

CONCEPT PLAN

Townsville, September, 2007



Cleveland and Halifax Bays are home to three species of dolphins: the Snubfin Dolphin, the Indo-Pacific Humpback Dolphin and the Bottlenose Dolphin, as well as whales and dugongs.

Despite efforts of regulatory bodies, the conservation management of these species is incomplete and their long-term future is in doubt. The Aim of The Townsville Dolphins (TTD) is to ensure a healthy and enduring populations for the marine mammals resident in Cleveland and Halifax Bays.

Based on successful models that integrate conservation efforts with financial support of the public and institutions, the **Objectives of TTD** are:

- Research Townsville Dolphins
- Public education about Townsville Dolphins
- Implementation of ecologically effective Townsville Dolphin conservation measures



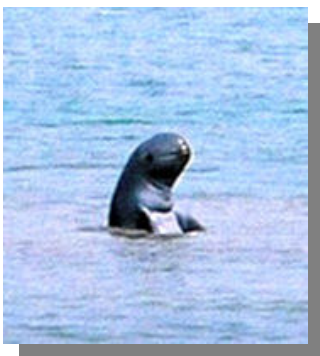
The Townsville Dolphins will be an effective, not-for-profit organization managed by a Committee holding the necessary expertise to meet the organisation's Objectives. The Committee will include specialists in:

- **Research**
- **Marketing**
- **Business Management**

A priority acquisition of **TTD** might be a fully equipped *Townsville Dolphin Survey Vessel* (above right).

Effective research into Townsville Dolphins requires appropriate equipment. One piece of equipment might be a small sail catamaran fitted with the latest safety and navigation equipment such as the SeaWind 850 (above). Research additions to this vessel might include underwater acoustic monitors and dual electric propulsion motors for silent maneuvering. A preliminary budget is under development for acquisition, fit-out plus annual running and maintenance of this vessel.

The key component of TTD will be a **sophisticated marketing and sponsorship program** where individuals and organizations are invited to sponsor Townsville Dolphins.



A range of annual sponsorship packages are considered, including:

- **Easy Sponsorship:** \$45
- **Classroom Sponsor:** ~\$90 (30 kids at \$3 each)
- **Empowered Citizen:** \$300
- **Organisation Sponsor:** \$3,000
- **Corporate Sponsorship:** \$10,000



A variety of products and services will accompany the sponsorship of Townsville Dolphins, including:

For Individual Sponsors:

- Stubby coolers and cuddly toys
- Email updates on Townsville Dolphins
- T-Shirts, caps and other apparel
- The *Dolphin Chronicle* Monthly Newsletter

For Corporate Sponsors (\$10,000):

- Naming Rights for specific sponsored dolphins
- Branding recognized in all literature and communications

TTD will synergistically link with a organizations that have demonstrated effectiveness in meeting the Aim of **TTD**. Based in Townsville, **TTD** forms a component of the broader city sustainability program known as Sustainable Townsville. A marketing survey has indicated interest in the concept and commitments have been made by individual and corporate sponsors.

Individual:

\$90

Joanne Keune | **\$50** Lorraine Doornebosch – Leigh Bradley | **\$45** Stevie Dale - John Gunn - Phil Grier - Wilma Grier - Terry Hurlock - Daniel Di Mascio - Mark and Lynette Davis - Nigel Grier - Guy Lane - Mark Roberts - Stuart Watson - Ideal Electrical Staff - Peter Kirkham - Ashley Smith - Jacqui Hardy - Luis Sanches - Joanne Keune - John Considine - Courtney Blom - Niki Marley – Nathan Hill - Col Dwyer

Total

\$1,085

What Next?

A comprehensive business plan is being developed that will deliver an implementation strategy to reach a first year budget of \$300,000. The budget will be expended on two full time staff being a Project Officer and dolphin researcher. The Townsville Dolphins program will commence once the project officers funding is in hand.

