

# Shark research coverage



## PREVIEW: New 'holy grail' shark repellent device

Lismore Northern Star

01 Jul 2016 11:05 AM

431 words • UWA - Online News • ID: 620395060

**SHARK OFF:** The new shark repellent device by Shark Shield, the FREEDOM+ Surf WITH AN unprecedented spike in shark attacks across Australia, the burgeoning market for shark attack repellent devices has just gone to the next level.

The latest anti-shark...

[Read on source website](#)

### Audience

7,898 UNIQUE DAILY VISITORS, 336 AV. STORY AUDIENCE

### Keywords

latest(1),most(1),next(1),report(1),University(1),Western Australia(1)



## PREVIEW: New 'holy grail' shark repellent device

The Northern Rivers Echo

01 Jul 2016 11:07 AM

431 words • UWA - Online News • ID: 620397252

**SHARK OFF:** The new shark repellent device by Shark Shield, the FREEDOM+ Surf WITH AN unprecedented spike in shark attacks across Australia, the burgeoning market for shark attack repellent devices has just gone to the next level.

The latest anti-shark...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

latest(1),most(1),next(1),report(1),University(1),Western Australia(1)



## PREVIEW: New 'holy grail' shark repellent device

Byron Shire News

01 Jul 2016 11:15 AM

431 words • UWA - Online News • ID: 620399957

SHARK OFF: The new shark repellent device by Shark Shield, the FREEDOM+ Surf

WITH AN unprecedented spike in shark attacks across Australia, the burgeoning market for shark attack repellent devices has just gone to the next level.

The latest anti-shark...

[Read on source website](#)

### Audience

5,066 UNIQUE DAILY VISITORS, 475 AV. STORY AUDIENCE

### Keywords

latest(1),most(1),next(1),report(1),University(1),Western Australia(1)



## PREVIEW: New 'holy grail' shark repellent device

Ballina Shire Advocate

01 Jul 2016 11:18 AM

436 words • UWA - Online News • ID: 620401608

WITH AN unprecedented spike in shark attacks across Australia, the burgeoning market for shark attack repellent devices has just gone to the next level.

The latest anti-shark product to hit the shelves from forerunner Shark Shield promises to...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

articles(1),latest(1),most(1),next(1),report(1),University(1),Western Australia(1)



## New 'holy grail' of shark repellent devices

Northern Star, Lismore NSW, General News, Hamish Broome

02 Jul 2016

Page 7 • 271 words • Photo: No • Type: News ItemClassification: • Size: 140.00 cm<sup>2</sup> • NSW • Australia • UWA - Press • ID: 620603458

WITH AN unprecedented spike in shark attacks across Australia, the burgeoning market for shark repellent devices has just gone to the next level. The latest anti-shark product to hit the shelves from forerunner Shark Shield promises to deliver a "holy grail" for worried surfers' peace of mind.

[View original](#) - Full text: 271 word(s), ~1 min

### Audience

12,676 CIRCULATION

### Keywords

Australia(3),University(1),Western(1)



## Perth-developed Shark Shield device repels 90 per cent of great whites: UWA study

Daily Telegraph Australia

02 Jul 2016 6:00 PM

711 words • UWA - Online News • ID: 621197677

SHARK THREAT: Support low for Perth shark kills after attacksSTAY SAFE: Science the great hope for sea safetyA PERTH-developed shark protection device repelled great whites nine out of 10 times in a study by the University of Western Australia.In a...

[Read on source website](#)

### Audience

142,651 UNIQUE DAILY VISITORS, 1,700 AV. STORY AUDIENCE

### Keywords

Institute(2),lecturer(1),most(4),Oceans(2),Professor(1),report(2),University(1),UWA(5),Western Australia(1)



## Perth-developed Shark Shield device repels 90 per cent of great whites: UWA study

Adelaide Now

02 Jul 2016 6:00 PM

727 words • UWA - Online News • ID: 621760313

Perth-developed shark shield device repelled 90 per cent of great whites during University of WA study.

SHARK THREAT: Support low for Perth shark kills after attacksSTAY SAFE: Science the great hope for sea safetyA PERTH-developed shark protection...

[Read on source website](#)

### Audience

91,403 UNIQUE DAILY VISITORS, 897 AV. STORY AUDIENCE

### Keywords

Institute(2),lecturer(1),most(4),Oceans(2),Professor(1),report(2),University(2),UWA(5),WA(1),Western Australia(1)



## WA SHIELD 'THE BEST'

Sunday Times, Perth, General News, DANIELLE LE MESSURIER

03 Jul 2016

Page 30 • 427 words • Photo: Yes • Type: News ItemClassification: • Size: 650.00 cm<sup>2</sup> • WA • Australia • UWA - Press • ID: 621126348

Shark deterrent repels great whites 90 per cent of time A PERTH-developed shark protection device repelled great whites nine out of 10 times in a study by the University of WA.

[View original](#) - Full text: 427 word(s), ~1 min

### Audience

204,892 CIRCULATION

### Keywords

Institute(2),Oceans(2),University(1),UWA(4),WA(2)



## DAILY DEALS

Herald Sun

03 Jul 2016 8:51 AM

263 words • UWA - Online News • ID: 621451589

SHARK SHIELD: Device repels 90 per cent of great whites SHARK THREAT: Support low for Perth shark kills: surveySHARK TRAGEDY: Ben Gerring dies after attackMINDARIE: Shark attack victim was loving mumTHE Department of Fisheries has warned beach goers to...

[Read on source website](#)

### Audience

194,130 UNIQUE DAILY VISITORS, 2,682 AV. STORY AUDIENCE

### Keywords

Department(1),fish(1),Fisheries(1),report(1),Watermans Bay(1)



## Fisheries WA issue shark warning after seven sighted in four days

Perth Now

03 Jul 2016 10:51 AM

255 words • UWA - Online News • ID: 621448181

SHARK SHIELD: Device repels 90 per cent of great whites SHARK THREAT: Support low for Perth shark kills: surveySHARK TRAGEDY: Ben Gerring dies after attackMINDARIE: Shark attack victim was loving mumTHE Department of Fisheries has warned beach goers to...

[Read on source website](#)

### Audience

115,648 UNIQUE DAILY VISITORS, 918 AV. STORY AUDIENCE

### Keywords

Department(1),fish(1),Fisheries(2),report(1),Watermans Bay(1)



## Fisheries WA issue shark warning after seven sighted in four days

Daily Telegraph Australia

03 Jul 2016 10:51 AM

263 words • UWA - Online News • ID: 621448681

SHARK SHIELD: Device repels 90 per cent of great whites SHARK THREAT: Support low for Perth shark kills: surveySHARK TRAGEDY: Ben Gerring dies after attackMINDARIE: Shark attack victim was loving mumTHE Department of Fisheries has warned beach goers to...

[Read on source website](#)

### Audience

142,651 UNIQUE DAILY VISITORS, 1,700 AV. STORY AUDIENCE

### Keywords

Department(1),fish(1),Fisheries(2),report(1),Watermans Bay(1)



## Fisheries WA issue shark warning after seven sighted in four days

Brisbane Courier-Mail

03 Jul 2016 10:51 AM

263 words • UWA - Online News • ID: 621451542

SHARK SHIELD: Device repels 90 per cent of great whites SHARK THREAT: Support low for Perth shark kills: surveySHARK TRAGEDY: Ben Gerring dies after attackMINDARIE: Shark attack victim was loving mumTHE Department of Fisheries has warned beach goers to...

[Read on source website](#)

### Audience

132,015 UNIQUE DAILY VISITORS, 1,188 AV. STORY AUDIENCE

### Keywords

Department(1),fish(1),Fisheries(2),report(1),Watermans Bay(1)



## Fisheries WA issue shark warning after seven sighted in four days

Adelaide Now

03 Jul 2016 10:51 AM

263 words • UWA - Online News • ID: 621451569

SHARK SHIELD: Device repels 90 per cent of great whites SHARK THREAT: Support low for Perth shark kills: surveySHARK TRAGEDY: Ben Gerring dies after attackMINDARIE: Shark attack victim was loving mumTHE Department of Fisheries has warned beach goers to...

[Read on source website](#)

### Audience

91,403 UNIQUE DAILY VISITORS, 897 AV. STORY AUDIENCE

### Keywords

Department(1),fish(1),Fisheries(2),report(1),Watermans Bay(1)



## Great white hope for electronic shark shield device

The Australian by Victoria Laurie

03 Jul 2016 4:00 PM

170 words • UWA - Online News • ID: 621526518

Even on repeated approaches, the sharks came closer but did not -interfere with the target, data -released by the University of Western Australia shows. Picture: UWA

Great whites without fail were -deterred from biting or -inter-acting with a static...

[Read on source website](#)

### Audience

137,535 UNIQUE DAILY VISITORS, 2,179 AV. STORY AUDIENCE

### Keywords

University(4),UWA(2),West Australian(1),Western Australia(2)



## A research by the University of WA showed a shark protection system called the Shark ...

Channel 9, Perth, National Nine News (Weekend), Louise Momber/Ebby Faranda

03 Jul 2016 6:14 PM

Duration: 1 min 38 secs • WA • Australia • UWA - Radio & TV • ID: X00066600305

A research by the University of WA showed a shark protection system called the Shark Shield, sending out an electrical force field through a surfer's board to deter sharks.

### Audience

74,000 ALL, 36,000 MALE 16+, 34,000 FEMALE 16+

### Interviewees

Shaun Collin, professor, UWA Oceans Institute|Tom Carroll, Surfing Champion



## Perth-developed Shark Shield device repels 90 per cent of great whites: UWA study

NEWS.com.au

03 Jul 2016 6:36 PM

680 words • UWA - Online News • ID: 621440767

The Freedom 7 Shark Shield device, which repels 90 per cent of great white sharks, according to a study.

A PERTH-developed shark protection device repelled great whites nine out of 10 times in a study by the University of Western Australia.

