

**Patrons:** David Gower OBE, Bryce Courtenay (deceased 2012), Nick Price, David Pocock, Kim Hughes.

## President's Report

### \$5,000,000 now raised since inception

We are so proud and delighted to be able to announce that at our last fundraiser with **David Gower**, after about 30 minutes of the auction we passed through the magical **FIVE MILLION DOLLARS** mark for all moneys raised since we started nearly 27 years ago in mid 1987!!



And how fitting it was that our marvellous patron, David, was there to be able to acknowledge our very own **Big Five stalwarts – Mike Palmer, Kim Hoddy, Evelyn Wong, Nia Carras and Steve Harrison** – thank you all so much for being such a big part of our success and for all the help that you've offered the rhinos over the years.



And just as significant as the amount raised is the way that the funds are spent. There is absolutely no wastage whatsoever – **we are all 100% voluntary in all we do and meet all of our own expenses in doing it!** Many organisations have anything from 10-40% in overheads and other costs. We are able to proudly say that every dollar of every dollar that comes our way is **wisely and responsibly** spent on something that we consider will be for the benefit of rhino conservation in southern Africa, with at least 90% of the support going to Zimbabwe.

We regret to announce the passing last January, of our **first patron, Lord Alistair McAlpine of West Green**. At the time of our inception, Lord McAlpine was a prominent business identity in Perth, principally in the city real estate market. He was also prominent in Broome, where one of his developments was the Pearl Coast Zoo.

Having become our inaugural patron, we helped to initiate the export of nine black rhinos to Australia from northern Zimbabwe. They were originally bound for Broome and due to changing economic circumstances, plus the involvement of **Kerry Packer** and **Women's Weekly**, their final destination was **Western Plains Zoo, Dubbo**, where they continue to thrive.

Lord McAlpine very kindly offered his lovely Perth home, **Bishop's House**, for our first two fundraisers in 1988 and 1989.

We have been honoured to have Lord McAlpine's patronage for the past 25 years and we extend our sympathies to his wife, Athena, and the rest of his family.

Continued over page

During the past 12 months we have donated our second biggest ever amount of goods, support and equipment, **\$487,000**, with the majority, **\$223,000**, going to projects associated with the 86% of Zimbabwe's rhinos found in the **private conservancies**, and **National Parks** have received **\$138,000** of vital assistance. A fuller breakdown is listed separately.

You'll read elsewhere about the wonderful evening we had with David Gower, yet again, this being the seventh one that he has hosted in Perth since 1991. And it was our most productive one so far, with a **whopping \$153,000** being raised on the night. And what a great job was done by **Tim Gossage** in the auction! There's more about this event elsewhere in the newsletter. It goes without saying that we are so lucky to have David as our most active Patron, and **thanks again for all that you do for the rhinos.**



2013 ended up being horrific for the rhinos, with just over **1,100** being poached in the range states, and already **300+** this year. One of our contacts in Kruger said they are getting several armed gangs per day coming in to illegally hunt! The temptation is so great with up to \$4,000 per horn being paid to the shooters and only \$300 per month to the rangers, the defenders, whose lives are at risk. There is certainly no immediate end in sight and that's even more reason why we must continue our commitment to this noble cause – **Extinction is Forever!**

We are very proud of the amazing work being carried out by two of our members, **Lynn Johnson** and her husband, **Peter**. They are the brains and leadership behind the **"Breaking the Brand"** campaign that is gaining momentum in Viet Nam – more details elsewhere. I know that many of their fellow members are supporting them in this very important task of reducing the market for rhino horn. Very well done on this initiative and all the best for the advertising effectiveness in the coming months.

New member, **Gabrielle Bryan**, from Adelaide, a recovering cancer patient, ably supported by husband **John**, spent several months last year on a sponsored walk around Germany, highlighting the plight of the rhino, walking over **1,800kms** and raising nearly **\$10,000!** What a fantastic effort, Gaby, and we were delighted that David could present you with our **Certificate of Appreciation.**

Another of our members, **Tim Scarrott**, a supporter since our very first day, has just returned from three weeks of



adventure in Zimbabwe, where he conducted a large number of **first aid training** classes around key rhino areas. Most of the rangers have very little knowledge on basic medical procedures, so for them to learn from an experienced paramedic would have been of great benefit to them. Thanks so much Tim for donating your services in such a useful and valuable way.

