
SAVING THE JETTY FOR FUTURE GENERATIONS

Busselton Jetty – a testament to courage and beauty

Busselton Jetty, situated at the eastern end of Geographe Bay, in Busselton, is one of the most recognisable icons in Western Australia. The Jetty currently stands at 1.841km in length making it the largest timber piled Jetty in the Southern Hemisphere. It is now used exclusively for tourism and recreation, but it has a colourful past as a working Jetty.

A Brief History of Time

1851: the need for a Jetty in the Busselton region was first recognised. In the early years of European settlement, agriculture was the main commercial activity undertaken from crops to livestock.

1858: some of these stocks were exported from the area. The timber industry was also underway, with the first of the regions timber mills established.

To assist the export of timber and stocks, the government called for tenders to build a Jetty.

1865: Jetty was completed – only 33 years after settlement of the Busselton area. This construction was 176cm in length.

1872: Jetty required more length for ships which found waters of Geographe Bay too shallow, and so the first extension was made to the Jetty costing 88 pounds. The municipal council deemed this extension inadequate, and another 143.3m was added.

1884 to 1960: several more extensions were made bringing it to its current length of 1.841km. Upon completion, the Busselton Jetty became the longest timber-piled Jetty in the Southern Hemisphere.

1972: Jetty was closed as a shipping port. The final ship to use the Jetty was the M.V. Kafitooa, from New Zealand, on her 8th trip into Busselton. She marked the end of the working life of the Jetty, which in its 100 years, serviced 5,000 ships and contributed greatly to the development of the South West region.

After an active life as a much-needed port, the Jetty faced demolition due to high maintenance costs. The government proposed to destroy the Jetty, but outcry from the community curbed these plans – the 'Save our Jetty' group was formed.

1976: In one of the meetings of the group, the idea for the construction of an Underwater Observatory (UWO) was suggested. Any plans to commence construction of the UWO were quickly dashed on 4 April 1978, when Cyclone Alby destroyed 700m of the oldest section of the Jetty.

The tragedy galvanized the local community into a massive clean-up effort. To rebuild the damaged section, council trucks, privately owned cranes and hundreds of volunteers worked to move the jetty timbers off the beach. This community effort established the nucleus for a Preservation Society.

1987: Government allocated \$500,000 towards rebuilding the Jetty. In October of the same year, the 'Busselton Jetty Preservation Committee' (now known as Busselton Jetty Incorporated - BJI) was formed to raise funds to conserve the Jetty and establish the infrastructure to make it economically viable. With assistance of State and Federal funding, BJI successfully raised funds in donations and grants for the restoration and maintenance of the Jetty.

The Busselton Jetty is a monument to the spirit and dedication of the Busselton Community.



Busselton Jetty Incorporated – an organisation with resolute spirit

BJI, established in 1987, is a not-for-profit community organisation supported by over 700 members, 45 staff, and voluntary board of management.

Since its formation, BJI has overseen the restoration of the Jetty and facilitated its evolution into one of Western Australia's most iconic tourism attractions. The organisation is not funded by Government and is one of few tourist attractions in the world overseen by volunteers.

BJI has been responsible for planning and delivering some of the most challenging and complex municipal marine infrastructure projects in Australia. For example, construction of the [Underwater Observatory](#), the soon to be built [Village](#), the iconic [Interpretive Centre and Museum](#), the soon to be built [Australian Underwater Discovery Centre](#), the solar-powered [Jetty Train](#), and \$27million of reconstruction of the Jetty structure.

Annually, 25% of gross revenue goes towards ongoing maintenance and preservation of the Jetty, and 3% of profit towards the Busselton Jetty Environment Fund, set up for marine conservation (such as the [pile rehabilitation](#) project), and environmental imperatives. All other profits are directed into capital works (new builds and renewal).

Busselton Jetty Environment Fund – giving is more impactful than ever

The Busselton Jetty Environment Fund (BJEF) accepts 100% tax-deductible donations to deliver marine conservation and environmental initiatives.

With your support and donations, Busselton Jetty can continue its conservation efforts. To date, BJI has invested more than \$6m into tangible, long-term outcomes, such as:

- Protecting marine habitat – monitoring programs
- Pile-rehabilitation program
- Design and (soon to be constructed) Marine and Green Interpretive Zone's
- Providing community education and employment
- Curriculum-based school excursion and incursion programs
- Artificial Reef Project

There are many ways to donate. You can choose to donate to the Environment Fund, to specific programs or to help BJI build the AUDC and Village projects.

You can donate via our Give Now pages: <https://www.givenow.com.au/busseltonjetty>

You and your donation will become part of the Jetty's 155-year history and its extraordinary future.

For more information on the initiatives of BJI, please visit www.busseltonjetty.com.au or contact Lisa Shreeve, Chief Executive Officer at lisa.shreeve@busseltonjetty.com.au

