



# IMPACT REPORT FY19



# Contents

	Page
Message from the CEO .....	4
Finance .....	6
Wildlife Training .....	8
Wildlife Conference .....	18
Membership Update .....	20
Rescue Office & Rescues .....	22
Fundraising .....	30
Corporate Supporters .....	36
Community Engagement .....	38
External Campaign Partnerships .....	46

“ When we return wild animals to nature, we merely return them to what is already theirs. For man cannot give wild animals freedom, they can only take it away.”

Jacques Cousteau



Koala Release © WIRES



# Message from the CEO

This year WIRES launched several new key projects to benefit wildlife. The introduction of new courses such as Treating Wombat Mange for volunteers, and in the coming year WIRES will have the first online course for Marine Turtles and Sea Snakes. In addition, a number of WIRES specialised species courses were updated, and a trial advanced training in flying-fox care and rescue was launched with great success. Training is a critical component in meeting the highest possible standards of care for wildlife undergoing rehabilitation and ensures that we can provide the best outcome for individual animals.

The WIRES Rescue Office received more than 90,000 requests for assistance for wildlife. I want to thank the WIRES volunteers who can point to a massive effort in saving and caring for thousands of animals this year. The most important measure of our success is how we help the vulnerable, compromised, sick and injured. Every action by every single volunteer, contributes to the collective achievement of alleviating the suffering of thousands of animals. The significance of the volunteer effort cannot be underestimated and there are no words adequate enough to reflect the gratitude we need to extend to volunteers for their time, contribution and effort, and for tears they shed every day to help native animals. Most go about their work quietly achieving remarkable things for native animals and for WIRES.

The drought that continues to plague many areas of NSW has presented some new and unique challenges for many species and volunteers alike. Our wildlife are adversely affected by food shortages, climate extremes and natural disasters and it is important that WIRES can ensure we are adequately resourced to respond. This year we have again called on our supporters and corporate sponsors to assist us to help wildlife during this difficult time.

Our fundraising and events team have also led new initiatives to support the funding of facilities in key koala habitat. These projects will be delivered in the coming year and we look forward to building our capability for all species.

We face some challenging times ahead with the changes to the legislative protections in place for wildlife and habitat. WIRES has been a consistent leader in wildlife rescue and the community has relied on us for more than 30 years. We will continue to meet these new challenges to ensure that WIRES is resourced and capable of continuing its commitment to wildlife for the next 30 years and well into the future.



Leanne Taylor, WIRES CEO



White-winged Fairy Wren © Chris Kowalski



# Finance

NSW Wildlife Information, Rescue and Education Service Inc. (WIRES)' revenue, including branch income, was \$3,402,991 and WIRES' Public Gift Fund revenue, including branch income, was \$952,300 for the financial year ending June 30, 2019 (FY19).

Additional information is available via the [ACNC](https://www.acnc.gov.au) Australian Charities and Not-for-profits Commission website and copies of WIRES' FY19 financial statements are available on request by emailing [info@wires.org.au](mailto:info@wires.org.au).

For over 30 years WIRES has worked hard to ensure all resources gifted to us are used as efficiently and effectively as possible to help native animals. The majority of funds received are used to support WIRES' Rescue Office which operates 365 days a year helping tens of thousands of animals annually and to support and train thousands of volunteers across 28 Branches in NSW. In FY19 WIRES also spent \$287,620 directly on food for wildlife in care.



Eastern Blue-tongued Lizard © Amanda Clarke



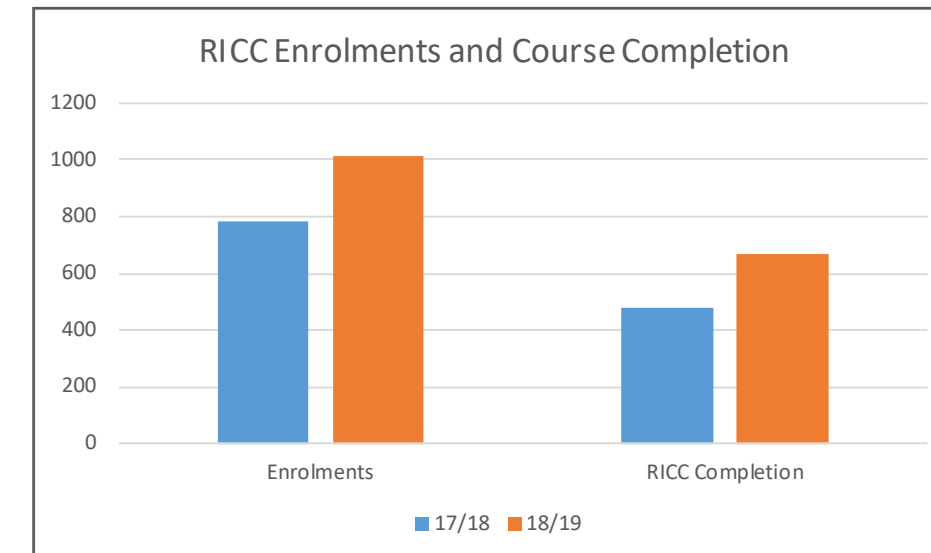
# Wildlife Training

## Rescue and Immediate Care

- **29% increase in enrolments**
- **44% increase in workshop attendance**

During FY19 WIRES' Training Team received 1015 enrolments into the Rescue and Immediate Care Course (RICC). This was a significant increase of 230 enrolments (29%), when compared to the 785 enrolments received in the previous year.

