



CELEBRATE World Rivers Day 2012

INTERNATIONAL
RiverFoundation 

“We envision a future in which every
river around the world is
healthy and
sustainably managed”



About the International RiverFoundation

International RiverFoundation (IRF) works in partnerships around the world to fund and promote the sustainable restoration and management of river basins.

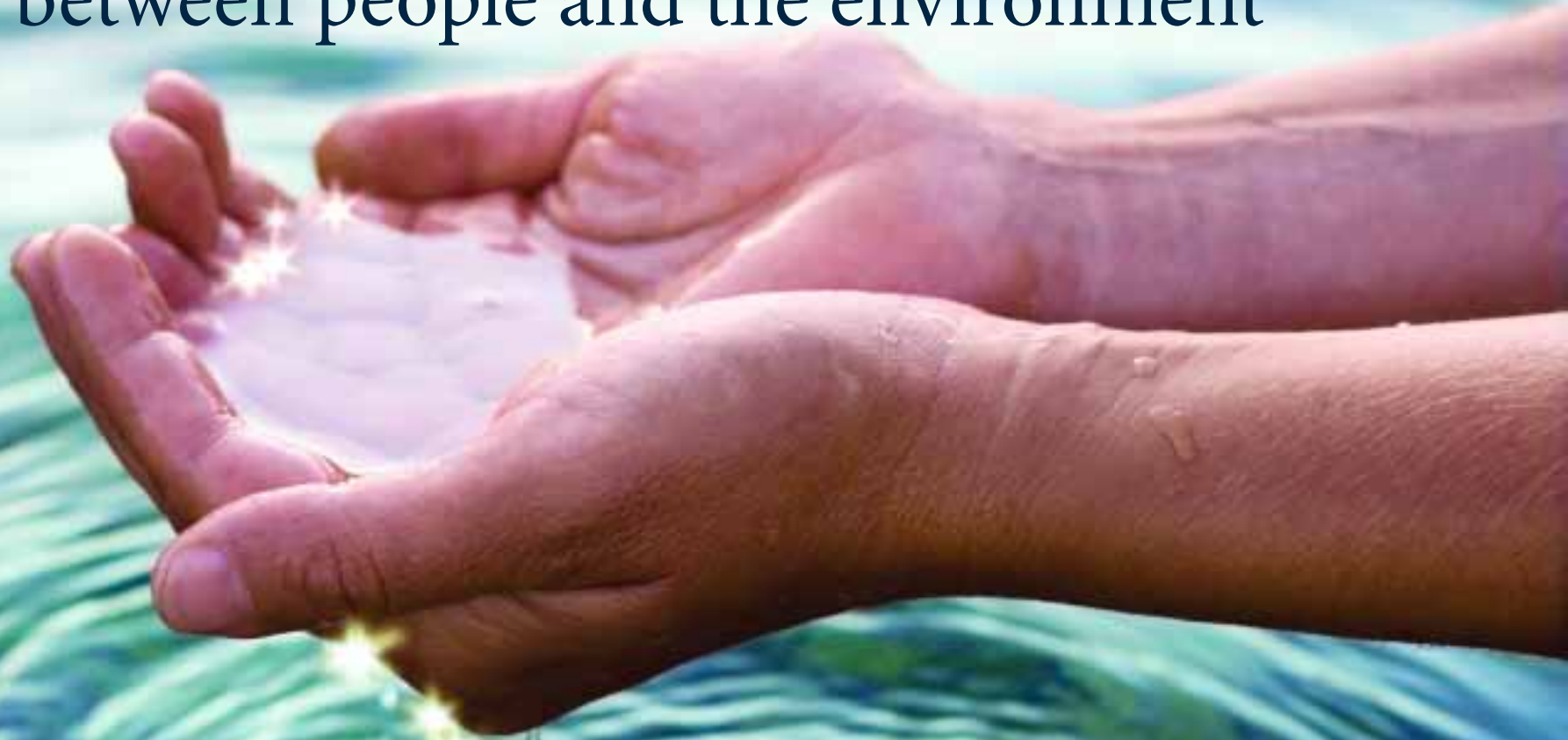
Established in 2003, the IRF envisions a future in which every river system around the world is healthy and sustainably managed, and has a mission to drive the restoration, protection and sustainable management of rivers globally.

