



AN OVERVIEW

A person wearing a high-visibility yellow vest and dark clothing is standing on a dirt path in a forest. They are holding a surveying instrument (a total station or similar) up to their eye, looking through it. The forest has many thin trees and some fog or mist in the background.

ABOUT US

Our Values

Innovation
Collaboration
Objectivity
Integrity
Accessibility

Science for Wildlife is a leading not-for-profit wildlife conservation organisation based out of Blue Mountains, Australia.

We work to make sure that the best available science and technology is applied on the ground where it counts, to conserve wildlife. We were established to meet a well-recognised need – to bridge the gap between research and wildlife conservation action.



OUR MISSION

Our mission is to create and share scientific knowledge to empower wildlife conservation.



Our Promise

To contribute to effective wildlife conservation by developing innovative solutions based on science, and through genuine collaboration and community involvement.

Our Goals

To achieve effective and enduring wildlife conservation through:

- Developing creative solutions and undertaking innovative research
- Building partnerships between scientists, land managers and communities
- Sharing knowledge with communities to inspire them to action
- Inviting participation in conservation



OUR TEAM



Dr Kellie Leigh
CEO/Executive Director



Dr Lachlan Pettit
Conservation Ecologist



Kat Boehringer
Partnerships &
Communications Manager



Brie Sloggett
Field Ecologist



Lacey Hofweber
Field Ecologist



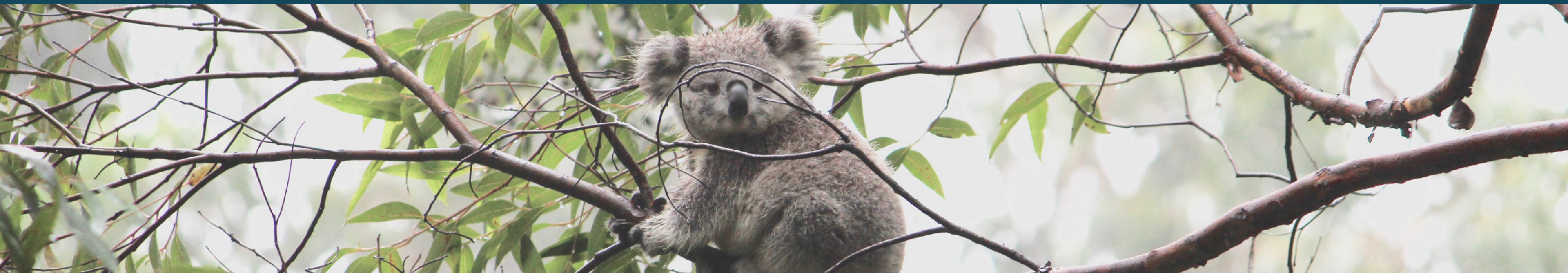
Marina Thomas
Finances



Teangi Chambers
Digital Specialist



Groot
Koala Scat
Detection Dog



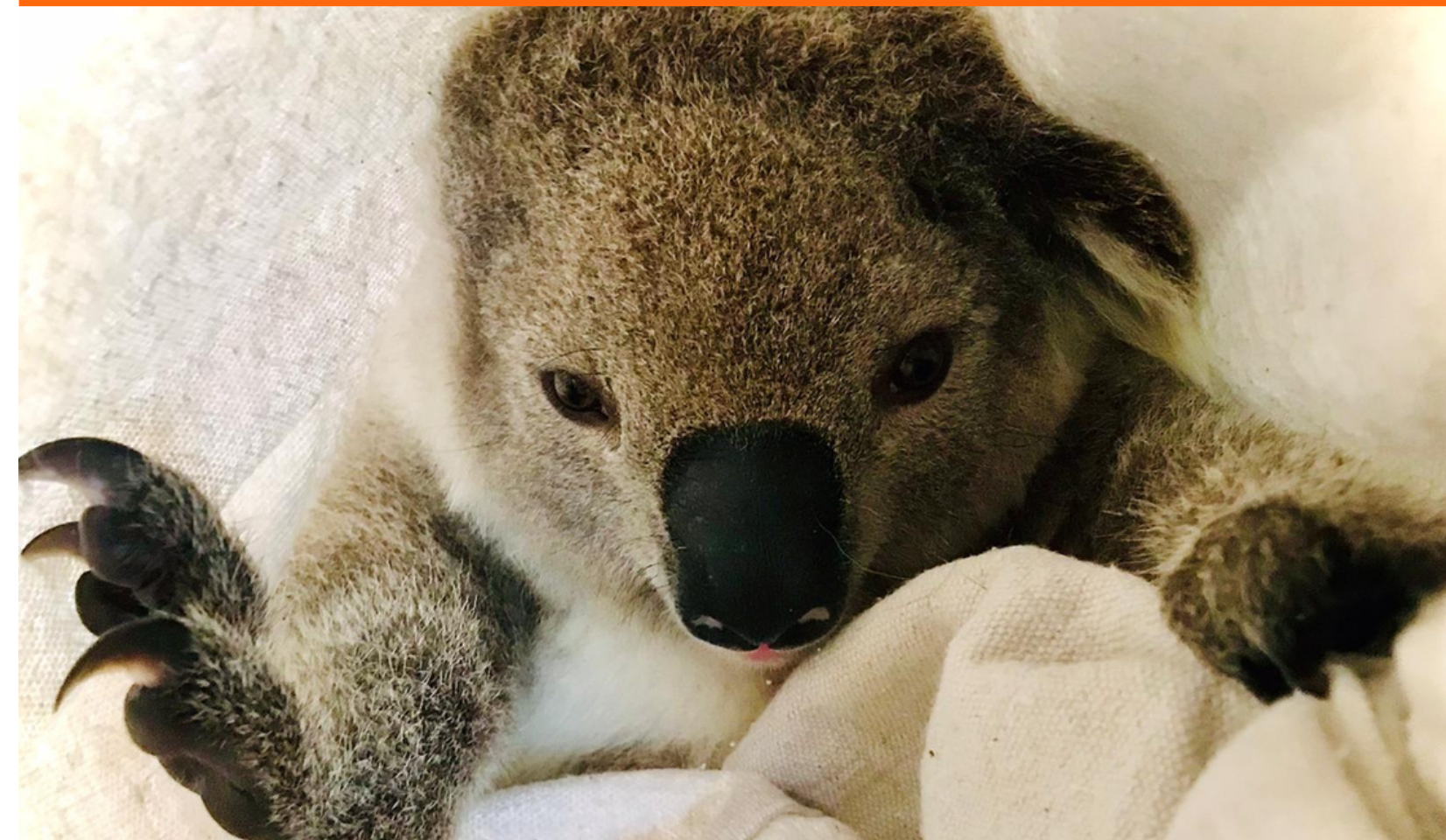
OUR WORK

BLUE MOUNTAINS KOALA PROJECT

8

**years of data to empower
koala conservation**