### In a...

[Read on source website](#)

### Audience

991,344 UNIQUE DAILY VISITORS, 17,894 AV. STORY AUDIENCE

### Keywords

Institute(2),lecturer(1),most(4),Oceans(2),Professor(1),report(1),University(1),UWA(5),Western Australia(1)



## Upon the increase of shark attack rates, a breakthrough in the technology by Shark ...

Channel 9, Sydney, 60 Minutes

03 Jul 2016 9:46 PM

Duration: 15 mins 23 secs • National • Australia • UWA - Radio & TV • ID: X00066600495

Upon the increase of shark attack rates, a breakthrough in the technology by Shark Shield to repel sharks has been unveiled in NSW's North Coast. Tom Carroll tested out the technology to deter sharks by attaching two electrodes on his surfboard. The technology has been tested 20yrs ago, where it proves that sharks do turn away when the electrodes are activated. The compere set out to see the technology himself, a situation without the Shark Shield and another with the Shark Shield turned on. Shaun Collin, Professor, University of WA, has been assigned by the state government to oversee the effectiveness of shark-deterrent technologies on the market, with Shark Shield Freedom 7 as the winner. Collin says sharks have a sense called electroreception that are distributed over the head of the shark. He also explains that shark only see in black and white, which then causes them to mistaken humans as another marine life creature, inventing the white suit for swimmers.

### Audience

637,000 ALL, 295,000 MALE 16+, 301,000 FEMALE 16+

### Interviewees

Ian Gordon, Shark Naturalist|Lindsay Lyon, Shark Shield|Shaun Collin, Professor, University of WA|Tom Carroll, Surfer|unnamed interviewee

### Also broadcast from the following 34 stations

Channel 9 (Melbourne), Channel 9 (Adelaide), Channel 9 (Brisbane), Channel 9 (Perth), Channel 9 Darwin (Darwin), Channel 9 Gold Coast (Gold Coast North), Imparja Alice Springs (Alice Springs), Imparja Longreach (Longreach), Imparja Mt Isa (Mt Isa), NBN Central Coast (Gosford), NBN Coffs Harbour (Coffs Harbour), NBN Gold Coast (Gold Coast), NBN Lismore (Lismore), NBN Moree (Upper Namoi), NBN Newcastle Hunter (Newcastle), NBN Tamworth (Tamworth), NBN Taree (Taree), Southern Cross ACT (Canberra), Southern Cross Albury (Albury), Southern Cross Bundaberg (Bundaberg), Southern Cross Cairns (Cairns), Southern Cross Mackay (Mackay), Southern Cross Rockhampton (Rockhampton), Southern Cross Shepparton (Shepparton), Southern Cross Toowoomba (Toowoomba), Southern Cross Townsville (Townsville), Southern Cross Victoria Ballarat (Ballarat), Southern Cross Victoria Bendigo (Bendigo), Southern Cross Victoria Gippsland (Bairnsdale), Southern Cross Victoria Swan Hill (Swan Hill), Southern Cross Victoria Warrnambool (Warrnambool), Southern Cross Wagga Wagga (Wagga Wagga), Southern Cross Wollongong (Wollongong), Tasmania Digital Television (Hobart)



## New device will scramble the signals sharks use to track their prey... as it's revealed their sensors are so sensitive they can detect a HEARTBEAT

Daily Mail Australia by Steven Trask For Daily Mail Australia

03 Jul 2016 10:04 PM

391 words • UWA - Online News • ID: 621549979

A revolutionary new device is giving surfers across the country hope that they may never have to worry about shark attacks again.

The Shark Shield, developed by Australian inventor Lindsay Lyon, is a small box that uses electrical pulses to repel shark...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

next(1),University(1),Western Australia(1)



## Leading Shark Scientists confirm Shark Shield's Effectiveness

PRWire

03 Jul 2016 10:28 PM

476 words • UWA - Online News • ID: 621487706

Peer reviewed independent testing published in PLOS ONE

An independent peer reviewed research paper, published in the international science journal PLOS ONE has confirmed Shark Shield as an effective shark deterrent. The research was conducted over a...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

featured(1),recently(1),story(1),University(1),Western Australia(1),Western Australian(1)



## Great white shield test success

The Australian, Australia, General News, Victoria Laurie

04 Jul 2016

Page 14 • 141 words • Photo: No • Type: News ItemClassification: • Size: 52.00 cm<sup>2</sup> • National • Australia • UWA - Press • ID: 621483475

Great whites without fail were deterred from biting or interacting with a static target attached to an electronic shark shield device, researchers say. Even on repeated approaches they came closer but did not interfere with the target, data released by the University of Western Australia shows.

[View original](#) - Full text: 141 word(s), <1 min

### Audience

101,980 CIRCULATION

### Keywords

Australia(1),University(3),UWA(1),Western(1)



## Shield kept sharks away from bait

West Australian, Perth, General News, Kim Macdonald

04 Jul 2016

Page 16 • 351 words • Photo: Yes • Type: News ItemClassification: • Size: 301.00 cm<sup>2</sup> • WA • Australia • UWA - Press • ID: 621519562

There are renewed hopes for the Perth-developed Shark Shield device to keep swimmers safe after an independent university test revealed it repelled sharks by an average 1.3m. The University of WA-led research of 41 great whites showed all sharks were repelled on their first approach to a bait and nine out of 10 were repelled to just under 1m on further approaches.

[View original](#) - Full text: 351 word(s), ~1 min

### Audience

153,763 CIRCULATION

### Keywords

Institute(1),Oceans(2),university(4),UWA(2),WA(1)





## Shield kept sharks away from bait

West Australian by Kim Macdonald

04 Jul 2016 2:55 AM

505 words • UWA - Online News • ID: 621554853

Kim Macdonald

-

The West Australian on July 4, 2016, 12:55 am

VideoRare and extraordinary shark encounter captured on camera

There are renewed hopes for the ability of the Perth-developed Shark Shield device to keep swimmers safe in the ocean after an...

[Read on source website](#)

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### Audience

143,209 UNIQUE DAILY VISITORS, 1,571 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(2),Professor(1),university(4),UWA(5),WA(1),West Australianon(1)



## Shark shield hope for swimmers

West Australian by Kim Macdonald

04 Jul 2016 2:55 AM

564 words • UWA - Online News • ID: 621636989

Kim Macdonald

-

The West Australian on July 3, 2016, 10:55 pm

VideoRare and extraordinary shark encounter captured on camera

There are renewed hopes for the ability of the Perth-developed Shark Shield device to keep swimmers safe in the ocean after an...

[Read on source website](#)

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### Audience

143,209 UNIQUE DAILY VISITORS, 1,571 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(2),Professor(1),university(4),UWA(5),WA(1),West Australianon(1)



## Shield kept sharks away from bait

West Australian

04 Jul 2016 2:59 AM

472 words • UWA - Online News • ID: 621554624

This is a modal window.

Video Rare and extraordinary shark encounter captured on camera

Share

There are renewed hopes for the ability of the Perth-developed Shark Shield device to keep swimmers safe in the ocean after an independent...

[Read on source website](#)

### Audience

143,209 UNIQUE DAILY VISITORS, 1,571 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(2),Professor(1),university(4),UWA(3),WA(1)



## Shield kept sharks away from bait

West Australian by Kim Macdonald

04 Jul 2016 3:00 AM

248 words • UWA - Online News • ID: 621554578

There are renewed hopes for the ability of the Perth-developed Shark Shield device to keep swimmers safe in the ocean after an independent university test revealed it repelled sharks by an average 1.3 metres.

The University of WA-led research of 41...

[Read on source website](#)

### Audience

143,209 UNIQUE DAILY VISITORS, 1,571 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),university(2),UWA(2),WA(1)



## Perth northern suburb beaches put on shark alert for school holidays

The Sydney News

04 Jul 2016 5:22 AM

105 words • UWA - Online News • ID: 621588801

Beaches in Perth's northern suburbs have been put on shark alert for the school holidays - with the Department of Fisheries urging people to reconsider swimming, surfing or diving between Hilarys and Trigg. The warning comes after an increased amount of...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Department(1),Fisheries(2),Watermans Bay(1)



## Shark deterrent repels great whites

Herald Sun

04 Jul 2016 5:57 AM

505 words • UWA - Online News • ID: 621760321

Perth-developed shark shield device repelled 90 per cent of great whites during University of WA study.

HILLARYS: Shark warning after seven sightings in past few daysSHARK DEVICE: Perth-developed shark deterrent 90 per cent effectiveA SHARK warning has...

[Read on source website](#)

### Audience

194,130 UNIQUE DAILY VISITORS, 2,682 AV. STORY AUDIENCE

### Keywords

latest(2),news(1),report(1),similar(1),University(1),WA(5),Western Australian(1)



## A Perth-developed shark shield could hold the key to preventing attacks according to a ...

Channel 7, Perth, Sunrise Perth News

04 Jul 2016 7:02 AM

Duration: 0 min 38 secs • WA • Australia • UWA - Radio & TV • ID: X00066607741

A Perth-developed shark shield could hold the key to preventing attacks according to a study led by the University of Western Australia. The Fisheries Department has issued a shark warning from Hillarys Boat Harbour to Trigg Point due to an increase in the number of sightings of large sharks.

### Audience

35,000 ALL, 11,000 MALE 16+, 22,000 FEMALE 16+



## Shark warning: Whale carcass washes into popular South West surf break

Daily Telegraph Australia

04 Jul 2016 7:57 AM

505 words • UWA - Online News • ID: 621757023

Perth-developed shark shield device repelled 90 per cent of great whites during University of WA study.

HILLARYS: Shark warning after seven sightings in past few daysSHARK DEVICE: Perth-developed shark deterrent 90 per cent effectiveA SHARK warning has...

[Read on source website](#)

### Audience

142,651 UNIQUE DAILY VISITORS, 1,700 AV. STORY AUDIENCE

### Keywords

latest(2),news(1),report(1),similar(1),University(1),WA(5),Western Australian(1)



## Shark warning: Whale carcass washes into popular South West surf break

Adelaide Now

04 Jul 2016 7:57 AM

505 words • UWA - Online News • ID: 621769707

Perth-developed shark shield device repelled 90 per cent of great whites during University of WA study.

HILLARYS: Shark warning after seven sightings in past few daysSHARK DEVICE: Perth-developed shark deterrent 90 per cent effectiveA SHARK warning has...

[Read on source website](#)

### Audience

91,403 UNIQUE DAILY VISITORS, 897 AV. STORY AUDIENCE

### Keywords

latest(2),news(1),report(1),similar(1),University(1),WA(5),Western Australian(1)



## Shark warning: Whale carcass washes into popular South West surf break

Perth Now

04 Jul 2016 7:57 AM

496 words • UWA - Online News • ID: 621769810

Perth-developed shark shield device repelled 90 per cent of great whites during University of WA study.

