



**Mr Sam Birrell MP**  
Federal Member for Nicholls

## **MEDIA RELEASE**

Thursday February 29, 2024

### **Advertising destructive water buybacks**

Federal Member for Nicholls, Sam Birrell MP has slammed an advertisement authorised by the Australian Government attempting to justify the destructive water buybacks legislated by the Albanese Government.

Mr Birrell said the video advertisement, which is currently running in Nicholls, uses emotive language and doomsday scenarios to attempt to justify the Labor Government's plan to harm regional communities through water buybacks as part of the new Murray Darling Basin Plan.

"This advertisement is simplistic, deluded, misleading, partisan and intends to justify the destruction of agriculture in Australia," Mr Birrell said.

"This advertising campaign smacks of a partisan political advertisement not the work of a body that should be focused on science.

"It's sad that an organisation that once did have some credibility is now conducting itself in this way," he said.

Mr Birrell said the advertisement is offensive to regional communities who will be impacted by water buybacks.

"Labor's new plan for water will increase costs for producers and manufacturers, impact jobs and the economic prosperity of Murray Darling Basin communities," Mr Birrell said.

"Murray Darling Basin communities grow fresh clean food for Australia and the world which drives economic growth for our Nation.

"Instead of celebrating the regions, this Labor Government continues to make it harder for regional and rural Australians to do what they do best," he said.

**Please see below transcript of video as well as link to advertisement.**

**Transcript - The Murray–Darling rivers pump life through our nation.**

**To our farms, communities, and environment.**

**But water's being overused. And the next drought is only a matter of time.**

**We have to make sure there's enough water, otherwise the rivers may run dry.**

**If we don't act, it could threaten our iconic Aussie plants and animals, our food supply, and affect the drinking water of more than 3 million Australians.**

**Find out how the Australian Government's plan will restore the Murray–Darling rivers.**

**Authorised by the Australian Government, Canberra.**

**Link to advertisement - [The Murray–Darling Rivers resources - DCCEEW](#)**

**Media contact:**

Media Advisor Federal Member for Nicholls Sam Birrell – Morgan Dyer | 0412 832 474 |

[Morgan.dyer@aph.gov.au](mailto:Morgan.dyer@aph.gov.au)