

Brother and Earthwatch
**Working together for
a sustainable planet.**



Living seas for life

Brother International Australia and Earthwatch Institute Australia are working together in a unique partnership to understand and enhance Australia's unique ocean environment.

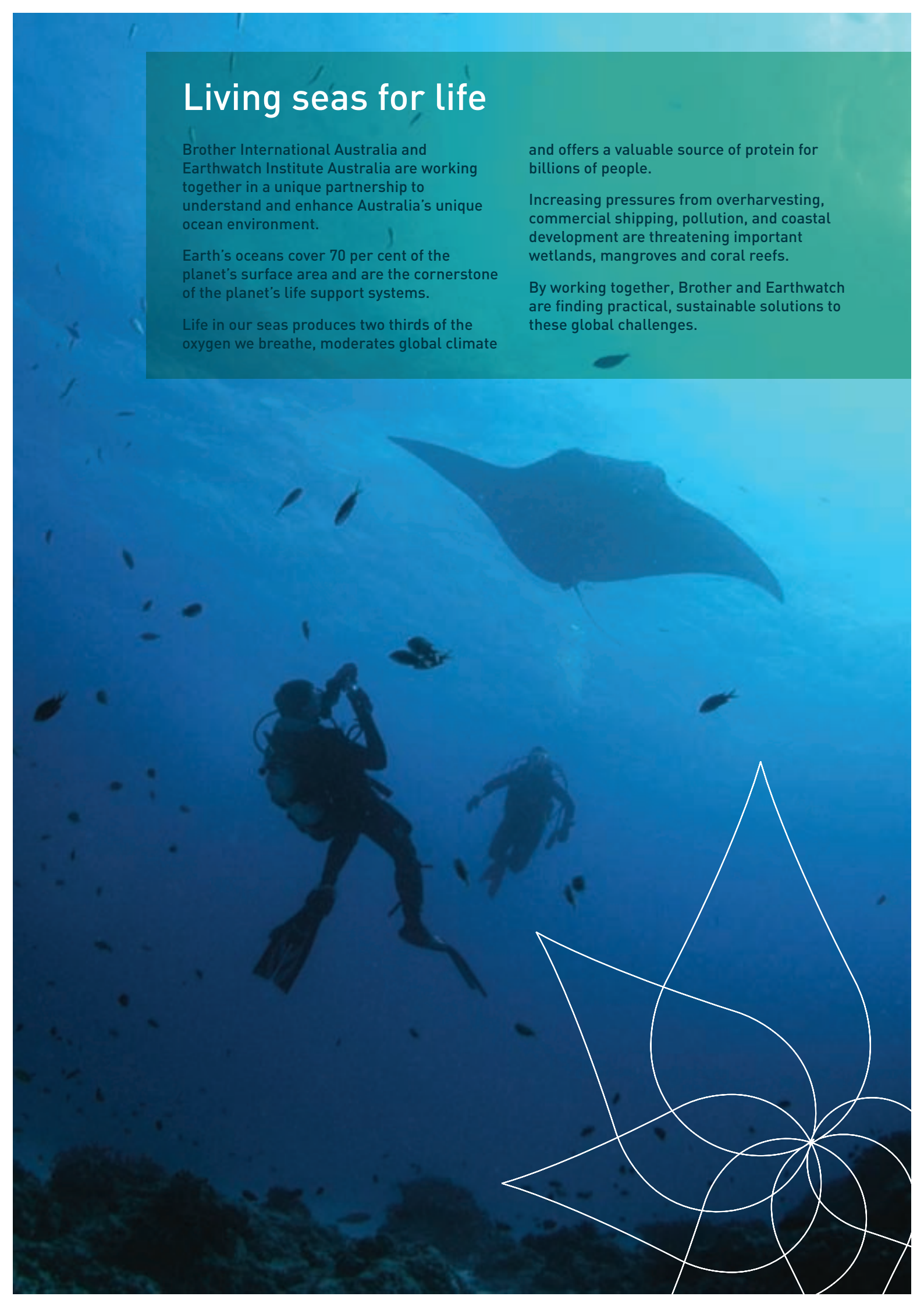
Earth's oceans cover 70 per cent of the planet's surface area and are the cornerstone of the planet's life support systems.

