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CITY OF PORT PHILLIP

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19 January, 2017

Port Phillip City
Ms Tracey Slatter
99a Carlisle Street
ST KILDA 3182

Dear Ms Tracey Slatter,

On February 22, 2017 Zoos Victoria and Phillip Island Nature Parks will be launching a major campaign calling on Australians to make the change from using balloons outside to seabird friendly alternatives. The campaign will target the use of all balloons outdoors in an effort to eliminate the risk of them and their attachments harming seabirds and other wildlife.

In preparation for our launch, we are talking to Victorian councils, businesses and schools to become involved and pledge to not use balloons outside to help save seabirds.

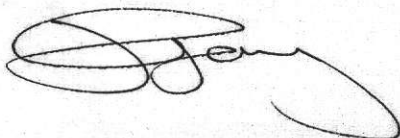
When used outdoors, there is a high chance that balloons and their attachments could escape and find their way into the environment, threatening wildlife with entanglement and ingestion. The impact of balloons on wildlife is unfortunately well documented. Australian seabirds in particular are at risk, with over 60% of shearwaters being found to have plastic in their stomachs. Balloons and their attachments are one of the most common items found in stomachs of these seabirds during scientific surveys and can cause starvation and death, particularly of chicks.

I am inviting Port Phillip City to join us in leading a social movement away from the use of balloons outdoors. We will gladly help you promote your public pledge to not use balloons outside in the way of media opportunities and marketing material. It is our hope that councils can lead their local community in this campaign and provide an excellent example for others to follow.

I invite you to get in touch with Ben Sanders, Campaign Manager at Zoos Victoria to discuss the campaign and how your organisation can be involved. You can reach him at bsanders@zoo.org.au or phone (03) 9340 2724.

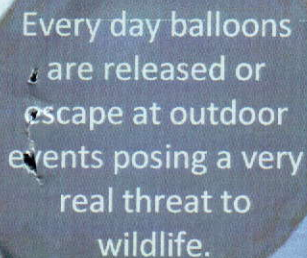
Together we can help make Australia a safer place for seabirds.

Kind regards,



Jenny Gray
CEO, Zoos Victoria





Every day balloons are released or escape at outdoor events posing a very real threat to wildlife.



In February 2017 Zoos Victoria and Phillip Island Nature Parks will call on the community to use bubbles instead of balloons at outdoor events to reduce the risk of balloons and their attachments from harming wildlife.

We are inviting schools, councils and businesses from across Australia and New Zealand to join us in influencing a widespread social movement to reduce this harmful plastic waste.

When balloons fly, seabirds die.

- CSIRO (2016) identified balloons to be in the top three most harmful pollutants threatening marine wildlife - along with plastic bags and bottles.
- Of these three items, balloons and their attachments are the least serviced in the way of community campaigns, initiatives and regulation.
- Shearwaters are currently the most affected seabird species when it comes to plastic ingestion
- The decline of Flesh-footed Shearwaters on Lord Howe Island has been directly linked to the ingestion of plastics, with balloons and their attachments one of the most prevalent and readily identifiable items found.
- Balloons used outside risk accidental escape. Intentional balloon releases happen regularly across Australia and New Zealand. Both currently pose a very real risk to wildlife.

Call to Action

When balloons fly, seabirds die. It's time to change. Pledge to blow bubbles at your next outdoor celebration.

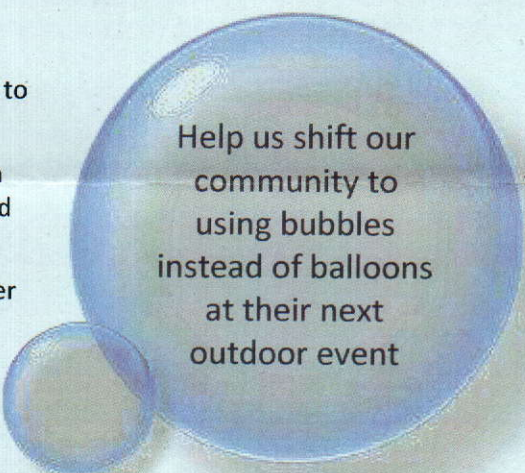
How can councils get involved?

Please join us in taking on this important issue across Victoria and Australia to reduce the impact of balloons and their attachments on wildlife.

Access to background research, campaign marketing material, and research methodology to study biological and social impact are available to be shared with other institutions who would like to join us.

Get in touch with Ben Sanders, Community Conservation Campaign Manager to talk through how your organisation can be involved.

E: bsanders@zoo.org.au P: (03) 9340 2724



Help us shift our community to using bubbles instead of balloons at their next outdoor event

