

A CONCEPT PLAN

Townsville, June 2010



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 from the public and institutions, the **Objectives of TTD might be to:**

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



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

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

A range of annual sponsorship packages are considered, including:

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

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.

The sponsorships would seek to raise \$300,000 per annum to fund the following:

- **Full time dolphin researcher** who is tasked with learning information relevant to the conservation management of the Townsville Dolphins.
- **Full time Campaign manager** whose task is to raise money, communicate the findings of the researcher and be the mouthpiece for the Townsville Dolphins.
- All the required equipment and other expenses to run a successful campaign.

The organisation would also host an annual **Townsville Dolphins Charity Ball**.