HILLARYS: Shark warning after seven sightings in past few daysSHARK DEVICE: Perth-developed shark deterrent 90 per cent effectiveA SHARK warning has...

[Read on source website](#)

### Audience

115,648 UNIQUE DAILY VISITORS, 918 AV. STORY AUDIENCE

### Keywords

latest(2),news(1),report(1),similar(1),University(1),WA(5),Western Australian(1)



## Comperes mention that the Department of Fisheries issues a shark warning yesterday ...

6PR, Perth, Breakfast, Darren de Mello and Lisa Barnes

04 Jul 2016 8:12 AM

Duration: 1 min 33 secs • WA • Australia • UWA - Radio & TV • ID: X00066607105

Comperes mention that the Department of Fisheries issues a shark warning yesterday afternoon between Hillarys Boat Harbour and Trigg Point. They add there's been seven public sightings of sharks between Mettams Pool and Watermans Bay since Thursday. Comperes say that the Shark Shield technology does an act as an effective deterrent to sharks.

### Audience

33,000 ALL, 17,000 MALE 16+, 16,000 FEMALE 16+



## The State Government-funded trial has found a shark shield is the most effective device ...

98.5 Sonshine FM, Perth, 11:00 News , Newsreader

04 Jul 2016 11:01 AM

Duration: 0 min 18 secs • WA • Australia • UWA - Radio & TV • ID: X00066610095

The State Government-funded trial has found a shark shield is the most effective device to deter sharks according to a research from UWA.

### Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+

### Also broadcast from the following 2 stations

RadioWest Albany (Albany), RadioWest Bunbury (Bunbury)



## Interview with Lindsay Lyon, Shark Shield, about research conducted into the ...

5AA, Adelaide, Mornings, Matthew Pantelis

04 Jul 2016 11:07 AM

Duration: 7 mins 54 secs • SA • Australia • UWA - Radio & TV • ID: W00066608623

Interview with Lindsay Lyon, Shark Shield, about research conducted into the effectiveness of Shark Shield. Pantelis the \$680,000 project, funded by the WA Government, has found that Shark Shields are effective. Lyon says the research independently conducted. He says the technology was developed in the 1990s in South Africa and it was a couple of SA entrepreneurs that brought it to Australia and continued to develop and enhance the technology. Lyon says there was some fantastic testing done by Sardi and Flinders University in 2012 led by Charlie Huveneers, but the Uni of WA went further and have shown it is very effective at removing some of the risk of ocean adventure sports. He says the main product the research was based on is the FREEDOM7 and is an ankle device that has a long trailing antenna, but they have a more user-friendly surfboard version coming out in September. Lyon says people can stop depending on the government to do shark culls or put netting up as it won't help surfers and divers.

### Audience

23,000 ALL, 10,000 MALE 16+, 13,000 FEMALE 16+

### Interviewees

Lindsay Lyon, Shark Shield

### Also broadcast from the following 3 stations

5AU (Port Augusta), 5CS (Port Pirie), 5RM (Berri)



## Regular Segment: Headlines with Susannah Carr, Channel Seven....

6PR, Perth, Mornings, Gareth Parker

04 Jul 2016 11:20 AM

Duration: 1 min 53 secs • WA • Australia • UWA - Radio & TV • ID: X00066610634

Regular Segment: Headlines with Susannah Carr, Channel Seven.

- The body in a suitcase found by a fisherman in East Fremantle.
- The shark shield developed in UWA has proven successful.
- Nat Fyfe is embarrassed about his season-ending surgery.
- The cheaper solution for sleep apnoea.
- Nick Kyrgios and Bernard Tomic are in the final 16 of the Wimbledon.
- Live interview with Adam Simpson ahead of their clash with North Melbourne.
- The announcement of the Hockeyroos' Olympic squad.

### Audience

20,000 ALL, 12,000 MALE 16+, 8,000 FEMALE 16+

### Interviewees

Susannah Carr, Channel Seven



## University of Western Australia researchers have found that Shark Shields act as an ...

6PR, Perth, 13:00 News, Newsreader

04 Jul 2016 1:02 PM

Duration: 0 min 46 secs • WA • Australia • UWA - Radio & TV • ID: X00066611919

University of Western Australia researchers have found that Shark Shields act as an effective deterrent against sharks. Shaun Collin, researcher, says that out of 41 sharks, only one wasn't deterred.

### Audience

20,000 ALL, 11,000 MALE 16+, 9,000 FEMALE 16+

### Interviewees

Shaun Collin, Researcher

### Also broadcast from the following 1 station

6iX (Perth)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Sydney Morning Herald by James Mooney

04 Jul 2016 1:36 PM

392 words • UWA - Online News • ID: 621699044

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat, with a shark deterrent device proven effective by Perth's top university.

A study by the...

[Read on source website](#)

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### Audience

245,169 UNIQUE DAILY VISITORS, 3,163 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),top(1),university(2),UWA(3),WA(1),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Canberra Times by James Mooney

04 Jul 2016 1:37 PM

404 words • UWA - Online News • ID: 621698945

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat, with a shark deterrent device proven effective by Perth's top university.

A study by the University of...

[Read on source website](#)

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### Audience

9,101 UNIQUE DAILY VISITORS, 83 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),top(1),university(2),UWA(3),WA(1),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Brisbane Times by James Mooney

04 Jul 2016 1:38 PM

392 words • UWA - Online News • ID: 621698746

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat, with a shark deterrent device proven effective by Perth's top university.

A study by the...

[Read on source website](#)

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### Audience

36,437 UNIQUE DAILY VISITORS, 504 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),top(1),university(2),UWA(3),WA(1),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

WA Today

04 Jul 2016 1:38 PM

404 words • UWA - Online News • ID: 621699945

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat, with a shark deterrent device proven effective by Perth's top university.

A study by the University of...

[Read on source website](#)

### Audience

13,270 UNIQUE DAILY VISITORS, 131 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),top(1),university(2),UWA(3),WA(1),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

The Age by James Mooney

04 Jul 2016 1:55 PM

394 words • UWA - Online News • ID: 621709231

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat safer, with a shark deterrent device proven effective by Perth's top university.

A study by th...

[Read on source website](#)

### Audience

118,437 UNIQUE DAILY VISITORS, 2,934 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),top(1),university(2),UWA(3),WA(1),Western Australia(1)



## Shark Shield do help deter sharks according to research of UWA funded by the state ...

96 FM, Perth, 14:00 News, Newsreader

04 Jul 2016 1:59 PM

Duration: 0 min 36 secs • WA • Australia • UWA - Radio & TV • ID: X00066613426

Shark Shield do help deter sharks according to research of UWA funded by the state government. All 41 Great White sharks were repelled on their first approach during the study.

### Audience

26,000 ALL, 22,000 MALE 16+, 3,000 FEMALE 16+

### Interviewees

Shaun Collin, Professor at The University of Western Australia



## Shark Shield holds firm against white pointers

ScienceNetwork WA

310 words • UWA - Online News • ID: 621717033

04 Jul 2016 2:19 PM

WESTERN Australia's very own shark deterrent technology Shark Shield™ has proven to be effective against great white sharks ( *Carcharodon carcharias* ) with tests finding white pointers stay up to 1.3m away from the device's electrodes on their...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),UWA(3)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Busselton Mail by James Mooney

420 words • UWA - Online News • ID: 621717869

04 Jul 2016 2:21 PM

The Shark Shield's technology and patents have a twenty-year development history.

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat safer, with a shark...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),story(1),top(1),university(2),UWA(4),WA(1),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Mandurah Mail by James Mooney

420 words • UWA - Online News • ID: 621719078

04 Jul 2016 2:21 PM

The Shark Shield's technology and patents have a twenty-year development history.

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat safer, with a shark...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),story(1),top(1),university(2),UWA(4),WA(1),Western Australia(1)





## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Esperance Express by James Mooney

04 Jul 2016 2:23 PM

420 words • UWA - Online News • ID: 621718335

The Shark Shield's technology and patents have a twenty-year development history.

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat safer, with a shark...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),story(1),top(1),university(2),UWA(4),WA(1),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Avon Valley Advocate by James Mooney

04 Jul 2016 2:23 PM

420 words • UWA - Online News • ID: 621719120

The Shark Shield's technology and patents have a twenty-year development history.

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat safer, with a shark...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),story(1),top(1),university(2),UWA(4),WA(1),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Collie Mail by James Mooney

04 Jul 2016 2:26 PM

420 words • UWA - Online News • ID: 621719481

The Shark Shield's technology and patents have a twenty-year development history.

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat safer, with a shark...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),story(1),top(1),university(2),UWA(4),WA(1),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Donnybrook Bridgetown Mail by James Mooney  
420 words • UWA - Online News • ID: 621719479

04 Jul 2016 2:26 PM

The Shark Shield's technology and patents have a twenty-year development history. There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat safer, with a shark...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),story(1),top(1),university(2),UWA(4),WA(1),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Augusta Margaret River Mail by James Mooney  
528 words • UWA - Online News • ID: 621719783

04 Jul 2016 2:27 PM

There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat, with a shark deterrent device proven effective by Perth's top university. Surfers, divers...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(2),story(1),top(2),university(3),UWA(5),WA(2),Western Australia(1)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Bunbury Mail by James Mooney  
420 words • UWA - Online News • ID: 621720137

04 Jul 2016 2:27 PM

The Shark Shield's technology and patents have a twenty-year development history. There is hope on the horizon surfers and divers spooked by a recent spate of fatal shark attacks may be able to return to the ocean feeling somewhat safer, with a shark...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),story(1),top(1),university(2),UWA(4),WA(1),Western Australia(1)



## Shark deterrent repels great whites

Herald Sun

04 Jul 2016 2:30 PM

17 words • UWA - Online News • ID: 621758969

Perth-developed shark shield device repelled 90 per cent of great whites during University of WA study.

[Read on source website](#)

### Audience

194,130 UNIQUE DAILY VISITORS, 2,682 AV. STORY AUDIENCE

### Keywords

University(1),WA(1)



## 'Shark shields help deter sharks' according to a new research by the University of ...

6PR, Perth, 15:00 News, Newsreader

04 Jul 2016 3:02 PM

Duration: 0 min 43 secs • WA • Australia • UWA - Radio & TV • ID: X00066613460

'Shark shields help deter sharks' according to a new research by the University of Western Australia. The state government funded research has found the shark shield is effective within 1.3metres. Researcher Sean Collin\* says the rate slightly dropped on subsequent approaches.

