



2011/12 OVERVIEW

## CONTEXT

Plastics are the most common litter item found in Australia<sup>1</sup>. It is estimated that poorly discarded plastic and fishing waste kills up to 1 million sea birds, 100,000 sea mammals and countless fish each year<sup>3</sup>. Most fishing waste persists indefinitely in the marine environment, continuing to threaten wildlife long after it is discarded.

In 2010, sponsorship from Schweppes funded the production and installation of 20 trial *Seal the Loop* bins in Victorian fishing locations – constructed from Melbourne Zoo’s recycled plastic.

## CAMPAIGN OVERVIEW

Following a successful trial period in 2010, the program has now attracted a Victorian Government grant allowing expansion of the program. Melbourne Zoo now invites the community to continue to ‘*Seal the Loop*’.

Visitors are encouraged to discard used plastics within recycling bins at Melbourne Zoo. The plastic are then turned into *Seal the Loop* bins and installed in selected fishing locations throughout Victorian coasts making it easy for anglers to safely discard fishing line. This community conservation initiative uses Melbourne Zoo’s Seals as ambassadors for their wild cousins to inspire the community to reduce the amount of fishing line discarded into the ocean, consequently reducing wildlife entanglements.

Current funding will allow a total of 60 *Seal the Loop* bins to be installed in Victoria by mid-2012.



## OBJECTIVES

Seal the Loop aims to:

- reduce marine wildlife entanglement rates through facilitating the safe disposal of fishing waste
- raise awareness of the threats that plastics and fishing waste pose to marine wildlife
- encourage onsite recycling, consequently reducing the amount of waste generated at Melbourne Zoo.

## CALL TO ACTION

- By recycling your plastic waste you can ensure that it never harms marine wildlife.
- You can help save marine wildlife by keeping fishing line out of our waterways.

## PARTNERS AND FRIENDS

This phase of the program will be funded by the Victorian Government using Recreational Fishing Licence fees and will draw upon the strengths of Melbourne Zoo, local councils and organisations of local coastal communities.

## CONTACT

For further information please contact Ben Sanders, Community Conservation Officer, Zoos Victoria.  
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## Confirmed *Seal the Loop* locations 2011

<b><i>Bin No.</i></b>	<b><i>Location</i></b>
	<b>East Gippsland Shire Council</b>
1	East Gippsland Shire Council 1
2	East Gippsland Shire Council 2
3	East Gippsland Shire Council 3
4	East Gippsland Shire Council 4
	<b>Barwon Coast</b>
5	Barwon River pedestrian bridge A
6	Barwon River pedestrian bridge B
7	Fishermans Jetty, Barwon Heads
8	Ozone Jetty, Barwon Heads
9	Riverside camp ground estuary pathway
10	Riverview estuary trail
	<b>Warrnambool Coastcare Landcare Group</b>
11	Hopkins River estuary A
12	Hopkins River estuary B
13	Merri River C
	<b>Great Ocean Road Coast Committee</b>
14	Lorne Pier A
15	Lorne Pier B
16	Lorne Pier C
17	Lorne Pier D
	<b>Moyne Shire Council</b>
18	Yambuk
19	Port Fairy
20	Killarney A
21	Killarney B
22	Peterborough
23	Mortlake
	<b>Queenscliff Council</b>
24	Location 1 Queenscliff
25	Location 2 Queenscliff
	<b>Bayside Council</b>
26	Hampton Pier
27	North Road jetty.