

Representative Campaign Post — Analysis

Objection campaign — example post published 3 May 2026

This brief analysis examines a representative post from the coordinated objection campaign conducted against the Project during the public exhibition period. The post was published on 3 May 2026 — within the exhibition window (it refers to “5 DAYS left”) — and circulated through the campaign’s social-media channels, directing readers to lodge objections via the www.disasterbay.earth website. It is reproduced below for the limited purpose of identifying factual inaccuracies and misrepresentations that were consistently disseminated to prospective submitters during the exhibition period.

Privacy note: the author’s name and profile image have been redacted from the reproduction below. The un-redacted original is retained by the proponent and can be provided to the Department for verification on request.

May 3 · 🌐

There are only 5 DAYS left to stop 'Eden 1' an industrialised size monoculture kelp farm proposed for our Disaster Bay, Southern Sapphire Coast, NSW.

Our experts have read every word of the AusKelp Eden 1 Environmental Impact Statement (EIS). Scientists, Marine Economists and Community Leaders have written their responses. Collated together these objection submissions effectively present a new EIS where the health and well being of DISASTER BAY and its inhabitants are at the CENTRE of the debate.

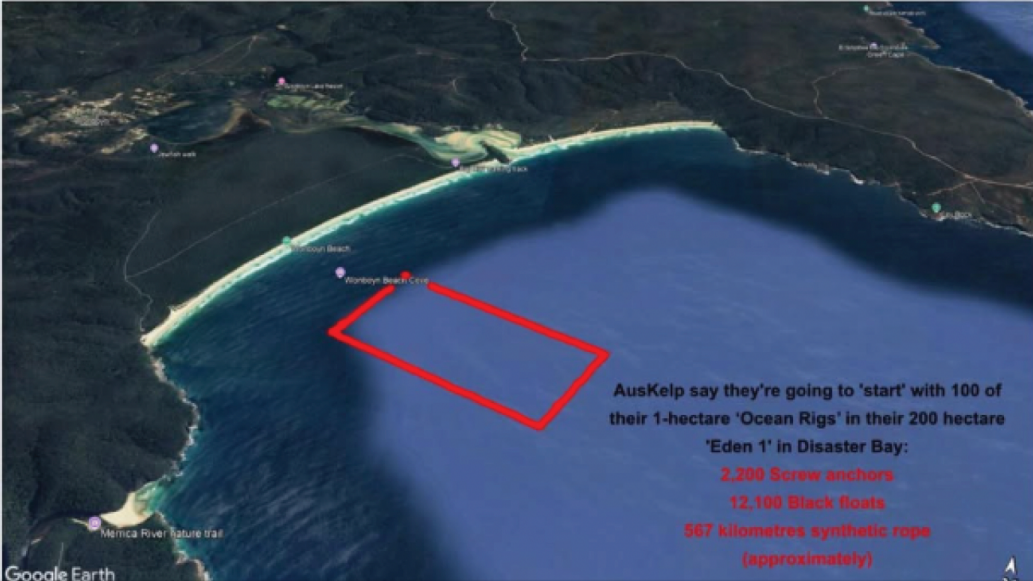
Now it is YOUR TURN to add YOUR VOICE by writing an objection - from the heart - about this unique coastline. It's your turn to speak about the importance of Place, Memory and Sanctuary.

My legacy for my children and grandchildren will be that I left no stone unturned in my bid to protect Disaster Bay which provides me with immeasurable joy and solace. What will your legacy be?

50 Objections to the AusKelp EIS will see government officials travel to experience Disaster Bay for themselves. Surely, at the very least, Disaster Bay, the LAST Coastal Wilderness in NSW, deserves that.

ONE PARAGRAPH, 15 MINUTES OF YOUR TIME.

All the details of how to make a OBJECTION are on our website: disasterbay.earth ACT TODAY! See less



AusKelp say they're going to 'start' with 100 of their 1-hectare 'Ocean Rigs' in their 200 hectare 'Eden 1' in Disaster Bay:

- 2,200 Screw anchors
- 12,100 Black floats
- 567 kilometres synthetic rope (approximately)

👍 😂 😞

80

136 comments 5 shares

Figure — Example of campaign post, 3 May 2026 (author name redacted). The map image, red rectangle and infrastructure figures are the author’s own and are not Auskelp material.