### Audience

19,000 ALL, 11,000 MALE 16+, 7,000 FEMALE 16+

### Interviewees

Sean Collin\*, Researchers, University of WA

Also broadcast from the following 1 station

6iX (Perth)



## University study declares Shark Shield to be effective

9News.com.au

04 Jul 2016 3:43 PM

362 words • UWA - Online News • ID: 621746974

Surfers and divers can enjoy a little more peace of mind when they enter the ocean after a study found an Australian company's shark repellent does work but won't necessarily stop an attack.

Shark Shield's electrical wave was found to be...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

most(1),University(4),WA(3),Western Australia(3)



## Researchers at UWA have found Shark Shields as an effective deterrent against sharks ...

96 FM, Perth, 16:00 News, Newsreader

04 Jul 2016 4:00 PM

Duration: 0 min 35 secs • WA • Australia • UWA - Radio & TV • ID: X00066617194

Researchers at UWA have found Shark Shields as an effective deterrent against sharks when attached to surf boards. Shaun Collin, Professor, University of Western Australia, says out of 41 great white sharks, only one wasn't deterred.

### Audience

27,000 ALL, 16,000 MALE 16+, 8,000 FEMALE 16+

### Interviewees

Shaun Collin, Professor, University of Western Australia



## Program Preview...

6PR, Perth, Drive, Adam Shand

04 Jul 2016 4:06 PM

Duration: 0 min 13 secs • WA • Australia • UWA - Radio & TV • ID: X00066614857

### Program Preview

- Discussion on a research conducted by the University of Western Australia into the Shark Shield.

### Audience

11,000 ALL, 8,000 MALE 16+, 3,000 FEMALE 16+



## Interview with Prof Shaun Collin, Oceans Institute Deputy Director, UWA on Shark ...

ABC North West WA, Karratha, Statewide Drive, Barry Nicholls

04 Jul 2016 4:08 PM

Duration: 6 mins 9 secs • WA • Australia • UWA - Radio & TV • ID: X00066615839

Interview with Prof Shaun Collin, Oceans Institute Deputy Director, UWA on Shark Shield. Nicholls says a number of shark attacks in WA coast have made some afraid of getting back into the water. He says that there was a shark sighted at Busselton Jetty. He notes that the researchers at UWA have released a final result to the study that examine the effectiveness of a Shark Shield. Collin says that through the state government funding, they tested the Shark Shield over 300 encounters off the coast of South Africa. He explains what Shark Shield looks like. He says that they tried to get enough interactions of great white sharks off the WA coast, but they couldn't, so they did the study in South Africa. He says that the device best protects divers. He says they still have to study about each shark and their tolerance. He notes that the shields are commercially available.

### Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+

### Interviewees

Prof Shaun Collin, Oceans Institute Deputy Director, UWA

### Also broadcast from the following 7 stations

ABC Esperance (Esperance), ABC Goldfields WA (Kalgoorlie), ABC Great Southern (Albany), ABC Great Southern WA (Wagin), ABC Kimberley (Broome), ABC Midwest and Wheatbelt (Geraldton), ABC South West WA (Bunbury)



### Interview with Dr Ryan Kempster, Lead Researcher, University of Western Australia, on ...

6PR, Perth, Drive, Adam Shand

04 Jul 2016 4:09 PM

Duration: 6 mins 17 secs • WA • Australia • UWA - Radio & TV • ID: X00066615089

Interview with Dr Ryan Kempster, Lead Researcher, University of Western Australia, on their research on Shark Shields. Kempster says that the Shark Shield effectively deterred white sharks by an average difference of 1.3m despite the Sharks becoming more tolerant over time. He adds that the device was able to deter every shark that approached it, with a shark being tolerant to the device after 16 approaches. He notes that Sharks are equipped with an electro-sensory system which detects electric fields in their environment, and the device sends out a stronger field than what they usually encounter which can cause muscle spasms with humans. He also explains that the device is a 2m long rope that attaches to one's ankle and hangs in the water, with ends having electrodes that creates an electrical field around the user when in contact with sea water. He also found no evidence that the shark shields will entice sharks. He says that in terms of shark-related risks, the shark shields helped it go lower further.

#### Audience

11,000 ALL, 8,000 MALE 16+, 3,000 FEMALE 16+

#### Interviewees

Dr Ryan Kempster, Lead Researcher, University of Western Australia



### Shand mentions Dr Ryan Kempster, Lead Researcher, University of Western Australia, ...

6PR, Perth, Drive, Adam Shand

04 Jul 2016 4:21 PM

Duration: 0 min 14 secs • WA • Australia • UWA - Radio & TV • ID: X00066615175

Shand mentions Dr Ryan Kempster, Lead Researcher, University of Western Australia, saying that the Shark Shield is the most effective deterrent in the waters.

#### Audience

11,000 ALL, 8,000 MALE 16+, 3,000 FEMALE 16+



### Interview Dr Ryan Kempster, Research Associate, Ocean Institute ...

720 ABC Perth, Perth, Drive, Jane Marwick

04 Jul 2016 4:24 PM

Duration: 5 mins 3 secs • WA • Australia • UWA - Radio & TV • ID: X00066614605

Interview Dr Ryan Kempster, Research Associate, Ocean Institute

Compere talks about shark shield as the most effective way to repel sharks. The scientists at the University of Western Australia hold a press conference today about the study after the Fisheries Department issued a shark warning in Perth's north after seven large sharks were spotted within the past four days. Kempster says that the white shark was repelled by the shark shield within 1.3 metres from the device on the first approach. Kempster shares that all the white sharks they tested repelled on their first approach. Kempster explains that the shark shield is a long rope used in the ankle and has electrodes which activate electric current emanating around the device. Kempster says the device can be used by swimmers, surfers, divers and is applicable to many different water activities.

#### Audience

19,000 ALL, 10,000 MALE 16+, 10,000 FEMALE 16+

#### Interviewees

Dr Ryan Kempster, Research Associate, Ocean Institute



## Researchers at the University of WA says they have proved that Shark Shield, a device ...

Channel 7, Perth, Seven News at 4:30, Samantha Jolly

04 Jul 2016 4:34 PM

Duration: 1 min 32 secs • WA • Australia • UWA - Radio & TV • ID: X00066616714

Researchers at the University of WA says they have proved that Shark Shield, a device used to protect water-users from sharks, work. Dr Ryan Kempster, UWA Oceans Institute, says as sharks get closer, the electric field increases in strength. The UWA team found sharks turned away about 1.3m from the Shark Shield. Prof Shaun Collin, UWA Oceans Institute, says it is funded by the State Government.

### Audience

75,000 ALL, 30,000 MALE 16+, 41,000 FEMALE 16+

### Interviewees

Dr Ryan Kempster, UWA Oceans Institute|Prof Shaun Collin, UWA Oceans Institute

### Also broadcast from the following 1 station

GWN7 (Perth)



## Shark shield passes the crunch test

Mandurah Mail by Cam Findlay

04 Jul 2016 4:52 PM

536 words • UWA - Online News • ID: 621767934

The Shark Shield being tested against tiger sharks. Photo: Youtube.

Scientists from the University of Western Australia (UWA) have performed a world-first by releasing results of the first in-field tests of the controversial Shark Shield shark deterrent...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

most(1),University(1),UWA(2),WA(2),Western Australia(3)



## Perth researchers have proven a shark shield could prevent attacks. The electronic ...

Channel 9, Perth, Nine News at 5pm , Emmy Kubainski

04 Jul 2016 5:02 PM

Duration: 1 min 15 secs • WA • Australia • UWA - Radio & TV • ID: X00066615623

Perth researchers have proven a shark shield could prevent attacks. The electronic devices have been used by surfers and divers for 20 years with no evidence they actually work until now. The shark shield is worn around the ankle and trails into the water. Two electrodes create a 1.3m force field which deters great whites. Researchers at the University of Western Australia conducted tests off the coast of South Africa. Researchers say the technology could also be extended to shark-proof electric fences, widening the protective field which could protect swimmers at beaches.

### Audience

30,000 ALL, 13,000 MALE 16+, 14,000 FEMALE 16+

### Interviewees

Ryan Kempster, UWA

### Also broadcast from the following 1 station

West Digital Television (Albany)



## Surfers, divers rejoice after UWA gives Shark Shield seal of approval

Canberra Times

04 Jul 2016 5:07 PM

424 words • UWA - Online News • ID: 621771693

There is hope on the horizon for surfers and divers spooked by a recent spate of fatal shark attacks after a shark deterrent device was proven effective by Perth's top university.

A study by the University of Western Australia on the Shark Shield, a...

[Read on source website](#)

### Audience

9,101 UNIQUE DAILY VISITORS, 83 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(1),recent(1),top(1),university(2),UWA(3),WA(1),Western Australia(1)



## Researchers believe they have proven a non-lethal device that can protect swimmers ...

Channel 10, Perth, TEN Eyewitness News, Chiara Zaffino

04 Jul 2016 5:08 PM

Duration: 1 min 48 secs • WA • Australia • UWA - Radio & TV • ID: X00066615669

Researchers believe they have proven a non-lethal device that can protect swimmers against shark attack. A team of biologists from the University of Western Australia tested the shield off the coast of South Africa, which creates a protective electrical field around the wearer. Joe Francis, WA Minister for Fisheries, says the government is committed to investing in research and in technology to help WA beaches safer. He says despite the success, no deterrent is 100 per cent effective. The study also found after repeated exposure some of the great whites showed signs of increased tolerance to the shock.

### Audience

80,000 ALL, 24,000 MALE 16+, 51,000 FEMALE 16+

### Interviewees

Dr Ryan Kempster, University of Western Australia|Joe Francis, WA Minister for Fisheries|Shaun Collin, Professor, University of Western Australia

### Vision

The University of Western Australia

### Also broadcast from the following 2 stations

West Digital Television (Albany), WIN Western Australia (Perth)



## Program Preview: Seven News with Susannah Carr....

6PR, Perth, Drive, Oliver Peterson

04 Jul 2016 5:20 PM

Duration: 1 min 38 secs • WA • Australia • UWA - Radio & TV • ID: X00066615171

Program Preview: Seven News with Susannah Carr.

