



Busselton Jetty Media Kit – Stories to tell.

Busselton Jetty is one of the most unique attractions along WA shores with numerous narratives residing within its storied history.

If you are looking to identify angles that will capture the attention of your readership or audience, we can collaborate with you to provide further information, photos, or video.

Suggested newsworthy angles:

Busselton Jetty –

1. Is the longest timber piled Jetty in the southern hemisphere, stretching 1.8km out to sea.
2. Was decimated by Cyclone Alby in 1978 following its closure as a shipping port in 1972.
3. Exported wood globally from inland south west towns like Manjimup, Nannup, and Pemberton. The wood that was shipped from the Jetty still exists in the London Underground and Indian railways.
4. Is not Government funded and is one of the few tourist attractions in the world that is overseen by volunteers. Busselton Jetty Inc runs the businesses on the Jetty and contributes 25% of gross revenue to the Jetty Maintenance Fund for the preservation and conservation of the structure.
5. Has more than 700 active members with many of these people engaged in volunteer capacities including beach clean ups, tree planting, sandcastle competitions, jetty hosting, youth leadership programs and more.
6. Underwent a full \$27 million renovation between 2009 and 2011.
7. Was heritage listed in 2012.
8. Features 1 of only 6 natural underwater aquariums in the world – the others being in Guam, Israel, Japan and two in New Zealand.
9. Has the largest Underwater Observatory windows in the world – 11 of them in a 12m x 9.5m tube.
10. Marine life is unique, hosting around 300 different species. The Leeuwin Current, during autumn and winter, carries warm water south, fostering coral growth at latitude 33 degrees south in Geographe Bay. This rarity sets the Busselton Jetty apart from the west coasts of Africa and South America where coral growth is absent below 5 degrees south.
11. Is a top 10 Shore Dive Location and has been called a Top 10 Sunset Location in the World on various sites.
12. Has the only solar powered electric train in the world that travels over the ocean – the 90 seat Ray White Stocker Preston Express.
13. Welcomes more than 500,000 visitors every year.



14. Has developed a world first Pile Rehabilitation project under Marine Biologist Sophie Teede who has been recognised by David Attenborough and won the United Nations Educational, Scientific and Cultural Organisation's IOC Annual Marine Studies Award.
15. Oversees the Busselton Jetty Environment Fund which accepts 100% tax deductible donations to deliver marine conservation and environmental education initiatives.
16. Welcomes various cruise ships each year.
17. Is the site of the Busselton Jetty Swim – an event boasting more than 5000 swimmers in February each year who race around the 1.8km structure.
18. Runs free School Incursion educational programs about Marine Science and Conservation.
19. Features Mermaid Tours in summer with real live Mermaids free diving 8m below the ocean surface.
20. Features the first Undersea Helmet Walk in Australia 8m below the Ocean surface.
21. Offers underwater dining 8 metres below the ocean surface in its Underwater Observatory with a private chef crafting dishes from locally sourced produce from the renowned Margaret River Region.
22. Runs a leadership program known as the Busselton Jetty Crew where young people learn about leadership, project management, event management, and a host of other useful skills.
23. Has an MOU (Memorandum of Understanding) with Curtin University to progress tourism and marine science research.
24. 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, antifungal, or antibacterial.
25. Has growing interest from the Chinese wedding market due to getting married over the water being good Feng Shui.
26. Train was the red train that inspired Spirited Away Japanese director Hayao Miyazaki to create the film of a train travelling over the water into the afterlife after he visited the region in the late 90s.
27. Has installed an Underwater Sculpture Trail at the end of the jetty with 13 sculptures created to act as an artificial reef for marine life to colonise and use as habitats. The Sculpture Trail is now open for snorkellers and divers to visit at the end of the Jetty.
28. Rebuilt a replica of The Pericles – a ship that sunk off Geographe Bay. The replica has now been sunk 8 metres under the ocean at the end of the Jetty as part of the Busselton Jetty Sculpture Trail.