

MEDIA CLIPPING

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Technological solution: Craig Anderson says his Clever Buoy system could be deployed within three months of approval. Picture: Danella Bevis

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Science could offer solution

■ Nick Sas

Craig Anderson remembers it like yesterday.

Sitting with his now-business partner Hamish Jolly over a beer at the Floreat Hotel in October 2011, word went around the pub about a shark attack off Rottnest.

The victim was George Wainwright, at the time WA's fourth fatality in 12 months. The scientist and keen surfer knew he had to do something.

Fast-forward to today and WA is again grappling with a shark problem — and Mr Anderson reckons he has a solution.

It is called the Clever Buoy, a system Mr Ander-

son's company Shark Mitigation Systems has developed in conjunction with Google and Optus.

Using sonar and recognition technology — similar to what Facebook uses to tag faces in photos — the buoys detect objects more than 2m-long and track movement to determine whether it is a shark and beams an alert to lifeguards in real time.

The buoys were deployed off Sydney's Bondi beach in a trial this year and later endorsed by the Australian Professional Ocean Lifeguard Association as the only viable shark detection and alert solution for Australian beaches.

It is understood the NSW Government is pushing to have the devices used across popular beaches this summer and now Mr Anderson wants the technology, which is ready for commercial distribution, at WA's beaches.

Mr Anderson, who confirmed he was in early discussions with the Barnett Government, said if he got the green light they could be launched in three months.

"We're all in the game of making our waters safer and more enjoyable," he said.

"This device can do it."

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Don't miss the video