We have uncovered some nationally significant koalas in the vast Greater Blue Mountains World Heritage Area, an area that nobody thought would be important for koalas. These koalas were heavily impacted by 2019/20 bushfires and they now face the long term challenge of climate change and more frequent and intense drought and bushfires.



HOW WE ARE HELPING

OUR WORK HAS PUT KOALAS ON THE MAP IN THE
GREATER BLUE MOUNTAINS AREA

A story of hope

Mapping populations

- First koala species distribution model for the region

Bushfire research (surveys)

- We know koalas survived the fires (hope)
- We know the predictors of post fire survival (why & how)
(critical for understanding areas to protect)
- We are informing bushfire management for koalas (what)

Climate change

- Conserving koalas under increasing climate threats
(drought and heatwaves)



OUR WORK

POST-REHAB KOALA PROJECT

Helping koalas survive and thrive after care

There is very little information on whether koalas survive back in the wild after care and medical treatment.

Recommendations from our research are being incorporated into the NSW Code of Practice for Injured, Sick and Orphaned Koalas.



OUR WORK

SMALL MAMMAL BUSHFIRE RECOVERY

Conserving our threatened species

Australia has a lot of small sized animals (35-5500g in weight), which are easy prey for invasive predators like feral cats and foxes.

Our work is helping to understand how the 2019/20 bushfires affected these threatened species, so we can help conserve them.



OUR WORK

HELP WILDLIFE NEAR ME

Coorindating bushfire recovery through community participation

We have developed a new information sharing system that will increase the reach and effectiveness of bushfire recovery actions in the Greater Blue Mountains and beyond.



Help
Wildlife
Near Me

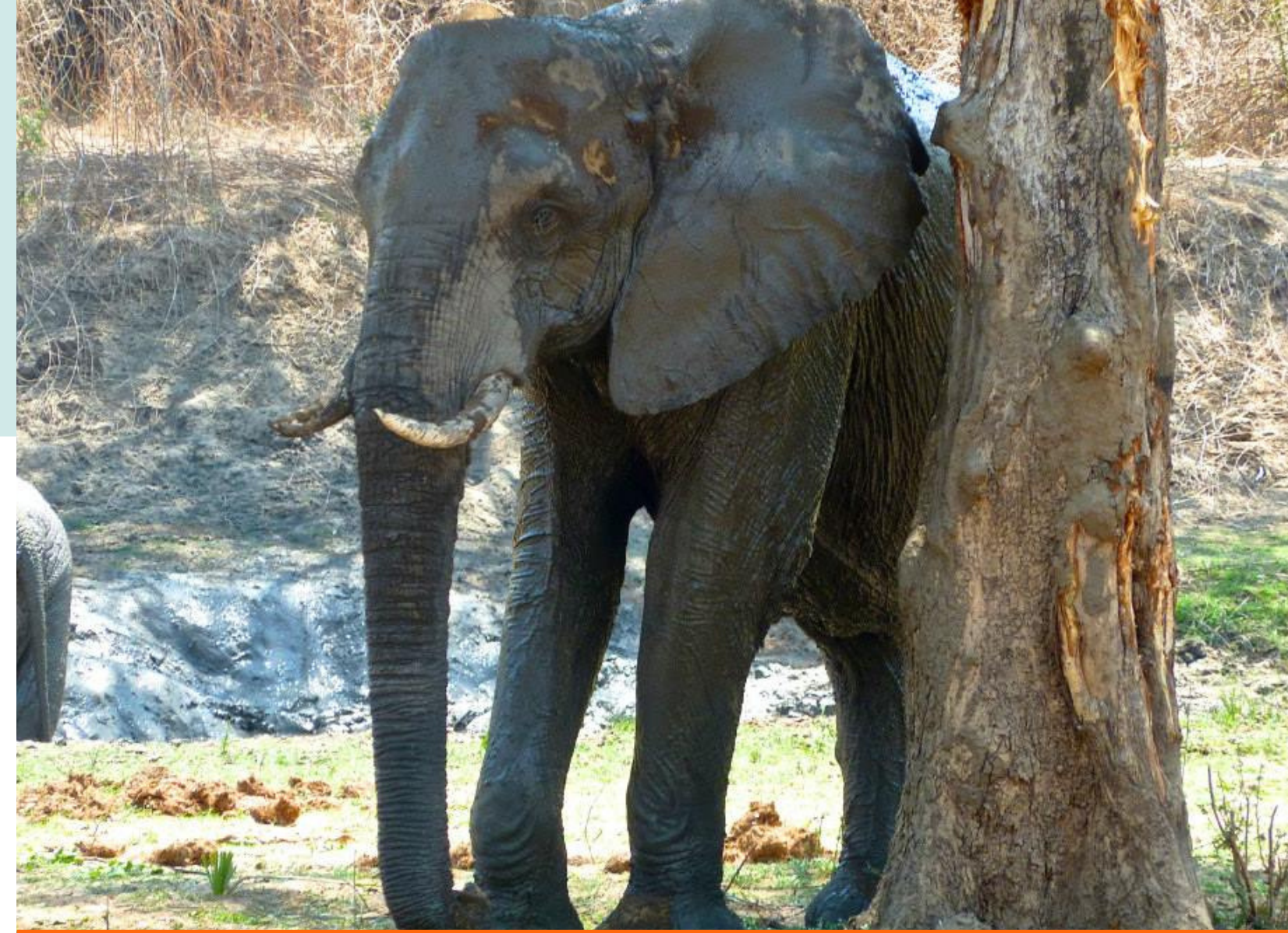
OUR WORK

ZAMBIA WORK

Flagship species restoration in Africa

We are working with organisations on the ground to implement an ambitious wildlife restoration project.