WIRES hosted 46 RICC workshops over the financial year with a total of 688 participants. This was also a significant increase on the previous year, with 211 more people (44%) more participants attending.



# Wildlife Training

## Free Community Course - An Introduction to Australian Wildlife

Early in 2019, WIRES free online Community Course was officially launched to the public. Since its launch there have been 196 enrolments. The Introduction to Australian Wildlife course was designed for people of all ages unfamiliar with Australian native animals, to help them learn about common species and how best to help if they find sick, injured or orphaned wildlife, and to encourage them to be more involved in the protection and preservation of wildlife. The course is available in 3 languages; English, Arabic and Chinese Simplified.



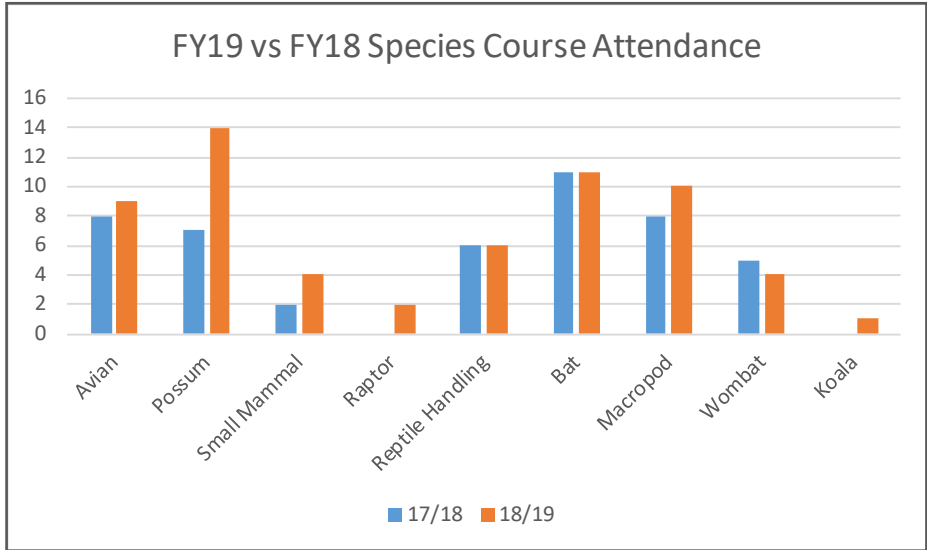
# Wildlife Training

## Species Training

- 30% increase in courses held
- 41% increase in course participants

During FY19 WIRES ran 61 Species Courses, 14 courses (30%) more than the previous year.

WIRES had 1099 participants in the 61 courses, which was a significant increase on the previous year, with 321 more people (41%) attending.



# Wildlife Training

## Advanced Flying-fox Training

In August 2018 Dr Tania Bishop from the Australia Zoo Wildlife Hospital presented a 2-day Advanced Flying Fox workshop. The content related to the physiological processes that occur throughout various rescue scenarios and the appropriate management of these from rescue through to rehabilitation. The course received 52 attendees from between WIRES and Sydney Metro Wildlife Service.

During FY19 the first WIRES Advanced Bat courses were also trialled in Sydney and Lismore. These courses consisted of an online component and 1-day practical workshop and explored recognising fear and pain in flying-fox and insectivorous bat species as well as other advanced topics. The feedback received from both the trainers and attendees indicated it was a rewarding and engaging course with a high potential for success for this type of advanced training in future.

## Wildlife Nutrition Workshop

In October 2018 the WIRES Training Team organised a representative from Wombaroo to present a wildlife nutrition workshop, which 22 WIRES volunteers from the Mid North Coast and Clarence Valley branches attended, to learn more about the various nutritional requirements of wildlife.

## Mange Course

WIRES' Treating Wombats with Mange Course was developed with the assistance of Mange Management and grant funding from the Albert and Barbara Tucker Foundation. It was officially launched to all WIRES members in January 2019. By the end of the financial year WIRES' Training Team had enrolled a total of 130 WIRES volunteers into the course to learn how to treat mange on site using Cydectin. The creation and availability of this course will increase mange awareness and improve outcomes for animals.

# Wildlife Training

## Improved Macropod Training

The WIRES Training Team worked collaboratively with the Large Mammal Management Team to update the WIRES Macropod Manual and Course. The updated version was finalised before the first scheduled Macropod courses for 2019.

## AWL and RSPCA Custom Training

In February 2019 WIRES provided a full day training course for the Animal Welfare League (AWL) inspectors and shelter staff with a speaker from each of the WIRES' Species Management Teams delivering species specific face-to-face rescue information.