Committee member, **Evan Litis**, one of our new, younger breed, took responsibility to promote our **Facebook** page when it had fewer than 50 'Likes'. Thanks to all his hard work it now has **911!** So how about all of our readers who use this form of social media, who haven't yet 'Liked' our site, please do so and pass on the word, so that we can crack through the 1,000 mark pretty soon? Well done Evan.

For the past two years, committee member **Kelly Scott** and supporter **Annie Bramley (ScruffyDog Designs)**, have done an amazing job with our newsletter, and it's now time to publicly acknowledge this, so thank you girls for such a great effort.

Just before Christmas we were saddened to lose the secretarial services of long time committee member, **Kim**



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**Hoddy.** Kim had been closely associated with us for more than ten years and felt it was time to hand over her reins to a younger person. We thank her for all the tremendous input over those years and wish her well in her future endeavours. Cheers, Kim.

Most of you will be aware of the major fundraising initiative organised by the **British Government** in mid February. **United for Wildlife (UfW)** is an unprecedented collaboration between **seven of the largest international conservation organisations, brought together by HRH The Duke of Cambridge and supported by the Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry.**

The Royals hope that the partnership will draw attention to the rapid escalation of the illegal wildlife trade, which is having a devastating effect on species worldwide. UfW will focus on four of the world's most endangered animal species; rhinos, elephants, big cats and pangolins.

UfW is a long-term commitment to tackle the global threats facing species. UfW aims to implement a global action plan for organisations and government partners to work collaboratively to end wildlife crime. It also aims to bring new funding to help organisations reduce the trade and the slaughter of wildlife.

Mid March saw a two day workshop in Harare to examine the best ways to implement the KPIs that form part of the **National Rhino Policy 2011 – 2016.** Much discussion took place and it now remains to be seen just how much of it is implemented.

We have recently received news that **Sharon Pincott** has decided to stop her great work with the **Presidential Elephants of Hwange**, due to a number of negative factors impacting on her efforts. Sharon is the author of four excellent books on this topic as well as being the subject of a one hour documentary that received great acclaim. However, none of this is sufficient to override decisions being made on the land use in these elephants' territories and she has decided that 'enough is enough'. Sharon, we salute you for what you've stood for, your great determination and commitment and thank you for all that you've done for these gracious animals.

Talking of elephants, their wholesale slaughter around Africa is continuing with at least **30,000** being shot last year, as the price being paid for ivory by the emerging Asian middle classes just keeps rising and rising, and hence the poaching syndicates keep on being well rewarded.

It's now our annual membership renewal time, 1 April/31 March is our year. **So we look forward to your continued generous support, please, and you know that we are doing whatever we can to keep these precious animals alive for our lifetime and beyond.** Thanks and best wishes,

*Nicholas Duncan*

## Funds spent during 12 months from April 2013 to March 2014

Project or item description	Funds spent (AUD \$s)
Private conservancies	223,000
National Parks	138,000
Other rhino projects	22,000
Other wildlife projects	21,000
South Africa projects	20,000
Veterinary support	15,000
Other support	10,000
Vehicles on hand	38,000
<b>Total</b>	<b>\$487,000</b>

## AGM

### FILM NIGHT / SOCIAL NIGHT

Notice is hereby given that the Twenty Seventh Annual General Meeting of the Save African Rhino Foundation (Inc) will be held on Wednesday, 2 July at 7pm, in the Education Centre at the Perth Zoo, Labouchere Road, South Perth.

#### AGENDA:

1. Acceptance of the minutes from the twenty sixth Annual General Meeting held on 1 July 2013.
2. President's Report
3. Treasurer's Report
4. Election of Executive Committee
5. Any other business

Nomination forms for positions on the Executive, (there is at least one vacancy), together with proxy forms, are available by phoning 0417 937655 and nominations should be lodged at 229 Oxford Street by 7.00 pm on 27 June 2014.

Tea, coffee and biscuits will be served during the evening.