- A body has been found in a suitcase in the Swan River in East Fremantle.
- Train disruptions.
- The latest of the shark shield trials of University of WA.
- The cure for snoring.

### Audience

13,000 ALL, 9,000 MALE 16+, 3,000 FEMALE 16+



## Video | Featured Videos

Adelaide Now

04 Jul 2016 5:40 PM

17 words • UWA - Online News • ID: 621781795

Perth-developed shark shield device repelled 90 per cent of great whites during University of WA study.

[Read on source website](#)

### Audience

91,403 UNIQUE DAILY VISITORS, 897 AV. STORY AUDIENCE

### Keywords

Featured(1),University(1),WA(1)



## Researchers have found what they believe is the best shark deterrent on the market, and ...

Channel 7, Perth, Seven News, Susannah Carr

04 Jul 2016 6:08 PM

Duration: 1 min 32 secs • WA • Australia • UWA - Radio & TV • ID: X00066616092

Researchers have found what they believe is the best shark deterrent on the market, and it was developed in Perth. A team from the University of WA says its independent two-year study using sharks off South Africa proves the Shark Shield can save lives. A video recorded by the University of WA shows a shark biting a box full of bait. The attached Shark Shield is off. When switched on, 40 of 41 sharks were repelled by the electric pulse emitted by the Shark Shield. The UWA's two-year, WA Government-funded study saw just one shark, after five attempts, breach the electric field. Researchers found the Shark Shield creates a safety barrier of roughly 1.3m from where the Shark Shield attaches to the surfer or diver's ankle. Ben Gerring was killed by a shark off Falcon last month. He had never discussed a Shark Shield with brother Rick, who says the \$750 cost is probably worth it. The RPELA device, also made in Perth, attaches to a surfboard. Shark Shield has a similar product the UWA team is keen to test both.

### Audience

194,000 ALL, 77,000 MALE 16+, 101,000 FEMALE 16+

### Interviewees

Rick Gerring, Brother|Shaun Collin, professor, UWA Oceans Institute

### Vision

The University of Western Australia

### Also broadcast from the following 1 station

GWN7 (Perth)



## Perth researchers have proven a shark shield could prevent attacks. The electronic ...

Channel 9, Perth, National Nine News, Emmy Kubainski

04 Jul 2016 6:18 PM

Duration: 1 min 40 secs • WA • Australia • UWA - Radio & TV • ID: X00066615948

Perth researchers have proven a shark shield could prevent attacks. The electronic devices have been used by surfers and divers for 20 years with no evidence they actually work until now. The shark shield is worn around the ankle and trails into the water. Two electrodes create a 1.3m force field which deters great whites. Researchers at the University of Western Australia conducted tests off the coast of South Africa. Researchers say the technology could also be extended to shark-proof electric fences, widening the protective field which could protect swimmers at beaches.

### Audience

70,000 ALL, 28,000 MALE 16+, 39,000 FEMALE 16+

### Interviewees

Ryan Kempster, UWA

### Also broadcast from the following 1 station

West Digital Television (Albany)





## A UWA study backed by the WA Government has provided a glowing endorsement of a ...

6PR, Perth, 19:00 News, Newsreader

04 Jul 2016 7:02 PM

Duration: 0 min 44 secs • WA • Australia • UWA - Radio & TV • ID: X00066617202

A UWA study backed by the WA Government has provided a glowing endorsement of a personal shark deterrent device.

### Audience

13,000 ALL, 10,000 MALE 16+, 3,000 FEMALE 16+

### Interviewees

Lindsay Lyon, Director, Shark Shield

Also broadcast from the following 1 station

6iX (Perth)



## Researchers at UWA has found that shark shield act as an effective repellent against ...

6PR, Perth, 21:00 News, Newsreader

04 Jul 2016 9:03 PM

Duration: 0 min 50 secs • WA • Australia • UWA - Radio & TV • ID: X00066616863

Researchers at UWA has found that shark shield act as an effective repellent against sharks. The state government funded research was carried out in South Africa.

### Audience

6,000 ALL, 2,000 MALE 16+, 4,000 FEMALE 16+

### Interviewees

Shaun Collin, Professor, UWA

Also broadcast from the following 1 station

6iX (Perth)



## University proves electronic shark deterrent works

Daily Examiner, Grafton NSW, General News, Chris Calcino

05 Jul 2016

Page 5 • 385 words • Photo: No • Type: News ItemClassification: • Size: 195.00 cm<sup>2</sup> • NSW • Australia • UWA - Press • ID: 621889243

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators. University of Western Australia researchers put new product Shark Shield to the test off South Africa to see if its electronic emissions would discourage sharks from attacking.

[View original](#) - Full text: 385 word(s), ~1 min

### Audience

3,882 CIRCULATION

### Keywords

Institute(1),ocean(1),Oceans(1),University(2),UWA(2),Western Australia(1)



## University proves electronic shark deterrent actually works

dalbyherald.com.au by Chris Calcino

05 Jul 2016 4:00 AM

438 words • UWA - Online News • ID: 622040655

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators. University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

westernstarnews.com.au by Chris Calcino

05 Jul 2016 4:00 AM

438 words • UWA - Online News • ID: 622043957

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators. University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

thereporter.com.au by Chris Calcino

05 Jul 2016 4:00 AM

438 words • UWA - Online News • ID: 622043955

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators. University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## Electric 'shield' can scare away maneating sharks

miragenews.com

05 Jul 2016 4:33 AM

364 words • UWA - Online News • ID: 622004907

Scientists believe an electric 'shield' is the "most effective" protection against shark attacks for swimmers, with the animals' sensitive sensory system apparently proving key.

Academics from the University of Western Australia (UWA), tasked...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

most(1),professor(2),University(1),UWA(2),WA(1),Western Australia(1),Western Australian(1)



## University proves electronic shark deterrent actually works

Fraser Coast Chronicle by Chris Calcino

05 Jul 2016 5:00 AM

438 words • UWA - Online News • ID: 622046155

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators. University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Ipswich Advertiser by Chris Calcino

05 Jul 2016 5:00 AM

438 words • UWA - Online News • ID: 622046146

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators. University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Queensland Times

05 Jul 2016 5:02 AM

437 words • UWA - Online News • ID: 622016797

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

[Read on source website](#)

### Audience

6,928 UNIQUE DAILY VISITORS, 293 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Whitsunday Times

05 Jul 2016 5:02 AM

437 words • UWA - Online News • ID: 622034946

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Ballina Shire Advocate

05 Jul 2016 5:02 AM

611 words • UWA - Online News • ID: 622060482

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Byron Shire News

05 Jul 2016 5:03 AM

437 words • UWA - Online News • ID: 622035466

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

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### Audience

5,066 UNIQUE DAILY VISITORS, 475 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Surat Basin Online

05 Jul 2016 5:04 AM

611 words • UWA - Online News • ID: 622017102

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Sunshine Coast Daily

05 Jul 2016 5:04 AM

437 words • UWA - Online News • ID: 622017752

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

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### Audience

16,671 UNIQUE DAILY VISITORS, 6,012 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Coffs Coast Advocate

05 Jul 2016 5:04 AM

611 words • UWA - Online News • ID: 622018891

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Ipswich Advertiser by Pauline Hanson, Bill Shorten, Clive Palmer, Jay Le

05 Jul 2016 5:04 AM

480 words • UWA - Online News • ID: 622020030

Chris Calcino Reporter Chris studied journalism at the University of Queensland. Worked for the Western Star in Roma.

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),Stories(1),University(3),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Fraser Coast Chronicle

05 Jul 2016 5:05 AM

611 words • UWA - Online News • ID: 622018091

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Central Telegraph

05 Jul 2016 5:05 AM

611 words • UWA - Online News • ID: 622018075

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

The Northern Rivers Echo

05 Jul 2016 5:05 AM

437 words • UWA - Online News • ID: 622019050

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western Australia...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Central Queensland News

05 Jul 2016 5:05 AM

437 words • UWA - Online News • ID: 622018380

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western Australia...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Daily Mercury News

05 Jul 2016 5:05 AM

437 words • UWA - Online News • ID: 622030921

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

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### Audience

2,051 UNIQUE DAILY VISITORS, 264 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Caboolture News by Pauline Hanson, Bill Shorten, Clive Palmer, Jay Le

05 Jul 2016 5:06 AM

478 words • UWA - Online News • ID: 622016930

Chris Calcino Reporter Chris studied journalism at the University of Queensland. Worked for the Western Star in Roma.

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(3),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

The Daily Examiner

05 Jul 2016 5:06 AM

437 words • UWA - Online News • ID: 622017703

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)





## University proves electronic shark deterrent actually works

Coolum & North Shore News

05 Jul 2016 5:06 AM

437 words • UWA - Online News • ID: 622018159

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Lismore Northern Star

05 Jul 2016 5:06 AM

437 words • UWA - Online News • ID: 622020393

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

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### Audience

7,898 UNIQUE DAILY VISITORS, 336 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Gladstone Observer

05 Jul 2016 5:06 AM

437 words • UWA - Online News • ID: 622025153

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Tweed Daily News by Pauline Hanson, Bill Shorten, Clive Palmer, Kendyl

05 Jul 2016 5:07 AM

480 words • UWA - Online News • ID: 622018245

Chris Calcino Reporter Chris studied journalism at the University of Queensland. Worked for the Western Star in Roma.

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),Related(1),University(3),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

NewsMail

05 Jul 2016 5:07 AM

437 words • UWA - Online News • ID: 622019049

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western Australia...

[Read on source website](#)

### Audience

2,251 UNIQUE DAILY VISITORS, 125 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Gatton Star

05 Jul 2016 5:09 AM

437 words • UWA - Online News • ID: 622018448

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western Australia...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Morning Bulletin

05 Jul 2016 5:09 AM

437 words • UWA - Online News • ID: 622019247

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

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### Audience

5,066 UNIQUE DAILY VISITORS, 475 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Toowoomba Chronicle

05 Jul 2016 5:09 AM

464 words • UWA - Online News • ID: 622027921

The media could not be loaded, either because the server or network failed or because the format is not supported. OK  
RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with a...