WIRES Training Team organised an RSPCA Prevention of Cruelty to Animals Act (POCTA) training for WIRES Head Office staff, hosted by a Sydney RSPCA inspector. This training included topics relating to common offences under POCTA with the aim of increasing the knowledge of WIRES staff to make informed decisions when dealing with injured wildlife. WIRES also provided custom training for the Sydney RSCPA inspectors in Yagoona regarding rescue procedures for Macropods and Flying-foxes.

## Train the Trainer Course

In March 2019 WIRES volunteers were notified that the previous cost of \$25 to complete WIRES' Train the Trainer Course was removed, to encourage more volunteers to get involved in training with WIRES. The Train the Trainer course was also updated to reflect changes in procedures. Since the course became free to enrol 24 volunteers have registered to complete the course. This increase in members authorised to coordinate and run RICC workshops will directly benefit WIRES regional branches.





# Wildlife Training

## Temporary Volunteering

Due to requests received by branches for more assistance at fundraising events, the Training Team developed an avenue for members to accept ad-hoc offers of help from friends, family members and colleagues for non-animal related activities like assisting at community events. Needing only to complete a terms and conditions form before any day they assist, a temporary volunteer is able to assist branch volunteers when extra help is needed with WIRES events.

## Improved Avian Training

The Avian Team and Training Team have been working together extensively in the first half of 2019 to update and restructure WIRES' Avian Training. The objective is to develop a more up to date and rewarding course for volunteers involved in Avian rescue, rehabilitation and release. Initial stages of development have included creating and formatting a new blended course, that will be made up of an online component and 1 day face to face practical workshop, which will be launched late 2019.

## Marine Reptile Training

In early June 2019, WIRES was invited to participate in a NSW National Parks and Wildlife Service (NPWS) discussion board regarding the development of a new Marine Reptile Code of Practice focusing on rescue and care of sea snakes and marine turtles. The Code is planned to go through a number of review processes with a final version expecting to reach publication in December of 2019. During this period the WIRES Training Team began developing online training courses for Sea Snakes and Sea Turtles outlining rescue procedures for these species for WIRES volunteers and the new course will launch in the next 12 months.



Green Sea Turtle © Kasey Turner



# Wildlife Training

## Rescue 101

With the help of a grant provided by the Northern Beaches Council, WIRES created a new Rescue 101 Course to engage more people with wildlife volunteering by providing an easier, faster and cheaper way to get involved in the rescue and transport of sick and injured native animals. In March 2019, the Rescue 101 course was trialled by a small sample group. Valuable feedback was provided from this trial regarding both the online component and the experience of performing rescues which was helpful in improving the course before the second stage of the trial in 2019 and the planned launch in the next 12 months.

## RICC Refresher

WIRES' Training Team developed a 100% online RICC Refresher Course for past members to re-engage this group. It has been designed as a way for previous members who were once part of the organisation to become involved again through an easier process. The refresher course replicates the current online component of the Rescue and Immediate Care Course and does not include a face to face workshop.

## Wildlife Education Presentations

In FY19 the Training Team have developed, finalised and launched new educational Powerpoints for branch use, designed for children and adults. Funded by a grant from Sydney Water, an illustrator was involved to assist in the aesthetic and quality of the children's presentation. The illustrations for the presentation were also kindly donated free of charge in black and white in order to update the downloadable kids colouring in pages on the WIRES website. The aim of the new Powerpoint presentations is to increase the relevancy and efficacy of WIRES educational service to the community. As of 30th June 2019, 15 branches have already requested access to the new presentations.





# Wildlife Rehabilitation Conference

The Australian Wildlife Rehabilitation Conference (AWRC) is a bi-annual conference with the goal of raising the standard of wildlife care in Australia through education and collaboration.

In the first week of July 2018, the AWRC was held in Sydney. WIRES was a silver sponsor for the event and staff members Kristie Newton and CEO Leanne Taylor had been an active part of the organising committee since 2016.

The event was an immense success with the highest number of delegates ever to attend an AWRC. The conference consisted of 3 full days of talks and a poster session at the Abercrombie School of Business at Sydney University followed by a 1 day of elected excursions.

There were over 40 speakers from a range of backgrounds including wildlife carers, vets, scientists and representatives from the NSW Office of Environment and Heritage (OEH). Kyla Shelley, WIRES Operations Manager was one of the speakers, delivering a presentation on Innovation in Rescue Technology, discussing how technology can improve the sector and sharing information about improvements WIRES has made and further advancements in progress.

Trade tables offered delegates the opportunity to purchase specialised equipment, wildlife food and reading resources. As a sponsor, WIRES had a display table which allowed WIRES staff to promote training and technology to attendees.

[www.awrc.org.au](http://www.awrc.org.au)



WIRES' Presentation on Innovation in Rescue Technology





# Membership Update

WIRES welcomed 687 new volunteers in FY19 taking the membership number to 2678 during the year. All new members are welcomed by email, sent ID cards and authorities and set up in WIRES systems. For all volunteers, regular member newsletters are sent out to keep branches and volunteers up to date on all key activities, over 100 newsletters were sent out during the financial year.