#### ENTERTAINMENT:

As is usual on these evenings, we will bring you a presentation on the latest rhino operations and other conservation projects in Zimbabwe, as seen in our recent trip.

Please feel free to bring your family, friends, and acquaintances along to this social event. Would you please ring us on 9444 6550 as an indication in numbers will assist with catering.

Nicholas Duncan  
**President**



Singapore Landrovers



Caché of ivory



Sinamatella



Patrick at Imire

## Zimbabwe update

The calendar year saw the loss of **19 rhinos in Zimbabwe, 5 on the National Parks estates and 14 in the private conservancies**. This year so far it is 4 (2 from natural causes) in the parks and 2 in the ranches. There is a combined total of black and white rhinos in the mid seven hundreds, mostly in the conservancies.

During the past year, our biggest project has been **Save Valley Conservancy**, with **\$90,000** of aid, mainly anti poaching wages, followed by **\$61,000** for general expenses within the **Lowveld Rhino Trust**, **\$59,000** for **Bubye Conservancy** activities and **\$13,000** for the **Midlands Conservancy**. In the **National Parks** sector, the four **Intensive Protection Zones** were assisted as follows; **Matobo - \$36,000; Sinamatella - \$35,000; Matusadona - \$13,000** and **Chipinge - \$5,000**, along with **Main Camp - \$15,000** and **Kyle - \$13,000**.

The five secondhand Landrover defenders that we purchased towards the end of last year are now customs cleared and two have been fully serviced and are in action in the **Midlands** and **Sinamatella**. We thank **Mike Saunders** and **Spike Malleus** for their contribution to this project.

Another will go to **Save Valley** and another to the **Zambezi National Park** area between Victoria Falls and the Botswana border to the west, in an attempt to limit the incursions of the **Zambian elephant poachers**. This will be managed by **Charles Brightman** and his excellent **Victoria Falls Anti Poaching Unit**. In recent weeks there have been two large gangs, 12 and 16, killing elephants in this area, and two poachers were shot, two were captured, along with 37 tusks and two weapons.

**We congratulate all the rangers involved in these successful contacts and Amos for his thorough investigation work.**

Although **Matusadona** rhino numbers could now be as low as three, we will continue to support this beautiful wilderness area on the shores of Kariba, where there

is proposed private involvement to assist Parks in their arduous duties. We welcome the employment of **James and Henry McIlwaine**, under the auspices of **Matusadona Anti Poaching Project (MAPP – FB)**. We have the remains of three old 4wds there, a 1992 cruiser, 1987 defender and 1995 canter truck, all in urgent need of repair from constant hard work on terrible roads. Under this new initiative, we will be repairing at least two of them in the hope that they will be better maintained in the future.

Our traditional contact in this area is **Pete Musto** of the **Zambezi Society** and he will be our link for all that we offer. He also oversees the camera trap project in conjunction with Parks – 20 in total.

**Waltzing Matilda**, our very first cruiser in 1991, is half rebuilt and should be back on the road next month to help patrolling at **Kyle Recreational Park**, home to some white rhinos. Congratulations to their mechanic, **Silas Utende**, who has done his very best to rejuvenate WM.

**Stephen Long** and his wife, **Sue**, are now in their sixth year at **Sinamatella**, and do amazing work in keeping the park moving, offering ranger deployment assistance, shopping trips, pump repairs and all sorts of other help – and nothing is too much trouble for them. We are really happy that they have one of our five defenders and we know they will personally care for its wellbeing.

Another of our supporters, **Chris Palmer**, has offered his general assistance for six months to help in any way that he can with the wildlife, and so far has had four very adventurous weeks with Stephen and Sue, and will also be helping **Trevor Lane** in Victoria Falls with some park replenishment work later in his trip.

One of our young sub committee members, **Patrick Williamson**, has recently returned from nearly four months of voluntary work in Zim, during which he was involved in conservation work in three main locations – thanks Patrick, great effort! Patrick also does a great job in managing our **website**, with many favourable comments coming from it.



# First Aid training

Tuesday 8th April 2014.

Over the last **22 days** I have travelled from **Harare** to Save **Valley - Gonarezhou/Malilangwe** to **Lake Kyle**, finishing up at **Dambari** and Matobo, near Bulawayo – with the help of many willing, friendly folk, **113 rangers** and family have been taught **Basic Life Support** over 3 hour sessions – all have shown great involvement and enthusiasm and a start has been made for future training, hopefully each year around this date.

