

BUSSELTON JETTY

Western Australia

The Busselton Jetty, located in Western Australia, has extraordinary stories to tell. There are so many different angles to focus on, we thought it a good idea to provide you with ideas for you to entice customers to book through you.

Introduction

The Busselton Jetty is a unique attraction boasting many accolades. If you would like to identify which products, services or events appeal to you, we can provide further information, images and video.

The Busselton Jetty:

- Is the longest tourist Jetty in the southern hemisphere at 1,841m long - Southend Pier in the UK is 2,158m and the longest in the northern hemisphere.
- Was decimated by Cyclone Alby in 1978 after it closed as a Shipping Port in 1972. Wood from inland South West towns such as Manjimup, Nannup and Pemberton was shipped around the world from the Busselton Jetty and still exists in the London Underground and Indian Railways.
- Is not funded by Government and is one of few tourist attractions in the world that is overseen by volunteers. A not-for-profit community organisation saved the Jetty when the Government wanted to demolish it after Cyclone Alby wiped out the promenade. Busselton Jetty Inc. now runs all operations on the Jetty and contributes 25% of gross revenue to the Jetty Maintenance Reserve. This amount goes into the preservation and conservation of the heritage listed structure for future generations.
- Is a member-based organisation with over 1,000 active Members, many participating in Beach Clean Up Days, Tree Planting, Sandcastle Competitions, Jetty Hosting, Youth Leadership Programs, Pile Rehabilitation, School Education sessions and other volunteerism.



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The Busselton Jetty:

- After undergoing a full \$27m renovation from 2009 to 2011 has 581 wooden pylons and 114 steel pylons making it the longest Timber Piled Jetty in the Southern Hemisphere.
- Was built in 1865 and in 2012 was Heritage Listed.
- Features 1 of only 6 natural underwater aquariums in the world - the others being in Guam, Israel, Japan and 2 in New Zealand, however, the Busselton Jetty Underwater Observatory has the largest windows - 11 of them in a 12m x 9.5m tube.
- Marine life is unique due to the Leeuwin Current and the shade from the Jetty structure with some 300 different marine species calling it home. Each year, during autumn and winter, the Leeuwin Current brings a narrow band of warm water south along the Western Australian coastline. This warm current brings a diverse range of tropical fish and sub-tropical species into Geographe Bay, resulting in coral growth at latitude 33 degrees south. This is a remarkable phenomenon when compared to the west coast of other Southern Hemisphere continents - Africa and South America, which do not have coral growth below 5 degrees south.
- Is a top 10 Shore Dive Location and has been called a Top 10 Sunset Location in the World on various sites.
- Has the only solar powered electric train in the world that travels over the ocean - the 90-seat Red Jetty Train.
- Welcomes over 500,000 visitors per year.



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The Busselton Jetty:

- Has developed a world first Pile Rehabilitation project under Marine Scientist, Sophie Teede, who completed her Honours and has been recognised by David Attenborough, winning the United Nations Educational, Scientific and Cultural Organisation's IOC Annual Marine Studies Award.
- Oversees the Busselton Jetty Environment Foundation, which accepts 100% tax deductible donations to deliver marine conservation and environmental education initiatives.
- Welcomes some 20 Cruise Ships per year.
- Is the site for nearly 3000 Jetty Swimmers in February each year who race around the Jetty.
- Runs free School Incursion educational programs about Marine Science and Conservation.
- Features Mermaid Tours in summer with real life Mermaids free-diving 8m below the ocean surface. The Mermaids trained in Perth with a specialist free diver to learn how to hold their breath for up to 3 minutes, whilst smiling and waving underwater to people in the Underwater Observatory.
- Features the first Undersea Helmet Walk in Australia 8m below the Ocean Surface.
- Hosts Underwater Dining 8m below the Ocean Surface with a Private Chef cooking the best produce the Margaret River region has to offer, paired with local wine.
- Runs a Youth Leadership Program, the Busselton Jetty Crew, where young people train for their Open Water Dive Certificate and learn about Leadership, Project Management, Events Management and a host of other useful skills, aiming to be the next generation of Busselton Jetty Board and Community Members.



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The Busselton Jetty:

- Is building a world-class Ocean Cafe (Village Project), where from July 2023, people can enjoy food, drinks, and special events at the very end of the Jetty. The Village will provide shelter from the elements, 1.8km out to sea, be an amazing place to watch sunsets and have functionality to host weddings or other events for up to 300 people.
- Is building the Marine Discovery Centre (part of the Village Project), providing a rich interpretive experience. The Centre will include marine biology exhibits, interactive activities, theme-based exhibits, Augmented Reality, projection, and research facilities.
- Is developing the Busselton Jetty Artificial Reef Underwater Sculpture Trail, comprising up to 13 objects. The sculptures will be located 1.7km from the shore, providing additional habitat to further support a diverse range of aquatic flora, corals, fish, and sea life.
- Is purchasing a semi-submarine, where visitors are submerged 1.5m underwater without getting wet! The tour will include commentary on marine life and the Jetty's unique history and engineering.
- Patron is former WA Chief Scientist Lyn Beazley.
- Has an MOU with Curtin University to progress tourism and marine science research.
- Is working with WA Chief Scientist Peter Klinken on Marine Pharmacology using species from under the Jetty, which may have chemical compounds that are anti-cancer, anti-fungal or anti-bacterial.
- Has growing interest from the Chinese Wedding market who like to get married over the Water because its is good Feng Shui.
- Train is the red train that inspired Spirited Away Japanese Director Hayao Miyazaki to create the film of a train going over the water into the afterlife after visiting the region in the late 90s, which became a worldwide phenomenon.

