

2010 'i sea, i care' Challenge

Background



The 'i sea, i care' Challenge

is a unique concept that will capture community interest and imagination about our region's most precious assets – our wonderful Port Phillip and Western Port Bays.

We call it the 'i sea, i care' "Challenge" because we want to challenge people to change their thinking and also to become involved.

The Challenge is unique because:

We want Victorians to perceive that "what lives around OUR coast is too precious to lose".

We want Victorians to understand that the biggest threat to the bays is from the impacts of nearly 4 million of us living around them.

The Challenge is a response to the Dolphin Research Institute's coastal values survey which shows that only 1/10th of Victorians think that creeks and rivers are a threat to the marine environment! And also that most Victorians seem to care more about marine environments with coral reefs.

The 2010 Challenge follows the success of the 2009 event which engaged over 1500 children and adults.



Call 1300 130 949 to find out more or go to www.dolphinresearch.org.au.



Program Elements

Surveys

Surveys will run for 2 weeks in Port Phillip and 1 week in Western Port during January 2010. Most major towns and locations in both bays will be visited, in addition to many of the Marine National Parks and Sanctuaries.

Surveys will record dolphin numbers and locations and also photograph dorsal fins for population estimates.

Community Engagement

- Beach Programs will be conducted at key locations during the **Challenge**. Programs will be a combination of "meet the dolphin researchers" and "marine mystery programs" designed for families. Details of the daily events will be promoted in the media;
- We will run programs for over 2000 people in 18 locations.



'i sea, i care' Challenge 2010 - Schedule

Please join us!

Call the DRI office on 1300 130 949 or go to www.dolphinresearch.org.au to find out last minute changes and to become involved.

Below

A collage of the results of the 2009 'i sea, i care' Challenge.

	Locations for Programs	Date	Time	Mel Ref
First Leg	Rickett's Point - Tea house	Wed 6 Jan	11.30-1.30pm	86 C9
	Seaford Pier	Thur 7 Jan	11.30-1.30pm	99 D3
	Mornington Pier	Fri 8 Jan	11.30-1.30pm	104 D9
	Capel Sound Foreshore	Sat 9 Jan	10.30-12.00pm	169 H2
	Dromana Pier	Sat 9 Jan	2.00-3.30pm	159 H5
	Rye Pier	Sun 10 Jan	11.30-1.30pm	168 F4
	Sorrento Pier	Mon 11 Jan	11.30-1.30pm	157 C7
	Lay-day	Tues 12 Jan		
	Portsea Pier/Beach	Wed 13 Jan	11.30-1.30pm	156 E2
	Queenscliff Ferry	Thur 14 Jan	10.00-1.00 pm	--
Second Leg	Balnarring Beach	Fri 15 Jan	10.30-12.00pm	193 D10
	Somers Yacht Club	Fri 15 Jan	2.00-3.30pm	194 A10
	Frankston Waterfront Festival	Sat 16 Jan	All day	100A A8
	Frankston Waterfront Festival	Sun 17 Jan	All day	100A A8
	Lay-day	Mon 18 Jan		
	San Remo Playground	Tues 19 Jan	11.30-1.30pm	934 H7
Third Leg	Cowes Jetty	Wed 20 Jan	11.30-1.30pm	931 K1
	Indented Head Jetty	Thur 21 Jan	10.00-11.30am	460 C3
	St Leonards Pier	Thur 21 Jan	1.00-2.30pm	460 C9
	Altona Pier	Fri 22 Jan	11.30-1.30pm	54 H12





i sea, i care®

About the Dolphin Research Institute



Who is the Dolphin Research Institute?

The Dolphin Research Institute (DRI) is an independent not-for-profit marine conservation organisation that has provided valuable solutions and services for nearly two decades.

DRI is based at Hastings, on the shore of Western Port, where it has its education centre and office for researchers and administration.

DRI's positive outcome-focused culture combined with a unique mix of research, education and innovative '*i sea, i care*' Program, make DRI an effective leader for marine conservation in Victoria.

DRI's concern and influence extends beyond dolphins to all of Victoria's Living Marine Treasures.

DRI addresses tangible needs:

- Urgent environmental issues including dolphin deaths and disease, polluted estuaries, wildlife issues and environmental impact assessment.
- Longer-term needs for the community including long-term marine research and conservation programs for Port Phillip, Western Port and the Gippsland Lakes, education, policy development, training and social marketing.

- Research outcomes that influence marine protection in Victoria.
- Shaping opinions and policy through being active on a number of key panels and boards.
- '*i sea, i care*' state-wide marine values and perceptions survey.
- Capacity to respond to issues including: dolphin strandings, the disease outbreak affecting dolphins in the Gippsland Lakes and prosecutions for dolphin harassment.

Outcomes for the Community

- Marine Education Programs for schools and adults, engaging over 50,000 school students and 20,000 adults. Established the Victorian Awards for Excellence in Marine Education.
- Grooming Future Generations with 37 graduate summer scholarships for university graduates to work with DRI.
- They are a Balanced Champion and Role Model with a Strong Media Presence and over 480 features in print media, over 300 features on radio and over 50 features on television.
- Opportunity for community involvement with more than 20,000 hours of volunteer contribution and work placements for secondary and university students.

You can have confidence:

DRI's capacity to achieve and sustain outcomes over nearly two decades has been endorsed by the community through winning various awards. DRI's strong team of staff, supporters, volunteers and partner organisations help to achieve a huge amount. As a small organisation that receives little government funding, DRI has an impressive record and is making a huge impact.

Concrete outcomes

DRI's contributions span two decades. It is not just "what" we have achieved that is important, but also the constructive and positive ways that we operate, making us an important role model.

Marine Environmental Protection and Management

- Legislative and other concrete outcomes including two amendments to the Victorian Wildlife Act and influencing the Port Phillip Channel Deepening Project EES.

'i sea, i care' Challenge Partners

