



Australian Government

Great Barrier Reef  
Marine Park Authority

LOVE THE REEF TOOLKIT

SEE THE  
LOVE THE  
PROTECT THE

# REEF



## HOW TO USE THE TOOLKIT

This toolkit is part of our Love the Reef marketing campaign and provides guidance to help inspire your team, workplace, school or community group to take everyday actions to protect the Great Barrier Reef.

You can use this toolkit any time of year. In fact, the more opportunities you can find to start conversations using this kit, the more people we can collectively inspire to protect the Reef.

You will find links throughout the toolkit to download resources, join our social media challenge, and get involved in the campaign. If you have any feedback, please send us an email at [marketing@gbrmpa.gov.au](mailto:marketing@gbrmpa.gov.au)

HOW

# SEE THE LOVE THE PROTECT THE REEF

## WHY WE'VE LAUNCHED THE TOOLKIT

Whether you're on the doorstep of the Great Barrier Reef or half a world away, the magic of the Reef connects us all. But the Reef is under pressure from many things, including climate change.

It is up to us, no matter where we are or who we are, to do our part to protect it for generations to come. Everyday actions by everyday people will add up to a bright future for the Reef.

That's why we have launched the See the Reef. Love the Reef. Protect the Reef campaign.

### AND WE NEED YOUR HELP TO SHARE THE MESSAGE!

The Great Barrier Reef, like all coral reefs around the world, is under pressure from many things, including climate change.

1. No matter where we live or who we are, we can all do our part to protect the Great Barrier Reef for future generations.
2. Small day-to-day actions add up to big things for the future of the Great Barrier Reef.
3. The Reef Authority is Australia's lead management agency for the Great Barrier Reef and have provided world-leading marine park management since 1975.

*"No one will protect what they don't care about, and no one will care about what they have never experienced."*  
- Sir David Attenborough



WHY

# SEE THE LOVE THE PROTECT THE REEF

## SHARE THE MESSAGE

We encourage you to use and distribute our free downloadable resources as conversation starters.

Visit our **e-library** or scan the QR code to download the resources. When using any of the material below, we ask that you don't modify in any way or use it for commercial purposes.

If you have any questions about the materials or how to use them, please reach out to **marketing@gbmpa.gov.au**

QR code for resources



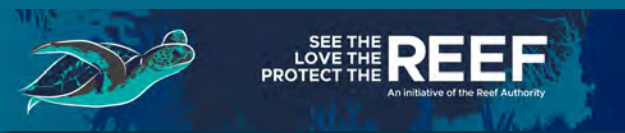
Newsfeed tiles



Virtual background



Profile picture frame



Email signature banner

Story



## JOIN THE CHALLENGE

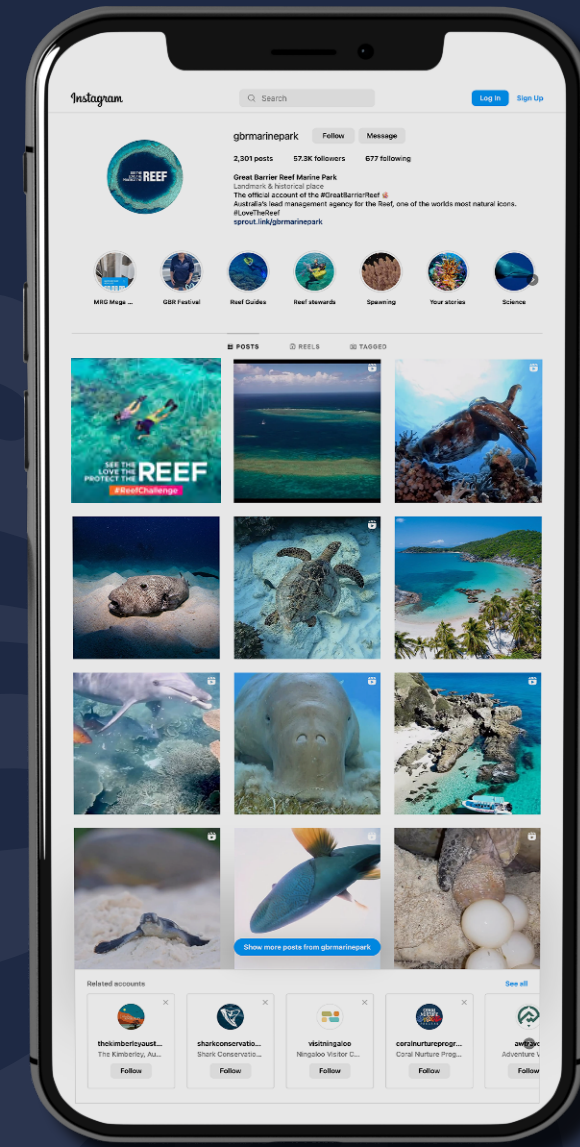
### SHARE WHAT YOU'RE DOING AND TAG A FRIEND

