



AUSTRALIA'S GREAT BARRIER REEF TOURISM INCIDENT

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PRESENTED TO: DR. EMAN ZAHRA
MS. MENNA SALLAM





BACKGROUND & BRIEF

- On July 15, 2025, at the Great Barrier Reef Marine Park, an accident took place where a diving vessel carrying tourists resumed a tour in spite of the official warnings that were issued by the Australian Bureau of Meteorology.
- During their return, high waves mixed with overcrowding led the vessel capsizing.

RESULTS & DAMAGES

**18 International
Tourists Injured**

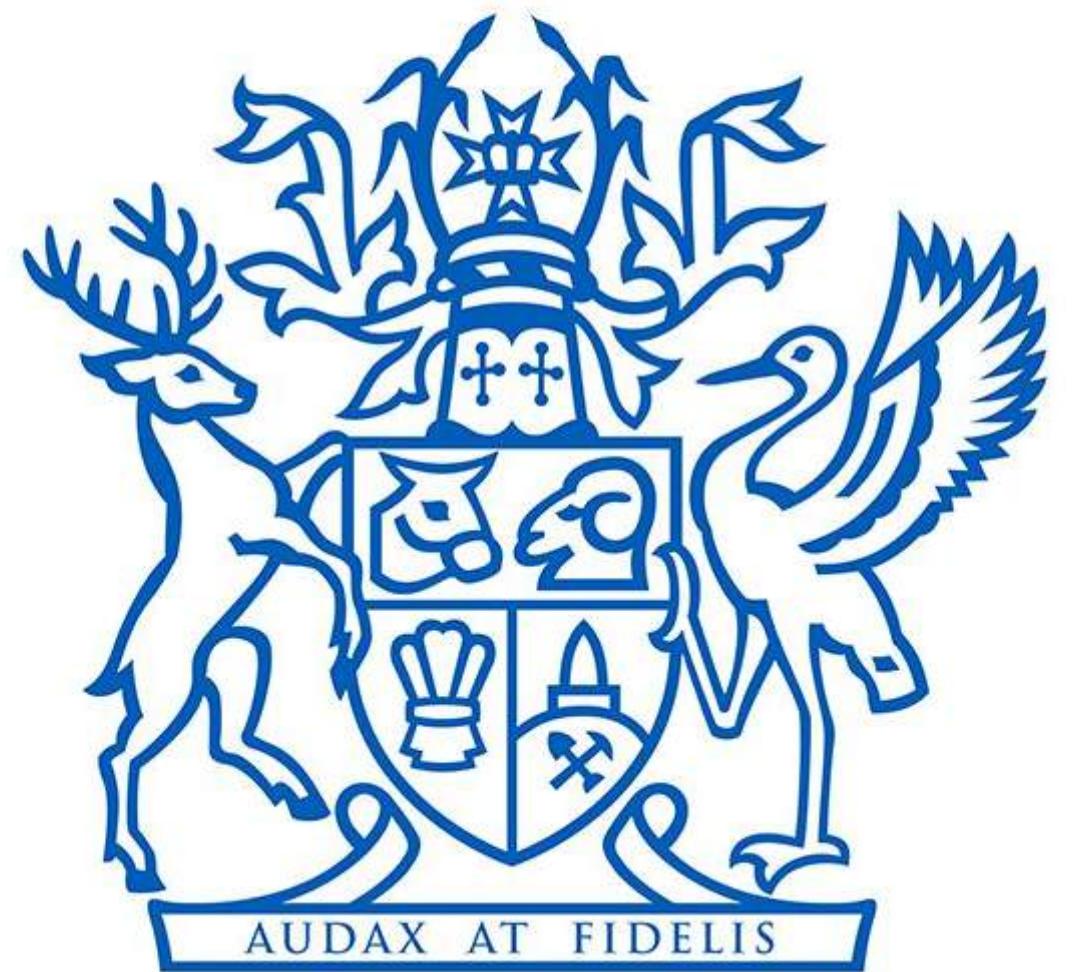
**Minor fuel leak
caused limited
coral damage in
a protected
zone**

**Footage from
passengers and
drones spread
worldwide
causing safety
concerns**

The incident triggered international investigation of Australia's tourism safety enforcement and reef protection standards.

PRESS CONFERENCE OBJECTIVES

- Verify facts and address misinformation
- Reduce concerns among foreign governments and embassies
- Respond to concerns regarding environmental harm
- Showcase routine supervision and corrective measures
- Avoid progression into travel warnings and diplomatic tensions



Queensland
Government

LOCATION



Queensland
Government Media
Centre
Brisbane, Australia





QUICKSILVER CRUISES

Media Spokesperson



TANYA PLIBERSEK

Minister for the Environment and
Water



DAVID RITTER

CEO of Greenpeace Australia Pacific



SHAUN LEY

BBC News Presenter



PROFESSOR JON WHITTLE

Clinician Scientist

ROLES



A wide-angle photograph of a calm blue ocean under a clear sky. A single sailboat is visible in the distance, positioned towards the upper right. The horizon line is approximately one-third of the way from the bottom of the frame.