Using large mammals as flagship species, we are helping to improve biodiversity and enhance ecosystem function, benefitting many other species and habitats.



IN THE COMMUNITY



- **500+ volunteers:**
 - Koala field work
 - Online volunteering
 - Sewing in their homes
- **Community outreach:**
 - Education booklets
 - Community talks
- **Scientific engagement:**
 - Conferences
 - Publications



OUR 'CUSTOMERS'



Our two core audience streams:

- Our partners in conservation: Universities, government land management agencies, private land managers and community groups
- The general public (segmented); raise awareness, invite participation and build stewardship

MESSAGES IN THE MEDIA



online & print
articles*



radio segments



TV appearances

*includes syndication

OUR MEDIA MESSAGES REACHED
AN ESTIMATED
50 MILLION PEOPLE

SOCIAL MEDIA & ONLINE PRESENCE



4016 likers



Facebook likers up
by 60%



1485 followers



Instagram followers
up by 48%



19 blogs
14,732 impressions

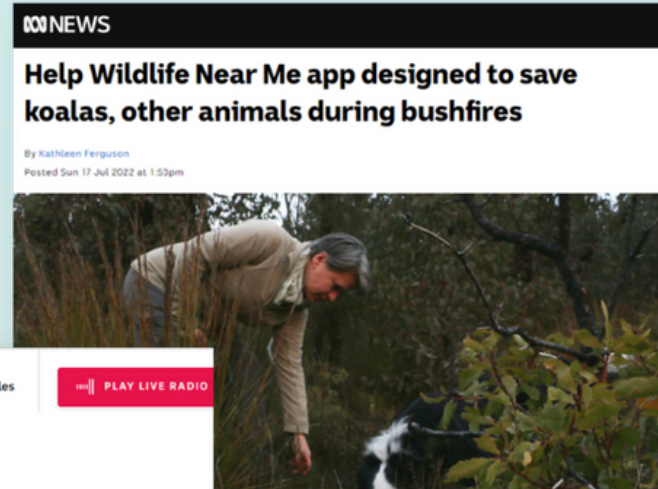


Social Media net video
engagement up 576%

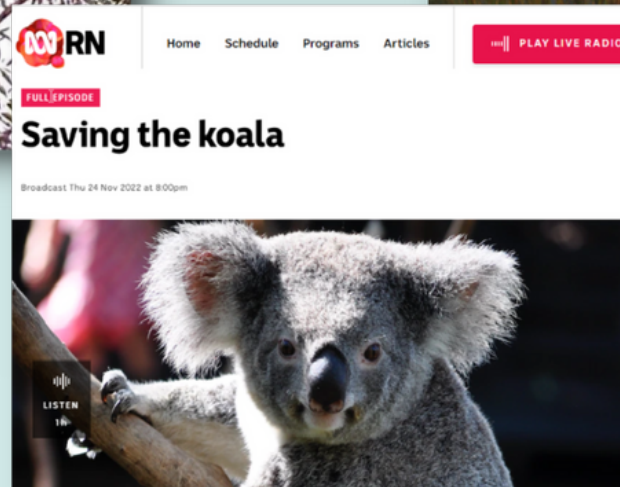
HIGHLIGHTS IN THE MEDIA



16.7million



16.2million



15.2million

- 'DOWN TO EARTH WITH ZAC EFRON' •
- BBC WORLD NEWS •
- ABC ONLINE •
- RADIO NATIONAL'S 'BIG IDEAS' •
- STUDIO 10 •

SOCIAL MEDIA OVERVIEW

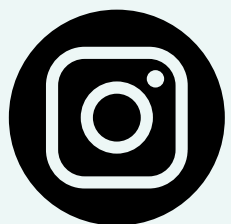
Channels



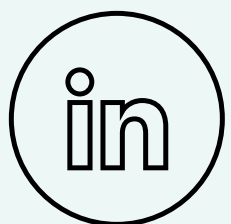
scienceforwildlife.org



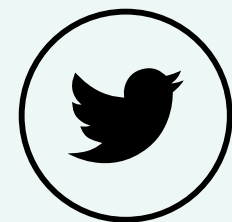
@scienceforwildlife
@bluemountainskoalaspotters



@scienceforwildlife



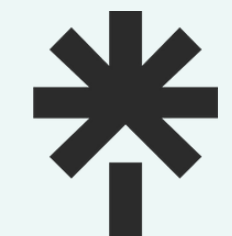
@scienceforwildlife



@wildlife_ltd



@scienceforwildlife2146



scienceforwildlifeorg

Who?