Is your home, work or school doing their part to protect the Reef? Join the **#ReefChallenge** and share photos and videos of what you're doing across your favourite social channels.

One of the most powerful ways to help the Reef is to keep talking with your friends, family and colleagues about the little day to day actions that help the Reef. Encourage each other to take the challenge together. Tag someone else in your post to keep the conversation going.

Follow the conversation using **#ReefChallenge** and **#LoveTheReef** on your favourite social media platforms.

**#ReefChallenge**



**COPY THE BOLDED TEXT TO  
ACCOMPANY YOUR POST**

**I am doing my part to protect the Reef**

*All the way from Alice Springs, NT by using solar panels  
to reduce my carbon footprint [example text]*

**My first experience of the Reef was**

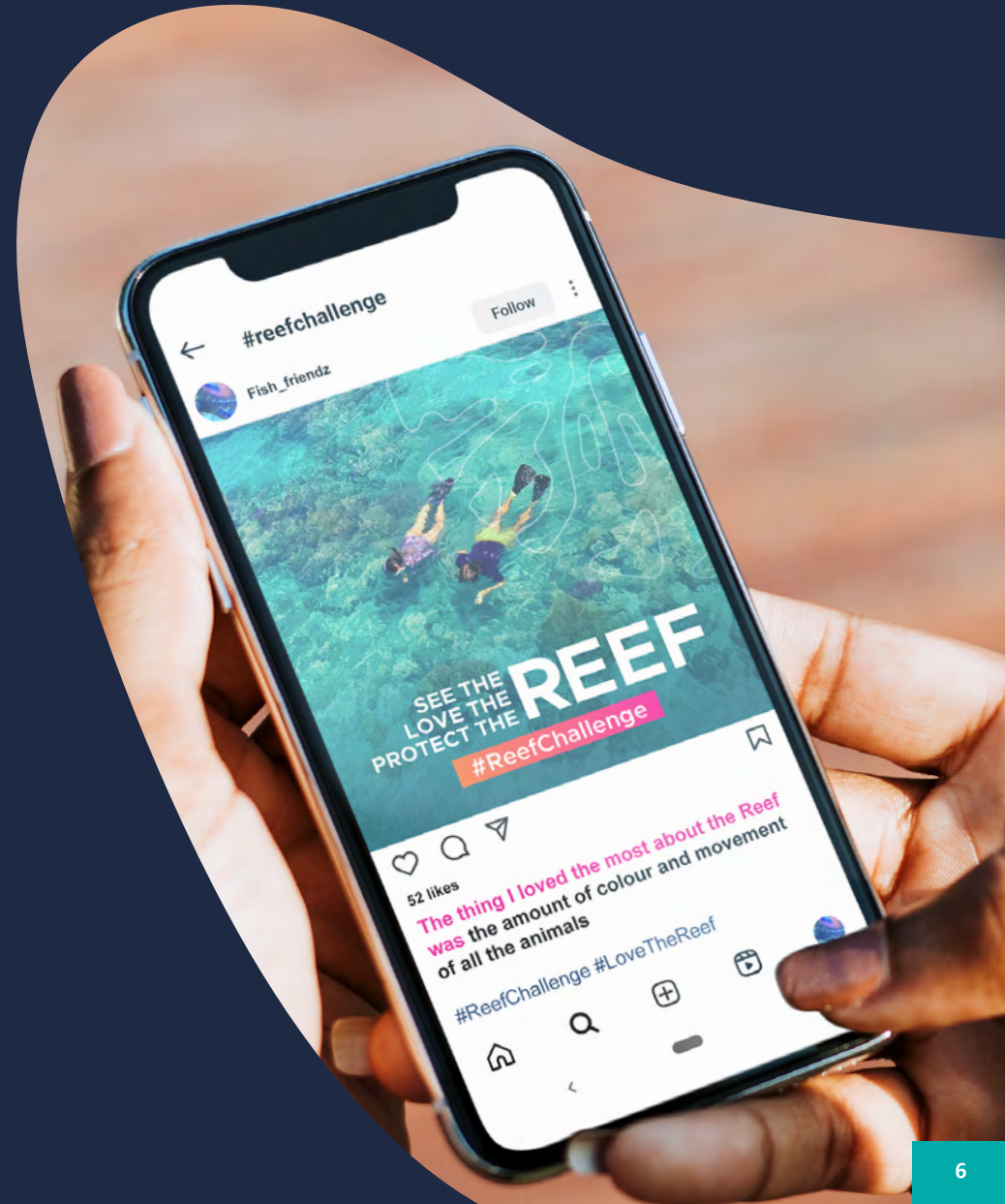
*Watching a David Attenborough documentary  
[example text]*