The IRF pursues its mission from a bottom-up approach, establishing relationships and providing support for those working on-ground to achieve positive outcomes for rivers, wherever they may be.

The objectives of the IRF in achieving this mission are to:

- **Advocate** the restoration and protection of river systems around the world
- **Engage** national and international organisations in sustainable river basin management
- **Ensure** knowledge regarding effective river systems management is available to those who need it
- **Reward** and champion those who are making significant achievements in the protection, restoration and management of river systems
- **Act** as a catalyst for the replication of effective river system management practices
- **Promote** long term relationships between developed and developing countries around sustainable management of river systems.

“We need to
keep making connections
between people and the environment”



Our Programs

World Rivers Day

IRF runs an annual campaign to support World Rivers Day, which falls on the last Sunday of September. We encourage all regional bodies to get involved and the IRF can help to promote local events which have the potential to raise significant revenue for your region.

Riverprize

Riverprize is the flagship program of the IRF. Established in 1999, *Riverprize* gives recognition and reward to those who have developed outstanding, visionary and sustainable programs in river management. The IRF currently awards an Australian *Riverprize* and an International *Riverprize*, and a European *Riverprize* will be awarded from 2013.

Twinning

The IRF Twinning Program is a unique initiative that supports integrated river basin management mentoring partnerships across the globe. The program enables *Riverprize* winners and finalists to exchange their valuable expertise with other river basin organisations who face similar challenges.

Education

IRF financially supports river scientists and practitioners from less developed countries to attend the International Riversymposium each year as sponsored delegates. The IRF also offers the Ken Thiess Memorial Scholarship annually, which provides full tuition to study the International Watercentre's Master of Philosophy in Integrated Water Management.

River Recovery

As a 'voice for rivers', IRF has developed the River Recovery program for river restoration works around the world, coordinated by regional partner offices. The IRF assists communities to better manage and prepare for flood and drought events and to build resilience into planning, on-ground works and education.



“The more we look after rivers the more
we can sustain the whole landscape.”

World Rivers Day Overview

World Rivers Day (WRD) is a waterways celebration held annually on the last Sunday in September. In 2012, WRD falls on September 30th. It is widely promoted in the Northern Hemisphere - notably in Canada where the concept was developed by renowned river conservationist Mark Angelo.

Today, millions of people participate in over forty countries, with events held in Poland, England, USA, Spain, Japan and Russia as well as in Australia.


In keeping with the original concept, the International RiverFoundation is promoting WRD through its global network, and for the second year in a row, is developing an Australian focused campaign to financially benefit your region and engage the communities you serve.

The IRF provides regions with a full media package and access to a successful online fundraising program where you can create, promote, and raise funds for an event of your choice.

Why your region should participate...

- **Free** access to one of the best online fundraising platforms - 'Everyday Hero' - used by the Red Cross, Leukaemia Foundation and the Flying Doctors.
- The **flexibility** to plan a fundraising event which is **catchment relevant**, targeted and cost effective for your region.
- Extensive **exposure** through the IRF World Rivers Day campaign.
- Opportunity for effective **community engagement**, demonstrating your commitment to the communities you serve.
- Show your **support** for promoting **sustainable** catchment management.





“A change in mindset
needs to happen fairly quickly,
because otherwise we’re not going to have
the water resources available to
sustain the population.”

