

HELP PREVENT KOALA EXTINCTION SOCIAL MEDIA CAMPAIGN

About 20 environment organisations are participating in a coordinated social media campaign using footage of [David Attenborough](#), [David Suzuki](#) and [Olivia Newton-John](#) to create the conditions for an end to the logging of koala habitat and calling for the ALP to honour their Great Koala National Park election promise.

The footage is from "[On The Brink](#)" which we made in 2002 to protect 67,000 Ha of NSW old growth forest. You can read about this successful campaign [here](#).

Those participating include the Bob Brown Foundation, Friends of the Earth, NSW Greens, Wilderness Australia, NSW Nature Conservation Council, Australian Rainforest Conservation Society, Rainforest 4 Foundation, Extinction Rebellion, Rainforest Rescue, North East Forest Alliance, Morag Gamble's vast permaculture network, Community Voice Australia, ACF Central Coast, Mullum Seed, Coastal Environmental Network, Central Coast Permaculture, KLM #Koalalivesmatter.

Could you please forward to other groups and individuals who might be interested and ask them to contact me if they are?

We are also including individuals as well as groups in this action.

If you reply that you'd like to participate, then, a week beforehand, I'll let you know the date of the action and then, on the day, will send you a copy of the email that all those groups are sending to their lists so that you can

1 sign the petition

2 forward to however many friends you think will be interested

3 "attend" the Facebook event (see below) and invite Facebook Friends to join you

Here's the plan:

Each group emails its membership on the same day letting them know the names of all the other groups who are doing the same thing and asking everyone to participate in creating a viral surge to protect koala.

We ask people to

1. View clips of [David Suzuki](#), [David Attenborough](#), and [Olivia Newton-John](#)
2. Sign an epetition to the NSW Lower House. This will be championed by independent Alex Greenwich, 20,000 signatures triggers a parliamentary debate
3. Forward the email to 5 friends letting them know that you have signed
4. If you use Facebook, then click on the Facebook event
5. If you have energy to do more, list of ministers to email and other suggestions

Facebook Event: consists of asking people to do the above plus:

A description the "Going" and "Invite" buttons on the Facebook Event page and how clicking on "going" means that your Facebook friends will see your support in their notifications, while clicking on the "Invite" button brings up a box with all your Facebook friends in it.

This allows you to either “select all” which will send a notification to the first 50 people on your FB friends list about this action for the forests (ie appears in their “notifications” next time they open Facebook) or

Scroll through your friends list ticking up to 50 friends whom you think might be interested to participate in this digital “Mexican Wave” for Aussie forests.

Of course if you have time to invite more than 50 you may do so.

(The wave is an example of metachronal rhythm achieved in a packed stadium when successive groups of spectators briefly stand, yell, and raise their arms. Immediately upon stretching to full height, the spectator returns to the usual seated position.)

Instagram and other social media platforms – still seeking advice from those who are fluent in these spaces.

This action will be followed by contacting national groups for a similar action this time calling for an end to native forest logging in Australia.

For the Earth

John Seed

