

SEA TURTLE FOUNDATION

Townsville North Queensland Australia

A Conservation Partnership Proposal



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A Conservation Partnership Proposal...

...a quick summary

Sea turtles are facing extinction due to an array of human impacts. However local populations recover in areas where sea turtle conservation groups are active.

Sea Turtle Foundation protects sea turtles through research, education and action.

Sea Turtle Foundation has 10 years experience in sea turtle conservation in north Queensland. We are now ready to expand the geographic reach of our activities and our influence as a champion of sea turtle conservation.

With your support we can reach more community members and help more sea turtles. By supporting Sea Turtle Foundation your organisation will play a vital role in protecting and conserving endangered sea turtles.



Sea turtles...

...too precious to lose

Sea turtles have thrived in the oceans for 120 million years. Perfectly evolved for their environment they are graceful, charismatic and thrilling to see.

Sea turtles are incredibly hardy. From the moment they dash down the beach as baby hatchlings, to the time they return to the same beach to nest some 30 years later, they are on their own against a multitude of natural predators.

Sea turtles provide a window to the health of marine environments. They are “keystone” species, meaning their loss could lead to serious declines in the health of marine ecosystems and impact on many hundreds of species including commercially and recreationally important fish.

Accustomed to surviving against the odds, sea turtles are now losing the fight in today’s human-modified seas.



Trying to survive...

...in a sea of danger

Sea turtles, the great survivors from the time of the dinosaurs, now need our help in today's sea of danger.

Sea turtles eat plastic bags and choke; they are struck by boats that crack their shells; they get caught in fishing gear and drown.

They are hunted for their meat and eggs; they are slaughtered for their shells to make tourist bangles; on some beaches feral animals eat every single egg before they hatch.

Sea turtles lose their nesting beaches to coastal developments and die from tumours caused by water pollution.

All around the world the 7 sea turtle species are listed as Vulnerable, Endangered or Critically Endangered by national governments and other organisations.

We must act now to avoid losing them from our oceans forever.



Sea Turtle Foundation...

...Turtles for Tomorrow

Sea Turtle Foundation is a non-profit, non-government group dedicated to safeguarding sea turtle populations, migration routes and habitats, and supporting activities that increase sea turtle numbers worldwide.

We achieve this through research, education and action.

As a non-profit organisation Sea Turtle Foundation is in a unique position to work in partnership with the businesses sector. As a non-government group we are able to work with state and national governments.

Sea Turtle Foundation has an excellent reputation as a professional and respectable conservation organisation.

Our bottom line is the number of healthy sea turtles in the ocean!



Sea Turtle Foundation...

...Turtles for Tomorrow

Sea Turtle Foundation is based in Townsville Queensland, a world renowned centre of marine management.

We have strong ties with the Australian Government's Great Barrier Reef Marine Park Authority and with their public education facilities Reef HQ Aquarium and the Turtle Hospital.

We work closely with the Queensland Government's Department of Environment and Resource Management, the agency responsible for managing sea turtles in Queensland waters.

We have strong connections with James Cook University having collaborated on numerous research projects.



Sea Turtle Foundation...

...Turtles for Tomorrow

Sea Turtle Foundation plays a major role in raising community awareness of sea turtle conservation issues.

Our school education program and activities such as volunteer monitoring of nesting sea turtles has made us respected as north Queensland's leading voice on sea turtle conservation.

We are now ready to increase our areas of operation in terms of both the range of our activities and the geographic scope of our influence.

We have the skills, knowledge and experience to be Australia's sea turtle champion and to be recognised internationally as a leading sea turtle conservation group.

We invite your organisation to partner with us to protect and conserve endangered sea turtles.



Your organisation and Sea Turtle Foundation...

...partnered for success

As a member of Australia's business community we are looking to you for support in our work to protect and conserve sea turtles.

Businesses exist by trading natural resources or products made from natural materials. Many Australian businesses now recognise the importance of protecting the environment that supports them.

By becoming a **Primary Sponsor, Project Partner** or **Sponsor** of Sea Turtle Foundation your business will gain significant exposure as a good corporate citizen and you will enhance your organisation's reputation amongst your increasingly green customers.

Sea Turtle Foundation projects show real outcomes for sea turtles. Align your organisation with us and we will deliver results that you can proudly promote to your customers and shareholders.

All donations to Sea Turtle Foundation have the added advantage of being 100% tax deductible.



Sea Turtle Foundation...

...a plan for the future

Imagine your business being credited when we enable community members to watch a nesting sea turtle or your company logo on the vehicle that rescues an injured sea turtle surrounded by concerned bystanders. These are the projects that we will run with your support.

Projects of various scales and complexity are included so that any size of investment can make a difference.

