



WA Government commits \$1 million to personal shark deterrent rebate program

This week, the Western Australian Government's Fisheries Minister Dave Kelly announced an additional 1,000 subsidies for Ocean Guardian's proven shark deterrent devices, following an increase of 120% of local residents taking up the offer, taking the program commitment to \$1 million. Lindsay Lyon, CEO of Ocean Guardian says, "We have seen a significant increase in local surfers and divers taking their personal protection into their own hands. This has no doubt been due to the McGowan Government's proactive Sea Sense campaign and their world first personal shark deterrent subsidy scheme they are offering WA residents." To date over 3,800 rebates have been claimed by local surfer and divers, the world-first program offers a \$200 subsidy on scientifically proven devices which only include Ocean Guardian's FREEDOM+ Surf (Bundle) and the Ocean Guardian FREEDOM7. With the \$200 Government rebate, the surf bundle can be purchased for \$299 and the dive device can be purchased for \$399, both are available through the program from a registered retailer. Ocean Guardian's Shark Shield Technology is the world's only scientifically proven and independently tested electrical shark deterrent, supported by peer reviewed published research, and successful in deterring Great Whites. WA Fisheries and Science Minister Dave Kelly said in a statement released earlier this week, "Offering personal protection, that is scientifically proven, to our most vulnerable ocean users - surfers and divers - is just good Sea Sense. "Last week's incident involving a spear fisher who luckily avoided injury, goes to show how important offering personal protection is, a personal deterrent in such circumstances can help keep you safe. "Both of the devices, available under WA's subsidy scheme, are shown to significantly reduce the risk of an interaction with a great white shark and I encourage water users to buy one. "If you haven't taken advantage of the \$200 Government rebate for scientifically-proven shark deterrent devices, take up the opportunity now." About Ocean Guardian: Ocean Guardian is the world's leading shark deterrent technology company. Since 2001 the company's Shark Shield Technology has protected tens of thousands of ocean lovers and prevented the unnecessary killing of animals from environmentally fatal shark nets, drum-lines and shark culling. Ocean Guardian's Shark Shield Technology is the only scientifically proven electrical shark deterrent supported by peer reviewed published research, and successful in deterring Great Whites. The technology is so effective government has approved the devices for consumer rebates. Nothing is more effective. Sharks have short-range electrical receptors in their snouts used for finding food. Shark Shield Technology is used to create a powerful three-dimensional electrical field which causes spasms in these sensitive receptors turning sharks away. There are no known harmful effects on sharks or humans. Ocean Guardian products are trusted by ocean goers around the world, whether you're swimming off your boat with family and friends, out seeking to land your next big fish, or simply heading off to enjoy a dive, snorkel or surf, our technology is here to enhance your ocean experience and provide peace of mind. www.ocean-guardian.com

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