



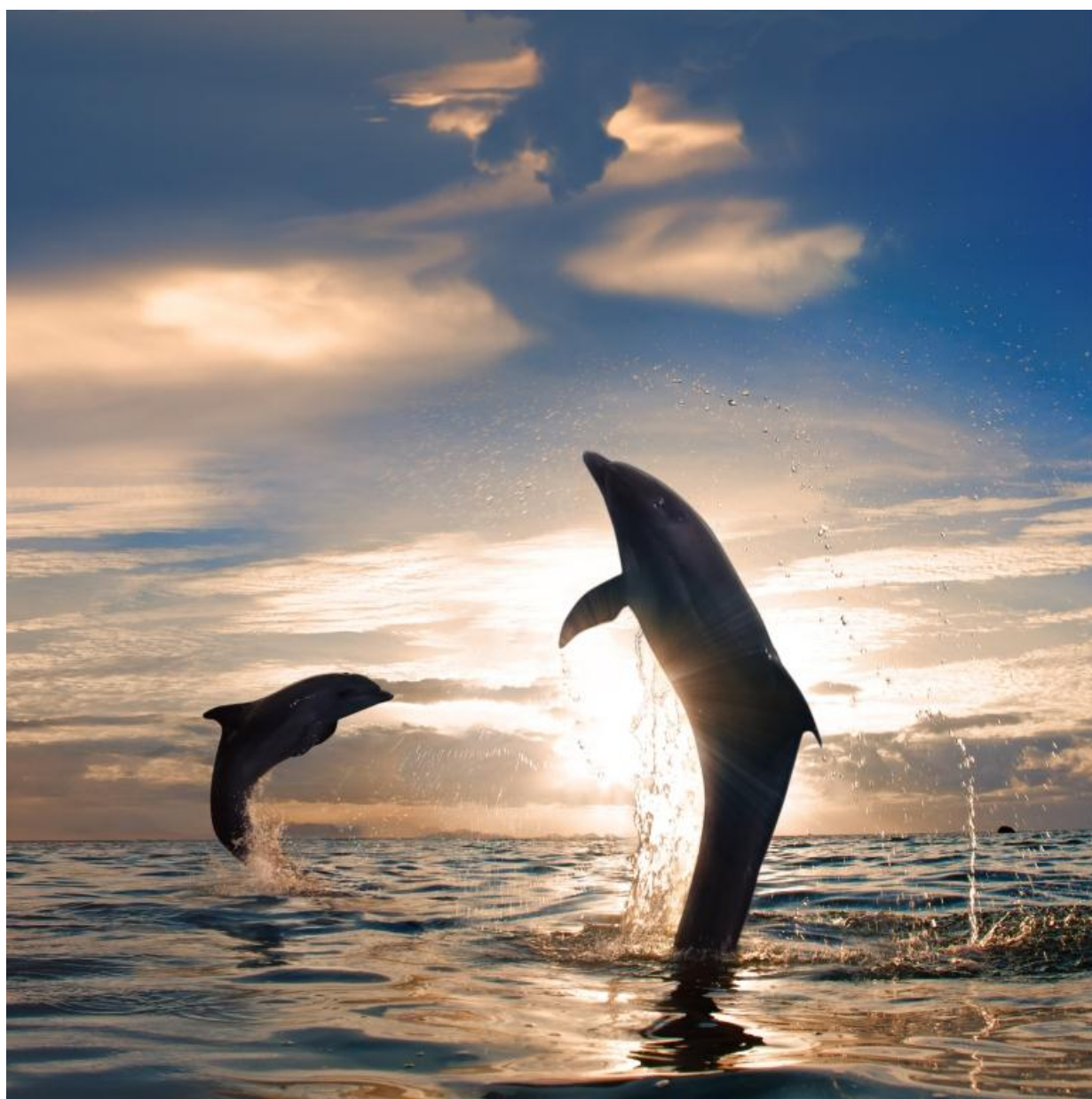
# SEA LIFE TRUST ANZ

ANNUAL REPORT 2016



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## Message from the Chair

This year we saw the expansion of Ocean Youth to SEA LIFE Underwater World Mooloolaba. Twenty six young people joined the program of change makers and oceanpreneurs bringing our total number of ambassadors to 66 in just 18 months. We also saw the first Merlin Scholarship awarded to enable greater access based on merit and potential. The success of the program to date has attracted the interest of SEA LIFE to get involved which will likely see further expansion of the program in the coming year.

