

Amy Krupa is the Chief Executive Officer, South East Regional Centre for Urban Landcare (SERCUL). Amy has been the CEO since 2018 and previous to this has 17 years experience as the Education and Promotion Manager at SERCUL. This involved coordinating the Phosphorus Awareness Project (PAP) which educates the community through environmental education focusing on nutrient reduction strategies.



Amy has had training in Community Based Social Marketing and Enabling Change education methodologies and has applied these strategies in the running of the PAP. Amy has also had training in evaluation techniques for education programs.

Amy has developed a broad range of specific nutrient reduction educational and promotional materials eg. Fertilise Wise Guides, and resources, for all age categories.

Amy is the Treasurer of the Australian Association for Environmental Education (WA Chapter).

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