Stage 1 of the major systems change project was launched, implementing Tall Emu CRM as the new membership management system. All historical and current volunteer records were moved into the system, all volunteers were set up with logins and those due to renew in 2019 were able to renew directly in the system. In the WIRES rescue communications system between 1400 and 1500 volunteers were active for rescue alerts at any time.

To better service one of the fastest growing Sydney areas, WIRES South West branch was divided into 2 new branches, Cumberland and Macarthur. More branches requested support from WIRES Rescue Office (WRO) and for the majority of 27 of WIRES 28 branches, the WRO now manage all the incoming rescue calls. There were 42 branch transfers organised for members and the Membership Team facilitated over 60 educational talks between branches and the community.

WIRES Membership Team assisted with facilitating a critical Work, Health and Safety (WHS) survey to all members. To get more insight into membership experiences, a new member survey was also conducted in February 2019 for members joining in 2018. Annual Wildlife Rehabilitation licence reports were also prepared for the Office of Environment and Heritage (OEH).



Gang-gang Cockatoo © Nerida Grewal



# Rescue Office

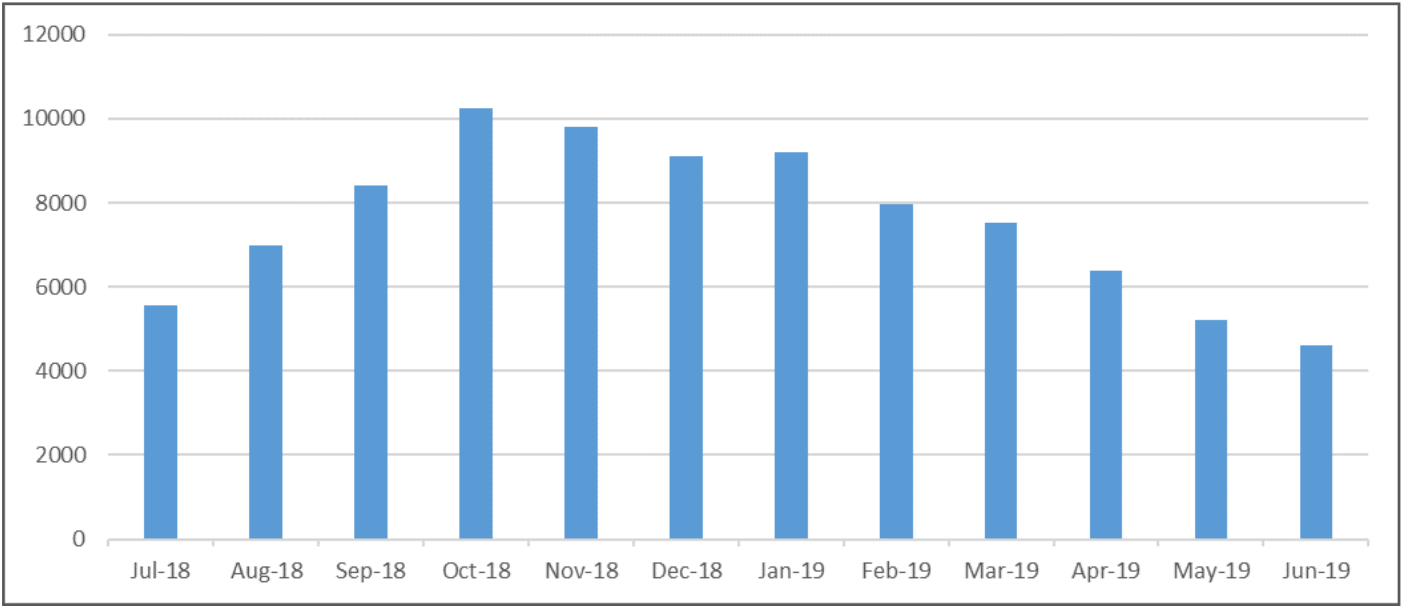
The WIRES Rescue Office is the communication hub of WIRES, working every day of the year to assist native animals in distress by connecting the information received from rescue calls or reports, with WIRES volunteers, veterinarians and external wildlife rescue organisations. The WIRES Rescue Office aims to answer calls quickly and provide the most efficient rescue service possible with the assistance of WIRES volunteers.

In FY19, 170,621 calls reached the WIRES interactive voice response system (IVR) via WIRES 1300 number. Once they reach the WIRES IVR, calls are either directed to their appropriate interstate contacts, the WIRES rescue queue, or WIRES departments including fundraising, training, volunteer support and media.

The WIRES 1300 Rescue Line operates 24/7 providing advice for callers on how to assist animals through the IVR. From 6pm to 8am WIRES’ after hours service provides detailed advice for all species via recorded messages and live assistance for the most urgent rescues for key species including koalas, macropods, raptors, wombats, flying-foxes, microbats and snakes.

