



TikTok  
@lagberry



## Ash & Jesse 2021 - combatting carp challenge via social media

### Goals for the year

Jesse and Ash decided to focus on the common carp and how important it is to keep carp out of our waterways, and reduce their numbers because they're a big problem. They created a Minecraft video, with Jesse acting out all of the scenes and doing the voiceover, while Ash was responsible for creating the background scenes, recording, editing and shading. He even made a custom texture pack so that everything looked high resolution.

Carp affect the Murray Darling Basin around Murray Bridge and all of the areas the river reaches. Jesse and Ash primarily used social media - TikTok, Youtube, Facebook - to spread their environmental message via the internet. Here's what they shared: "Carp are not native to Australia and have taken over our waterways. This is destroying the ecosystem because they are eating all the food and leaving barely any for native animals. They also dig up the riverbed making the water muddy. We can help though - go fishing and catch some carp."

There isn't an age or amount limit for fishing because they are pests. Apparently carp has a muddy flavour, but if cooked right they taste amazing. You can also buy fertiliser made from processed carp - Charlie Carp - from your local Bunnings and it works really well, our garden is thriving."

Ash and Jesse also made a hardcopy flyer with a description of the project, which they distributed around their school for their peers to read.

### Challenges

The main challenges came up during the making of the video - finding that it wasn't running properly, laptops running out of charge, needing to re-shoot the video. Through persistence, the video was finally produced, and so far it has received over 500 views on Tiktok.