[Read on source website](#)

### Audience

2,708 UNIQUE DAILY VISITORS, 136 AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

whitsundaycoastguardian.com.au

05 Jul 2016 5:10 AM

437 words • UWA - Online News • ID: 622026429

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

chinchillanews.com.au

05 Jul 2016 5:11 AM

437 words • UWA - Online News • ID: 622019231

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Gympie Times

05 Jul 2016 5:11 AM

437 words • UWA - Online News • ID: 622020097

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

isistcnews.com.au

05 Jul 2016 5:12 AM

443 words • UWA - Online News • ID: 622020277

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Noosa News

05 Jul 2016 5:12 AM

611 words • UWA - Online News • ID: 622020629

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

westerntimes.com.au

05 Jul 2016 5:13 AM

443 words • UWA - Online News • ID: 622029943

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Stanthorpe Border Post

05 Jul 2016 5:13 AM

464 words • UWA - Online News • ID: 622098167

The media could not be loaded, either because the server or network failed or because the format is not supported. OK RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with a...

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

blackwaterherald.com.au

05 Jul 2016 5:16 AM

443 words • UWA - Online News • ID: 622021114

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western...

[Read on source website](#)

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## Finally, a proven way to keep great white sharks at arm's length Finally, a proven way to keep great white sharks at arm's length

The Conversation

05 Jul 2016 6:12 AM

704 words • UWA - Online News • ID: 622040232

A wearable electric shark deterrent can effectively repel great white sharks, according to our independent tests of the device.

The manufacturers of the A\$749 Shark Shield Freedom 7TM say it works by emitting an electric field around the wearer.

[Read on source website](#)

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

most(1),University(1),Western Australia(1)



## Finally, a proven way to keep great white sharks at arm's length

The Conversation by Ryan Kempster, Shaun Collin  
729 words • UWA - Online News • ID: 622039998

05 Jul 2016 6:13 AM

Shark biologist, University of Western Australia

Winthrop Professor/WA Premier's Research Fellow, School of Animal Biology and the Oceans Institute, University of Western Australia

A wearable electric shark deterrent can effectively repel...

[Read on source website](#)

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

most(1),University(3),WA(1),Western Australia(3)



## University proves electronic shark deterrent actually works

Ballina Shire Advocate by Chris Calcino  
452 words • UWA - Online News • ID: 622020161

05 Jul 2016 7:00 AM

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

[Read on source website](#)

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),latest(1),most(1),news(2),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Caboolture News by Chris Calcino  
438 words • UWA - Online News • ID: 622046126

05 Jul 2016 7:00 AM

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

[Read on source website](#)

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### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Noosa News by noosanews.com.au editor  
438 words • UWA - Online News • ID: 622046137

05 Jul 2016 7:00 AM

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## University proves electronic shark deterrent actually works

Central Telegraph by cqnews.com.au editor  
438 words • UWA - Online News • ID: 622046157

05 Jul 2016 7:00 AM

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.  
University of Western Australia...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

Institute(1),most(1),Oceans(1),Professor(2),University(2),UWA(2),Western Australia(2)



## Great white shark deterrent almost 100 per cent effective

Australian Geographic by Natsumi Penberthy  
663 words • UWA - Online News • ID: 622109502

05 Jul 2016 9:56 AM

The product 'Shark Shield' is almost 100 per cent effective at deterring great white sharks, according to new research.  
A COMMERCIAL SHARK deterrent Shark Shield

The study found that great whites turned away from a baited canister attached to an activ...

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE

### Keywords

ARTICLES(1),featured(1),most(1),RELATED(1),University(5),UWA(2),Western Australia(1)





## Shark Shield proved the best

Esperance Express, Esperance WA, General News, Madison Snow

06 Jul 2016

Page 18 • 377 words • Photo: No • Type: News ItemClassification: • Size: 252.00 cm<sup>2</sup> • WA • Australia • UWA - Press • ID: 622801364

Perth company leads the industry SHARK deterrent technology, Shark Shield Freedom7, has repelled nine out of 10 great white sharks in an independent study conducted by the University of Western Australia (UWA).

[View original](#) - Full text: 377 word(s), ~1 min

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### Audience

3,500 CIRCULATION

### Keywords

Institute(1),Oceans(1),University(1),UWA(3),Western Australia(1),Western Australian(1)



## Interview with Dr Ryan Kempster, Shark Biologist, School of Animal Biology, University of ...

6RTR, Perth, Morning Magazine, Tanya Bunter

06 Jul 2016 11:10 AM

Duration: 7 mins 19 secs • WA • Australia • UWA - Radio & TV • ID: W00066657560

Interview with Dr Ryan Kempster, Shark Biologist, School of Animal Biology, University of Western Australia about Shark Shield, a product for surfers and divers which emits an electrical wave to repel sharks. Bunter says that a study from the University of Western Australia that has proven the effectiveness of Shark Shields. Kempster says that the technology has been in development for a number of years, saying it started in South Africa a couple of decades ago. Kempster says that the effective deterrent range of the device averaged about 1.3m. Kempster says that the study showed no detrimental effects of the device on other animals. Kempster says that the Shark Shield device has been on the market for a number of years. Bunter asks if the technology could be adapted to cordon off areas for people to swim at the beach. Kempster says that is what is being tested at the moment in South Africa.

---

### Audience

N/A ALL, N/A MALE 16+, N/A FEMALE 16+

### Interviewees

Dr Ryan Kempster, Shark Biologist, School of Animal Biology, University of Western Australia



## Is it safe to go into the water?

Australian Women's Weekly, National, General News

01 Aug 2016

Page 32 • 2594 words • Photo: Yes • Type: News ItemClassification: • Size: 4,177.00 cm<sup>2</sup> • National • Australia • UWA - Press  
• ID: 623446166

Australia has the highest rate of fatal shark attacks in the world, but how to tackle the issue is a matter of great public controversy, particularly in Western Australia. As Ingrid Pyne reports, even the relatives of victims are divided on the issue. AS THEY DID every morning, Rob and Christine Armstrong made the short drive from their home, down the hill, to the Tathra Surf Life Saving Club, on New South Wales' pristine Sapphire Coast. There they met up with four friends: Judy Rettke, the club's president, Patrick Barry, Mary Davis and Colleen Boulton. The group chatted as they slipped into wetsuits. It was around 8am on n April 3, 2014, when they stood ready g on Tathra beach. The weather was sunny, the water at and clear, and there was no seaweed. It was a great day for a swim.

[View original](#) - Full text: 2594 word(s), ~10 mins

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### Audience

400,810 CIRCULATION

### Keywords

Australia(6),training(2),University(2),WA(8),Western(3)





02 Jul 2016

Northern Star, Lismore NSW

Author: Hamish Broome • Section: General News • Article type : News Item  
Classification : Regional • Audience : 12,676 • Page: 7 • Printed Size: 140.00cm<sup>2</sup>  
Market: NSW • Country: Australia • Words: 271 • Item ID: 620603458

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Page 1 of 1

 back

## New 'holy grail' of shark repellent devices

**Hamish Broome**

hamish.broome@northernstar.com.au

WITH AN unprecedented spike in shark attacks across Australia, the burgeoning market for shark repellent devices has just gone to the next level.

The latest anti-shark product to hit the shelves from forerunner Shark Shield promises to deliver a "holy grail" for worried surfers' peace of mind.

Shark Shield was founded in South Australia in 2001 and is the only company to have undertaken independent testing of its shark repellent devices.

It has different models for both surfers and divers, but they all work on the same electrical-based principles.

Sharks have highly sensitive sensors in their

nose called the ampullae of Lorenzini which are able to

detect living prey around them.

The shark shield emits an electromagnetic pulse which disturbs these sensors, making the shark spasm and turn away.

Set for release in September, the new FREEDOM+ Surf product has been described by its inventors in an interview with surf website Swellnet as the "iPod" version of their product, as opposed to the original "Sony Walkman" version, which was bulkier and less practical.

This is the one surfers have been waiting for.

It's compact enough to fit into the back of a surfboard tailpad and can be

transferred between boards.

It weighs only 230g so there is said to be no impact on surfing performance.

The high-tech product

also promises to prevent 90% of shark attacks – a claim based on independent peer-reviewed testing by the University of Western Australia.

An independent report by Choice consumer website backed Shark Shield for the independent testing used to prove its product's worth in a market awash with some pretty snake-oily looking products.



03 Jul 2016

Sunday Times, Perth

Author: DANIELLE LE MESSURIER • Section: General News • Article type : News Item

Classification : Capital City Daily • Audience : 204,892 • Page: 30

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# Shark deterrent repels great whites 90 per cent of time **WA SHIELD 'THE BEST'**

## **DANIELLE LE MESSURIER**

A PERTH-developed shark protection device repelled great whites nine out of 10 times in a study by the University of WA.

In a breakthrough in shark protection measures, the Shark Shield Freedom7 deterred great whites 90 per cent of the time over 300 encounters off the coast of South Africa.

UWA researchers found the Freedom7, developed by Joondalup-based company Shark Shield, to be the most effective repellent ever tested.

The ankle device, worn by swimmers and divers, contains two electrodes, protecting the wearer by emitting a three-dimensional electrical force field when submerged.

UWA Oceans Institute director Shaun Collin will release detailed findings of the study tomorrow.

It comes one month after surfer Ben Gerring was fatally mauled at Falcon Bay and nursing lecturer Doreen Collyer was killed while diving off Mindarie.

Dr Collin previously discovered underwater sounds, bubble barriers and flashing strobe lights only had limited effectiveness against sharks.

"We had over 300 interactions both on our control and active rigs in midwater and we found that nine out of 10 times the sharks were deterred by the active Shark Shield," Dr Collin said.

"The Shark Shield has received the most scientific attention and is certainly the most effective that's currently on the

market."

Ex-surfing world champion Tom Carroll tested the technology at Neptune Island, off Port Lincoln in SA, for a *60 Minutes* episode to be aired tonight.

"It's extremely important for me as a surfer who loves the feeling and enjoys it daily to know that we're actually moving on something that will actually help other people engage in it, to actually overcome their fear," Carroll said.

"I'm really confident. I'd go back out and I'll use it tomorrow morning."

Shark Shield managing director Lindsay Lyon said he "unequivocally" believed the Freedom7 could prevent further great white attacks.

"Is this the most advanced device in shark repelling technology? The answer is: it's the only one that's ever been proven to work," he said.

"To deter a shark you need a fairly powerful electric field and Shark Shield is a very powerful electric field."

While the Shark Shield's effectiveness has been tested before, Mr Lyon said the UWA study was "compelling" because it was peer reviewed and scientifically validated.

