

WHAT'S THE ISSUE?

Australia is a shark and ray "hotspot", home to 322 species of sharks and rays, half of which are found nowhere else in the world (i.e. endemic). The majority of our unique 'Aussies' live in the deep, pitch-black waters along the continental shelf of southern Australia. Being scooped up by trawlers scouring the oceans is their single biggest threat. It's possible we could lose them forever before we even get to know them.

It's possible you may have unknowingly eaten one! Some of our Aussies that are scooped up get sold in fish n chip shops and are often mislabeled as "flake" or "boneless fillet". There's no law that says you accurately label shark meat.

In as little as 8 years, we've seen the risk of extinction in species such as the whitefin swellshark escalate from "Near Threatened" to "Critically Endangered", the final step before being "Extinct"1.

Australia is seen by shark scientists worldwide as a conservation priority to protect the diversity of the world's sharks and rays. It really is up to us. If we can't save them, no one can?

1. Pardo SA, Dulvy NK, P.J., Kyne PM (2019) 'Cephaloscyllium albipinnum' The IUCN Red List of Threatened Species 2019.





WHAT IS OUR GOAL?

Our goals include:

- Building a community of Shark Champions, to speak for those that can't.
- Introduce the Australian community to our unique, weird and wonderful sharks and rays - an opportunity to discover and explore the wonders living beneath the waves at unfathomable depths.
- Use people power to drive protection of these species that will improve the sustainability of Australia's fisheries, and our ocean's health. This can include protecting critical habitats from exploitation and listing species for protection under national environmental law.
- Empower individuals to make informed and sustainable choices when consuming seafood on our GoodFish application.

Save our unique Aussies now at sharkchampions.org.au/aussies