Only 6 had done previous courses at some time, and so I feel this has been a very worthwhile exercise – the medical gear that has previously been delivered can now be put to good use, if/when needed, as up till now it has been a bit mysterious !

Just over **2000kms** were covered and SAVE's trusty Delica performed marvellously – “thanks” to Nicholas and Committee for allowing the use. Many beautiful animals were seen and smiling, friendly locals were met along the way (even 2 feathered chooks, helped on way to market!)

I'm now on my way home, at Jo'burg Airport, ready for a change of pace – with many beautiful memories.

Thanks, everyone, for all your assistance, encouragement and fantastic hospitality.



Don't let the media frighten you away from Africa, and Zimbabwe in particular - you'll never regret it.

**Tim Scarrott**, paramedic.

Tim has been supplying surplus medical/first aid kit for several years now, all of which we've taken over at various times and distributed all over the place.

# Record result at David Gower Dinner – \$153,000 raised!

Rhino fever had set in, 12 December 2013. Actually, rhino fever had set in way before the big night with the SARF team working behind the scenes for months, beg stealing (not much stealing) and borrowing as much as they could to make sure the night went with a bang!

The room was filled with auction items ranging from African Artefacts, holidays, sporting memorabilia to rock and pop history - items of great value, signed by world legends such as **Elvis, The 1948 Invincibles, British Lions, Manchester United, Sachin Tendulkar, Don Bradman, Jack Hobbs, 1930 Australian cricket team, Nelson Mandela, plus African safaris, health retreats and much more!** The atmosphere was electric and the scene resembled a feeding frenzy at a water hole as people pushed and shoved to get their first view of what they could potentially be going home with that night.



**Nicholas** in his no nonsense manner soon got the audience's attention as he herded everyone up and made them take their seats so the auction could begin of the wonderful items and of course he was not settling for the lowest price but pushing bidders to the limits. I know this because I was a victim of his persuasive methods and my office is now the proud owner of a large 10ft giraffe which sits in our stair well, clearly was not worth the price



Nicholas managed to get out of us but the cause is and that is all that matters, I heard myself telling the accountant!

Nicholas was helped along by local celebrity TV and radio personality **Tim Gossage**. He did a wonderful job of keeping the momentum going and making sure there was healthy competition for the main items. Between the two of them Nicholas and Tim were like a well-oiled machine and if anyone had arrived that night wanting to keep their hands in their pockets the pair of them had an excellent way of convincing them otherwise!

After articles being snapped up and a wonderful meal being served it was time for the main attraction, **David Gower**. What an after dinner speaker he was, a real gentlemen and someone with a genuine passion for the rhino plight. He was just so calm, so charming and so funny and ...so funny! I think many people were surprised at his sense of humour and his ability to laugh at himself, he didn't play the audience he just captivated them and his time on stage was far too short. After the meal he was happy to talk to anyone who would listen, have photos taken and sign his name endlessly despite the fact that he had an early morning the following day. Actually the less said about the following day the better, hey David, a fellow Brit!!!



We would have all loved to hear more about Beefy or Tuffers and the good old days but it was time for the serious business and Nicholas and Tim were back on stage, and boy were they men on a mission.

And then it happened. **At 7.55 we hit the Big Five.** No this was not a cricketing term for seeing off the opposition this was a memorable moment for SARF who have raised **\$5,000,000 for the rhinos in Zimbabwe, including \$3,000,000 in the last seven years!!** This is an

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amazing achievement and has only been possible by the determination and strong (maybe outspoken) leadership of Nicholas Duncan and the wonderful team that he has working with him. ***There is no doubt that the resources provided by SARF have made a real difference to the preservation of rhinos in Africa.***



The SARF committee knows that without the generosity of everyone involved that night, from discounted wine, volunteers, donated auction prizes and the rest, this night could not have achieved the successful outcome that it did, ***so it is a big thanks to you all.***

Our record total comprised **\$127,000** from the 50 lots in the main auction, where all the items were generously donated, and a further **\$27,000** from another 90 pieces in the silent auction. There was a moderate profit in each ticket sale which just about paid for a range of unavoidable overheads, giving a net **\$153,000** from this wonderful evening!