"This research shows that you can reduce that risk."

**See the full report on 60 Minutes, 9pm, Channel 9**



03 Jul 2016

Sunday Times, Perth

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Tried and tested:  
Professor Shaun  
Collin of the UWA  
Oceans Institute.  
Picture: Richard  
Hatherly. Left: Tom  
Carroll on Neptune  
Island, off Port  
Lincoln. Picture: 60  
Minutes



04 Jul 2016

The Australian, Australia

Author: Victoria Laurie • Section: General News • Article type : News Item  
Classification : National • Audience : 101,980 • Page: 14 • Printed Size: 52.00cm<sup>2</sup>  
Market: National • Country: Australia • Words: 141 • Item ID: 621483475

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## Great white shield test success

Great whites without fail were deterred from biting or interacting with a static target attached to an electronic shark shield device, researchers say.

Even on repeated approaches, they came closer but did not interfere with the target, data released by the University of Western Australia shows.

The Shark Shield™ produced an effective deterrent field at a distance of 1.3m from the device's electrodes, worn by a surfer or diver.

In tests off the shark-infested coast of South Africa, the device proved effective in 10 out of 10 cases on the first approach. The researchers found no evidence for a common fear among surfers the devices could attract sharks.

The \$220,600 test was funded by the West Australian government. The findings, a joint effort by UWA, Macquarie University, Flinders University and Oceans Research in South Africa, are published in *PLOS ONE*.

**VICTORIA LAURIE**



04 Jul 2016

West Australian, Perth

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# Shield kept sharks away from bait

■ **Kim Macdonald**

There are renewed hopes for the Perth-developed Shark Shield device to keep swimmers safe after an independent university test revealed it repelled sharks by an average 1.3m.

The University of WA-led research of 41 great whites showed all sharks were repelled on their first approach to a bait and nine out of 10 were repelled to just under 1m on further approaches.

Shaun Collin, deputy director of UWA's Oceans Institute, said the study revealed one shark got close to the device during the study in Mossel Bay, South Africa, in 2014.

The research showed sharks could build up some tolerance to the electrical force field with the effective deterrent area falling 12cm every time the same shark approached the device.

"The great whites did build up a slight tolerance after multiple approaches but were still deterred to a distance of just under one metre," Professor Collin said.

"When the sharks did interact with the bait while the Shark Shield was active, it was generally to bump the bait canister rather than bite it.

"This device is no guarantee of 100 per cent protection from any species of shark but at present and under the conditions we tested it, the Shark Shield is the most effective shark deterrent device

currently on the market."

The research tested the Freedom 7 version of Shark Shield, which is a portable electronic device that emits a strong electric field and is usually attached to the ankle of divers.

The test studied 322 encounters with the static bait by 41 great whites between 2m and 4m long.

UWA lead researcher Ryan Kempster said the research provided no evidence to support a commonly held fear among surfers that the electrical device attracted sharks from a great distance before repelling them at close range.

The research, which also involved scientists from Macquarie University, Flinders University and Oceans Research in South Africa, has just been published in the international journal PLOS ONE.



04 Jul 2016

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**Safer: Shark Shield repelled sharks an average of 1.3m, enough to prevent 90 per cent of attacks. It was off for this picture and the shark attacked.**





05 Jul 2016

Daily Examiner, Grafton NSW

Author: Chris Calcino • Section: General News • Article type : News Item  
Classification : Regional • Audience : 3,882 • Page: 5 • Printed Size: 195.00cm<sup>2</sup>  
Market: NSW • Country: Australia • Words: 385 • Item ID: 621889243

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## University proves electronic shark deterrent works

**Chris Calcino**  
chirs.calcino@apn.com.au

RESEARCHERS have found evidence not all shark repellents are simply fanciful rehashes of a low-budget 1960s-era Batman episode, with at least one new piece of technology effective at driving off the underwater predators.

University of Western Australia researchers put new product Shark Shield to the test off South Africa to see if its electronic emissions would discourage sharks from attacking.

They found the device that can be attached to surfboards or swimmers' legs produced an effective deterrent field averaging 1.3m from its electrodes.

Trials revealed great white sharks were deterred from interacting with a static bait 10 out of 10 times on their first approach.

Only after subsequent approaches did the rate drop to nine out of 10 times, with the average avoidance field dropping an average of 12cm with each approach.

Despite the increase in tolerance, the sharks still

avoided biting or interacting with the static bait if the device was attached and switched on.

UWA lead researcher Dr Ryan Kempster said only one shark interacted with the bait once the Shark Shield was operating - a positive result for the product considering 322 individual encounters were observed.

"Although the

effectiveness of the Shark Shield likely varies between species, the fact that white sharks are implicated in the majority of fatal incidents globally suggests that a deterrent that effectively deters this species should be an important safety consideration for ocean users," Dr Kempster said.

"The research found no evidence that the Shark Shield attracted sharks from a greater distance - a common belief among surfers and showed that the

Shark Shield can reduce white shark interactions."

Professor Shaun Collin from UWA's Oceans Institute and the School of Animal Biology confirmed

the test results.

"The research provides quantitative evidence of the effectiveness of the Shark Shield, its electrical field characteristics and its influence on the behaviour of white sharks," Professor Collin said.

"Our approach represents an accurate method for

testing the effectiveness of shark deterrents that future research can adopt.

"It is important that robust scientific evaluation of these types of devices is carried out so that the public can make more informed decisions about how they can reduce their risk of encountering a shark."

"

The device relies on the 1995 discovery that sharks have a heightened sensitivity to low frequency electrical fields.



06 Jul 2016

Esperance Express, Esperance WA

Author: Madison Snow • Section: General News • Article type : News Item  
Classification : Regional • Audience : 3,500 • Page: 18 • Printed Size: 252.00cm<sup>2</sup>  
Market: WA • Country: Australia • Words: 377 • Item ID: 622801364

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# Shark Shield proved the best

## Perth company leads the industry

BY MADISON SNOW

SHARK deterrent technology, Shark Shield Freedom7, has repelled nine out of 10 great white sharks in an independent study conducted by the University of Western Australia (UWA).

The electric-based shark deterrent was developed by Perth company Shark Shield alongside researchers from UWA and has repelled 90 per cent of great whites in 300 encounters off the coast of South Africa.

Shark Shield is the only scientifically proven electrical shark deterrent in the world.

The Freedom7 is an ankle device which is marketed toward divers, spearfishers and kayak fishers but can also be worn by surfers.

The shield works when submerged and sends out

three-dimensional electrical waveforms which are detected by the shark's short-range electrical receptors in their snouts which are used for locating food.

The waveforms cause unbearable spasms in the sharks receptors resulting in them turning away.

The research was led by UWA Oceans Institute and the School of Animal Biology's, Professor Shaun Collin, Associate Professor Nathan Hart and Dr Ryan Kempster.

The independent peer reviewed research paper was published in the international science journal PLOS ONE.

The \$680,000 research projected was funded by the Western Australian State Government and was conducted over two and a half years.

Mr Collins said the research was a success.

"We hope this research will ultimately lead to the development of new electric-based shark deterrent technologies in the future,"

Mr Collins said.

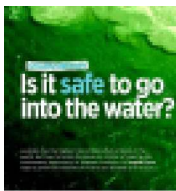
Shark Shield managing director Lindsay Lyon said this was the third independent scientific research paper that proved the device was effective.

"This peer-reviewed paper shows adventure sport participants can remove up to 90 per cent of the risk in activities like diving, spearfishing, kayaking and surfing," Mr Lyon said.

Southern Sports and Tackle owner, Murray Johnson said he had stocked the device for around 10 years and it has gained popularity.

"A lot of the guys who dive a lot of the time now do wear Shark Shield," Mr Johnson said.

"There are plenty of examples of divers in Esperance who have been wearing the Shark Shield and proved its effectiveness with sharks coming at them then turning away, both pointers and whalers." Mr Johnson said surfers use the Surf7 which has been recently redesigned and reformatted so its popularity is unknown.



August, 2016

Australian Women's Weekly, National

Section: General News • Article type : News Item • Classification : Magazines Lifestyle

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## SHARK REPORT

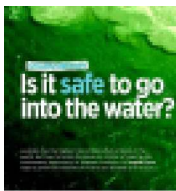
# Is it safe to go into the water?

Australia has the highest rate of fatal shark attacks in the world, but how to tackle the issue is a matter of great public controversy, particularly in Western Australia. As **Ingrid Pyne** reports, even the relatives of victims are divided on the issue.

**A**S THEY DID every morning, Rob and Christine Armstrong made the short drive from their home, down the hill, to the Tathra Surf Life Saving Club, on New South Wales' pristine Sapphire Coast. There they met up with four friends: Judy Rettke, the

club's president, Patrick Barry, Mary Davis and Colleen Boulton. The group chatted as they slipped into wetsuits. It was around 8am on April 3, 2014, when they stood ready on Tathra beach. The weather was sunny, the water flat and clear, and there was no seaweed. It was a great day for a swim.

Their destination was the Old Tathra Wharf, the last remaining sea wharf on our east coast. The swim is 600 metres if you head straight out to sea and then dog-leg it south towards the wharf; 450 metres if you swim diagonally across to the historic timber wharf. It would take them 25 minutes, and they would then head



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## Investigation \*

This aerial shot, over Jervis Bay in NSW, shows how close large sharks can come in to the beach. The shark is under the headline.

FAIRFAX MEDIA

out for coffee. Rob and Christine, who had arrived in Tathra 14 years earlier, had made firm friends. Rob reckons they instructed 300 to 400 residents in their bronze medallion.

Rob, the strongest swimmer, was leading Judy, Colleen, Patrick and Mary the long way round. Christine, whose bad back was playing up, had

decided to take things easy. Rob imagines she was lying on her back in the water, doing the stretches she had been given by her physiotherapist.

Rob had reached the wharf and was on his way back to shore, Colleen at his shoulder, when a giant seagull swooped. After a lifetime in the ocean, Rob knew what this could mean.

He stopped swimming, and raised his head. His instincts were correct. There, not 25 metres from him, was a shark. A huge beast of a thing.

Hours later, Rob would tell police and the media it was a bronze whaler. Now he realises it couldn't have been. "The size was far too big – it was the size of the whale," he tells *The Weekly*. >



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“I was in a state of shock then. I have a relatively clear recollection of the details now.”