MEDIA SPOKESPERSON

Role: PR officer - JANAH

- Issue an official apology to impacted and injured tourists
- Confirm collaboration with maritime and environmental authorities
- Present an immediate operational safety measures
- Preserve the company reputation and image with avoiding legal accountability



TANYA PLIBERSEK

MINISTER FOR THE ENVIRONMENT AND WATER

Role: Government Spokesperson - FARAH

- Issue an official statement from the federal government
- Declare investigation through the Australian Maritime Safety Authority (AMSA)
- Assure foreign partners regarding safety and environmental standards
- Highlight reef protection measures and regulatory enforcement initiatives



DAVID RITTER

CEO OF GREENPEACE AUSTRALIA PACIFIC
ROLE: NGO REPRESENTATIVE-YEHIA

- He locates and criticizes regulatory gaps and issues with enforcement of regulations
- Highlights how environmental impact affects the reef
- Calls for stricter tourism and marine protection all around
- Uses Global NGO networks to collaborate and solve environmental issues.



SHAUN LEY

INTERNAL MEDIA RELATIONS

ROLE: MEDIA RELATIONS OFFICER - YEHIA

- Represents the international media and looks for what is in the public interest
- Questions inconsistencies in official statements, and resolves them before publishing.
- Raises concerns from affected countries in order to solve them
- Frame the incident for a global audience in a constructive manner

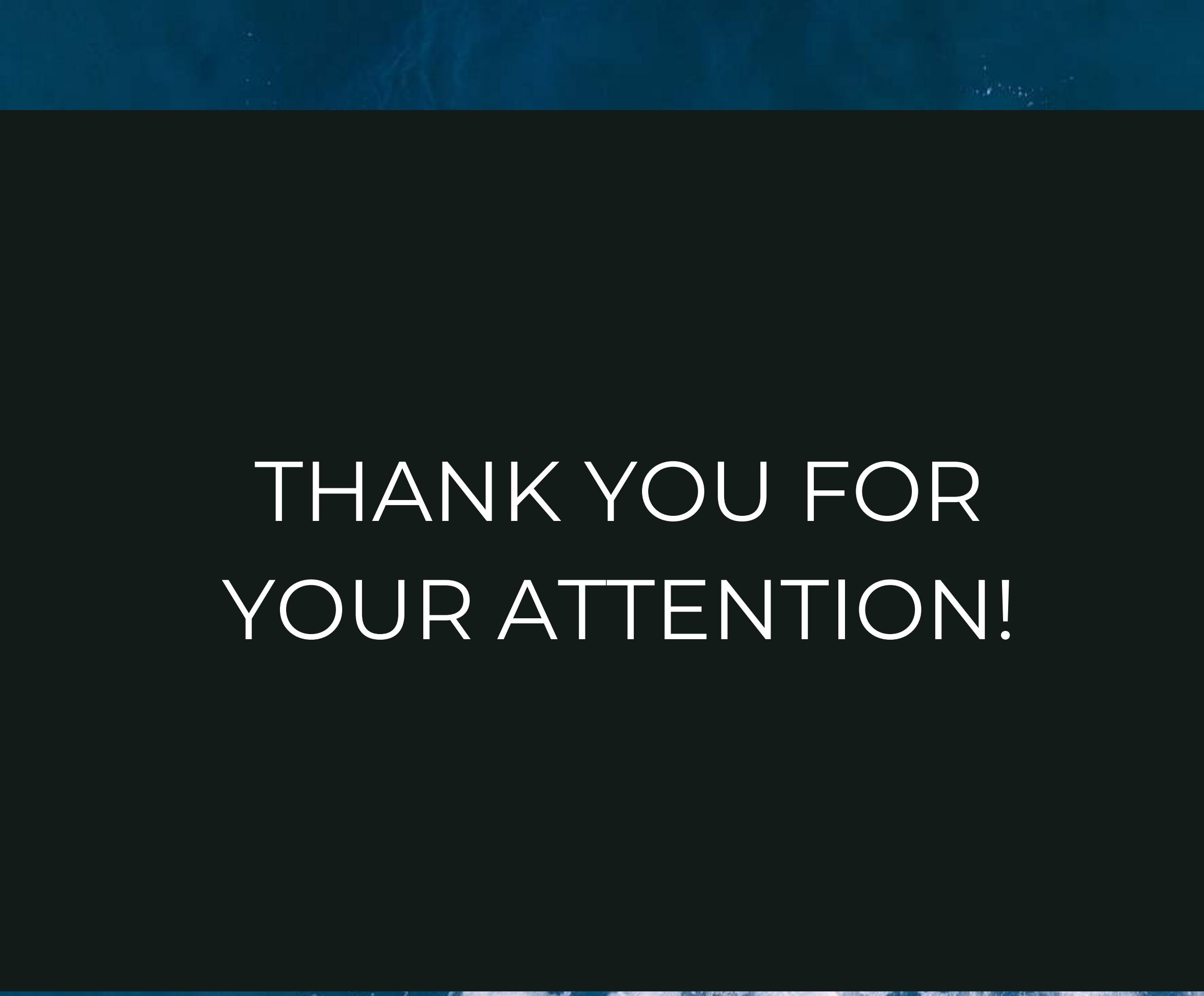


PROF. JOHN WHITTLE

CLINICIAN SCIENTIST

ROLE: AI ANALYST -

- Share analysis of the social media sentiments across the affected countries
- Detect misinformation and rumors
- Forecast the diplomatic impact on the country
- Offer recommendations for strategy based on the insights



THANK YOU FOR
YOUR ATTENTION!