None of this would have been possible without our fantastic **450 members, guests and followers**. In particular, a big thank you to our main sponsor for the evening, **Nia and Travel Directors**, who sponsored David for the night and donated air tickets and holidays – thanks so much.

And our wonderful donors too – **Sandalford Wines, Gage Roads Beers, Picasso Print & Design, Meridian Services, Annalice Framing, Brinkhaus Jewellers, Clive Boyle, Point2 Solutions, Dinah Griggs, Primewest (Indijup Spa Retreat), Mokore Ranch (Save Valley), Singita Pamashana (Malilangwe), Camp Amalinda, Ivory Lodge, Victoria Falls Safari Lodge, Peter Hall (Hunter Hall), The Hide, The Victoria Falls Hotel, Ngoma Safari Camp, Camp Xakanaxa, Mack Air, Owen Brigdon, Travel Directors, Sky TV, Gary Player, Martin Storey, Robyn Spinley, Margaret Hilbert, Kimberly Rae, Rohan Jewellery, Jill Henderson, Nicholas Duncan, Alex James, Leslie Henderson, Ploypan Westwood, Chris Wiles, John Whitehead, Jackie Wigh, Yvonne Piarchniarski and Dawn Stephens.**

Tim and Nicholas bought the best out of all of the bidders and everyone was very keen to help the cause and secure a valuable auction item. Our special thanks goes to the following supporters for their generosity on the night: **Ann Jones, David Gower, Doris Brinkhaus, Douglas Spinley, Elizabeth Mancini, Evan Litis, Greg Barnes, James Stokes, Jomay Verrier, Marc Leina, Mark Beamish, Susan McGrath, Syd Chipchase, Tom Grove and Victoria Bond.** You all made a major contribution to our record total – thanks again and we won't let you down!

**Nina Hobson**



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# February 2014 Committee trip

As my own personal obsession with Africa continues I was lucky enough again to be able to travel with Save African Rhino Foundation as a tag along to the committee trip in February 2014.

I spent a few days on my own doing my own thing in Zimbabwe including a stay with the incredible people at **Twala Trust** in Harare. Then it was time to pick up one of the committee members, **Evan** and head off with him and **Patrick** and spend an afternoon and night at **Imire** checking out their rhino breeding project and other animals.



Next morning it was back up to Harare to drop the boys at **The Bronte Hotel** to sort rooms out for everyone then back to the airport to pick the 3 remaining committee members, **Nia**, **Steve** and **Nicholas**, who were laden with five suitcases of vital goodies for the field. Throughout the afternoon there were meetings with various different rhino associated people from Zimbabwe. Our main guests were **Raoul du Toit**, Director of the **Lowveld Rhino Trust**, and **Peter Musto**, rhino coordinator from the **Zambezi Society**. In mid afternoon, the heavens opened up and within half an hour everything in and around the hotel was flooded.

Early evening saw a catch up with representatives from the **Save Valley** Management committee followed by a great dinner at **Emmanuelle's Restaurant**. Dinner and breakfast included the usual make a plan scenario expected in Africa

with Nicholas and Steve trying to sort parts out for vehicles that we were supposed to be delivering that day as the wrong ones had turned up the previous day. This is all part of the challenge.

A nice long five hour drive down to **Lake Kyle National Park** including takeaway pizzas for lunch and to meet the Area Manager and mechanic to discuss vehicle issues and a game drive for some of us to see 12 out of the 17 rhinos in the park. Again the heavens opened up just as we got out of the bush and a potential bogging. The night was spent at **Norma Jeans** in **Masvingo**.