To Rob, the great white seemed to lie calmly on top of the water for 20 seconds, long enough for him

to grab Patrick and point it out to him. Patrick saw the same thing Rob did: a bright pink swimming cap in the shark’s jaws. Then it slid silently beneath the water.

Rob’s 12 years of life saving training kicked in. Mary was swimming directly towards the shark so he moved quickly to intercept her. He herded her and Patrick into shore, still struggling to process what was happening. “I think deep down I knew the truth. Your mind has a protective mechanism. It was helping me to do my job. My job was to keep everyone safe.”

Back on shore, there was no sign of Chris. Rob grabbed an IRB (inflatable rescue boat) from the surf club and headed out to sea with Patrick and another life saver. He scanned the waters, in search of his wife of 44 years. “The only thing we found were her intestines,” he says. Later that afternoon, a search team found Chris’s goggles and bright pink swimming cap.

“The shark actually ate her,” he says, disbelievably. “That’s really unusual.”



Rob Armstrong speaks at a farewell for his wife, Christine, at Tathra. Left: locals pay their respect and form a circle at sea.

breathlessly around the world.

Although the number of shark bites in Australia – and worldwide – has risen

Rob is right. While there have been reported cases of great white sharks consuming people whole, they tend to view humans less as food, more as threats to their food or objects of curiosity. Typically, when a great white bites a human, it takes one exploratory bite before retreating. That’s why most victims live to tell the tale, despite the shark’s size and power.

Even in Australia, which has the highest number of fatal shark attacks in the world, the risk of death from shark bite is tiny: there has been a yearly average of 1.1 fatalities over the past 20 years. You have far more chance of dying by lightning or falling out of bed.

And yet the hysteria surrounding great whites goes on. In the 41 years since Steven Spielberg’s *Jaws* hit the screen, sharks have been cemented in our minds as man-eating monsters. Every shark encounter is reported

over the past 40 years, scientists say it is no cause for alarm. It can be explained by human population growth and higher numbers of ocean users and, probably, a stabilisation or slight increase in the number of great whites.

“Shark bites still fall into a very specific statistical category as rare and random events,” says Dr Christopher Neff, a shark bite researcher at the University of Sydney.

Just two days after Chris’s death, Rob was back swimming at the scene of her attack.

“Why wouldn’t I go back out there? It doesn’t make any sense not to,” he says. Rob also felt another, higher calling – to lead the Tathra community back into the ocean Chris had so loved.

“Compare the health benefits of people who swim in the ocean – both physically and psychologically – against the risk of being taken by a shark, and I’ll tell you the country is a lot better

“Then they saw it: a bright pink swimming cap in the shark’s jaws.”



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off because people still swim in the ocean," says Rob. "So I had a job to do talking to the parents of the Nippers at Tathra to explain what the real, actual risks are. It worked, because a couple of the parents said, 'Rob says we have to get back in the water so we are going back into the water'."

Not everyone can shake off their primal fear. Rob admits some who returned to shore without Chris no longer swim with him. "They are too traumatised by it," he says.

In Western Australia, where there have been 10 fatalities from great white bites in six years, many people are terrified. Recent fatal attacks on Doreen Collyer, a 60-year-old nursing lecturer, and Ben Gerring, a 29-year-old expectant father, within the space of a week, heightened community fears.

Professor Jessica Meeuwig, Director of the Centre for Marine Futures at the University of Western Australia, says random events such as shark bites often happen in clusters.

"Two fatalities in a short period of time, against a backdrop of one fatality per year over the past 20 years, makes it very difficult to say there's an actual increase," she says.

Scientists, like Jessica, rely on long-term data to determine if our beaches are getting more dangerous. But swimmers don't have that luxury. "It [the recent spate of attacks in WA] is hitting our tourism, it's having a massive impact on our Nippers programs," says Perth shark survivor Brian Sierakowski.

And so the pressure has been on the WA government for solutions. Since 2008, it has spent \$30 million on aerial and beach patrols, research into shark population and shark behaviour, acoustic tagging, jet skis, watch towers, shark deterrent technologies, beach enclosures and public education. Yet all anyone seems to focus on is its failed drum line scheme, conducted for three months in 2014, and its contentious "serious threat" policy, which allows potentially dangerous sharks in close proximity to populated areas to be hunted and killed.

Most shark scientists believe this aggressive approach is based not on

science, but a desire by politicians to allay the public's panic.

"The WA government's policy is the worst in the world," says Dr Neff. "They do more than just kill sharks, they demonise sharks. It's political theatre that only helps the politicians. It's got nothing to do with making our beaches safer."



Sharon Burden and (below) a tribute to her son Kyle, who was killed in WA in 2011.



Sharon Burden, whose 21-year-old son Kyle was killed by a great white while body boarding at the picturesque Bunker Bay, near Margaret River, in 2011, agrees. "It's an appalling, knee-jerk policy," she says.

Fate may have thrown Sharon into this mix of scientists, conservationists, politicians, shark victims and shark

enthusiasts, but she is determined to use her position to find meaning in the death of her only child.

"Every time a new shark incident is reported, if I went back into that space in my head when I was remembering what happened to Kyle, it would be very difficult to function," she says. "So when these things happen, I tend to focus on talking about solutions: are we moving towards a position that's helpful?"

Killing sharks which may or may not be responsible for an attack is not helpful, she says. She wants governments to direct cash towards improving public education and shark tagging, so we can understand the behaviours of sharks better and ocean goers can make informed decisions.

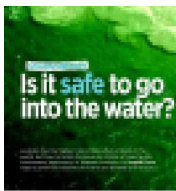
"People need to take personal responsibility for going into the water," Sharon insists. "Things like not swimming in murky water, staying between the flags, checking apps for shark sightings, using the latest deterrent technologies. You can never 100 per cent remove the risk, it will always be there. But we can reduce the risk and then decide whether we still want to be in the ocean because the benefits outweigh the risk."

For Sharon, the choice is clear, as it is for Rob Armstrong. She feels no fear of sharks, even while swimming at Bunker Bay. "When I am in the ocean, I think of my son, not of sharks," she says. But she is not blind to the risks, and takes every reasonable precaution.

Dr Neff agrees the best way for us to co-exist with sharks is to take personal responsibility for risk mitigation. Several recent surveys have shown the majority of Australians now agree. They no longer support radical, lethal action after a shark bite, even a fatal one, and many don't want shark-control programs at all, he says.

Not everyone is on that page. Brian Sierakowski believes there are rare cases where sharks go "rogue" and hang around popular beaches.

"Maybe they are not as good at catching prey anymore, maybe they have got a bit lazy, maybe they have become a bit territorial, who knows?" ►



Christopher Neff says WA's shark policy is "political theatre that only helps the politicians".

Brian is a retired lawyer, not a scientist, but his terrifying encounters with great whites at least entitles him to an opinion, and it was his brush with a great white in October 1997 off Cottesloe Beach, Perth's popular family spot, that is often cited as the start of the latest spree of attacks.

The weather that day was "sharky". Brian, a former St Kilda ruckman, was on a double surf ski with John Hanrahan about 250 metres offshore. They were stationary, waiting to catch a wave, when a shark attacked from the beach side.

"We didn't see anything," Brian recalls. "All of a sudden the mouth of this 5-metre shark came crashing down 1.5 inches in front of my feet. It was like being hit by a Mack truck. I am looking down at this thing, and my mind is not processing it. I thought there's been a volcanic eruption under sea and it's pushed up a bollard. At that moment, John Hanrahan just said, 'What the f\*\*\* is that?'"

Brian escaped with only a damaged surf ski and a grazed nose from the shark's dorsal fin. He regarded the encounter as a jolly adventure and dined out on the story for ages.

But three years later, Brian was laughing no more. Early on November 6, 2000, he and John were paddling near the Cottesloe groyne when his wife came racing up the beach, screaming at them. In waist-deep water at the nearby North Cottesloe

beach, in front of more than 100 onlookers, father-of-three Ken Crew had been attacked by a 4-metre great white. When Brian ran the 600 metres up the beach to North Cottesloe, he saw what the shark had done to Ken, who just that morning had hung his clothes up next to Brian's in the surf club's change rooms. Ken's leg had been bitten off.

"I was in a real state," he says. "I remember standing on my balcony, weeping openly."

The image hardened Brian's attitude towards great whites. "It is imperative that the government or the council has the power to kill a shark that is rogue or territorial. Regardless of



"It was like being hit by a Mack truck. I am looking down at this thing, and my mind is not processing it."

- Shark survivor BRIAN SIERAKOWSKI

what the do-gooders and activists say, you have got to get it. It's just stupidity to say, 'don't kill the shark'."

Professor Meeuwig says the notion of a "rogue" or "territorial" shark with a taste for human flesh that needs to be hunted down has long been shown to be a myth. "What we need to remember is that if great whites really liked to eat

people and had really determined that we were easy pickings, we wouldn't ever be able to go in the water."

Bruno Mezzatesta, Executive Director, Regional Services at WA's Department of Fisheries agrees. He denies that WA's "serious threat" policy is a response to a belief in rogue sharks, saying it only targets high-hazard sharks in close proximity to populated areas that may represent a serious threat to public safety.

He points out that, unlike in NSW and Queensland – where drum lines and shark nets regularly kill sharks – there are no such measures off WA. "The serious threat policy is currently the only time a shark may be taken as part of a shark mitigation strategy."

Still, Rob Armstrong can't see the point in the policy. "They are just going to upset the ecosystem. You are not going to kill every shark in the ocean. You couldn't even if you wanted to."

Rob now concentrates on living his life to the full – he says Christine would be "bloody angry" if he didn't.

He still swims (a bright pink swimming cap his silent daily tribute) and rides his motorbike. Days after we speak, he is on his way to Lorne to compete in an ocean swim. Yet all this activity can't stop the emptiness and loneliness that comes from losing a life partner. It hasn't stopped him from grieving. Or inadvertently replaying

the events of April 3 over in his mind.

"It seems ridiculous to me now that I didn't go to assist. The only way I can explain it is that my whole training is to save those whom you can save first.

That's what you get drilled into you as a surf lifesaver," he says. "But I still have my guilt."

Recently he wrote a poem for Chris, which he shared with *The Weekly*. It contains a heartbreaking line.

*I could not save you but I could have tried.*

"Noah"\* made a mistake that day it was me who should have died. ■