



# CAIRNS DRAIN STENCIL PROJECT



## SPONSORSHIP

Cairns Drain Stencil Project is managed by:



**CAFNEC MARINE RESPONSE TEAM**  
Conservation Action for our  
Far North Queensland Marine Environment



Proudly supported by:



**THIS DRAINS TO THE  
GREAT BARRIER REEF**



## ABOUT US

The Cairns Drain Stencil project is an initiative of the CAFNEC Marine Response Team in partnership with Cairns Regional Council and the Great Barrier Reef Marine Park Authority's Cairns Local Marine Advisory Committee.

The CAFNEC Marine Response Team is a community volunteer group facilitated by the Cairns and Far North Environment Centre (CAFNEC).

Our mission is to advocate for, and participate in, conservation action for our Far North Queensland Marine Environment.

With water quality scientifically recognised as one of the greatest threats to the Great Barrier Reef, our team is always looking for ways we can support positive change in this area. Drain stencilling is a great way to raise community awareness of marine debris and urban pollution issues and make a tangible difference to water quality.



The Cairns Drain Stencil Project fits seamlessly with our team's values by allowing us to be hands on and community focused, create positive change locally, contribute to sustainable conservation and have some good fun along the way.

## Our Values

The CAFNEC Marine Response Team values the collaborative, friendly, fun and inclusive environment that has defined the team from its early beginnings.

We strive to be approachable, responsive and community focused by engaging both members and team supporters through compassion, enthusiasm, honesty and optimism.

As a team we are interested in advocating for, and participating in, innovative, science-based and sustainable conservation initiatives.



# CAIRNS DRAIN STENCIL PROJECT

[www.marineteam.org](http://www.marineteam.org)

## EXECUTIVE SUMMARY

The Cairns and Far North Environment Centre is pleased to present this sponsorship proposal for the Cairns Drain Stencil Project.

The project aims to involve the Cairns community in on-ground drain stencilling to raise awareness and stimulate conservation and action in the community around urban pollution and the impact it has on our local marine environment.

The project follows on from successful drain stencilling activities carried out in schools as part of the Cairns Reef Guardians Schools program, currently facilitated by the Great Barrier Reef Marine Park Authority (GBRMPA). The Cairns Drain Stencil Project aims to extend drain stencilling to not only other schools, but out into the broader community.

We are very appreciative of the small amount of seeding funding that was provided by GBRMPA Cairns Local Marine Advisory Committee (LMAC).

With the funding, the CAFNEC Marine Response Team successfully conducted a pilot project at Machans Beach, carried out drain stencilling with two schools (one inside, one outside of school grounds) and successfully generated media coverage of the official project launch at Yorkeys Knob. Additionally, an interactive map has been developed and published online, enabling the community to see where the stencilling is taking place and view photos of the stencilled drains.

CAFNEC has, and will continue, to carry out the project with the support of the Cairns Regional Council. Guidelines and procedures have been developed to give project partners including Council confidence in the quality and safety of drain stencilling activities.

By supporting the project, individuals and businesses will contribute to an all-round positive conservation initiative that allows the local community to get involved and take on-ground action to promote better outcomes for the local marine environment.

CAFNEC can provide business sponsors with the opportunity to raise their profile in the community and reach new customers. We will provide sponsors with opportunities to promote their services to project participants, staff and supporters through various channels such as our quarterly magazine, website, social media, events and media exposure.





## ABOUT THE PROJECT

Everything that goes in the gutter ends up in our ocean. When it rains a variety of pollutants including litter, oil and garden fertilisers are carried down the drain and into our local creeks and rivers which all flow to the Coral Sea and Great Barrier Reef.

This project actively addresses the impacts of urban pollution by targeting behavioural change to improve the health of our waterways and marine environment.

### Why Stencil Drains?

Drain stencils remind the community that our neighbourhood is connected to the sea via the urban stormwater drain system. Active 'hands on' participation raises awareness of the stormwater catchment making people more likely to adopt habits, such as:

- Washing cars on the grass instead of the driveway
- Sweeping and collecting leaves and dirt from pathways instead of hosing them down the drain
- Applying lawn chemicals at the right time / dose to reduce the chance of runoff to the stormwater system
- Keeping your streets and gutters free from litter

Stencilled drains also send a clear message to visitors that the Cairns community cares about the marine environment and encourages tourists to consider the impact of their actions.

By getting the community involved in stencilling the drains, the project aims to spread the message far and wide by starting conversations in the community. Generating community awareness and discussion is a key strategy in changing behaviours that cumulatively, will make all the difference to our turtles and other marine life.

Find out more about the project at [www.marineteam.org](http://www.marineteam.org).



IMAGE: Courtesy of Tangaroa Blue [www.tangaroablue.org](http://www.tangaroablue.org)

## HOW YOU CAN HELP

### Terms of Sponsorship Agreement

We propose an initial one year agreement with CAFNEC for sponsorship of the Cairns Drain Stencil Project. We aim to provide value to sponsors by:

- providing opportunities for them to market their services to our stakeholders;
- providing them with opportunities to become actively involved in community events; and
- helping to lift their profile as an active supporter of worthwhile community initiatives.