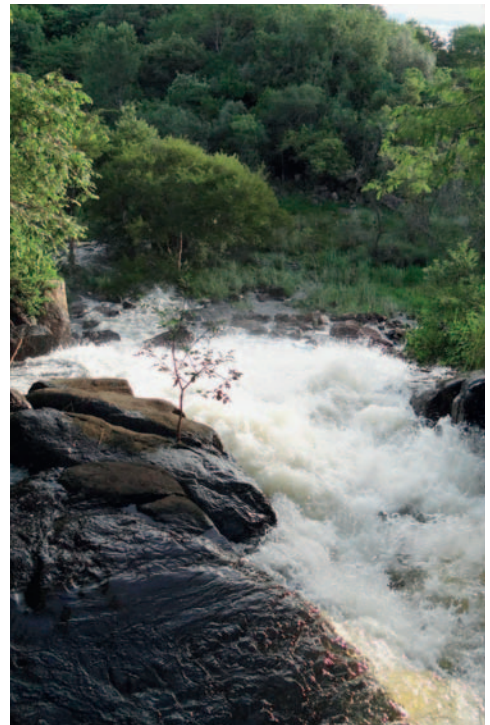
While Nicholas and Nia had a meeting in Masvingo the rest of us visited the famous **Great Zimbabwe Ruins**. It was truly fabulous to listen to the guide's stories. Then a drive to the **Save Valley Conservancy**, where we were met by **Lara** at the gate and then drove down to **Sango** for what we thought was a 3 night stay. Little did we know mother nature was about to play her part. We spent plenty of time with **Bryce** out and about tracking rhino, game drives with Lara and **Dave Goosen** (which I won't mention about getting bogged and being recovered by a Toyota), attending a car washed off a river crossing and lots of discussions on the rhino situation.

The 3 nights changed into 5 as torrential rain had threatened to damage a dam upstream from our next stop, **Gonarezhou National Park**, so a democratic decision was made to not endanger our lives through any other means than African animals and stay at Sango Ranch and enjoy more game drives including lions and rhinos.

Finally we made the long trip west to **Bulawayo**, **Matobo** and **Camp Amalinda** for two nights, one of which turned into a long night around a camp fire sharing stories. The committee attended a couple of meeting with **Zim Parks** and also **Dambari** while I was assigned the task of going on a drive with a new learner guide to look at rock paintings and give my thoughts back to his manager as to his potential as a future guide. We got bogged twice in some

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serious wash outs, one of which we could not get out of and had to walk about 5kms until someone came looking for us but we did get to see some great paintings and the guide was very apologetic and I think he will make a great guide.

Next day was a trip to Bulawayo airport for 3 of us, a drive to Harare for Nicholas and Steve for more meetings and Patrick continued up to **Hwange** for another week which bought an end to another adventure that will hopefully help save the rhinos and other animals and also keep my addiction for Africa alive and well.

*A huge thank you to the committee for allowing me to travel with them and do my little bit for the cause. It is really impressive to observe them all taking such a keen interest in all matters rhino, and trying to work out the very best way to spend the foundation's funds in the most beneficial and practical way.*

**Chris Wade**

*During the trip we were able to distribute 120 two way radio batteries, 36 camera traps, 800 AA batteries, 7 chargers, landcruiser parts and tracking equipment, spread throughout nine different rhino projects, to a total value of more than \$11,000.*

# Volunteering in Zimbabwe

In November I went to Zimbabwe to volunteer for nearly four months. I started in **Umfurudzi Safari Area**, spent time in **Mozambique**, took part in the **SARF Committee trip** and finally helped with black rhino monitoring in **Hwange National Park**. The last time I went to Zimbabwe was in January earlier that year and unlike when I went last time the country was bone dry and scorching hot, anticipating the coming rains.

At Umfurudzi I stayed a place called **Hippo Pools** camp for almost 2 months, where I mapped most of the network of walking trails which scatter the landscape. Just after Christmas I left Umfurudzi and found some work looking after a large hunting concession in Mozambique run by **Mokore Safaris**, where I was heavily involved in the anti-poaching effort and management of the area. In February, I met up with Nicholas and committee and sub-committee members Nia, Evan, Steve and Chris, back in Zimbabwe for their committee trip, where we visited **Lake Kyle** and the

**Save Valley Conservancy** where we were looked after by **Dave Goosen**, and **Bryce** and **Lara Clemence**, and had some amazing wildlife sightings and handed out essential goods.

Finally, I left the committee trip slightly early and helped **Sue** and **Stephen Long** from **Bhejane Trust** at **Sinamatella Camp** in Hwange National Park, where SARF has been supporting for many years. While I was there I took part in Black Rhino monitoring and although we did not visually see any, we did see some rhino signs and had some amazing extremely close encounters with elephants.

