

An aerial photograph of a tropical coastline. A white sandy beach curves along the edge of a lush green forested hillside. The water is clear and turquoise, revealing the reef structure below. The sky is blue with scattered white clouds.

# MMC PROSPECTUS

2015-2016



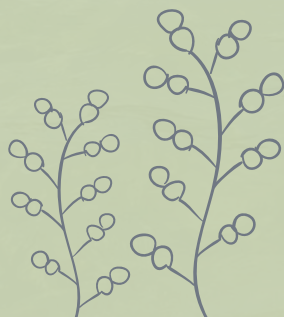
## MARINE CLASSROOM PROGRAM

Mackay's coastlines and islands are every adjective that describes what brings us wonder. Unfortunately, like so many of our stunning places, they are under increasing pressure from coastal development, climate change, invasive weeds and feral animals.

For the past seven years, Wild Mob has been working with Reef Catchments and Queensland Parks and Wildlife Service to rehabilitate and help conserve islands off the coast of Mackay.

The best way to have a long-term impact in the Mackay region is for locals to get involved. Knowing this we set out in 2013 on a journey to reconnect the region's youth with their islands, coast and marine environment.

Mackay communities used to frequent their local islands. However, the ferry stopped operating in 2011 and since then it has become almost impossible to reach the islands without access to a private boat.







## OUR RESULTS

**We've achieved substantial results last year.**

- 63 students and eight staff from four schools in the Mackay region travelled with Wild Mob to Brampton Island where they completed conservation and class coursework
- 650kg of invasive weeds were removed from 4 acres of beach scrub
- Over 70kg of plastic was removed from Dinghy Bay West where the marine turtles nest. The plastic was recorded and uploaded onto the Tangaroa Blue database where students can now access it and other data that has been collected from around the regions beaches.

**We successfully tailored each trip to the learning objectives of the respective class units:**

- Mackay North geography class were studying sustainable development and clearing the plastics demonstrated just how far human impact extends;
- Sarina High got some great data from clams and christmas tree worms for their studies in reaction times to external stimulus;
- Mackay High collected data on the coral and algae species that occur in different zones on the reef flat; and
- Pioneer High collected data on the reef sea cucumbers to take back to the classroom and overlay sea cucumber distribution on a map of the various reef zones.

Worth more than any of the above is the fact that the students now understand the threats to their local environment. They also have an appreciation of what needs to be done to protect it. This tangible experience and learning will have a ripple effect reaching far beyond the 4 days they spent on Brampton Island.



