

La Trobe Wildlife Sanctuary



Community Engagement and Commercial Operations Report 2010

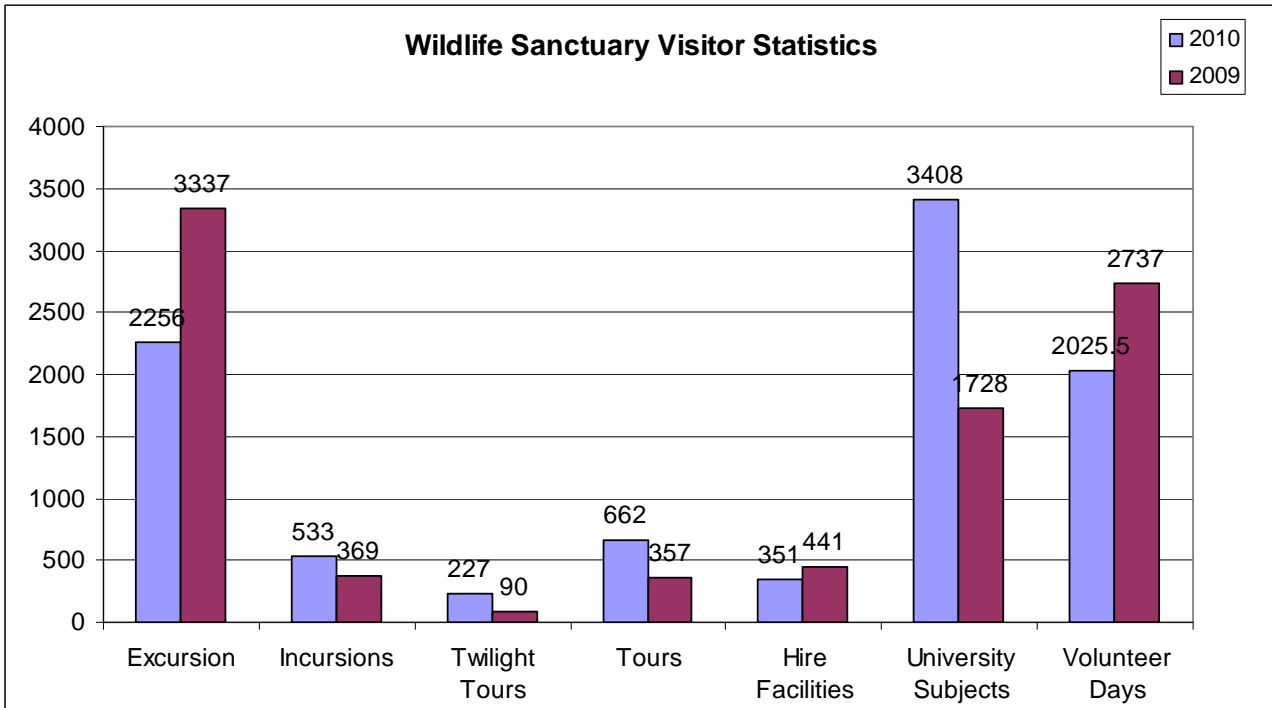
Introduction

2010 started with optimism and purpose that was created via the alignment of the Sanctuary into a new department, Environmental Sustainability. We welcomed Jen Chaput, Manager, Environmental Sustainability, to the Infrastructure and Operations group and have spent a great deal of the year developing more strategic processes to move into 2011 (and beyond).

The following pages outline many of the statistics gathered throughout 2010, with specific reference to our community engagement aspects, rather than some of the other significant operational achievements.

It is without doubt that our commitment to the sanctuary's overall strategic direction in 2010 has put us in good stead for developments in 2011 and beyond.

1. Visitors by type 2010



Excursion	2256
Incursions	533
Twilight Tours	227
Tours	662
Hire Facilities	351
University Subjects	3408
Volunteer Days	2025.5
Total	9462.5

Summary Notes:

Overall increase in visitors to the sanctuary in 2010 (2009 total 9059). Visitation in most segments increased. Of concern is a drop in excursion (fee paying) visits – however strategies to improve this in 2011 are in place. Very encouraging is the increase in University use of the Sanctuary and Nature Conservation Reserves. Managing this steady increase (over 3-5 years) is a task for discussions in 2011.



Interesting Sanctuary Facts:

In 2010 the Wildlife Sanctuary staff, with the help of a committed team of volunteers has also achieved the following:

- 10,000+ plants planted
- 25+ nesting boxes repaired/renewed and re-hung
- 400+ nesting boxes 'maintained' (checked, repaired, cleaned, etc)
- 6 Nesting Boxes with Cameras installed and working for low impact Monitoring
- 29 bee hives eliminated; 1 European Wasp nest eliminated
- 2 Fox dens fumigated
- Over 200 metres of sanctuary fence replaced
- 270m of old fence prepared for replacement/refurbishing
- 90+ spraying days (weeds targeted: Blackberry; Sour Sob; Thistles; Pampas Lily of the Valley; Blue Periwinkle; Chilean Needle Grass)
- 40 approx. (to date) wood weed control days (weeds targeted, Wild Plum, Hawthorn, Sweet Pittosporum, Desert Ash)
- About 6 Large Wheelie Bins per week of weeds and rubbish removed from reserve
- 150m of old fence reclaimed and donated to fire affected wildlife shelters
- 11+ fence repairs (cut wires, holes)
- Controlled Burns to reduce fuel loads and promote indigenous plant germination
- Were in around 6 local media articles
- Featured in the Age Newspaper
- Attendance at Banyule Festival, Darebin Festival, Australian Plant Society and a number of other smaller events
- Attendance at LTU Open Day in both the Biological Science area and the Agora.
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Revenue Streams:

Several small enterprises at the sanctuary have also generated revenue that supports the overall operation and primarily brands the university quite effectively as an institution committed to conservation and/of biodiversity.

1. Nursery Plant Sales

\$82,890 External Sales – equating to over **65,000 plants** all with LTU logo and sustainability message.

\$22,692 Internal Sales – Equating to over **18,000 plants** into areas managed by La Trobe to increase and maintain biodiversity.

2. Nesting Boxes Sales

\$53,856 Sales – Equating to approximately **1,200** well branded boxes all over Australia (Many in NSW)

3. Education & Tours

\$31,962 Sales – Equating to over **3,000 people** on fee for service educational experiences. These include Primary, Secondary, TAFE, University and General Public experiences.