I'd like to thank everyone who has helped me during my stay and also Nicholas and crew for once again inviting me on their fantastic committee trip.

**Patrick Williamson**

*Patrick is our web designer.*



*Printing kindly donated by*



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# Breaking the Brand – The First 12 Months

I could never have imagined that a few sleepless nights in 2012 could have lead me to a point of making a commitment to saving rhinos. When I can't sleep I listen to the BBC and it seemed night-after-night there was a segment on rhino poaching and the escalating killing spree.

That's so tragic I remember sleepily thinking, I wonder what they're doing on the demand side and connecting back to the fantastic anti-fur campaigns of the 1970s and 1980s. I contacted **Rachel Lowry, Director Wildlife Conservation and Science at Zoos Victoria**, to ask her if she knew what was happening on the demand side. She confirmed it needed work and she said "If you're going to work on rhinos you need to speak to Nicholas Duncan". I made contact and the rest, so they say, is history.

I read as much as I could find and I was lucky that the fantastic research by **TRAFFIC: The South Africa – Viet Nam Rhino Horn Trade Nexus** came out at the same time. I have several friends and colleagues of Vietnamese heritage and I tentatively introduced my research and asked them to help. Two in particular, **An** and **Tuyen**, have been supportive from day one. They slowly, respectfully and diligently spent a couple of months speaking to friends and family in both Melbourne and Viet Nam gathering the information I had asked.

In February 2013 I summarized all my thoughts in to a report: **Breaking the Brand of Rhino Horn in Viet Nam** and sent it out far-and-wide explaining I wasn't from a conservation background. Nicholas generously bridged me in to his amazing network. I could not have moved so quickly without his support. In all but a very few instances people were very supportive, individuals from **TRAFFIC, FFI, WWF, conservancies, Zoos** etc gave me feedback, suggested papers I should read and linked me to people I should talk to. One thing I learnt was people in conservation write very long emails and to answer all of their questions took hours.



The final step was speaking to actual users of genuine rhino horn. Contacts in the Vietnamese community, the banking industry and ex-Austrade, linked me to several users of rhino horn in Viet Nam. They were businessmen, diplomats and their wives. We talked about why they used, how often, when etc. We discussed the impact of their use, how they got their rhino horn, who were the people they were influenced by.

With all of this information, and using the behaviour change tools I have gathered over the years, we designed adverts to target the users, just the users. This was done with the **pro bono** support of **Grey Group**. They got their suppliers involved, who committed both free time and 'mates-rates'. All the adverts were completed by Christmas Eve 2013 at a cost of \$1,500.

With the support of Nicholas, The SAVE African Rhino Foundation members, Melbourne volunteers, crowdfunding campaigns we have **raised \$20,700**. Currently we are trying to raise our profile in the mainstream media to help raise funds. Once we start in Viet Nam we want the campaigns to run continuously for 30+ weeks.

For \$30K we can place two continuous months of full or half page adverts in ALL these publications.

 <p>Title: Saigon Business Weekend Target: Businessmen Circ: 30,000 Issued: Weekly</p>	 <p>Title: Investment Bridge Target: Businessmen Circ: 65,000 Issued: Weekly</p>	 <p>Title: Heritage Target: Businessmen &amp; Vietnam Airlines Circ: 175,000 Issued: Monthly</p>	 <p>Title: Shopping &amp; Family Target: Best-selling women's mag Circ: 100,000 Issued: Weekly</p>	 <p>Title: Capital Security Target: All, skewed to male Circ: 75,000 Issued: Daily</p>
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In March I got the opportunity to present the **Breaking The Brand** campaign to over 120 delegates at the **2014 Zoo and Aquarium Association (ZAA) Conference** which was exciting if a little daunting. Several delegates, from around the world, have since asked for the talk and to stay in touch.

Someone asked me an interesting question at the ZAA conference – how would you apply this to behaviour change model to the Pangolin – that will take some thinking through!

**Lynn Johnson**, [lynn@breakingthebrand.org](mailto:lynn@breakingthebrand.org), 0418 124 660