

GREAT SOUTHERN REEF FOUNDATION

PRESENTS

WHITE ROCK

A HIDDEN CRISIS

GRIPPING AUSTRALIA'S UNDERWATER FORESTS

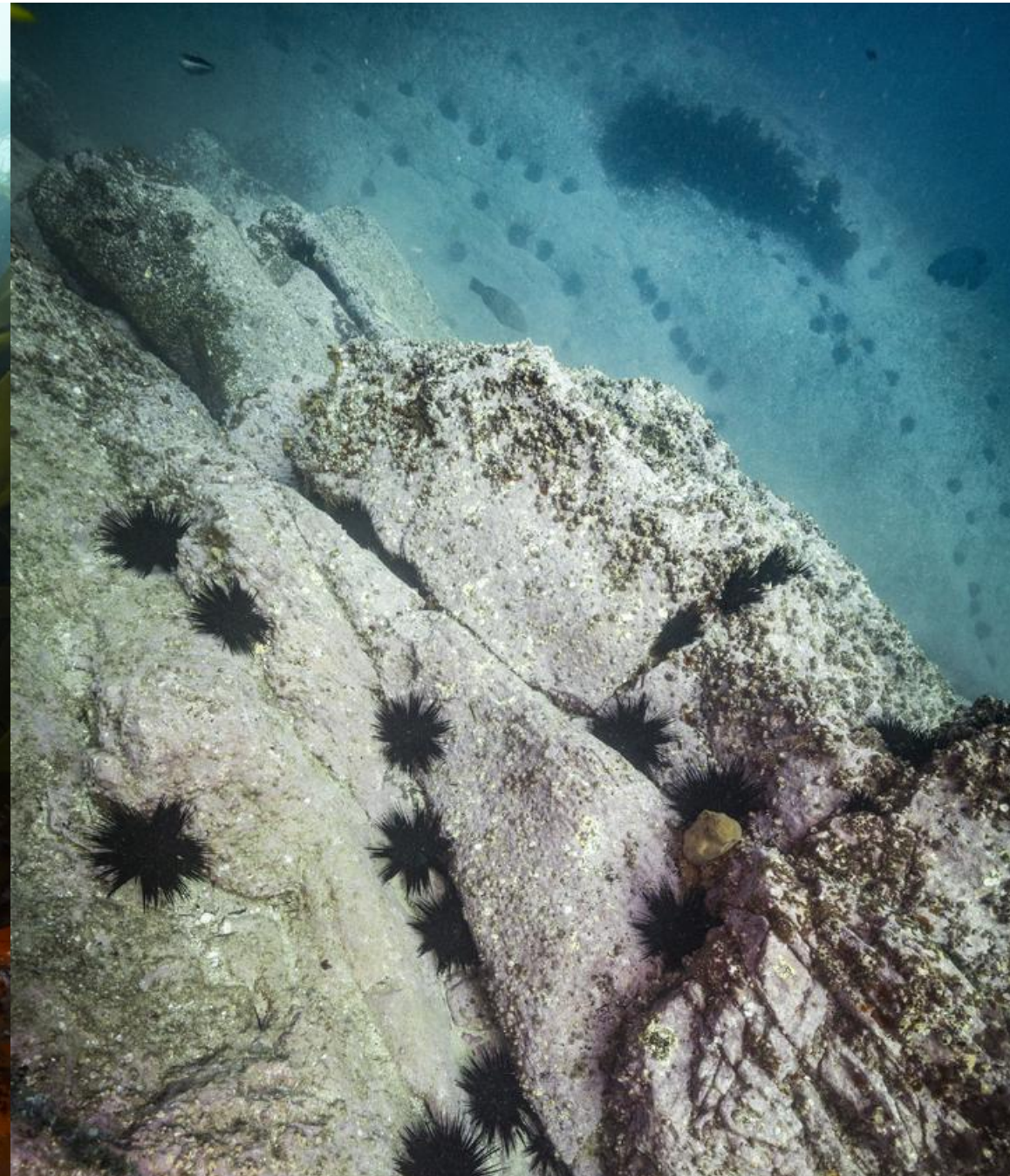


GREAT
SOUTHERN
REEF



AN UNSEEN CRISIS

An army of longspined sea urchins are marching south as waters get warmer, transforming lush underwater landscapes into barren reefs, leaving nothing but white rock.



WHITE ROCK

White rock is a feature documentary exposing one impact of the climate crisis beneath the waves - the boom in longspined sea urchins devastating Australia's kelp forests. White Rock presents solutions to save the reef before it's too late.

The film will premiere during a special convention at the UN General Assembly, in New York, September 2024 (UNGA79), giving this crisis immediate visibility on the world stage. This is an unparalleled opportunity to garner urgent support from the global community.

