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Globally Renowned Lifeguard Bruce “Hoppo” Hopkins Partners with Shark Mitigation Systems

Thursday 25 May 2017 – Australian marine technology company Shark Mitigation Systems Limited (ASX: SM8) (‘Shark Mitigation Systems’ or ‘the Company’) is pleased to announce professional lifeguard and media personality Bruce “Hoppo” Hopkins has signed on as an ambassador for the Company to assist in building awareness for its world-leading ocean monitoring and shark detection system, Clever Buoy.

Hoppo is the chief lifeguard at Sydney’s Bondi Beach, Bronte and Tamarama and also the vice president of the Australian Professional Ocean Lifeguards Association (APOLA). Hoppo receives significant global exposure through his role on the award-winning factual television series, Bondi Rescue, and is passionate about the protection and safety of water users.

Shark Mitigation Systems has developed a near shore shark detection system called Clever Buoy, and was successfully trialled at Bondi Beach in the summer of 2016. During this period Hoppo and the lifeguard team at Bondi were exposed to the breakthrough technology and its integration into beach management systems. The system has also been deployed at City Beach in Perth and at World Pro Surf League events in Australia and South Africa.

Bruce “Hoppo” Hopkins: “I am really excited to get involved with a company that is committed to improving the safety of our beaches. Having real time information at our fingertips about marine activity in the water allows us to make more informed decisions about our actions. The company’s Clever Buoy system utilises state of the art technology that is in harmony with marine life, while helping lifeguards make the ocean safer for all beach goers.”

Shark Mitigation Systems Co-Founder Craig Anderson: “We are really excited for Hoppo to partner with our Company as an ambassador. As a lifelong lifeguard Hoppo has extensive knowledge of the risks and threats of the ocean. His professional reputation and global network of beach authorities will be a valuable resource for Shark Mitigation Systems as we roll out our technology around the globe.

Shark Mitigation Systems continues to focus on the development and commercialisation of innovative solutions to reduce shark attack incidents by using modern technology. Millions of people globally enjoy the beach and ocean every year and our aim is to keep them safer through the use of clever technology.”

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Bruce "Hoppo" Hopkins

VIDEO INTERVIEW:

[Click here to watch Bruce "Hoppo" Hopkins explain why he has partnered with Shark Mitigation Systems](#)

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About Shark Mitigation Systems

Shark Mitigation Systems Limited (ASX:SM8) is an Australian marine technology company that has developed and commercialised award-winning patented products to mitigate the risk of shark attacks. Shark Mitigation Systems product portfolio includes SAMST[™] [Shark Attack Mitigation Systems] Visual Deterrent Technology which is applied to wetsuits and watersport products to reduce the chance of shark attacks. Clever Buoy[™] is a marine monitoring platform that contains a shark detection and response system that autonomously identifies large sharks from other species and sends warning signals to shore for human intervention response. Seabin is the revolutionary ocean plastics cleaning device that catches floating rubbish, oil, fuel and detergents and makes oceans cleaner. Shark Mitigation Systems products can be deployed across oceans globally and the Company is committed to pursuing international commercialisation. To learn more please visit: www.sharkmitigation.com

About Bruce Hopkins

Bruce "Hoppo" Hopkins is a professional lifeguard and the head of the Waverly Council, New South Wales lifeguards with the responsibility of the beaches of the Eastern Suburbs of Sydney, including Bondi, Bronte and Tamarama beaches. He has been a professional lifeguard for more than 25 years and is also part of the award-winning factual television series, Bondi Rescue. Bruce was appointed head lifeguard in 2000 and is one of the longest serving and most experienced professional lifeguards in Australia. In 2006, he won the Australian Lifeguard of the year award. As well as being a strong leader, he's a well-respected water man and competitor, recently winning two gold medals at the Australian Surf Life Saving titles in the double ski and board paddle. Bruce is also the Vice President of the Australia Ocean Professional Lifeguard Association.

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