



The Respect Bremer Bay campaign encourages all visitors to be aware of their impact on the environment and the local community.

Last year the Shire of Jerramungup launched the Respect Bremer Bay campaign to encourage visitors to respect the environment and the community. After a successful outcome which showed less vandalism, litter, and complaints, the Shire is bringing back the campaign for the 2021/2022 holiday period.

Shire CEO Martin Cuthbert is a strong advocate for the Respect Bremer Bay campaign and encourages everyone to get behind the key messages to help minimise vandalism and theft, illegal camping, and improper rubbish disposal.

“As I said last year, the Respect Bremer Bay campaign will build awareness of the adverse impacts the peak season has not just on the community who deserve to be treated with respect, but also that Bremer Bay must continue to be a pristine location for all – including our amazing wildlife.” Said Mr Cuthbert.

“Most visitors don’t intend to cause disruption or damage, however the increase in population during the period naturally brings a higher instance of improper waste disposal. Like last year, we will increase the number of bins provided throughout the locality as well as increase the number of times waste collections are made.”

With the support from locals, the Shire is promoting respect not just for the beaches and environment, but for local facilities, homes, and businesses. There is a lot to do for people of all ages, whether you just want to sit back and have a coffee or dive deep into some whale watching.

“This year the Shire is partnering with local businesses to promote the idea of Respect Bremer Bay with a photo competition. The photo competition is open to everyone who wants to show off why they love Bremer Bay and one lucky person will win a true Bremer Bay experience package.”

In previous years the local community and Shire had to use significant resources to clean up following the influx of visitors. Following last year’s Respect Bremer Bay campaign the Shire and the local community saw a significant positive impact as it seemed visitors were receiving the message.

Other key messages include discouraging visitors from illegally camping and to stay safe with their celebrations over the Christmas and New Year’s period. To help manage this there will be an increase in police officer patrols.

“The WA Police Force take community safety seriously and again this year will deploy additional police to Bremer Bay over the festive season,” said Local Police Sergeant, Dave Atkins.

“Police ask visitors and local residents to enjoy themselves in a safe and respectful manner and please Respect Bremer Bay and look after each other when swimming and 4-Wheel Driving. Please remember the Road Traffic Act 1974 still applies to any land open and used by the public.”

With the support from the local community and the local police, Shire President Joanne Iffla said, “There is no doubt Bremer Bay is unique and special - having immense appeal as a holiday destination. There are many opportunities to enjoy the pristine natural environment, both on land and sea, and the community of Bremer Bay and Shire of Jerramungup welcomes those who choose Bremer as their holiday destination.”

“While enjoying Bremer Bay, please consider the decisions you make as visitors that may impact adversely on both residents and other visitors. Our limited resources (many performed by volunteers) are extremely stretched at this time of the year, and it is with respect and perseverance that I thank everyone who contributes their time to the majority having a very enjoyable and satisfying holiday break.”

About Bremer Bay

Bremer Bay is a coastal town situated on the south coast of Western Australia in the Great Southern region between Albany and Esperance, at the mouth of the Bremer River. Bremer Bay is 515 kilometres southeast of Perth, and 180 kilometres east of Albany.

Bremer Bay is becoming increasingly popular for tourism with more visitors wanting to experience the migration of the southern right, humpback and killer whales. The area is very popular for camping, fishing, snorkelling, swimming, and surfing.

For more information contact: Shire CEO Martin Cuthbert on 9835 1022

Or visit: www.jerramungup.wa.gov.au