In FY19, WIRES recorded over 91,000 requests for wildlife assistance. October was WIRES’ busiest month for FY19, with over 10,200 individual calls lodged. This means that every day in October, over 330 members of the public sought advice or or assistance in helping an animal.

The WIRES Rescue Van assisted with many urgent rescues and educational talks in FY19. Some of the educational talks involved visiting primary schools to talk about the environmental impacts on wildlife and how students can make changes to create positive impacts in their local community, visiting Campbelltown TAFE to discuss Australian wildlife species, and visiting an RSL retirement village to talk about snake awareness. The van is a vital part of WIRES rescue and education service, assisting with urgent rescues throughout the Sydney Metropolitan region and transporting supplies to rural areas for courses.



FY19 Calls by Month to WIRES 1300 Number

170,621 incoming calls to WIRES 1300 Number

Over 91,000 requests for wildlife advice and assistance



# Wildlife Rescues

These examples of van rescues in FY19 give an insight into the incredible rescue work being undertaken by WIRES staff and volunteers every day.



In January 2019, a Red-Bellied Black Snake was rescued from Yennora by Sharnie, one of WIRES' Rescue Van drivers.

This Red-Bellied Black Snake had its head stuck inside a soft drink can and was exposed to direct sunlight in temperatures over 30 degrees.

In attempting to free itself, the snake also suffered significant wounds around its head.

Sharnie successfully freed the snake without any further damage to its body.

The snake underwent treatment for its injuries and stayed in care with WIRES Reptile Team member Gary, until it was able to be released in April 2019.

# Wildlife Rescues



In FY19, WIRES received 1478 requests for rescue assistance and advice that involved raptors. This was an increase of 441 reports, over 42%, when compared to the previous year.

In August 2018 the WIRES van was able to assist with the rescue of Powerful Owl from Lindfield. Powerful Owls are listed as vulnerable to extinction in NSW.

The bird, seemingly stuck in branches a metre up a tree, was clearly ill and being attacked by other birds. A kind passerby assisted by waiting at the scene until our WIRES attended.

Due to the specialist care required for this raptor and concerns that it may have eaten a rodent that had consumed rat bait, it was transported to Taronga Zoo for treatment.



# Wildlife Rescues



One rescue story run by the Daily Telegraph featured a video of wombat joey 'Jonah', in care after being orphaned by a motor vehicle accident that killed his mother.

[Watch the video on Facebook](#)

# Wildlife Rescues



Another rescue story run by Prime 7 featured a video of a rare squirrel glider, orphaned after it's mother and sibling were killed by predation. Also featured is a feathertail glider in care, with both scheduled for release as soon as they are ready to look after themselves in the wild.

[Watch the video on Facebook](#)



# Wildlife Rescues

WIRES will occasionally attend approved development sites to assist with the safe removal of native animals. Under the direction of the NSW National Parks and Wildlife Service (NPWS), wildlife is relocated to appropriate areas or transported to clinics and WIRES carers.

In August 2018 WIRES was involved in a large scale rescue in Leppington. As a requirement from Council, a property needed to decommission the onsite treatment works, which involved draining two dams.

The property manager reported there to be approximately 20 turtles, but after WIRES volunteer Inga attended she collected 150 Long-Necked Turtles on the first day.

With such a large amount of animals involved additional resources were allocated and more WIRES staff and volunteers came to assist over the following days. The construction workers on-site also assisted the WIRES trained volunteers by gently using excavators to move the turtles from the sludgy water to the side of the bank where they could be safely collected.

Inga personally rescued hundreds of turtles, wading in the water for up to 7 hours at a time, which is an example of the outstanding dedication of many WIRES volunteers across NSW.

In total over 480 turtles were rescued from the site and released to nearby rivers.



*One Rescue Saved Over 480 Turtles*





# Fundraising to Help Wildlife

## Appeals

WIRES' seasonal appeals are a primary source of essential funding and WIRES receives the vast majority of our one-off and regular donations from generous members of the community. These funds make our everyday operations possible, including operating the rescue office, rescue van and 24/7 rescue line.

WIRES appeals over the last financial year have focused on species which are facing significant man-made and natural threats.

National Threatened Species day on the 7th of September inspired the theme for WIRES' spring appeal. The letter told the stories of some of Australia's most unique creatures which are sadly facing extinction.

Wombats were the focus of the WIRES summer appeal. We introduced our supporters to joeys in care as well as highlighted the very serious threat of scarcoptic mange which takes the lives of hundreds of wombats in NSW every year.

Flying-foxes are another native species which are facing adversity. Netting entanglement, habitat loss and heat stress events are responsible for significant decreases in population of many bat species and several species including the Grey-headed Flying-fox are officially listed as vulnerable to extinction. WIRES winter appeal asked our supporters to help us save these keystone species before it's too late.

### DID YOU KNOW THAT EACH YEAR THOUSANDS OF ANIMALS BECOME ENTANGLED IN TREE NETTING?

Netting entanglement can result in constriction wounds, abrasions, fractured bones and even death.