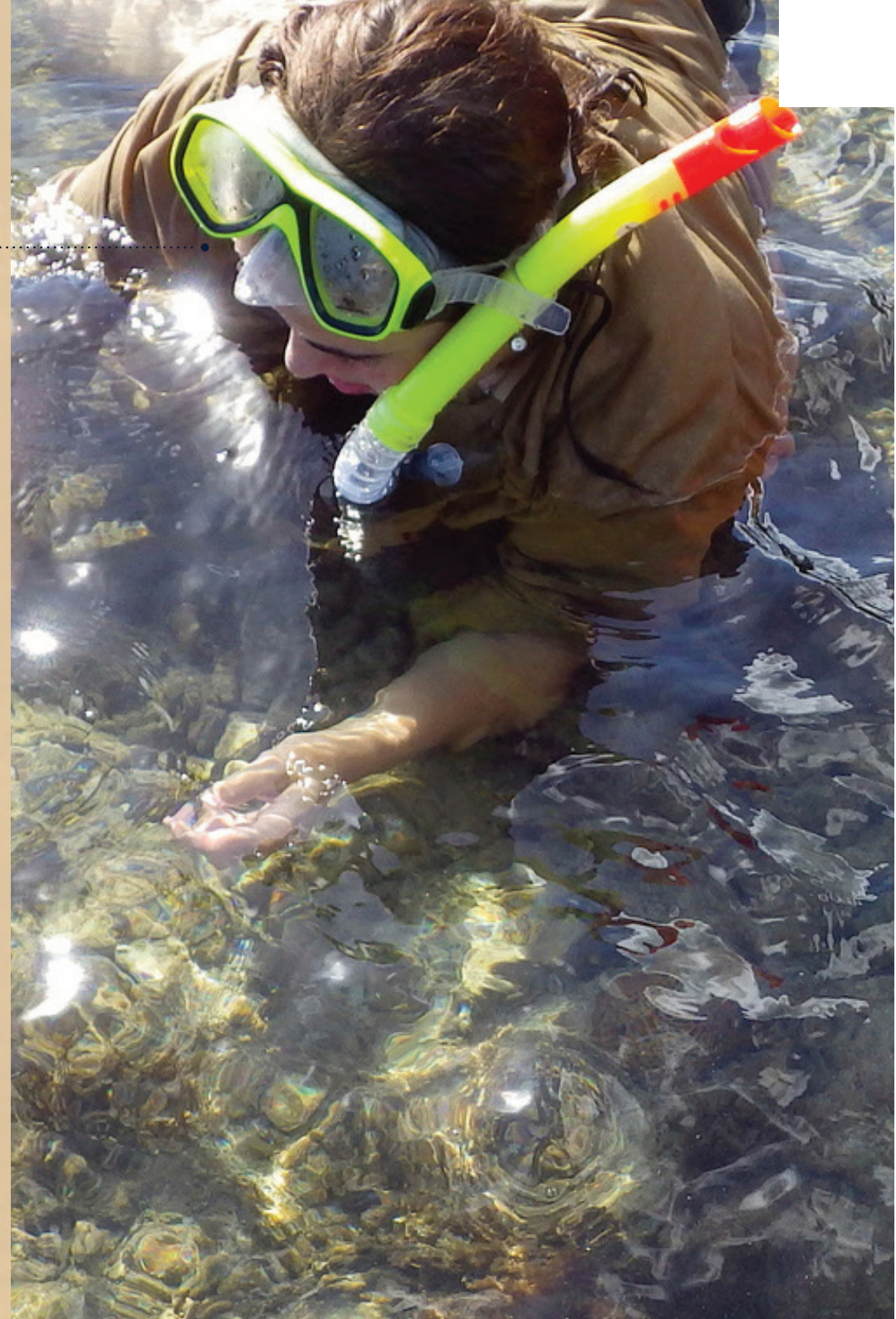
## OUR APPROACH TO LEARNING

**The best learning is through direct experience. The Great Barrier Reef and its islands offer a truly world class marine studies classroom.**

The Mackay Marine Classroom is fully aligned with the 2015 senior marine science, oceanography and conservation and sustainability curriculums but we've also made sure that we deliver an education experience like no other.

We work with teachers from each school to tailor content to the learning objectives of each class unit. Students start their learning in the classroom, then move on to explore their local beaches and finally, the hands on study culminates with the four day Brampton Island field trip.

During their time exploring the land and water, students develop a functional understanding of, and appreciation for, the coast and marine environment as well as the threats to it. Most importantly, Mackay region high school students have started a lifelong journey care for and protect their islands.







WE DELIVER  
A LOT  
WITH NOT  
MUCH

**Our priority from the start was to make sure the program was accessible to all. This meant finding funding to heavily subsidise the costs to schools, students and ultimately the families involved.**

We were able to deliver our entire 2014 program for just over \$80, 000. That includes all our preparation and planning, staff, vessels, camping, food, insurance and reporting.

WE THINK THAT'S A PRETTY THRIFTY EFFORT.





## WE WANT TO KEEP DOING THIS WORK. WILL YOU HELP?

In 2014 the program was viable because of generous support from our project partners:

- Reef Catchments (Major Program Partner)
- Central Queensland University
- Mackay Regional Council

WE COULD NOT HAVE OFFERED THIS PROGRAM WITHOUT THEIR HELP.

In 2015, our goal is to expand the program to 5 schools and over 100 students. We already have the following 4 schools confirmed and have room for one more school to participate.

- Mackay State High School
- Mackay North State High School
- Sarina State High School
- Pioneer State High School

We can only offer this program with the help of generous donors who believe in the value of the education we're offering. Students are only able to come on this trip because we subsidise the costs. As one of the teachers from a partner school said:

*"The fact that this trip was subsidised meant that every student could attend. This was crucial in our decision to participate. The WildMob and Reef Catchments team should be congratulated for allowing such an opportunity to be made available to our students and if offered next year we will certainly be involved in the program."*

**Gerri Sticklan,**  
Head Of Social Science, North Mackay State High School



Reef Catchments have again committed a huge \$30,000 in 2015 as a major program partner & the Mackay Regional Council has granted us a \$5000 community environment grant to support the program.

## We only need to raise another \$15,000.

## CAN YOU HELP?





## THE PERKS OF BEING A PROJECT PARTNER WITH WILDMOB

### BRONZE

#### FOR JUST \$5000

- Your logo on our website, all communications and our special Mackay classroom t-shirts; and
- Good feelings from helping change the life of a young Australian and saving one of Australia's most critical bioregions.

### SLIVER

#### FOR JUST \$10 000

- Your logo on our website, all communications and our special Mackay classroom t-shirts;
- Name dropping in all media we secure on the project;
- At least 10 facebook/twitter mentions; and
- Good feelings from helping change the life of a young Australian and saving one of Australia's most critical bioregions.

### GOLD

#### FOR JUST \$20 000 OR MORE

- Your logo (really big) on our website, all communications and our special Mackay classroom t-shirts;
- Name dropping in all media we secure on the project;
- At least 20 facebook/twitter mentions;
- Opportunities for school or conference presentations about your involvement with the Mackay program;
- Access to all digital assets (video/photos) that we produce and your logo will be included in all videos; and
- Good feelings from helping change the life of a young Australian and saving one of Australia's most critical bioregions.





## MEDIA SUMMARY

In 2014 we received the following media coverage which present excellent advertising and public relations opportunities for the program's partners.

### **THE MACKAY DAILY MERCURY**

(Daily newspaper, readership 10,971)

### **THE WHITSUNDAY TIMES**

(Weekly newspaper, readership 7,311)

### **CHANNEL 7**

17/03/2014

(TV, local Mackay station feeds to surrounding regions, audience 17,000)

### **WIN**

17/03/2014

(TV, local Mackay station, audience 7,000)

**ABC TROPICAL NORTH** (including ABC Rural Report)