Jane

JANE ON FACEBOOK
& INSTAGRAM

Female (77.2%)
25 - 49y0
Lives in Sydney, Australia

John

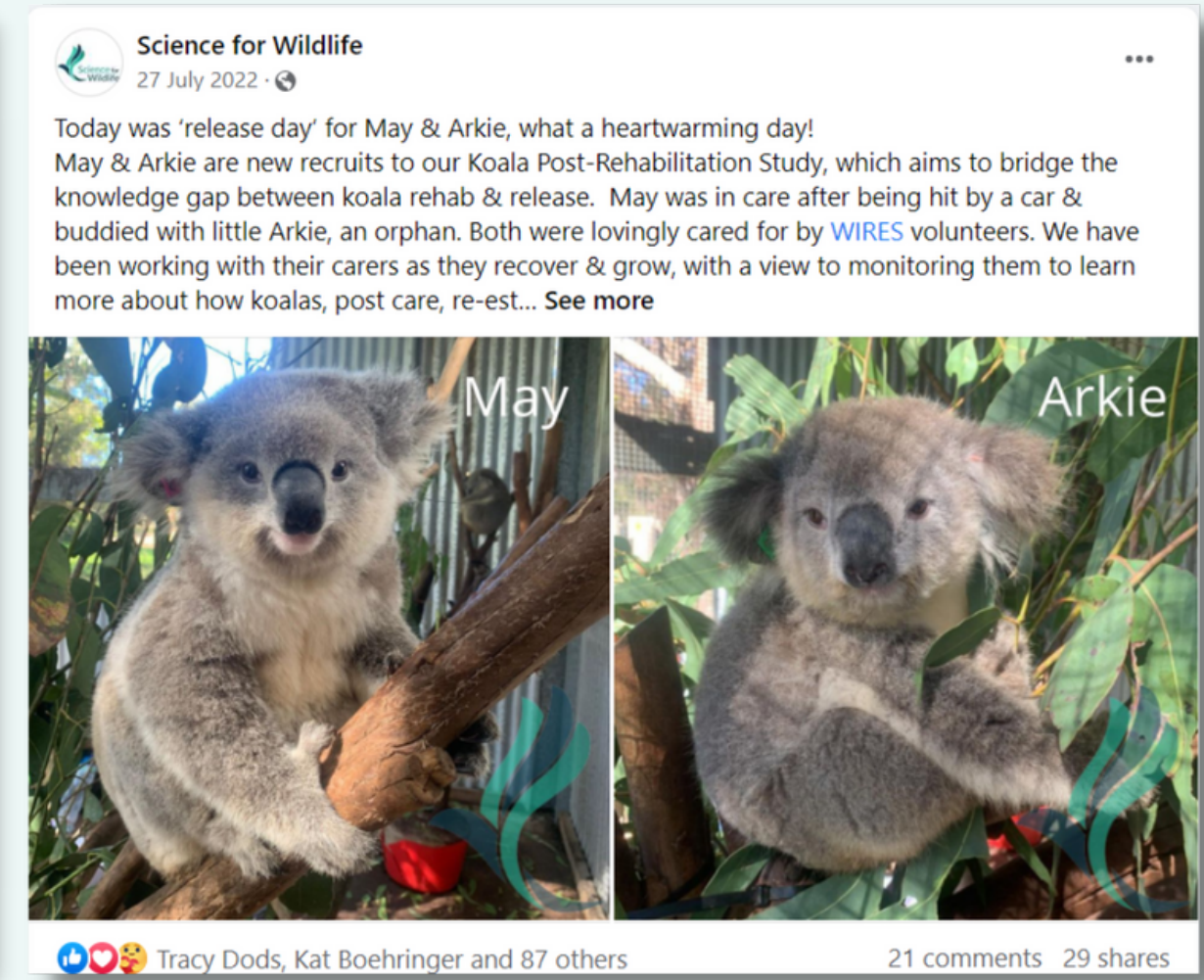
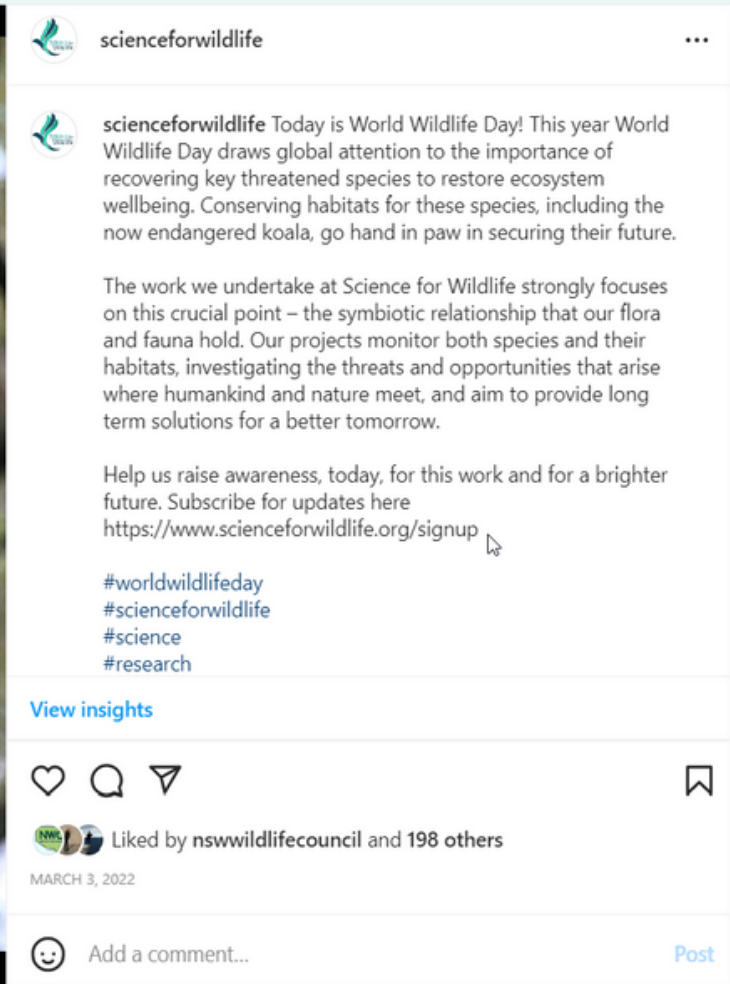
JOHN ON FACEBOOK
& INSTAGRAM

Male (22.8%)
25 - 44 y0
Lives in Sydney, Australia



Secondary - Country; USA, City: Melbourne

SOCIAL MEDIA OVERVIEW



August 2021 - August 2022 social media reach

 reach - 151,803

 reach - 18,725

PARTNERSHIPS .



Australian Government



TIFFANY & Co.



QWaLC
QUEENSLAND WATER & LAND CARERS



PARTNERSHIP

CASE STUDIES .