Review of Campaign Artifact

<i>"AusKelp say they're going to start with 100 of their 1-hectare 'Ocean Rigs'..."</i>	Factual error	The initial deployment is 25 one-hectare rigs (50 ha), not 100. One hundred rigs (200 ha) is the maximum cultivation footprint, reached progressively if environmental, operational and commercial performance support expansion. The author presents the full-development maximum as the starting point.
<i>"12,100 Black floats"</i>	Contested characterisation	May imply a dense, visible surface array. The cultivation floats are low-profile, small in relative size, and predominantly sub-surface (partially or fully submerged), attached directly to tensioned longlines, and are and are located >1.1 km offshore.
<i>Hand-drawn red rectangle on a Google Earth image</i>	Factual error	The image is the author's own creation, not an Auskelp figure, and is not to scale. The lease is 200 ha — approximately 5% of the marine area of Disaster Bay. The rectangle overstates the proportion and does not reflect the surveyed lease coordinates or the offshore setback.
<i>"the LAST Coastal Wilderness in NSW"</i>	Factual error	Disaster Bay is not a declared wilderness area, and the lease is not located within one. The lease area is not within any declared Marine Park, Aquatic Reserve, or marine wilderness area, and does not overlap any protected area under NSW or Commonwealth legislation. The adjoining Nadgee Nature Reserve is a Declared Wilderness Area, but that is a terrestrial reserve; the offshore lease sits outside it. NSW contains multiple coastal wilderness and marine protected areas. Disaster Bay is currently utilised as a commercial fishing, prawning and recreational fishing area — it is a commercially utilised area listed as available for aquaculture by the NSW government.
<i>"industrialised size"</i>	Contested characterisation	"Industrial" implies heavy plant, emissions and intensive inputs — this is passive, low-impact aquaculture: no feed, chemicals, discharge or fixed machinery, sedentary seeded lines in the water harvested once a year. "Industrialised size": at 200 ha lease the Project is modest by international kelp-industry standards (farms span many thousands of hectares). Example: Tasmania has more than 1,500 hectares of approved kelp farms
<i>"monoculture"</i>	Contested characterisation	Mischaracterisation of the word "Monoculture". Kelp farming is a single-species crop, but not a monoculture in the agricultural sense — no displacement of existing habitat, no feed, fertiliser, pesticide or freshwater; nutrient-extractive; habitat-forming rather than habitat clearing.
<i>"these objection submissions effectively present a new EIS"</i>	Process misrepresentation	An Environmental Impact Statement is a statutory document prepared by the proponent with expert advice and oversight, approved by a Registered Environmental Practitioner, and ultimately assessed by DPHI and more than ten government agencies (each specific to their departmental responsibilities). Objection submissions are considered by the consent authority, but do not constitute, replace or "present as a new EIS". The statement of presenting a new EIS is a misrepresentation.
<i>"50 Objections ... will see government officials travel to experience Disaster Bay..."</i>	Process misrepresentation	Under the State Significant Development framework, 50 or more unique objections is the threshold at which the Independent Planning Commission becomes the consent authority for the determination. The number of objections may not trigger a site visit by government officials. The determination is made on the planning merits of the issues raised. The statement both misstates the effect of the threshold and frames the campaign around reaching a numeric target.
<i>"ONE PARAGRAPH, 15 MINUTES OF YOUR TIME"</i>	Campaign details	Indicative of a coordinated, template-style campaign. It is noted the post was published on 3 May 2026, within the public exhibition window ("5 DAYS left"), and directs participants to the www.disasterbay.earth campaign website.

Note: Consistent with best practice and advice from DPHI, the Proponent and its staff did not engage or respond to social media commentary, public debate, or online inaccuracies during the exhibition period. The exhibition process is the consent authority's formal mechanism for receiving and considering submissions, and the appropriate avenue for the Proponent to respond is through the Submissions Response Report. Responses made by Proponent during exhibition could reasonably have been perceived as attempting to influence the submission process and would not have provided the comprehensive, evidence-based assessment required. Accordingly, the absence of any public response should not be interpreted as acceptance of statements or claims made during the exhibition period.