KIMBERLEY REGION - CLEAN-UP CAMPAIGN

Statement

HON SHELLEY ARCHER (Mining and Pastoral) [9.44 pm]: The Kimberley region of Western Australia is a vast and ancient land in which indigenous culture and the stories of the country are still quite strong. The spectacular and lonely landscape is fast changing as tourism becomes one of the major industries in the region. Unfortunately, the dramatic increase in tourism is having a negative impact on many areas of the Kimberley. To save the environmental and cultural integrity of the Kimberley, steps have been taken to change the behaviour of tourists. This has been led by Jake Zahl, the manager of the Clean Up the Kimberley campaign. I will provide members with a little of Jake's history. He walked away from a very successful small business in the tourism industry in Derby to take this project on, and he has given it his all. He has made a real difference in the region and he hopes the initiative will be taken to other remote parts of Australia. Jake started Clean Up the Kimberley in 2001, and it has since involved more than 1 500 volunteers who have collected over 500 cubic metres of rubbish from targeted locations along the Gibb River Road. He has now expanded the event to places such as the Derby and Cape Leveque roads.

The Kimberley clean-up is an annual event, involving volunteers from across the Kimberley region and other parts of Western Australia. This unique clean-up has become one of the largest regional events on the Kimberley calendar, and presents a great opportunity to help preserve this wild and ancient region. The clean-up is a series of community action-based projects, designed and implemented by Clean Up Australia, and it will hopefully enhance and promote environmental, social and economic sustainability in the Kimberley region. The aim is to set up long-term environmental education and waste management programs in consultation with local government, schools, youth groups, indigenous groups, tourism and other industry groups. The Clean Up the Kimberley campaign is a long-term strategy that has been carefully designed by Jake Zahl and others over the past two years and consists of six essential elements: the Clean Up the Kimberley weekend; the Kimberley Say No to Plastic Bags campaign; the Leave Space for your Waste campaign, which encourages people to take their waste with them when leaving the Kimberley; and the Kimberley kids' clean-up kit, which is a program aimed at schoolchildren. Those four campaigns are up and running. Two further campaigns that Jake Zahl is working on are the remote recycling and waste management needs analysis, and the local environment Clean Up/Fix Up projects conducted in partnership with local councils and allied organisations.

The primary objectives of these initiatives are to clean up rubbish hotspots, increase awareness of the scale and impact of rubbish in the region, change tourist and local community behaviour and improve recycling and waste management infrastructure. The past five years of the Clean Up the Kimberley campaign have had a positive effect on the Gibb River Road, with less rubbish recorded in each successive year. Earlier this year at a local government meeting in Halls Creek, Jake Zahl presented a report. After the report we were asked to give a talk on what he had reported. At the end of my talk, I challenged Hon Ken Baston opposite to put together a team of his colleagues so that, together with a team of my colleagues, we could assist with the clean-up.

I was able to convince quite a number of people to join me; I put together a team of 18. I would like to mention them, because they did a fantastic job: my daughter Melanie and granddaughter Taylah-belle; Hon Sheila Mills; Hon Vince Catania and his partner Johanna Ramsey; Hon Ken Travers; Judy Hughes, MLA, and her husband Colin. We were also joined by my staff and their families - Shelley, Graham and Travis Eaton; Frances and Megan Wilkinson; and Tony and Anni Milln - and friends Mikka Poelina and Robyn Bradbury. Unfortunately, Hon Ken Baston was not able to convince any of his colleagues to give up the weekend in airconditioned comfort in Broome. I am led to believe that they felt working on their party's policies was far more important than participating in the Kimberley clean-up. They missed a great weekend. Hopefully, with a year's notice he might be able to put together a team and join us next year, and join the Australian Labor Party in doing a great job in cleaning up the Kimberley.

Hon Simon O'Brien: How much cleaning up did you actually do?

Hon SHELLEY ARCHER: I will get to that. When we first got there at 7.30 in the morning, we spent half an hour cleaning up the junction of the Gibb River Road and Derby Highway.

Several members interjected.

The DEPUTY PRESIDENT: Order! I think I need to clean up the debate in this chamber. Hon Shelley Archer has the call, and there should be no interjections.

Hon SHELLEY ARCHER: We then moved to Mowanjum, which is an indigenous community on the Gibb River Road. We spent an hour there cleaning up. We then moved on to Manning Gorge, where we spent about two hours cleaning up. That is a major tourist stopover and we spent quite a bit of time there cleaning up and, of

course, having a swim. We then moved on to Mt Elizabeth station, where the ALP team was put in charge of the barbecue.

Hon Simon O'Brien: It was a good thing they didn't take you to a brewery; you would have had trouble organising anything there.

Hon SHELLEY ARCHER: It is unfortunate that Hon Simon O'Brien could not make it; I am sure he could have provided us with a lot of entertainment.

Hon Simon O'Brien: I was in the Kimberley on the weekend and I saw you sitting in business class, while I went down the back.

Hon SHELLEY ARCHER: Hon Simon O'Brien deserves only to be down the back! That is all I have to say, thank you very much.