International Convention Centre (ICC) Sydney
Christmas koalas and awareness raising

San Diego Zoo Wildlife Alliance
Fundraising and awareness raising

WIRES

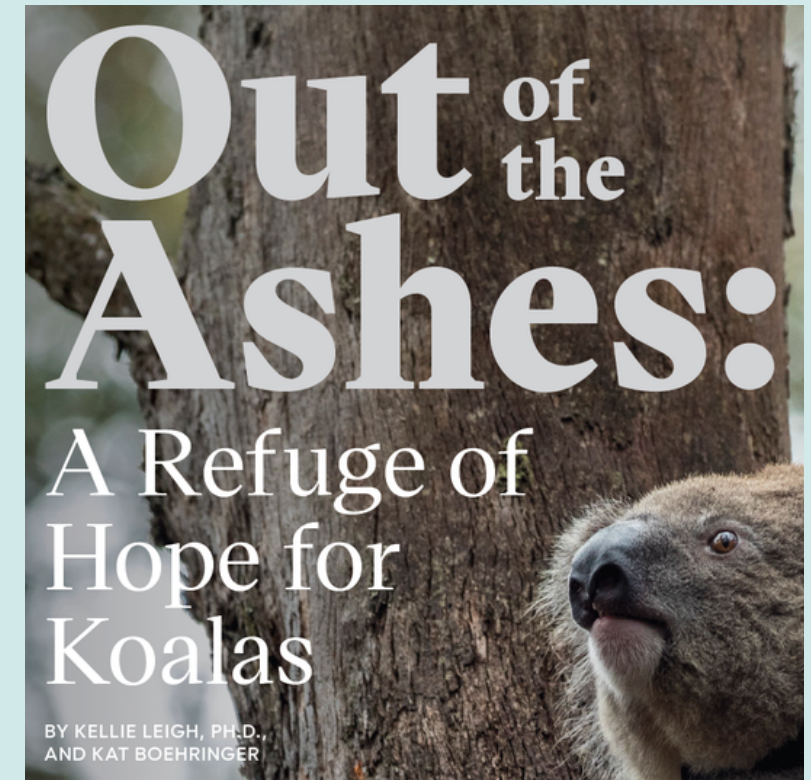
Knowledge sharing and post rehab project

Landcare NSW / Aust

App launch

Tiffany & Co

Koala pendants



Help Wildlife Near Me app for post-bushfires

July 20 2022 at 1:30pm



A first of its kind new app, *Help Wildlife Near Me* has been launched in the Blue Mountains, helping Australians to protect bushfire affected wildlife.



COMPETITORS

Other environmental and wildlife NGOs

- (donations and SOV)

Egs of NGO sector competitors:

- World Wildlife Fund
- Australian Wildlife Conservancy
- Wilderness Society
- Australian Conservation Foundation
- Bush Heritage Fund
- Australian Wildlife Society
- The Nature Conservancy

Some of these organisations may become partners or collaborators in the future.



COMPETITORS

S4W services directly compete with services offered by research institutes.

S4W collaborates and has strong links to a number of these institutions (eg the University of Sydney, James Cook University, the University of Western Sydney, and San Diego Zoo Global)

Egs of research competitors:

- Universities (main outcomes: publications)
- Eco-logical Australia - consultants (main funding: commercial/offsets)
- Beacon Ecological – consultants

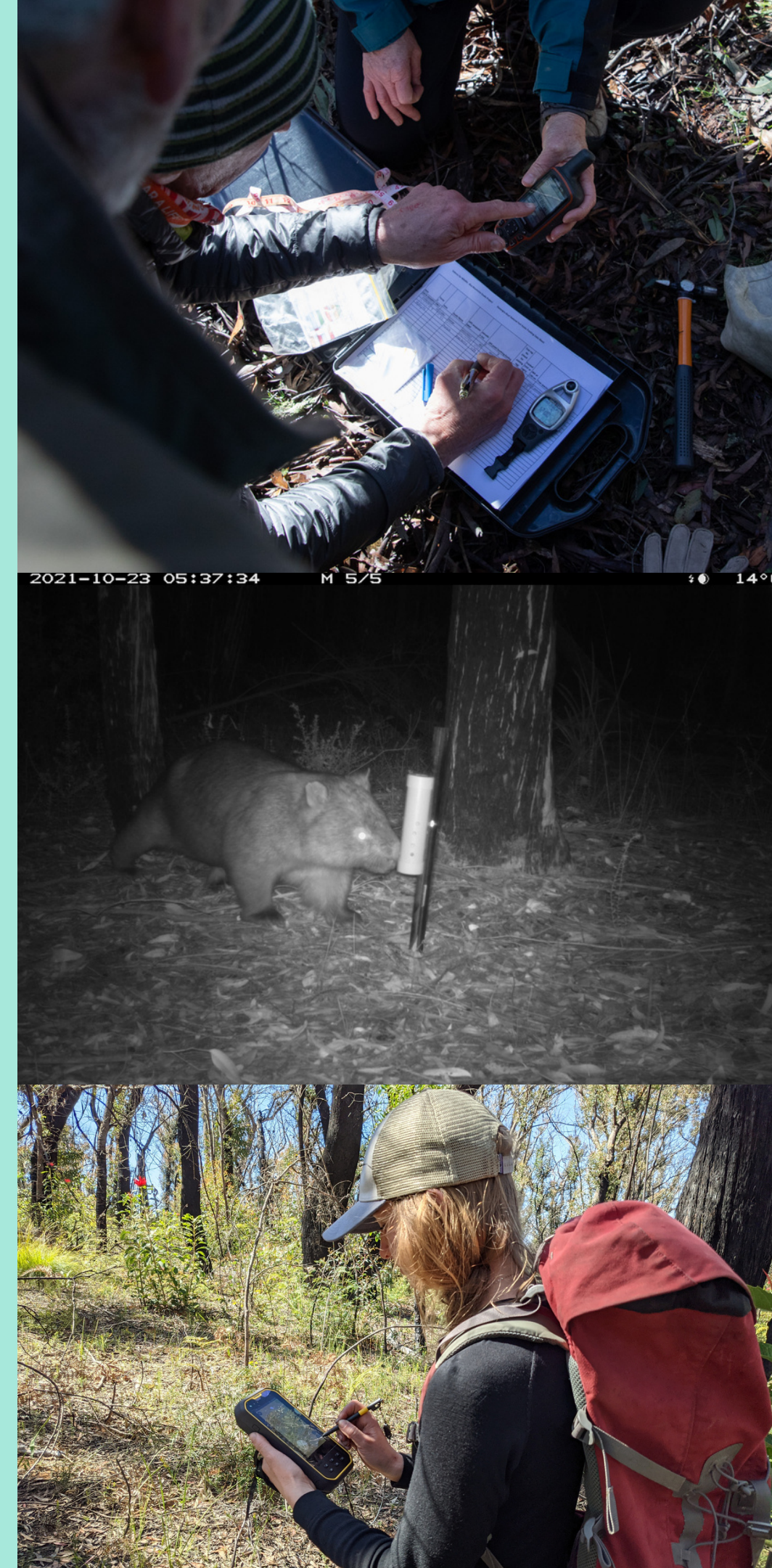


OUR POINTS OF DIFFERENCE

- Innovation (create knowledge)
- Collaboration (share knowledge)
- Focus on effective and enduring wildlife conservation (less broad than other research NGOs)
- Primarily Australian focused but adopting a global perspective