### Sponsorship Levels

The terms of any formal sponsorship agreement are negotiable, depending on the level of sponsorship offered and the nature of the sponsoring entity. However, the following levels of sponsorship are indicative of arrangements that could be negotiated.

Indicative levels include:

**STREET  
SPONSOR**

**SUBURB  
SPONSOR**

**SECTION  
SPONSOR**

**MAJOR  
SPONSOR**

### Ways we can foster mutually beneficial partnerships include:

- Providing you with opportunities to market your products and services to our project participants, staff and supporters through our website, social media, quarterly magazines, speaking opportunities and media exposure.
- Keeping you informed of events and fundraising activities which your staff can participate in to enable your organisation to engage with the local community and develop valuable new networks.
- Offering your staff opportunities to undertake hands-on volunteering activities.

## STREET SPONSOR

### Street Sponsor

**\$300 once off**

*(Sponsor one 2 hr stencilling session in one street – up to 10 drains)*

- Credit on individual drains on the interactive drain location map
- Your name/s or logo on supporters page of the CAFNEC Marine Response Team Website
- Thanks and acknowledgement on social media

## SUBURB SPONSOR

### Suburb Sponsor

**\$1,500 annually**

*(Sponsor 5 sessions in one suburb at \$300 per session)*

#### Suburb Sponsor Benefits include:

- Logo displayed on temporary roadside signage whilst stencilling in your suburb.
- Sponsor granted the right to display “Proudly sponsoring the Cairns Drain Stencil Project in {insert suburb}” on its website and shop window.
- Logo displayed on suburb specific promotional material, E.g. letterbox drops etc.
- Publication of a sponsor advertisement in one CAFNEC quarterly magazine a year.
- You name/s or logo on supporters page of the CAFNEC Marine Response Team Website with a link to the sponsor’s website and/or contact details.
- Sponsor granted complementary tickets to CAFNEC stakeholder engagement events which provide useful networking opportunities for the sponsor.

#### City Suburbs

Aeroglen  
Bungalow  
Earlville  
Manoora  
Manunda  
Parramatta Park  
Portsmith  
Westcourt  
Mooroobool  
Edge Hill  
Whitfield

#### Southern Suburbs

Bayview Heights  
White Rock  
Forrest Gardens  
Mount Sheridan  
Bentley Park  
Edmonton  
Gordonvale  
Woree

#### Western Suburbs

Smithfield  
Caravonica  
Kamerunga  
Freshwater  
Stratford  
Redlynch  
Redlynch Valley  
Brinsmead  
Park Ridge  
Kanimbla

#### Northern Beaches

Machans Beach  
Holloways Beach  
Yorkeys Knob  
Trinity Park  
Trinity Beach  
Kewarra Beach  
Clifton Beach  
Palm Cove

## SECTION SPONSOR

### Section Sponsor

**\$5,000 annually**

*(Sponsor the marketing, coordination and outreach activities in 1 of 4 sections of Cairns)*

#### Section Sponsor Benefits include:

- Dissemination of CAFNEC media release highlighting the features and importance of the sponsorship agreement.
- Ceremony to mark the presentation of the initial sponsorship cheque and provide an opportunity for media coverage and photographic evidence for use in the sponsor's and CAFNEC's marketing materials such as newsletters and websites.
- Sponsor granted the right to display "Proudly sponsoring the Cairns Drain Stencil Project in {insert section}" on its website, letterhead, shop window, email signature block and newsletters.
- Logo displayed on section specific promotional material, E.g. community notices, letterbox drops etc.
- Publication of a sponsor advertisement in two CAFNEC quarterly magazines each year.
- Recognition of sponsor on the CAFNEC Marine Response Team website, with a link to the sponsor's website.
- Sponsor granted complementary tickets for CAFNEC stakeholder engagement events which provide useful networking opportunities for the sponsor.

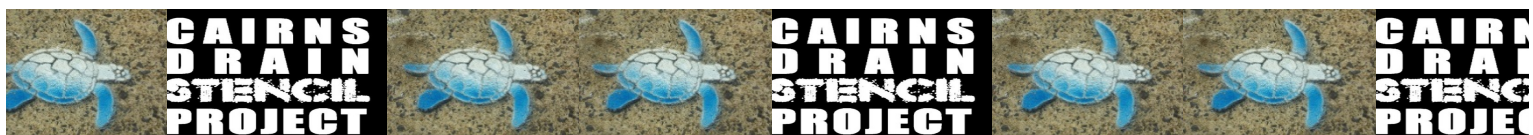
#### Sections/Communities

City Suburbs

Southern Suburbs

Western Suburbs

Northern Beaches





## MAJOR SPONSOR

### Major Sponsor

**\$15,000 annually**

*(Sponsor marketing and coordination of the project and provide critical resources)*

