

Media Release



FOR IMMEDIATE RELEASE

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Last chance to #SaveTheHoodie and WIN!

Competition closes April 30

This week is the final chance to enter the Great Ocean Road Coast Committee's (GORCC) 'Save the Hoodie' campaign, a local initiative to encourage beachgoers to support the survival of the threatened beach-nesting shorebird.

Hooded Plovers are listed as vulnerable under the *Environment Protection Biodiversity and Conservation Act 1999* and have one of the lowest survival rates of any species in the world.

Local businesses Go Ride A Wave (GRAW) and Ghanda Clothing Torquay have thrown their support behind the campaign, donating prizes for the competition.

Ghanda has donated 'Hoodies for Hoodies', with one hoodie to be one each month, while the grand prize donated by GRAW includes a full length 3/2 wetsuit and a 5 lesson learn-to-surf package.

Vulnerable Hooded Plovers nest on local beaches between September and April each year, and beachgoers are urged to give chicks space and keep dogs out of breeding zones during this time.

The Save the Hoodie campaign encourages everyone to spread the word and share the official 'Hamish the Hoodie' image on social media with hashtag #SaveTheHoodie to go in the draw to win.

Breeding season along the coast has come to an end this year, with three chicks successfully surviving to flying age, compared to the average of only 1.5 chicks per year, thanks to the increased community support and volunteer efforts.

GORCC Chief Executive Officer Richard Davies said the success of the Save the Hoodie awareness campaign was encouraging, and praised beachgoers for their efforts during breeding season.

"The competition has been a great platform to raise awareness about the vulnerability of the Hooded Plovers along the Surf Coast, and the importance of protecting and thoughtfully managing coastal habitat."

"The overwhelmingly positive response from the community and beachgoers has contributed to the survival of nine chicks alone in the past 2 years, a significant increase from previous years," he said.

The Save the Hoodie campaign supports intensive on ground efforts by the GORCC Conservation Team and dedicated Friends of the Hooded Plover Volunteers, as well as BirdLife Australia and other partners.

Caring for the coast and community

PO Box 53, Torquay, Vic 3228
Phone: 03 5220 5055 Fax: 03 5264 7763

Email: info@gorcc.com.au Web: www.gorcc.com.au

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For more information about the Save the Hoodie campaign and competition details visit www.savethehoodie.com.au.

- Ends -

For media enquiries please contact:

David Petty

Community Engagement Manager

Great Ocean Road Coast Committee

Ph: (03) 5220 5055

Email: david.p@gorcc.com.au

Web: www.gorcc.com.au

