



Media Release

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NEW NRM CAMPAIGN TARGETS DOWNTURN IN VOLUNTEERS

Natural resource management organisation, NRM North, has embarked on a new campaign which aims to address a decline in environmental volunteers.

The campaign highlights the role the community can play in improving the condition of our natural values and resources and encourages people to get involved with 'care' groups.

NRM North Chief Executive Officer, James McKee, said the campaign had a simple message.

"The campaign highlights that all Tasmanians can be natural resource managers and features a series of 'real' people and activities highlighting the things they do to make a difference.

"Some examples include planting trees to improve habitat and picking up rubbish from the beach." Mr McKee said.

The campaign will run from April to June and uses a range of media including radio and newspaper advertisements, bus backs and billboards.

As part of the campaign, NRM North will have a dedicated section on its website for information on how people can get involved in natural resource management activities.

NRM North's Community Engagement & Communications Manager, Melissa Lewarn, said the campaign aimed to address a downturn in volunteer numbers.

"We are hearing that many community groups are struggling to stay active mainly due to a shortage of volunteers.

"This campaign will show that being a volunteer doesn't have to consume a lot of time and effort, but rather good outcomes can be achieved by giving up just a little bit of time every now and then." Mrs Lewarn said.

Anyone wanting more information on how to become a volunteer should go to the NRM North website www.nrmnorth.org.au or call NRM North on 6333 7777.

Ends

For more information contact:
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