#### Major Sponsor Benefits include:

- Invitation to speak at selected CAFNEC event each year
- Publication of a feature article about the sponsor and its sponsorship of the Cairns Drain Stencil Project in two selected CAFNEC quarterly magazine each year.
- Feature article on the sponsor and its sponsorship of the Cairns Drain Stencil Project on the CAFNEC and CAFNEC Marine Response Team websites.
- Design and production of a pull-up banner to be displayed at relevant events conducted by CAFNEC and the sponsor.
- Dissemination of CAFNEC media release highlighting the features and importance of the sponsorship agreement.
- Ceremony to mark the presentation of the initial sponsorship cheque and provide an opportunity for media coverage and photographic evidence for use in the sponsor's and CAFNEC's marketing materials such as newsletters and websites.
- Sponsor granted the right to display "Major Sponsor of the Cairns Drain Stencil Project" on its website, shop window, letterhead, email signature block, newsletters and vehicles.
- Placement of the sponsor logo on all Cairns Drain Stencil Project promotional materials including letterhead and promotional brochures.
- Logo displayed on temporary roadside signage whilst stencilling is in progress.
- Publication of a sponsor advertisement in all CAFNEC quarterly magazines each year.
- Recognition of sponsor on the CAFNEC Marine Response Team website and the CAFNEC website, with a link to the sponsor's website.
- Sponsor granted complementary tickets for CAFNEC stakeholder engagement events which provide useful networking opportunities for the sponsor.
- Other benefits by negotiation in accordance with sponsors needs.



## PROJECT SUPPORTERS

The following people and organisations are proud supporters of the Cairns Drain Stencil Project. Should you wish to discuss the project with them, their contact details are provided below.

Sioux Campbell – Tangaroa Blue, [chameleon.1@hotmail.com.au](mailto:chameleon.1@hotmail.com.au) , 0477 046 836 or 07 4059 2435

Doon McColl – GBRMPA, [doon.mccoll@gbmpa.gov.au](mailto:doon.mccoll@gbmpa.gov.au), 0427 155 775 or 07 4057 0710

Dan Walton – Cairns Regional Council, [D.Walton@cairns.qld.gov.au](mailto:D.Walton@cairns.qld.gov.au), 07 4044 3252

Ryan Donnelly – Cairns Local Marine Advisory Committee, [Ryan@cairnsmarine.com](mailto:Ryan@cairnsmarine.com), 0400 700 784

The following article was published in the Cairns Sun, June 10, 2015.

# Stop rubbishing Reef

EVERYTHING that goes in the gutter ends up in our ocean – litter, oil, garden fertilisers.

They are carried down the drain and out into our creeks, rivers, the Coral Sea and the Great Barrier Reef.

But a few simple words – stencilled next to drains – could help reduce this cycle of urban pollution and marine debris.

Cairns and Far North Environment Centre (CAFNEC) has launched a community project to raise awareness about stormwater catchment and change people's habits.

The Cairns Drain Stencil Project builds on drain stencilling carried out in local schools as part of the Cairns Reef Guardians program and gives the rest of the community a chance to get involved.

Project co-ordinator Roz Walden said drain stencils reminded people that their neighbourhood was connected to the sea via stormwater drains.

"Raising awareness about the stormwater catchment makes people more likely to adopt habits such as washing cars on the grass instead of the driveway, keeping streets and gutters free from litter and considering the packaging of products when making purchase decisions," she said.

"Stencilled drains also send a clear message to visitors that



IMPORTANT MESSAGE: Cosima Faludi, Imogen O'Neil and Bess Murphy at the launch of the Cairns Drain Stencil Project.

Picture: JUSTIN BRIERTY

Cairns cares about the marine environment and encourages tourists to consider the impact of their actions."

Ms Walden said CAFNEC was keen to get as many locals involved as possible.

"It is through talking with their friends and family that we can spread the message far

and wide," she said.

"It is these conversations that will change behaviours that cumulatively will make all the difference to our Reef and marine environment."

CAFNEC director Josh Coates said the group was working closely with Cairns Regional Council and the

Great Barrier Reef Marine Park Authority on the project, which combines education on preventing pollution with a hands-on activity.

If you, your family, street, suburb or community group wants to get involved, contact CAFNEC on 4032 1586 or email [stencilproject@marineteam.org](mailto:stencilproject@marineteam.org)

## CONTACTS

CAFNEC Marine Response Team



**CAFNEC MARINE RESPONSE TEAM**

Conservation Action for our  
Far North Queensland Marine Environment

W: [www.marineteam.org](http://www.marineteam.org)

E: [stencilproject@marineteam.org](mailto:stencilproject@marineteam.org)

F: [www.facebook.com/marineresponseteam](https://www.facebook.com/marineresponseteam)

Facilitated by:

Cairns and Far North Environment Centre (CAFNEC)



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27-29 Greenslopes Street

Edge Hill Q 4870

P: 07 4032 1586

W: [www.cafnec.org.au](http://www.cafnec.org.au)

E: [projects@cafnecc.org.au](mailto:projects@cafnecc.org.au)

F: [www.facebook.com/CAFNEC](https://www.facebook.com/CAFNEC)

Disclaimer: All sponsorship for the Cairns Drain Stencil Project will be in accordance with the CAFNEC Corporate Sponsorship Policy available at - <http://cafnecc.org.au/about-cafnec/the-organisation-structure/>