On the following pages you can discover the different levels of support available and the benefits they will bring to your business.

Turtle Stranding Response Team

The Stranding Response Team will respond to public reports of ill or injured sea turtles. Working with the QLD Department of Environment and Resource Management through their Marine Stranding Hotline, we will rescue sea turtles and convey them to a suitable facility such as the turtle hospital in Townsville.

Education and Awareness Programs

With funding we will continue and expand our education and awareness programs. We will increase the range of our School Talks Program; distribute material to coastal communities such as our *Sea Turtles and Lights* brochure; create an online Resource Centre for teachers and students and involve community volunteers in nesting monitoring and clean ups. Activities can be tailored to incorporate your organisation's products or services.

Sea Turtle and Dugong Awareness Program in Papua New Guinea

Many sea turtles nesting in northern Australia migrate from feeding grounds in Papua New Guinea. Our initial project in the region educated Western Province Treaty communities in sea turtle threats and delivered a sustainable use message. With additional funding we can increase our range of sea turtle conservation activities in the region.

Sea Turtle Education in Indigenous Australian Communities

Sea Turtle Foundation will deliver culturally appropriate education and awareness programs in Indigenous Australian communities. Projects we would like to complete include an education program delivered with Traditional Owners on sea turtle conservation and sustainable hunting, and a school arts calendar project.

Sea Turtle Research

We have a number of ongoing and new research projects that require funding. The findings of these projects direct management efforts into effective change. Projects can be as short as a single nesting season or annual programs that build long-term data sets. Some research projects involve the use of high tech equipment while others simply require a researcher with a clipboard.

Australasian Sea Turtle Workshop

An event organised by Sea Turtle Foundation to bring together researchers, conservation groups and community members from around Australia and neighbouring countries, the Workshop will enable participants to share knowledge and create partnerships that enhance protection for sea turtles.



Your organisation and Sea Turtle Foundation...

...together we will turn the tide

Your business can care for sea turtles and support Sea Turtle Foundation's work by choosing from the following support levels:

- **Primary Supporter.** Partner with us on our entire program of research, community education and on ground action that protects and conserves sea turtles.
- **Project Partner.** Choose to support the Sea Turtle Foundation project that most closely aligns with your business and customers. Choose from a wide range of budgets.
- **Supporter.** Keep sea turtles in our oceans by making regular or one-off donations.

Each support level comes with its own **Business Benefits Package** as outlined in the following pages.



Your Support level...

...Primary Supporter

As Sea Turtle Foundation's **Primary Supporter** you will partner with us on our entire program of research, community education and on ground action that protects and conserves sea turtles.

As our **Primary Supporter** for \$100,000 per year for 5 years you will:

- Protect and conserve endangered sea turtles
- Build a reputation as a good corporate citizen
- Achieve unique marketing and PR exposure
- Gain access to our **Primary Supporter** package of business benefits

Primary Supporter Business Benefits Package

- Co-branded inclusion on Sea Turtle Foundation promotional material.
- **Primary Supporter** inclusion on media releases, stories, articles and other forms of communication.
- Invitations to participate in unique research activities such as turtle nesting monitoring.
- Community volunteer activities such as clean ups, organised for your staff and customers.
- Your logo and company name included on electronic media including website, e-newsletters and social networking sites.
- A full page company advert in the Sea Turtle Foundation newsletter.
- Logo and company name inclusion on educational materials.
- Co-branded display signage at Sea Turtle Foundation activities and functions.
- Co-branded merchandise including your company name on sale items and staff uniform.
- Annual presentation for your staff and/or customers delivered by the Sea Turtle Foundation Project Manager.
- 12 complimentary Sea Turtle Foundation memberships that you can use to reward staff or customers.
- Sea Turtle Foundation certificate of support to display in your business.
- Stories written for your newsletter/website and an annual report for your stakeholders.



Your Support level...

...Project Partner

As a **Project Partner** you can choose to support the Sea Turtle Foundation project that most closely aligns with your business and customers. A wide range of projects exists with an equally wide range of budgets. Please contact us to discuss the investment required for your project to proceed.

As a Sea Turtle Foundation **Project Partner** you will:

- Protect and conserve endangered sea turtles
- Build a reputation as a good corporate citizen
- Achieve unique marketing and PR exposure
- Gain access to our **Project Partner** package of business benefits

Project Partner Business Benefits Package

- **Project Partner** inclusion on media releases, stories and other forms of communication related to the sponsored project.
- Co-branded inclusion on printed material related to the sponsored project.
- Invitations for staff and customers to participate in project activities (when appropriate).
- Your logo and company name included on electronic media including project web page, e-newsletters and social networking sites on stories relating to the sponsored project.
- A half page company advert in the Sea Turtle Foundation newsletter next to stories relating to your project.
- Co-branded display signage at Sea Turtle Foundation activities and functions relating to the sponsored project.
- Presentation for staff and/or customers by Sea Turtle Foundation Project Manager on conclusion of the project.
- 6 complimentary Sea Turtle Foundation memberships that you can use to reward staff or customers.
- Sea Turtle Foundation certificate of support to display in your business.
- Project report for circulation to your customers, share holders and other stakeholders



Your Support level...