Almost a quarter of total funds expended were allocated to shark projects. As one of the most threatened group of animals on the planet, this aligns with our strategy of raising the profile and increasing protection for species at risk. Knowledge gained from each of the shark project will inform species recovery and management plans, with the goal of driving improved outcomes for our sharks.

This year the Executive Committee was involved in overseeing the development of the SEA LIFE Trust ANZ Strategic Plan 2016 – 2019 which will forge our direction and enable our partner, SEA LIFE, to help us drive key activities over the coming years.

Thanks to Merlin Entertainments covering operational costs, over 80% of all donations received go directly to conservation projects; 10% of funds go to business costs such as bank fees, compliance and fundraising & event costs; these costs of doing business are unavoidable. That leaves 10% left over for other expenses to get the job done which are within an acceptable range for a charitable entity. Donors can feel confident that their contributions are making a positive difference for the health of our oceans and wildlife.

I would like to thank Claudette Rechterik, the driver of the day to day operations as well as growing the reach and recognition of the SEA LIFE Trust across ANZ. I'd also like to thank the Executive Committee for their continued support and valuable, voluntary contribution. We can all be proud that each of our contributions does make a difference.

I look forward to seeing what we can achieve together in the coming year!

Yours sincerely,

Anissa Lawrence

Chair SEA LIFE Trust ANZ  
Co-founder & Managing Director of  
TierraMar Consulting



## Message from the GM

I know I say this year on year but I can't believe another year has gone by since I wrote the last Annual Report! Despite the incredible speed with which time seems to be flying, good things have definitely been happening at SEA LIFE Trust ANZ.

This year we saw our fledgling program Ocean Youth go from strength to strength with another site and another 26 young change makers jumping aboard. I'd like to say a huge thanks to **Vicki Brown, Cheryl Laks, Heather Maginn, Paige Coleman, Peta Howard, and Kasey Turner** for their role in driving the program across Melbourne, Sydney and Mooloolaba. There is no doubt that without them, the program would not be where it is today. Thank you to **Kademi** for their ongoing and generous sponsorship of the Ocean Youth hub, a bespoke e-learning and rewards software platform that will enable us to build out our online certification and rewards programs. And finally thanks to designer and web developer extraordinaires **Cath Leach** and **Rachel Taylor** for their continued magic making in design and web management.

Sharks were the big recipient of SLT funding this financial year through a range of projects. Sadly this animal group remains under constant threat due to overfishing, shark nets (NSW and Qld) and bycatch. We'll continue to work with other organisations and the community to shift the dial on sharks.

Operation Crayweed, an important and successful project that aims to restore Sydney's underwater forests, was successful in an Academic Research Council Linkage Grant that took SEA LIFE Trust seed funding of \$13,000 per year for 3 years to a \$288,000 project. In addition, Sydney Institute of Marine Science researchers Adriana Verges, Alexandra Campbell and Ziggy Marzinelli, and their respective communities carried out a fun & engaging crowd funding campaign prior to the ARC application that reached its funding target within 2 days and doubled the target within 30! With results like these 70kms of Sydney's coasts will definitely see crayweed back within the next few years. We are incredibly proud to be an industry partner on this project. Find out more about the project at [www.operationcrayweed.com](http://www.operationcrayweed.com).

Future directions will see us unlock some new fundraising opportunities within SEA LIFE sites and online to drive our new strategy and making a greater difference for healthy oceans. Thanks so much to the Executive Committee for their ongoing support and input.

We hope you'll continue the journey with us.

For the oceans.



