

## KOALA CROSSINGS AND CAMPAIGNS - DESIGN & COMMUNICATE

Koala (*Phascolarctos cinereus*) are one of Australia's most iconic species and loved by people all over the world. A unique marsupial native to the open woodlands of Eastern Australia, koala are highly specialised in their diet, which is made up almost entirely of eucalyptus leaves. This lifestyle brings many critical challenges for the survival of this threatened species that Taronga is working hard to combat.



Taronga Conservation Society Australia has a special commitment to ten critical species in Australia and Sumatra, known as Taronga's Legacy Species. Following the devastating bushfires of 2019 and 2020, ongoing impacts due to drought, and additional pressures such as disease, Taronga included the koala as an additional Legacy Species, to prioritise safeguarding their future in the wild.

Find out more about this fascinating species by catching up with [Keeper Andrew](#), who works extensively with Australian marsupials, and is involved in the direct care of wild koalas, rescued through the Taronga Wildlife Hospital. Another koala expert is [Taronga Unit Supervisor Nick](#), who has dedicated his career to this species. Finally, understand how Taronga is responding to this wildlife crisis from [Cameron Kerr](#), CEO of Taronga Conservation Society Australia. As you are working, use the [Ask an Expert Form](#) to send questions directly to Taronga's expert Australian Fauna team.

Choose your own adventure in selecting which Wild Skills task you decide to complete or do both! Koalas are considered a powerful umbrella species where any work to protect and conserve them often helps all other species who call Australian woodland forests home.

The first is focused on **design and production** ingenuity in creating a prototype for a wildlife corridor that could be used by koalas. Habitat fragmentation is an increasing threat koalas face, where they do not have safe pathways to move along when looking for better food, habitat or a mate.

The second task is all about **communicating** to change behaviour and raise awareness.

# KOALA CROSSINGS

Use the graphic organiser to assist in designing a prototype for a Koala Crossing to combat an emerging and tragic issue for koalas associated with urban sprawl: vehicle strikes and predation. You may decide to construct a physical model using recycled materials or create a digital prototype using 3D modelling tools like SketchUp or Tinkercad.

In your design, consider the physical and behavioural features of koalas, but also factors such as other species using your crossing, what it is covering, material selection, monitoring systems, and how it would also meet human needs.

## KOALA SPECIES DESCRIPTION

## ADAPTATIONS THAT SUPPORT SURVIVAL

These can be physical features and behaviours

## KOALA HABITAT PROFILE

## THREATS IN THE WILD

## WILDLIFE CORRIDOR DESIGN IDEAS

# KOALA CAMPAIGNS



Behaviour change plays a crucial role in raising awareness for threatened species and ensuring that conservation projects are successful. Taronga uses behavior change in many different ways to encourage people to act for the wild through videos and media, and targeted campaigns. Raising awareness is critical and is an important part of the role of the Threatened Species Commissioner and National Threatened Species Day every year.

Taronga's Legacy Species program is a powerful engagement tool to connect people with critical species in Australia and Sumatra, and act as a conservation mechanism that provides support for these species beyond awareness. Hear from Belinda, Taronga's Manager of Community Conservation & Engagement about her top tips for connecting with people and changing behaviour.

Your task is to create a powerful behavior change tool or campaign that raises awareness of the threats that koalas face and brings them to a call to action to make a difference. Taronga follows a proven positive behavior change model of **CONNECT, UNDERSTAND, ACT**.

## CONNECT

Who is your audience and how are you going to hook them?

## UNDERSTAND

What are you going to teach your audience?

## ACT

What can your audience do to make a difference?

## CAMPAIGN IDEAS