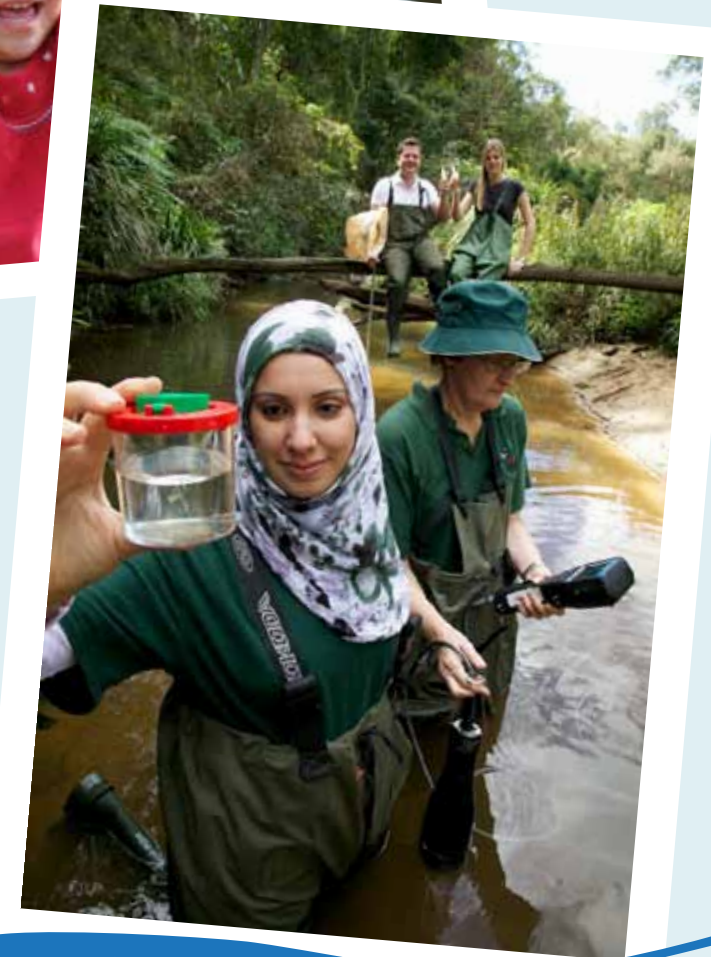
Program and Activities

The IRF can help showcase your fundraising event for World Rivers Day 2012. A range of events were held in 2011 to help raise funds for different catchments, and to raise awareness about the value of rivers. Here is a list of some of these events to help get the ideas flowing...

- “Marshtrchef” cooking competition
- Canoeing, rafting and sailing on the river
- Bird-watching and nature walks
- Indonesian food cooking class for the Ciliwung River
- Film and “Riva Trivia” night
- Native fish release
- Presentations and artwork by local school students
- BBQs and community gatherings on the river
- Photography competition
- River cycles, walks and fun-runs
- River clean-up days
- River raffles
- Fishing competitions
- Music festivals, river jazz, opera on the water



“ World Rivers Day is the perfect excuse to get the whole community together for a great day on, in, or beside one of our wonderful rivers ”
Condamine Alliance, QLD.



WIL ANDERSON



DUNCAN ARMSTRONG



TAMMY VAN WISSE



IVA DAVIES



AMI WILLIAMSON



MARK MITCHELL



ROBYN NEVIN



BRANT WEBB

Media and Publicity

Over **one million dollars** worth of media value was generated from the World Rivers Day campaign in 2011. Media coverage included:

- 8 celebrity supporters
- Over 80 radio interviews - both live and pre-recorded
- 3 national television pieces – ABC, Sky and Seven
- 5 capital city prime time television pieces - ABC, Seven and Ten
- Support of ABC including special Community Service Announcements featuring Tammy van Wisse
- Special World Rivers Day ABC feature - online and on radio
- Media releases to 600 newspapers in Australia
- A one page script to every radio station in Australia
- Two photo shoots with celebrity ambassadors
- Over 40 local photo shoots
- Strong community support at local level
- Highest ever levels of IRF online traffic and website visitation
- Hundreds of entries in the Facebook photography competition

“ The 2011 World Rivers Day campaign was hugely successful for the IRF and all partner organisations involved, but in 2012 we intend to go **bigger** and **better!** ”

Help protect our rivers

Locals are being encouraged to get behind World Rivers Day and do something to show their support.

World Rivers Day will be celebrated on Sunday, 14 September in Australia as the International River Foundation is urging people in all states and territories to get involved.

The Foundation's CEO, Matt Lohdy, said rivers were integral to everyone's lives and someone's people depend on them - not just for tourism, agriculture and industry.