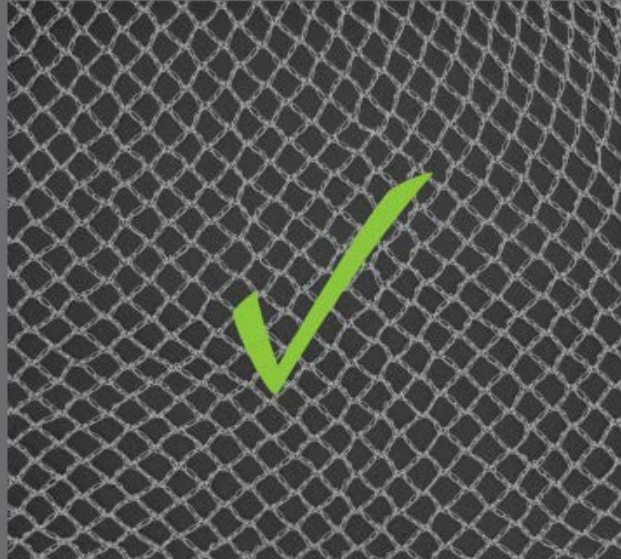
Any netting which has holes large enough for your pinky finger to fit through, is a danger to wildlife.

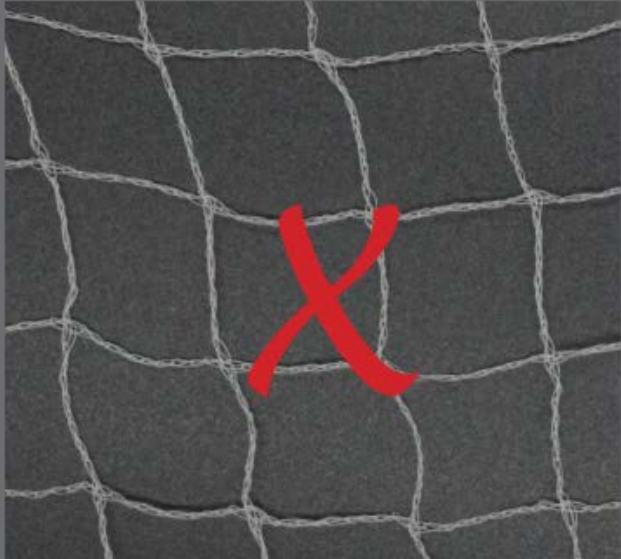
As flying-foxes, birds and reptiles forage for food they get caught in the netting holes. The more they struggle to get free, the more entangled they become.

By choosing to leave a tree without netting or making responsible choices at the checkout, netting entanglements can be prevented.

 For more information and to help injured wildlife visit [wires.org.au](https://wires.org.au)









# Fundraising for Long-Term Impact

## Bequests

Bequests are a very important factor in the longevity of WIRES' short and long-term rescue and care operations. Individuals who leave a gift for WIRES in their will, help to ensure that Australia's unique fauna is cared for now and for future generations.

Anyone who names WIRES as a beneficiary in their will is invited to join WIRES special club for benefactors, called Eternally Native. WIRES' new Eternally Native Welcome Pack has been developed to provide information to new members and acknowledging their generous pledge. The pack includes a personalised letter, certificate of appreciation, Eternally Native platypus pin, beautifully designed information booklets and a native seed bookmark.

## Grants

Grants provide financial resources that allow WIRES to improve and widen our rescue, education and community services. In FY19 WIRES applied for numerous grants on behalf of individual branches and statewide services.

The Tucker foundation awarded WIRES a significant grant to help research, develop and launch WIRES new Mange Treatment Program. The project aims to raise awareness for the disease, educate communities which are located in wombat habitat, train WIRES members to treat mange and assist them to begin treatment by providing equipment, medication and reporting resources. We thank the Albert and Barbara Tucker foundation for helping us to save the lives of many wombats.

## WILD WOMBATS AT RISK



Found only in Australia, wombats are iconic native animals that are very important to our ecosystem.

As one of the world's largest burrowing animals, wombats increase nutrient cycling and bury seeds as they dig. Wombat burrows also provide shelter for many other species.

**Sadly, wombat populations have significantly declined.**

**In addition to habitat loss, another major issue impacting wombat survival, is mange.**

**Mange is a serious conservation and welfare concern for wombats.**

## WOMBATS WITH MANGE

Hundreds of wombats die every year from mange, which is easily transferred between wombats through physical contact and burrow sharing. Entire local populations have become extinct due to mange, making mange a major threat.

Mange is caused when mites burrow under a wombat's skin and symptoms include fur loss, crusty and itchy skin, constant thirst and hunger, diminished vision and hearing.



*Sarcoptes mange mite, Sarcoptes scabiei*

**If mange is left untreated, it results in a slow, painful death.**

Wombats suffering from animal attacks can sometimes be misdiagnosed as having mange. If the wombat's spine is untouched and still has fur, it is a good indication it may have mange.

Although wombats are nocturnal, wombats that are unwell, including those suffering from mange, may often be seen out during the day.