**The thing I loved the most about the Reef was**

*The amount of colour and movement of all the animals  
[example text]*

**@Friend/colleague/family - I want to hear your Reef story. Share why and how you love and protect the Reef by copying my post and telling us how you See, Love and Protect the Reef. It doesn't matter how big or small it is, who you are or where you are. We can all do our part to protect the Reef. Don't forget to share a photo!**

**#ReefChallenge #LoveTheReef**



SEE THE  
LOVE THE  
PROTECT THE **REEF**

## HERE ARE A FEW WAYS TO SEE THE REEF

- Check out the latest sightings on the Reef with the **Eye on the Reef** app
- Head out to the Reef with a **High Standard Tourism Operator**
- Tune in to our **Reef in Focus webinars** to find out more about the Reef
- Follow us on social media to see what's happening out on the Reef
- Sign up for regular reef news and receive our Reef in Brief **newsletter**

SEE  
SEE  
SEE



SEE THE  
LOVE THE  
PROTECT THE **REEF**

## HERE ARE A FEW REASONS WHY WE LOVE THE REEF

- It is one of the most complex, breathtaking ecosystems that exists.
- It is the largest and best-known coral reef ecosystem in the world, covering an area bigger than Italy and so large that it can be seen from space.
- It has a rich connection through cultural and historical heritage, home to over 70 Traditional Owner groups and recognised as a World Heritage site.
- It is home to thousands of species, and many still to be discovered.
- It connects people—no matter who you are or where you are globally, it is an international icon.

Start a conversation with a friend or family member about why you love the Reef.

LOVE





## OUR WORK TO PROTECT THE REEF

The Reef Authority is Australia's lead management agency for the Great Barrier Reef and have provided world-leading marine park management since 1975. We recognise and work to manage and protect the Reef from its major threats. These include:

- Climate change
- Coastal development
- Land-based run-off
- Direct use

To find out how you can help us protect the Reef from these threats, head to our website:  
[www.gbrmpa.gov.au/love-the-reef](http://www.gbrmpa.gov.au/love-the-reef)



Think globally, act locally.

Your everyday actions no matter how small,  
collectively matter.

The Reef Authority encourages  
everyone everywhere to

SEE THE  
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[REEFAUTHORITY.GOV.AU](http://REEFAUTHORITY.GOV.AU)