

Example Text: Editorial

Animal Sponsorship is Futile

Do you give money to people who dress up as a cute, friendly marsupial? Or maybe your work donates to 'Save the Dalmatians'? Well, if you do, you are wasting your money.

Recently, a rival paper ran an ad inviting readers to sponsor an animal at Eastern Park Zoo. Yes, we do need to protect our environment, but is this the best way?

The modern world, with all its greed and over development, has slowly stripped our precious animals of their natural habitat. Last year, miners ripped 3.7 million tonnes of resources out of the earth. Yet these are some of the same businesses being asked for help. Saving one cute and cuddly koala in a zoo is deemed more valuable as a public relations gimmick than saving acres of eucalypt forest. It is all too hypocritical, you will agree.

Exactly what animals are seeking sponsorship: funny little fairy penguins wearing topcoats and tails, or cute baby wombats burrowing into nannas old cardigan? What happens to all the less desirable creatures? Are they any less valuable? The biters and the slitherers – they deserve protection too. Without them, our food chains and our ecosystems would simply collapse. In 2008, the estuarine crocodile was listed as 'possibly threatened', but no one is jumping up and down about protecting them.

Many people say that any money spent on conservation is beneficial. That has proven not to be the case. The \$1.1 million spent on building a new enclosure for numbats, cannot possibly be as valuable as spending the same amount on regenerating natural habitat to save a whole colony of numbats in the wild. Any money spent should impact the entire species, not just a lucky few.

So when you put your gold coin in some group's collection jar, think about where it's going and what it's doing. There is a better way, and that is to work to protect our native landscapes, not our manufactured ones. Say no to animal sponsorship. Say yes to environmental protection.