Claudette Rechterik

Head of SEA LIFE Trust Aust/NZ



## RESULTS SNAPSHOT



Income growth of **85%**!



Over **80%** of total expenditure directly to conservation projects



**1<sup>st</sup>** time industry partner for Academic Research Council Linkage Grant with Sydney Institute of Marine Science



**11** organisations partnered with for project delivery

## FUNDED PROJECTS

### SHARKS - \$25,721

#### Spot a Shark



Spot a Shark's research involves non-invasive photo identification of sharks using computerised pigmentation spot matching technology. This is used to determine site fidelity, migration patterns, and whether the population is stable, declining or increasing. Photo ID can also be utilised to assess this species abundance, population structure, site fidelity and long-term distance movements.

Spot a Shark has been conducting regular surveys of the Grey Nurse Shark population along the east coast of Australia since 2000. They now have a substantial photographic database of well over 5,000 images, largely thanks to the diving community up and down the east coast of Australia. SEA LIFE Trust auspiced a grant from Australian Geographic to enable Spot a Shark to update and open source its platform to grow citizen science reach.

#### White Tag

In partnership with CSIRO this project consisted of tagging Great White sharks in Victoria in order to learn more about their biology, ecology and thus provide more detailed information for shark mitigation and conservation policies.

#### GNS Custodian project

SEA LIFE Underwater World Mooloolaba and University of Queensland continue their research project to identify key gestation sites for GNS to better inform the species' recovery plan.

#### Shark Spotters

In the wake of several shark incidents in Northern NSW, a key group of stakeholders gathered to work with the NSW State government on developing a non-lethal shark mitigation strategy. The Shark Spotter program, created in South Africa, has been deemed a success in mitigating shark/human interactions in the sharky waters off SA. SLT ANZ contributed funds to support two Shark Spotters to tour N NSW and WA to share knowledge and experiences in the journey to non-fatal shark mitigation strategies.

## TURTLES - \$3,207

### Tag for Blair + Turtle Watch

SEA LIFE Melbourne Aquarium celebrated yet another successful release of a rescued and rehabilitated Loggerhead sea turtle. Affectionately nicknamed Blair, short for Blairgowrie, where she was rescued in December 2013, the cheeky Loggerhead turtle was given a second chance at life thanks to SEA LIFE Melbourne Aquarium's Sea Turtle Rescue and Rehabilitation Program, managed by SEA LIFE's aquarists, vets and with support from the SEA LIFE Trust.

On arrival, Blair weighed four kilograms and was only 35cm long, she was exhausted, dehydrated and malnourished; thankfully she has made a full recovery, growing 23cm and has been able to return to the wild weighing a healthy 25kgs.

Over two years, Blair was been nursed back to health by the dedicated staff at SEA LIFE Melbourne Aquarium. Thanks to this special program, a rich diet and lots of love and care she is well prepared for any threats she may face in the wild.

Blair was fitted with a satellite tag, funded by SEA LIFE Trust, and released from a beach on stunning Parks Victoria managed Gabo Island, just off the coast of Mallacoota. You can still follow her tracks on the **Turtle Watch** page <http://www.sealifetrust.org.au/our-campaigns/turtle-watch>

Thanks to all involved in her successful rescue, rehab and release.



## HEALTHY HABITATS - \$5,200

### SO Manly



This project started as a trial to see how engaging businesses in an iconic coastal town could achieve better outcomes for the environment. Key targets include sustainable food sourcing, greater marine protection, reduce single use plastic, working towards zero waste, and improved carbon efficiencies. Based on the enthusiastic uptake by business and support by both the Council and Chamber of Commerce this project has been extended to the end of the calendar year.

### Reef Check Australia

Building the capacity of young people to make better choices for our environment is a key component of Ocean Youth. Reef Check Australia provided OY Mooloolaba Ambassadors a workshop on assessing the health of the local coral reefs. SLT funded the waterproof health check and ID boards for the kids to be able to identify the coral and its respective health.