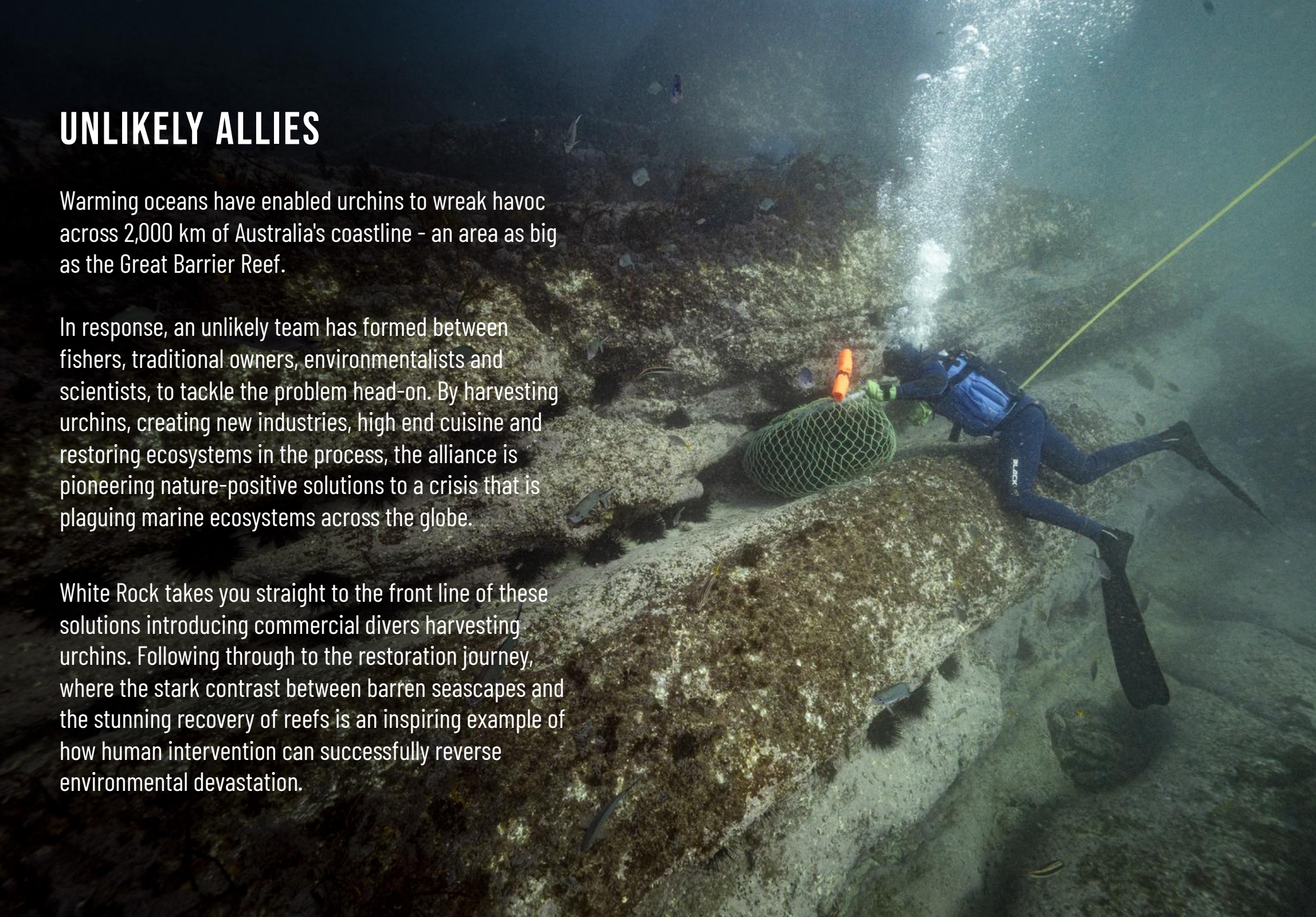


UNLIKELY ALLIES

Warming oceans have enabled urchins to wreak havoc across 2,000 km of Australia's coastline - an area as big as the Great Barrier Reef.

In response, an unlikely team has formed between fishers, traditional owners, environmentalists and scientists, to tackle the problem head-on. By harvesting urchins, creating new industries, high end cuisine and restoring ecosystems in the process, the alliance is pioneering nature-positive solutions to a crisis that is plaguing marine ecosystems across the globe.

White Rock takes you straight to the front line of these solutions introducing commercial divers harvesting urchins. Following through to the restoration journey, where the stark contrast between barren seascapes and the stunning recovery of reefs is an inspiring example of how human intervention can successfully reverse environmental devastation.



RESTORING BALANCE

White Rock maps a pathway for change toward ecological sustainability and the return of Australian kelp forests.

The film showcases a comprehensive \$55 million strategy to combat the urchin crisis through in-water urchin control, first nations management, habitat rehabilitation and support for emerging urchin industries.

Traditional owner perspectives, along with leading scientists and first hand accounts from fishers, enrich the narrative.

White Rock provides a template for tackling climate driven impacts in the ocean. It showcases the power of cooperation among industries and research sectors. By acting as innovative environmental stewards, we can restore marine ecosystems and promote sustainable practices for future generations.



GLOBAL PREMIERE

White Rock will be premiered in a special convention session at the UN General Assembly, in New York, September 2024 (UNGA79), facilitated by Wild Earth Oceania and PVBLIC Foundation. The premiere will give this project immediate visibility on the world stage, with significant opportunities for networking and media impact.





NATIONAL IMPACT

The UN premiere will be followed by a tour throughout affected areas along Australia's east coast to raise awareness and political pressure around the issue.

This initiative supports the Great Southern Reef Foundation's mission to enhance the reef's public profile and ensure its prosperity for future generations.



INVESTMENT & PARTNERSHIPS

With an existing commitment of AU \$50K in-kind support, the project requires an additional AU \$150K to ensure its completion and impactful premiere at the UN General Assembly and east coast tour.

This funding will cover the comprehensive production costs, from filming through to post-production, and the strategic dissemination including high impact media campaign and dedicated educational kit for schools.