

# Media Release



FOR IMMEDIATE RELEASE

8/1/2015

## Save the Hoodie campaign launched across Surf Coast

*\$1000 prize draw for those who spread the Hoodie word*

A campaign to ensure the survival one of Victoria's most vulnerable birds has been launched with \$1000 in prizes on offer to those who help to spread the Save the Hoodie word.

The Great Ocean Road Coast Committee (GORCC) with the support of Surf Coast Shire, Bird Life Australia and other partners is working to encourage beachgoers to keep their dogs away from breeding zones.

Despite ongoing efforts to protect these vulnerable, beach-nesting birds during breeding season, each year almost all Hooded Plover nests on the beach fail and few, if any, chicks survive.

In fact, only 2.5% of Hooded Plover chicks make it to adulthood and there are only around 10 Hooded Plover breeding pairs on the Surf Coast.

GORCC CEO Richard Davies said the number had recently decreased recently with the sad death of three hoodie parents which were likely to have been killed by a cat, fox or dog (autopsies underway by Birdlife Australia).

"Following the attack one Hooded Plover parent is now valiantly attempting to raise three precious chicks on its own," he said.

Mr. Davies said the support of beachgoers was essential if any chicks were to survive on the coast at all this breeding season.

"We are leading this effort to raise awareness and change behaviour because despite the hard work of our Conservation Team, volunteers and other partners, we are still seeing alarmingly high nest failure rates.

"Unfortunately, signs and education campaigns in the past have not had the effect we hoped, with dogs – one of the many threats to the Hooded Plover – still being brought into breeding zones and even dog-prohibited areas such as Point Roadknight.

"We hope that the new campaign, featuring the 'Hamish the Hoodie' will help to capture attention and encourage everyone to help the hoodies out," he said.

The Surf Coast Shire is supporting the campaign by increasing local law patrols at the Point Roadknight breeding area and no dog zone and by helping to share the message with coastal users.

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Surf Coast Shire Mayor CR Margot Smith said while we all love our canine friends, dogs can pose a threat to our precious native wildlife including vulnerable species like the Hooded Plover.

“It’s really important that we all do our bit to keep our dogs under control and out of restricted areas to help protect our local environment,” she said.

While the campaign is primarily targeted at dog owners, everyone can do their part by staying well away from fenced breeding areas and helping to spread the word.

Go to [www.savethehoodie.com.au](http://www.savethehoodie.com.au) for more information or follow Hamish the Hoodie on Twitter (@savethehoodie ) and Instagram (@savethehoodie).

- Ends -

#### **Prize draw details:**

Everyone who takes a photo of themselves with a Save the Hoodie Campaign sign and shares it on Facebook, Twitter or Instagram with the hashtag #SaveTheHoodie goes into the draw for \$1000 in prizes including a 5 lesson Learn to Surf Package plus a full length 3/2 Quiksilver wetsuit from Go Ride A Wave and a ‘learn to surf’ surfboard from G Boards Australia .

#### **Campaign materials and more information**

More information is available at [www.savethehoodie.com.au](http://www.savethehoodie.com.au) .

Twitter: <https://twitter.com/SaveTheHoodie>

Instagram: <http://instagram.com/savethehoodie>

#### **Call for Hooded Plover volunteer monitors**

Anyone looking to get hands on and support the effort can volunteer to become a Hooded Plover monitor by emailing [hooded.plover@birdlife.org.au](mailto:hooded.plover@birdlife.org.au).

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