## OCEAN YOUTH - \$63,198

This year Mooloolaba joined the Ocean Youth party with 25 amazingly passionate and inspiring 12 – 15 year olds, and included our very first Merlin Scholarship which was awarded to Maggie McArthur.

The bulk of expenditure on OY was recouped via program fees paid for by participants.

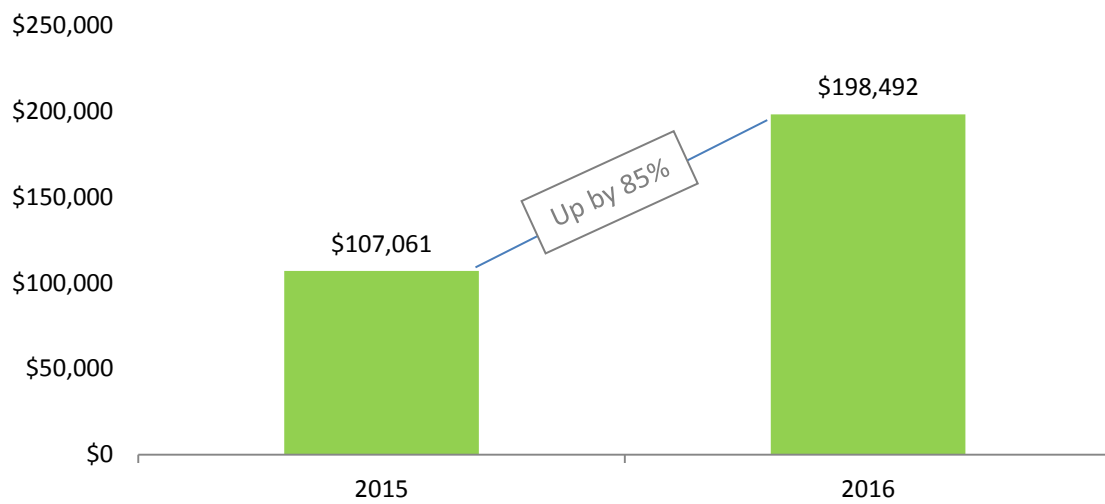
We also continued to build out the online platform that now includes the capacity to delivery online courses of which we are in the process of developing. We will continue to build the online hub to develop the rewards and partnership program for the online community.



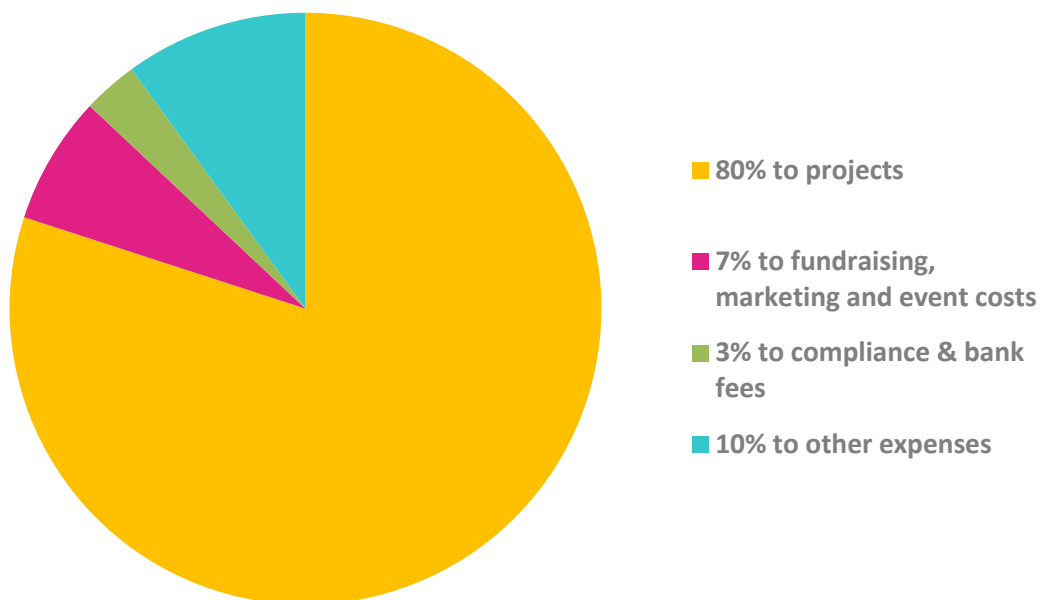


# FINANCIALS

## Income



## Expenses = \$108, 974



Thanks to Merlin Entertainments for covering SEA LIFE Trust ANZ operating costs we are able to contribute the majority of income earned to conservation projects.

