

## Engaging a New Generation

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# CONTRACTOR OF THE PARTY OF THE

wilderquest.nsw.gov.au





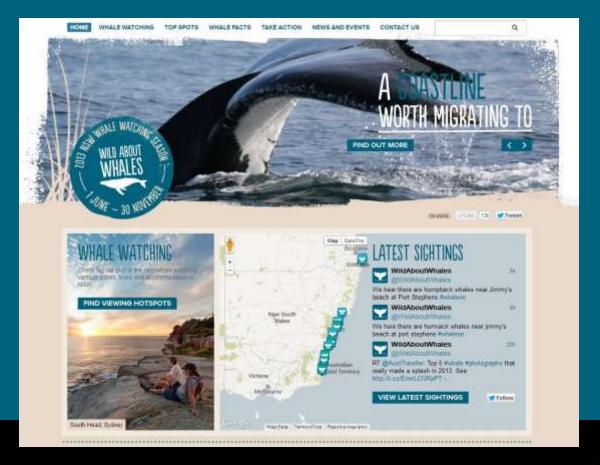


### Wild About Whales Campaign





## Wild About Whales Campaign site



#### Mobile technology - Smartphone App









#### Social Media Facebook



#### Social Media Twitter





## User Generated Content Photography competition





## Photography Competition Photos from our fans







#### General user engagement





235

Top Comments +

## Wild About Whales Industry partnerships





# Our visitors watching nature's great ocean migration







## Engaging children nature and conservation







www.wildaboutwhales.com.au

Download the smartphone app: Wild About Whales

