social media channels to display visual imagery pertaining to Norfolk Marine Park waste-reduction movement.



It is envisaged that the project will take approximately twelve months and will incorporate community consultation workshops, marine research and development, filming, branding, marketing and dissemination of films.

Key personnel involved in the program are Project Coordinator Rose Evans (NIRC), and Filmmaker Natalie Grube (Eye Design Films). They will be supported by Team Leader Waste & Environment PJ Wilson. Additionally, local businesses and residents will be engaged to deliver the remaining aspects of the project.

The project team have secured support from Australian actor/producer Damon Gameau to further promote the project. Damon is a film director, producer, actor, author and activist and has produced two of Australia's highest grossing documentaries of all time - 'That Sugar Film', and '2040'.

"Over the past few years I have dreamt of creating an awareness program to encourage the community and visitors alike to do everything we can to keep our environment as pristine and natural as we possibly can. I am delighted to have been successful in receiving funding to make this project possible!" Rose Evans

Rose Evans

TEAM LEADER TOURISM & HERITAGE

18 December 2020