0.5%

Environmental charities receive a tiny slice of the revenue received by the wider charitable sector, (AEGN, 2019)



2022 HIGHLIGHTS

10+

Native species studied;
new knowledge on
bushfire impacts

66%

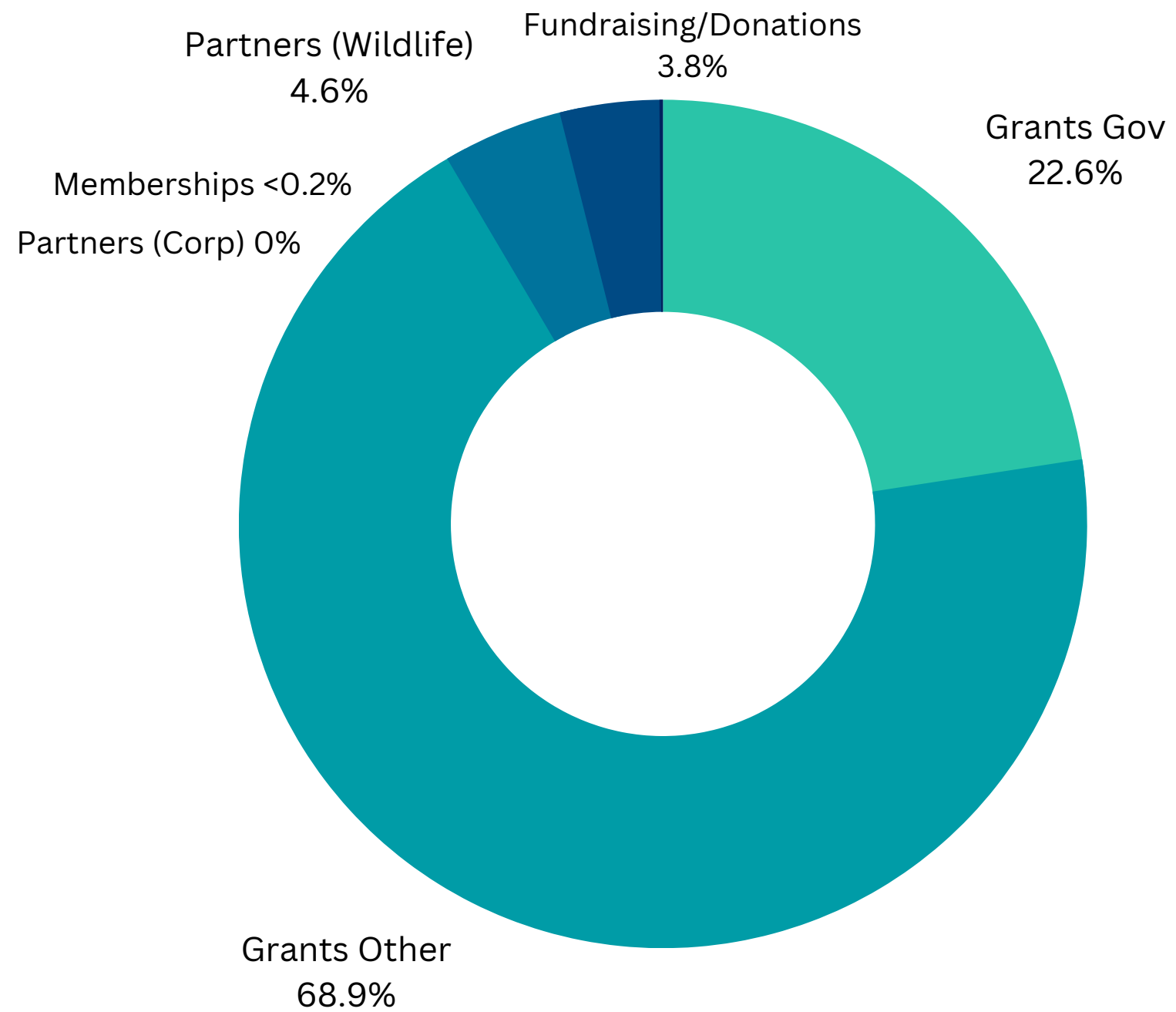
Growth in partnerships
to increase our impact

