

Guide to 1300-ANIMAL Turtle Sticker Placement.



On behalf of the RSPCA and the Cassowary Coast Local Marine Advisory Committee, thank you for your interest and support in promoting the 1300 ANIMAL hotline in our region.

Marine turtles are under pressure and in recent years we've seen an alarming increase in sick and injured turtles washing up on Queensland beaches. We want to ensure residents and visitors know the emergency procedures when a marine stranding occurs.

With assistance from the Department of Environment and Heritage Protection, a 1300 ANIMAL turtle stranding sticker has been developed for distribution throughout our local community networks.

Thank you very much for your support in assisting with this important task!

Where should the stickers be placed?

Think about areas that are highly visible to people who walk on beaches or access the water:

- Front counters of tackle shops, visitor centres, beachside accommodation houses.
- On beach infrastructure such as marine stinger vinegar bottle posts.
- Community noticeboards near boat ramps and marinas.

DO place the sticker:

- in an area that is highly visible by as many people as possible
- horizontally (preferably) - so the phone number can be easily read
- on a flat, smooth surface that it will stick to easily

DON'T place the sticker:

- on any infrastructure or property without prior permission of the owner of that property
- in areas where it may be perceived as graffiti or in a negative way

Can I give stickers away to individuals?

There are limited stocks available, however if you feel a person will actively promote the 1300-ANIMAL number and display the sticker responsibly, then go for it.

RSPCA Contact: RSPCA Wildlife Coordinator 07 3426 9986

GBRMPA Regional Office: Cairns: 4057 0700