

## **Plastic Bag Free Campaign for Huskisson**

Instigated by Matt Cross in partnership with the Huskisson Chamber of Commerce, The Plastic Bag Free Campaign for Huskisson that had three main benefits for Huskisson and the Shoalhaven area. They are:

- 1) A more sustainable future for generations to come and of our precious environment.
- 2) A global publicity campaign that highlighted the pristine beauty of Huskisson, Jervis Bay, the Shoalhaven area, New South Wales and Australia.
- 3) A substantial boost to tourism and the economies of Huskisson, Jervis Bay and the Shoalhaven area through the publicity of the Plastic Bag Free Campaign.

### **Additional Information**

Matt and the Chamber of Commerce co-ordinated all of the shopkeepers of Huskisson with various organisations and associations to instigate the Plastic Bag Free Campaign in Huskisson. Some of these organisations were:

- Shoalhaven City Council
- Environmental Protection Agency
- Marine Park Authority
- Royal Australian Navy
- PADI (Professional Association of Diving Instructors)
- and Planet Ark

Matt's tremendous effort, perseverance and dedication to this cause saw him become the national, and indeed international, face of Huskisson and the area through the Plastic Bag Free Campaign. Some of the media outlets and organisations Matt dealt with were:

- ✓ Channel 9 Television programme "Current Affairs" in January and March 2004
- ✓ The BBC World Service (please see attached transcript)
- ✓ Reuters World News Services
- ✓ ABC Regional Radio Illawarra
- ✓ ABC National News Radio
- ✓ Win Television
- ✓ Radio 2CC Canberra
- ✓ Radio Fox FM Melbourne
- ✓ Radio Bay and Basin Community Radio
- ✓ Shoalhaven Community Radio
- ✓ Radio 94.7 Geelong
- ✓ Radio 3UZ Melbourne
- ✓ Radio 90.7 Melbourne
- ✓ Radio Geelong Country FM
- ✓ The Sydney Morning Herald
- ✓ The Australian
- ✓ The Illawarra Mercury
- ✓ The Nowra times
- ✓ The South Coast Register

As a member of the Huskisson School's Parent and Friends Association, Matt has been instrumental in the education of the children in the area as they have been educated on how proud of their environment and surroundings and implementing artwork competitions in the school for the design of the Plastic Bag Free Campaign artwork.

Through the media and the community awareness of the finiteness of our environment, Matt has also counselled other communities on the need of forward and progressive thinking steps to preserve our environments and to take steps, of which the Plastic Bag Free Campaign is one. Some of these communities and cities are:

- Blue Mountain City Council
- Wollongong City Council
- Yass Chamber of Commerce
- Ballarat Council
- Holroyd City Council
- Jervis Bay Village
- Orient Point at Shoalhaven Heads

Matt, through his dealings with the Keep Australia Beautiful Campaign and Planet Ark, was instrumental in the Huskisson Chamber of Commerce's entry submission in the Keep Australia Beautiful Tidy Towns Awards for which Huskisson was awarded 3<sup>rd</sup> place in it's population category. It was also awarded two highly commended awards for the Plastic Bag Free Campaign and for cultural heritage through its submission for the Lady Denman Museum. This Tidy Town Awards and the continued association with Keep Australia Beautiful has led to Huskisson holding the Keep Australia Clean Beach Challenge on Thursday 18<sup>th</sup> November 2004.