**Dog attack:**



**Mange:**



WIRES mange treatment program is supported by the Albert and Barbara Tucker Foundation

## TREATING MANGE

**Mange is treatable!**

Successfully treating mange is a priority for WIRES, to alleviate the suffering of as many wombats as possible.

The treatment regime is long and requires intensive human intervention over several months.

There are two methods of treatment:



1. Topical treatment is poured over the wombat
2. Devices are placed over burrows and tracks

If you see any devices in your area, please leave them alone.

If you have wombats with mange on your property, please allow wildlife carers on your property to access burrows and be willing to assist with treatment if required.

Wombats can make a full recovery, with their eyesight and hearing returning, as well as their fur growing back.

Photo credit: Mange Management Victoria



# Fundraising for Wildlife Food

The WIRES Annual Wildlife Food Fund was launched in 2014 and is heavily promoted online every October. 100% of funds raised are distributed annually to volunteers as additional funds to help feed wildlife in care. By October 2018 WIRES has grown donations to the fund by more than 300% since the launch year.

Although we still have a long way to go to reach our long-term target of covering WIRES' increasing annual food costs of \$280,000+, the extra money raised to help feed wildlife, is of immense benefit to wildlife in care and the volunteer carers that are managing their rehabilitation. If anyone wants to donate 100% to help cover food costs for wildlife, donations can be made to the Food Fund at any time at [wildlifefoodfund.org.au](http://wildlifefoodfund.org.au).



# Wildlife Calendars

For many years WIRES has produced a wall calendar which continues to be very popular with our supporters.

The Wildlife Calendar features 12 stunning images of Australian wildlife both in the wild and in care. The covers of the 2018 and 2019 calendars are pictured below. The 2019 Calendar cover features an Australian Wood duckling, a species often rescued and in care with WIRES during spring months.

WIRES' 2020 Wildlife Calendars will be available from August 2019. The calendar is \$19.95 including GST and postage within Australia and orders can be placed online at [wires.org.au](http://wires.org.au).





# Corporate Supporters

Increasingly WIRES is working to engage more business and corporate supporters in our work to help wildlife. With hundreds of calls daily to assist sick, injured and orphaned animals the demand always exceeds available resources.

WIRES has created several sponsorship levels designed to make it easy for businesses to begin supporting native animal rescue, rehabilitation and release. WIRES are also seeking major corporate supporters for long-term partnerships to help grow the organisation in significant ways.

WIRES was delighted to welcome Plateau Trees as a Gold Sponsor in April 2019. Plateau Tree Service is a well-known arboriculture and landscape maintenance company located on the Northern Beaches of Sydney. A large component of their work encompasses work where native flora and fauna are located. As a result they work closely with ecologists, and are fully committed to providing crews who have training and hands on experience in native animal rescue. They encourage their field teams to undertake the WIRES Rescue and Immediate Care training as part of their responsibility to protect the environment.

Current [sponsorship packages](#) can be viewed on WIRES website and custom arrangements can be discussed for major contributions, all enquiries can be emailed to [support@wires.org.au](mailto:support@wires.org.au).



White-bellied Sea-eagle © Steve Daggar



# Community Engagement

WIRES' mission is to actively rehabilitate and preserve Australian wildlife and inspire others to do the same.

For native animals to thrive long-term we need young people to be an ongoing voice for wildlife and we are often fortunate enough to be inspired by the passion many children have for native animals.

Maya was a finalist in the Young Archies 2018. She was only 7 years old at the time and she is deeply passionate about wildlife. Maya generously painted three beautiful wildlife pictures for WIRES to use, which we featured in special emails and cards to donors, volunteers and the community in the lead up to Christmas 2018.





# Community Engagement

Without our donors and supporters WIRES would not be able to do the amount of rescue and care work for wildlife that we do and every year we do all we can to help more animals. Community wildlife education is a vital part of our work and we assist hundreds of thousands of people annual via our website, social media platforms, rescue office, volunteers and newsletters.

We continuously share rescue stories and information about wildlife to help the community understand the issues facing wildlife, how best they can help and giving them information to share with their friends, family, colleagues and communities. On the next page are links to four videos that we shared about key topics and below is an example of the stories we share to help people understand the work involved in helping wildlife.

*On October 30, an adult female channel-billed cuckoo was taken into care with mild concussion. The next day, the bird laid an egg. While the mother bird was released soon after, her egg remained in care with Toni, who kept the egg in an incubator at a steady temperature of 27-28 degrees with manually-regulated humidity of around 50-70%.*

*Two weeks later, at 7pm on November 15, Toni heard the first sounds of hatching, and by 8pm a small hole had appeared in the egg. It wasn't until 4:30pm the following day when the hatchling had managed to break out of the egg completely, weighing a tiny 20g. Immediately, the young bird began to gape – holding his mouth open to let his 'mother' know he's hungry!*

*By day 5, feathers were emerging on the hatchling, and by day 8 the young bird had its eyes open and weighed over 100g. By day 20, the young bird weighed 325g and was fully feathered. By day 25, he was perching, and day 40 saw him reach his biggest milestone to date – flying. Finally, three months later, it was time for the young channel-billed cuckoo to leave his nest for one last time. In the first week of February, he was released in the Royal National Park.*



Helping rescue and care for threatened species.