It is estimated that more than two million people rely on the Murray-Darling rivers for drinking water. The Murray-Darling Basin also produces a third of all food in Australia.

"It's very hard slow work to return rivers to their original state," Mr Rocky said.

The International River Foundation is a not-for-profit organisation that works to protect and restore rivers around the world.



Features: ABC news story collection for World Rivers Day

ABC river story collection for World Rivers Day

By Renee de Prezz and ABC staff | Wednesday, 14 September 2011

Like | 0 | 0 | 0 | 0



WORLD RIVERS DAY: Marathon swimmer Tammy van Wisse



A tranquil morning along the River Murray in South Australia, 2011. (Jessica Swain)

Australia is joining with 60 other countries around the world to turn the spotlight on rivers.

The International River Foundation is coordinating a campaign to promote World Rivers Day on Sunday, Sept 25. The ABC is supporting the campaign.

World Rivers Day was established in 2005 to complement the United Nations

Photo Gallery

Click image for



Arifin



“Passion, patience and perseverance are essential when restoring rivers”

About the 'Everyday Hero' Fundraising Platform

You can start your own fundraising page in support of World Rivers Day, using the successful 'Everyday Hero' online portal.

It's as easy as this...

Step 1: Find the 'World Rivers Day' fundraising campaign on the Everyday Hero site

Step 2: Click on 'start fundraising'

Step 3: Follow the prompts to set up your fundraising page - you can set a target fundraising amount, post pictures, and write short blog about what you're doing and why.

Step 4: Send the link to your fundraising page through to friends and family and encourage them to support your event!

Start your own fundraising page for World Rivers Day!

If you have a fundraising page, login here to access/edit/manage it.



world rivers day
support your local catchment
& celebrate with millions
around the world

SUNDAY
25th
SEPTEMBER
2011

Home Search Fundraisers Top Fundraisers How You Can Help About Rivers Day login

Start Fundraising

Login

This year we are celebrating world rivers day!

Last year millions of people across sixty countries fundraised and supported their local rivers as part of World Rivers Day - only two Australian rivers participated. This year, International RiverFoundation is coordinating a campaign to promote World Rivers Day and assist local catchments.

Join one of the Australian river and waterway management groups below to help them raise funds to continue their work in improving catchments. Each organisation listed below is hosting a World Rivers Day event, as well as fundraising to continue their work. From community plantings, re-vegetation, bank stabilisation, pest fish control and algae treatments - supporting your local river means keeping these waterways clean and pristine for our future generations.

An aerial photograph of a winding river, likely the South Alligator River in North Territory, Australia. The river flows through a vast, green landscape of marshes and wetlands. The water is a deep blue, contrasting with the vibrant green of the surrounding vegetation. The sky is a pale, hazy blue, suggesting a clear day. The overall scene is one of natural beauty and tranquility.

“Sustainable development
is a powerful, unifying idea
at the heart of everything
we do”

Raising Revenue in your Region

World Rivers Day Package (Free for Bronze Members!)

\$1,500 + gst.

- Free access to the Everyday Hero online fundraising portal
- Extensive Promotion of your event through IRF communication channels including international and national networks
- Significant media exposure for your organisation and event through IRF media campaign

Contacts



Matthew Reddy
Chief Executive Officer
International RiverFoundation
Tel: 07 3123 7767
Mobile: 0468 946 140
Email: matthew@riverfoundation.org.au



Trish Dalby
Marketing Coordinator
International RiverFoundation
Tel: 07 3123 7767
Mobile: 0410 214 613
Email: patricia@riverfoundation.org.au

Bronze Membership Package

\$5,000

- **World Rivers Day Package**
- Company logo, profile and link on IRF website
- Acknowledgement in annual report
- Invitations to workshops and roundtables
- Discounted *Riversymposium* registration
- Two seats at *Riverprize* awards night
- A copy of the limited edition 'Riverjourneys' book
- Project profiles and new on website, newsletter and/or social media
- International delegations

World Rivers Day Partners



Dedicated to a better Brisbane

