



Australian
Koala
Foundation

A.C.N. 010 922 102

29 March 2011

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MEDIA LAUNCH

NEW KOALA MAPS ARE “DYNAMITE”: TABART

THE LAUNCH OF AUSTRALIAN KOALA FOUNDATION’S NEW KOALA MAPPING PORTAL ON THURSDAY COULD CHANGE THE INFLUENCE COMMUNITIES HAVE ON THEIR STATE AND LOCAL GOVERNMENTS AND LOCAL AUTHORITIES.

KOALAMAP, DEVELOPED WITH MAPPING AND LOCATION INTELLIGENCE EXPERTS ESRI AUSTRALIA, WILL ALLOW COMMUNITIES ON THE EASTERN SEABOARD OF AUSTRALIA TO SEE WHERE KOALAS ARE LIVING, THE QUALITY OF THEIR HABITATS AND REPORT THEIR OWN SIGHTINGS.

AUSTRALIAN KOALA FOUNDATION CEO DEBORAH TABART OAM DESCRIBED THE MAPS WHICH DISPLAYED 25 YEARS OF DATA AS “DYNAMITE”.

“THE MAP WILL FINALLY GIVE KOALAS A VOICE,” MS TABART SAID. “IT WILL EMPOWER COMMUNITIES AND INDIVIDUALS WHO ARE DISTRESSED ABOUT THE LOSS OF KOALA HABITATS TO COMPELL AUTHORITIES TO ACT.”

ON THURSDAY MS TABART AND ESRI AUSTRALIA WILL UNVEIL THE KOALA MAPPING WEBSITE THAT CLEARLY DISPLAYS AREAS THAT NEED TO BE PRESERVED AS THE HABITATS OF AUSTRALIA’S CUTEST NATIONAL TREASURE.

DATE: THURSDAY 31 March 2011

TIME: 11.30am

LOCATION: Esri Australia, Level 3, 111 Elizabeth Street, Brisbane

- **Interview opportunities available at the launch with Deborah Tabart OAM or prior to and after the launch on 0407 750 668**
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media release