[Watch our clip](#)



Teaching people how to create a home for ringtail possums.

[Watch our clip](#)



Helping protect threatened species like Grey-Headed Flying-foxes.

[Watch our clip](#)



Teaching people more about wildlife, like echidnas.

[Watch our clip](#)



# Community Engagement

As a wildlife rescue organisation and advocate for wildlife, WIRES provides ongoing, high-quality, wildlife information and education to the community, to engage them in the protection and preservation of native animals and their habitat.

WIRES digital presence also provides essential ongoing support to our rescue, training, education and fundraising functions by integrating blog posts on our website, social media posts and enewsletter communications with all relevant programmes.

## Engagement statistics FY19

- 592,493 unique visitors to WIRES' website [wires.org.au](https://wires.org.au)
- 7,025 people reported rescues online via WIRES' 'report-a-rescue' form (38% up on the previous year)
- Over 60,000 Facebook followers (Facebook likes are up 5.7% and followers are up 6% on last year) [WIRES.wildlife.rescue](https://www.facebook.com/WIRES.wildlife.rescue)
- Over 4,000 followers on Instagram [wires.wildlife.rescue](https://www.instagram.com/wires.wildlife.rescue)
- Over 1,600 followers on Twitter [@WIRES\\_NSW](https://twitter.com/WIRES_NSW)
- Began growing our LinkedIn profile [WIRES](https://www.linkedin.com/company/wires)
- Over 1,000 general contact forms were submitted via our website (16% up on last year)



Echidna © Georgina Dymock



# Community Engagement

## Community News & Free 15 Ways to Help Wildlife E-book

WIRES produces 5 primary newsletters on an ongoing basis:

- Community enews providing regular updates on WIRES' rescue stories and seasonal education information. During FY2019 WIRES created a free ebook "[15 Ways to Help Wildlife](#)" for all new enews subscribers, to encourage people to join our online community and find out more about some of the most common ways they can help wildlife.
- Training enews providing workshop schedules and general updates to those interested in joining WIRES as a volunteer.
- Member enews providing ongoing updates specifically for WIRES current volunteers.
- Virtual Carer enews providing behind-the-scenes video clips and rescue care stories for our regular donors.
- Digital Ambassadors enews providing monthly updates to WIRES' approved Digital Wildlife Ambassadors for sharing with their online community.

## Australia Day Wildlife Photo Competition

For over five years WIRES has run a Facebook Photo Competition during January encouraging the submission of wildlife images both in the wild and in care.

The competition attracts hundreds of high quality entries and the winners are chosen by our online community as they vote by 'liking' to select their favourite image from the panel selected finalists.

The competition allows our supporters to showcase their wildlife images to a broader audience and gives them the chance to feature in the next WIRES Wildlife Calendar, as well as in other WIRES online and print materials.





# Stand Up For Nature

To release wildlife back to the wild, there must be a wild to return to

With major ongoing legislation concerns related to habitat destruction, several years ago WIRES joined other leading animal and environmental organisation to campaign for positive change, as part of the [Stand Up For Nature](#) campaign.

The organisations involved include; WWF, Sydney Wildlife, Nature Conservation Council, Humane Society International, Colong Foundation for Wilderness, Birdlife, National Trust, IFAW, Total Environment Centre, The Wilderness Society and the National Parks Association of NSW.

## Wild For Life

Wildlife should be wild for life

There have been proposals to allow additional native species to be kept as pets, including many mammals. If allowed, WIRES believes this would create significant and irreversible risks to the conservation and the welfare of wildlife in NSW.

To ensure people understand the issues involved in keeping native animals as pets and to protect native animals from conservation threats and animal welfare risks including neglect, cruelty and abandonment, WIRES have partnered with other animal welfare and conservation groups in the campaign to keep Australian wildlife [Wild For Life](#).



*“There are enough problems with the abuse of pets without having people trying to make pets out of our native wildlife, which has not been bred for close proximity with humans.”*

*Peter Singer*



## **NSW Wildlife Information, Rescue and Education Service Inc.**

Suite 39, 117 Old Pittwater Road, Brookvale, NSW, 2100  
PO Box 7276, Warringah Mall, NSW, 2100

CFN 10170  
ABN 30768872928  
Incorporation No. Y0116216

Rescue Line: 1300 094 737  
Donations P: (02) 8977 3396 F: (02) 8977 3399

All gifts to WIRES \$2 and over are tax-deductible

[www.wires.org.au](http://www.wires.org.au)  
[info@wires.org.au](mailto:info@wires.org.au)

[www.facebook.com/WIRES.wildlife.rescue](https://www.facebook.com/WIRES.wildlife.rescue)  
twitter: @WIRES\_NSW

WIRES is licenced to rescue and care for wildlife by the NSW  
National Parks & Wildlife Service, licence no. MWL000100285.