55%

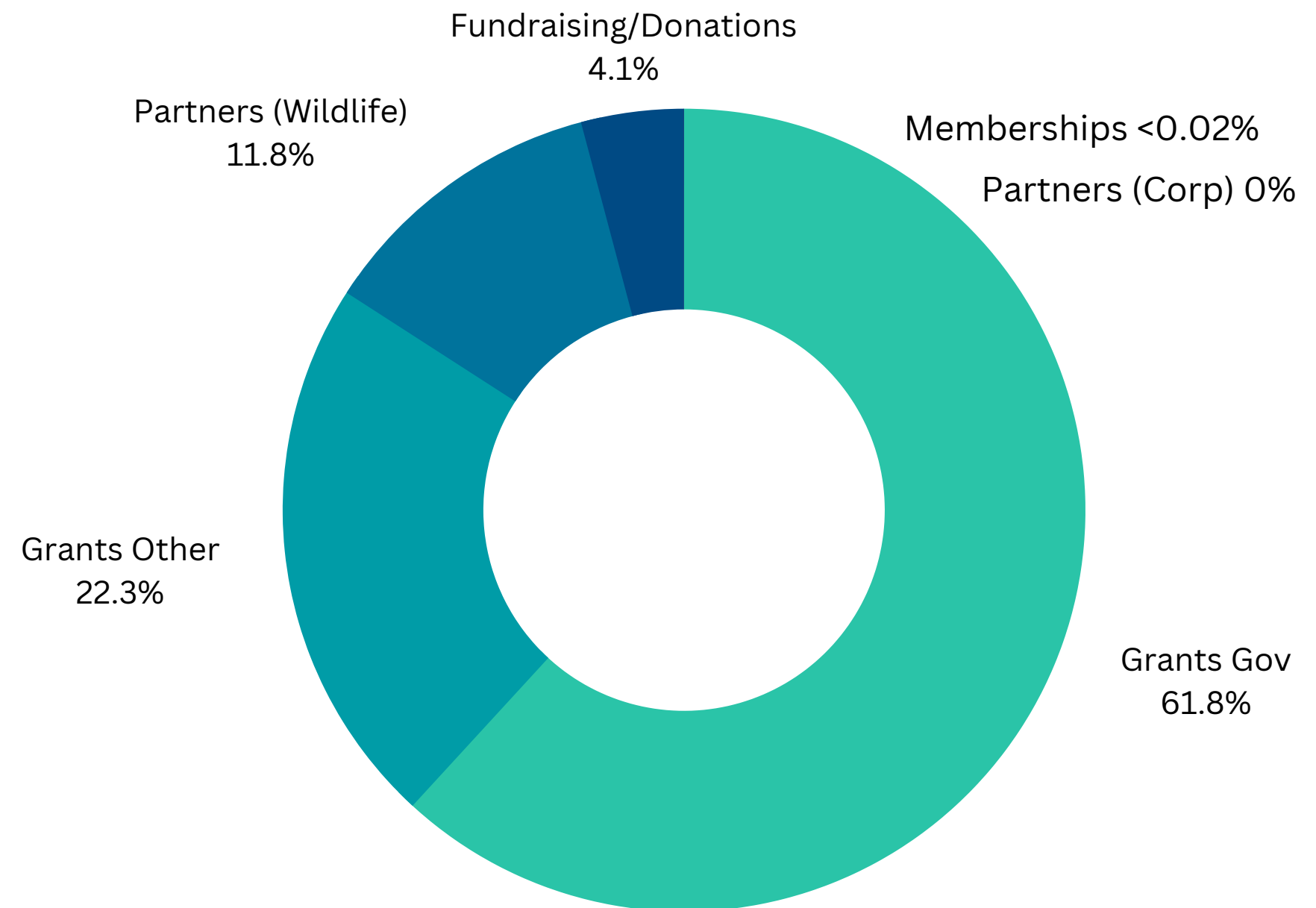
Growth in subscribers,
increasing our knowledge
sharing

OUR CURRENT POSITION

FY20-21



FY21-22



OUR WORK

FUTURE WORK

In 2022-2023

Research: From bushfires to climate change

A focus on sustainable income through new partnerships and fundraising initiatives



SWOT

Strengths



- S4W's work with flagship, keystone and indicator and umbrella species is attractive to funders (koalas - flagship and umbrella)
- S4W's innovative research is credible, newsworthy and story-rich
- We have a dedicated and engaged core group of followers and donors
- International support and recognition
- Since the fires our reach and brand awareness has increased and corporate partners are now coming to us.

SWOT



Weaknesses

- Currently grant reliant for funding – therefore most funds are committed.
- Our resources are limited, making it difficult to scale.
- Our reach is limited eg social media following is small (but engaged)
- A small team and fieldwork in remote locations can mean our capacity to be responsive (to media, funders etc) is limited.
- Our brand is not as well-known as some of our bigger competitors

SWOT



Threats

- The wildlife conservation space is crowded, especially when it comes to koala fundraising.
- Some of our competitors have huge brand reach (including online and social)
- If we can't keep our funders/supporters engaged, we risk losing them to our competitors.
- Brand awareness and fundraising gained during the fires will decrease if we can't find new opportunities for engagement.

SWOT



Opportunities

- Lend S4W's science credibility to partners
- Leverage position as an innovative and collaborative conservation organisation.
- Use our partner networks to help grow our brand.
- Leverage large volunteer base.

PARTNERSHIPS AND FUNDRAISING STRATEGY

Our overarching aim •

Build a sustainable business model by establishing a base of funding that is reliable, flexible and varied.

Our goals •

- ✓ Nurture and retain our current partners and supporters
- ✓ Grow our brand through strategic marketing and communications
- ✓ Grow our partnerships and supporters via a targeted approach



COMMUNICATIONS STRATEGY

Who is our target audience?

- Volunteers, donors, subscribers, online audience, partners
- Personas and partnership snapshots

How do we engage and convert them?

- Conversion: Step up – Awareness > Loyalty > Advocacy (donations)