## EXECUTIVE COMMITTEE 2015/16



**ANISSA LAWRENCE**  
Chair, SLT ANZ  
Managing Director & Founder,  
TierraMar Consulting



**SEBASTIEN MAUPAS**  
Vice Chair, SLT ANZ  
Co-founder, HandsUp.help



**ROB SMITH**  
Treasurer, SLT ANZ  
Divisional Director Australasia,  
Merlin Entertainments



**SOPHIE BANCROFT**  
Secretary, SLT ANZ  
Executive Assistant, Merlin  
Entertainments



**AARON SPROWL**  
Ordinary Member, SLT ANZ  
Curatorial Manager, SEA LIFE  
Underwater World Mooloolaba



**ROB TOWNSEND**  
Ordinary Member, SLT ANZ  
Curatorial Manager, Manly SEA  
LIFE Sanctuary



**DR. ROB JONES**  
Ordinary Member, SLT ANZ  
Managing Director & Founder,  
The Aquarium Vet



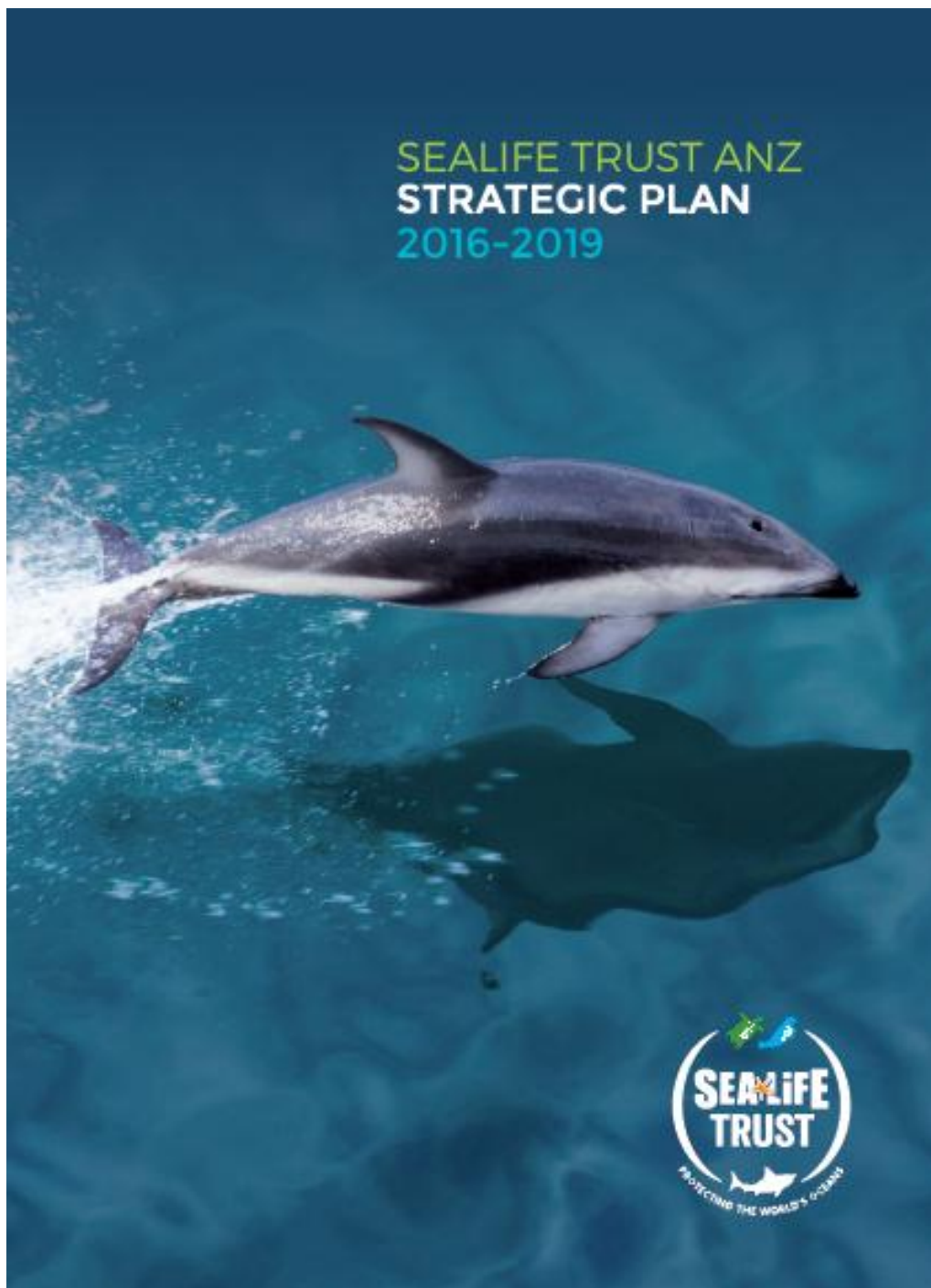
**BEN CHINNOCK**  
Ordinary Member, SLT ANZ  
Community Fundraising  
Manager, Barnardos Australia