Life in our seas produces two thirds of the oxygen we breathe, moderates global climate

and offers a valuable source of protein for billions of people.

Increasing pressures from overharvesting, commercial shipping, pollution, and coastal development are threatening important wetlands, mangroves and coral reefs.

By working together, Brother and Earthwatch are finding practical, sustainable solutions to these global challenges.



The partnership in action

Since 2008, Brother Australia employees and stakeholders have volunteered close to 600 hours of their time to conservation research. They work alongside leading scientists and are actively involved in field, on the ground, where the problems and the solutions lie.

Funding from Brother Australia has allowed Earthwatch and its research partner University of Queensland to undertake ground-breaking oceans research and hands-on conservation action – helping to sustain life in our seas for future generations.

These are just some of the activities undertaken achieved to date:



Conserving wildlife

Brother employees have assisted Dr Kathy Townsend, University of Queensland, to release rescued turtles into Moreton Bay, Queensland. Australia is home to at least seven species of marine turtle, all of which are threatened or endangered.



Inspiring employees

At North Stradbroke Island, support from Brother has allowed Earthwatch volunteers and UQ scientists to undertake ground-breaking research into marine biodiversity.

The work of Brother Australia employees has been vital to the success of the project.



Dealing with waste

Brother Australia employees sort and catalogue trash collected from a Queensland beach. This trash poses a serious risk to turtles, birds and other marine species.

In April 2010, a team of Brother employees collected, sorted and identified 3,297 individual pieces of trash in a single afternoon.



Creating scientific knowledge

Brother Australia National Manager - New Technologies, Greg Benardos (left) collects and records troublesome trash. During his day in the field, Greg learned about the threats to endangered sea turtles and assisted in a turtle 'necroscopy' - a turtle autopsy. After analysing the gut contents to figure out what contributes to a turtles' mortality the team then performed beach surveys for pollution and collection of any offending plastic material.

A Case Study in pictures: Project Manta

Brother Australia and Earthwatch, together with University of Queensland scientist Dr Kathy Townsend, are working on a unique project to understand and protect the iconic manta ray, the largest of the world's rays. With a wingspan of up to seven metres, manta rays are truly giants of the sea, yet very little is known about them. Brother's support has allowed the research team to gather vital data on manta ray behaviour, biology and migration patterns, helping to inform the future conservation of these incredible creatures.



Funding from Brother Australia has allowed Earthwatch to purchase a new research vessel – *Earthwatch Crusader*. The 5.8 Gemini rigid-inflatable boat allows Earthwatch researchers and volunteers to conduct manta ray research with a level of safety, efficiency and effectiveness not previously possible.



Manta rays have distinctive markings on their underside, allowing them to be identified through the Project Manta database. Here, volunteers and scientists record the individual markings of a manta ray at Lady Elliot Island.



Lady Elliot Island, off the coast of Hervey Bay, is the home to Project Manta. The island is one of the few locations in the world to sustain a known resident population of manta rays.



So far, more than 400 individual manta rays have been identified. Scientists have also recorded world-first feeding and breeding behaviour, helping inform the conservation of the species.

About Brother

Brother is a leading brand that produces quality innovative products for the print and imaging, labelling and sewing markets. Key products include laser printers, Multi-Function Centres (MFCs), fax machines, labellers, label printers, and a wide range of home sewing machines. A trusted brand worldwide that believes in the "Customer First" approach in all aspects of business, Brother has continuously met the varied needs of customers through an innovative range of quality solutions.

About Earthwatch

Earthwatch is an international environmental organisation. Its mission is to engage people worldwide in scientific field research and education to promote the understanding and action necessary for a sustainable environment. Earthwatch focusses its research and engagement efforts on four key areas: Climate Change, Oceans, Cultural Heritage and Ecosystems. These four areas address what Earthwatch believes to be the most pressing challenges facing our environment today.