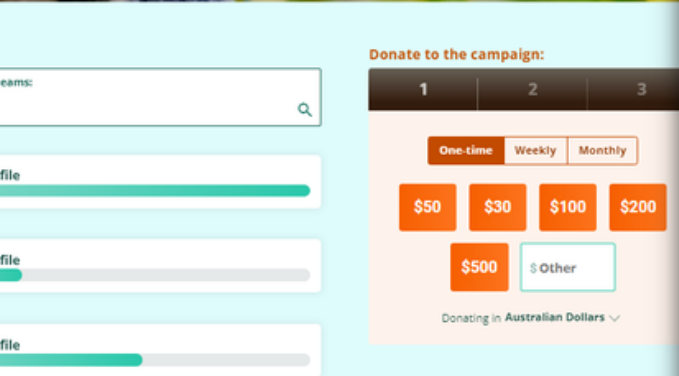
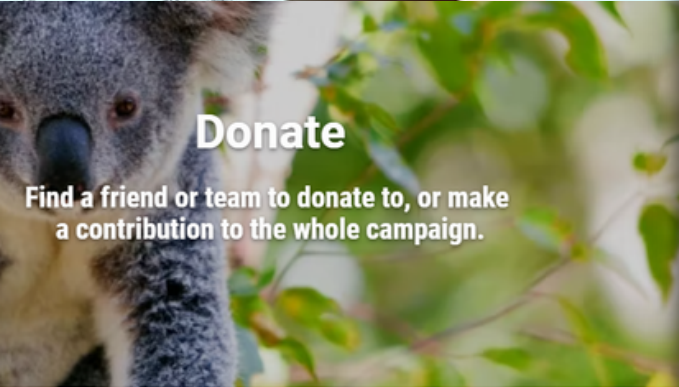
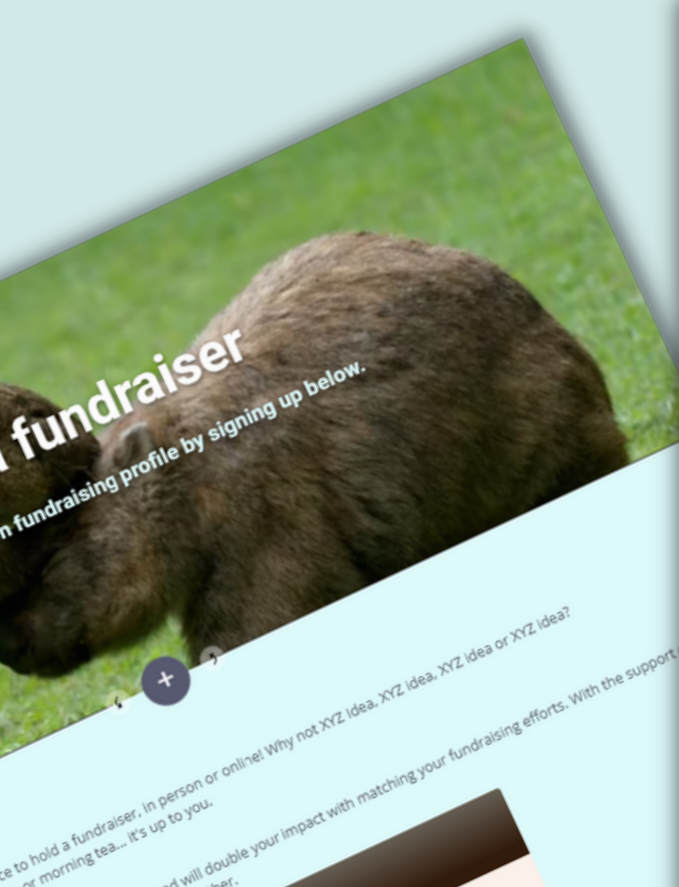
What are our major activations?


- It's our birthday! We are 10.



FUNDRAISING & ENGAGEMENT

Introducing our Community Hub



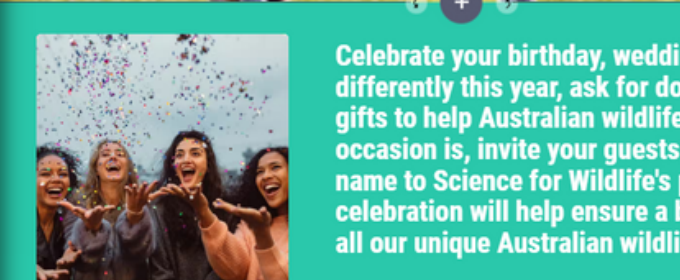
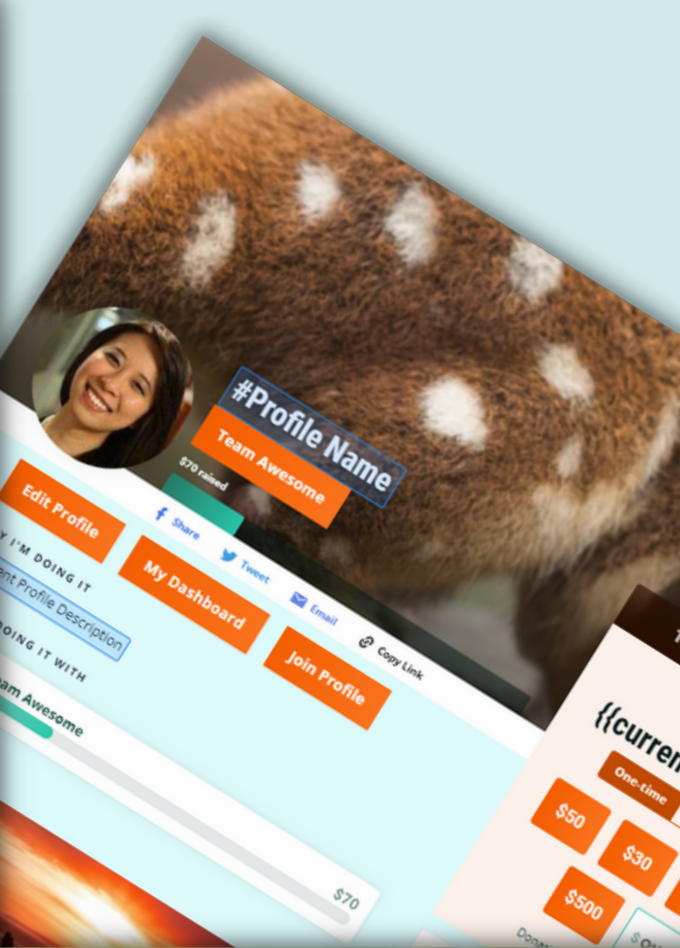


[Home](#)[How it works](#)[Find a fundraiser](#)[Start a fundraiser](#)[Donate](#)[Back to Science for Wildlife](#)[Contact us](#)

Fundraise to support Australian wildlife


From giving up presents, to organising a morning tea, climbing a mountain or taking a walk, there are so many ways for you to make a difference.

[Start your own fundraiser](#)[Donate to a fundraiser](#)



FUNDRAISING & ENGAGEMENT

Adopt a koala campaign

[Home](#)[How it works](#)[Find a fundraiser](#)[Start a fundraiser](#)[Donate](#)[Back to Science for Wildlife](#)[Contact us](#)A close-up photograph of a koala's face, showing its large, dark, wet nose, brown eyes, and grey fur. The koala is looking directly at the camera.

**Become a koala
parent**

**Help save our most treasured national icon by
becoming a koala parent**



Science for
Wildlife

QUESTIONS