**CLAUDETTE REHTORIK**  
Ordinary Member, SLT ANZ  
Head of SLT ANZ

## RENEWED FOCUS

Our new strategic focus is available online or on our website. We're looking forward to reaching our objectives and leaving a legacy of healthier & more abundant oceans!



[CLICK HERE FOR THE STRATEGIC PLAN](#)

## THANK YOU!

Once again, a **huge thank you** to all our animal adopters, SEA LIFE visitors who donate to our spinners, members & sponsors for enabling us to fund the work we do.

### Special thanks to:

**SEA LIFE Sydney Aquarium (Merlin Entertainments)** who cover the salary for one PTE employee which we would not be able to do much without.

**SEA LIFE Trust Executive Committee** for donating their precious time and energy to keep the organisation on track with budget and strategy.

**Catfish Creative** for waving her magic design wand over Ocean Youth and creating a stunning online marvel.

**Heather Maginn and the SEA LIFE Trust Melbourne Team** for their awesome effort with the Ocean Fundraising Gala amongst many other things. Absolute legends.

**Alicia Lloyd and Harriet Spark** for their time and effort driving SO Manly.

**Paige Coleman, Peta Howard, Kasey Turner, Marty Garwood, Heather Maginn and Vicki Brown** for their incredible support and enthusiasm in taking on Ocean Youth and running a million miles with it.

**Steve Dafnakis** (auditor extraordinaire) for consistently making himself available to put our end of year accounts together.

And all our other volleys who drop in and out but provide a huge array of value to our organisation; whether it's attending a beach clean, posting for our social media, IT, governance, or design, it's all very valuable work that we as a one part-time equivalent operation can't always get to.

### How you can help

**Become a member** for just \$20 per year (the equivalent of 5 coffees or 2 beers brewed by bearded brewers). **Every dollar raised goes directly to our projects** as our operational costs are covered by our main sponsor, Merlin Entertainments.

**Attend one of our events** – all proceeds raised from our events go straight back into our projects.

All donations over \$2 are tax deductible.

You can do all of the above including making a general donation or learning more about SEA LIFE Conservation Fund via our website [www.sealifetrust.org.au](http://www.sealifetrust.org.au).

**We look forward to updating you on exciting upcoming events in 2017!**

Claudette Rechterik



Head of SEA LIFE Trust ANZ