...Supporter

As a **Supporter** of Sea Turtle Foundation you will keep sea turtles in our oceans by making regular or one-off donations.

As a **Supporter** of Sea Turtle Foundation you will:

- Protect and conserve endangered sea turtles
- Build a reputation as a good corporate citizen
- Achieve unique marketing and PR exposure
- Gain access to our **Supporter** package of business benefits

Supporter Business Benefits Package *access to benefits package is determined by the size and frequency of your donation*

- Recognition of donation in our e-newsletter and social networking sites.
- Your logo and company name listed on the Program Supporters page of Sea Turtle Foundation's website.
- A quarter page company advert in the Sea Turtle Foundation newsletter at the time of the donation.
- Invitation to participate at community volunteer days such as clean ups.
- Presentation for staff and/or customers by the Sea Turtle Foundation Project Manager.
- Complimentary Sea Turtle Foundation memberships that you can use to reward staff or customers.
- Sea Turtle Foundation certificate of support to display in your business.
- Media and other promotion will be sought for major donations

Additional benefits can be negotiated for major donations.

Whichever level you choose...

...there's no need to keep it quiet

Sea turtles are a firm favourite with the public and media outlets are quick to respond to our media releases.

Sea Turtle Foundation has a strong record of gaining TV, newspaper and radio coverage of sea turtle related stories.

As a **Primary Supporter, Project Partner** or major **Supporter** your contribution will be acknowledged in media releases and your media spokesperson will be invited to speak to the media during coverage of events.

Appearing alongside Sea Turtle Foundation as a partner will enhance your business's reputation as a caring organisation that is giving back to the community and environment in which it operates.

However it's no problem if you prefer your support to be anonymous, just let us know.



Communicating with our Supporters...

...opening new doors

Community support for Sea Turtle Foundation has grown rapidly in the last 2 years and will continue to grow as we expand our activities into a broader geographic region.

We have an involved membership and active volunteers. We maintain close communication with our support base:

- Our website is regularly updated and includes links to supporter's pages www.seaturtlefoundation.org
- A monthly e-zine is sent to all our members and supporters promoting our activities
- A quarterly newsletter containing in-depth information on the latest sea turtle research, volunteer activities and reports on our work
- Regular postings to our Facebook and Twitter sites



Sea Turtle Foundation...

...current and past achievements

Sea Turtle Foundation has achieved much in the last few years. Here are some of our current and past projects that have given us the skills and knowledge to achieve great outcomes in coming years.

Turtle Trials Educational DVD

A 12 minute documentary that follows a migrating sea turtle and graphically displays the overwhelming range of obstacles she must overcome to lay her eggs. Shown daily at Reef HQ Aquarium (125,000 visitors in 2009) and distributed widely around Australia and internationally.

Nesting Monitoring at AIMS beach

Every year Sea Turtle Foundation takes community members to patrol the Australian Institute of Marine Science (AIMS) beach and monitor nesting sea turtles. During the 2009/10 nesting season over 90 community volunteers participated and TV and radio media coverage was achieved.

Research

Sea Turtle Foundation researchers have investigated nesting hawksbill turtles in the northern Great Barrier Reef; used kayaks to follow flatback turtle hatchlings during their first moments at sea; investigated the impacts of rising temperatures on nesting success; used satellite transmitters to follow migrating turtles and tracked green turtles using sonic transmitters.



School Talks Program

Sea Turtle Foundation's Education Officer visits primary schools in the Townsville region to talk about impacts on sea turtles and simple changes pupils can make to relieve those pressures.

Turtles for Tomorrow 2010 calendar

Created using school pupils' artworks depicting the issues explored during our School Talks Program. Full of tips on how to reduce impacts on turtles, the calendar took a sea turtle conservation message into 1500 homes and businesses.

Sea Turtle and Dugong Awareness Program in Papua New Guinea

Sea Turtle Foundation was invited by Treaty communities in the Western Province, Papua New Guinea to deliver an education program due to their concern over diminishing numbers of sea turtles and dugongs.

Sea Turtle Foundation project sponsors



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Sea Turtle Foundation and your business...

...let's make it happen



To take the next step towards saving sea turtles please contact:

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More detailed sponsorship details and entitlements are available on request.

www.seaturtlefoundation.org



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