

# Sponsorship Prospectus

June 2018



National Environmental Science Programme

## TSX: Australia's first Threatened Species Index

### What is it?

The TSX is the world's first threatened species index. It will do for Australia's threatened species what the ASX does for Australia's stock market. The TSX comprises a set of indices that provide reliable and robust measures of population trends across Australia's threatened species.

In the past, businesses, governments, non-government groups and the community were faced with a daunting amount of individual bits of information about the state of Australia's threatened species and how they are faring.

For the first time the TSX will vet and combine all available data sources in one place. It will also allow users to look at threatened species trends, for all of Australia and all species altogether, or for individual regions or groups, for example migratory birds. This will allow more coherent and transparent reporting of changes in biodiversity at national, state and regional levels.

### Achievements to date

A vast amount of research and development has already gone into the TSX, at a total cost of \$1.98 million. This has included an investment of \$820k from the Australian Government's National Environmental Science Programme, \$50k from the University of Queensland, \$130,000 from the Ian Potter Foundation and an additional

\$950k of in-kind support from The University of Sydney, The Australian National University, The University of Melbourne, The University of Queensland, the Australian Wildlife Conservancy, BirdLife Australia and state and territory governments. This work has developed the back end and functionality of this powerful tool.

### TSX Development Investment Sources

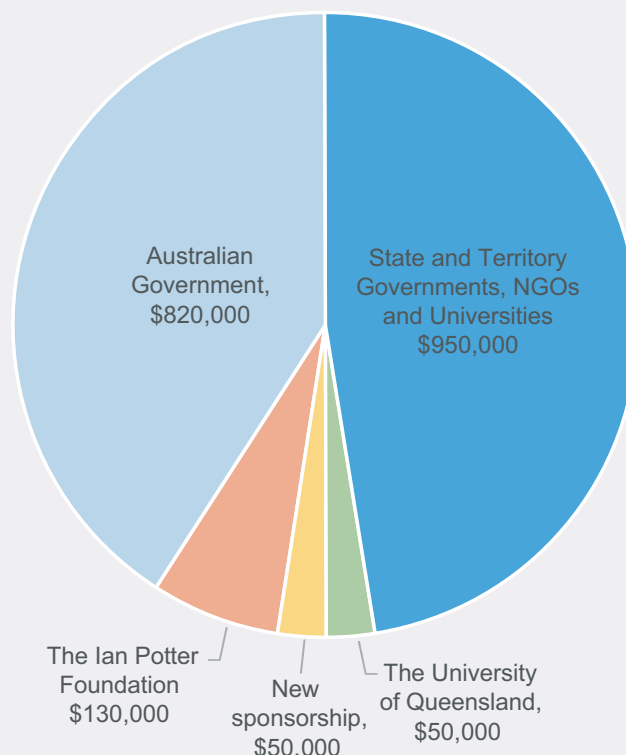


Figure 1: \$1.98 million has already been invested in the development of the Threatened Species Index. The new sponsorship opportunity represents less than 3% of the complete product development.

## The opportunity

We are now looking for a business partner to support the development of the public face of the index with a \$50,000 investment.

This will allow the creation of a web app that will allow any user from governments, NGOs, NRM groups, concerned citizen groups or individuals to interrogate, visualise, and download aggregated data gathered from more than 60 different sources performing on-the-ground monitoring of threatened species.

It will also allow data custodians, such as government monitoring groups, to upload new data as it becomes available.

The tool will be used to report on the current state of Australia's threatened species, provide data for decision-making for threatened species recovery actions, raise awareness among the wider public and may be used by the media to report on threatened species outcomes in Australia.

Helmeted Honeyeater. Photo: Dylan Sanusi-Goh  
Wikimedia Commons CC BY 4.0



## Australian Threatened Species Index web tool concept

Revision 7.0:27/01/18

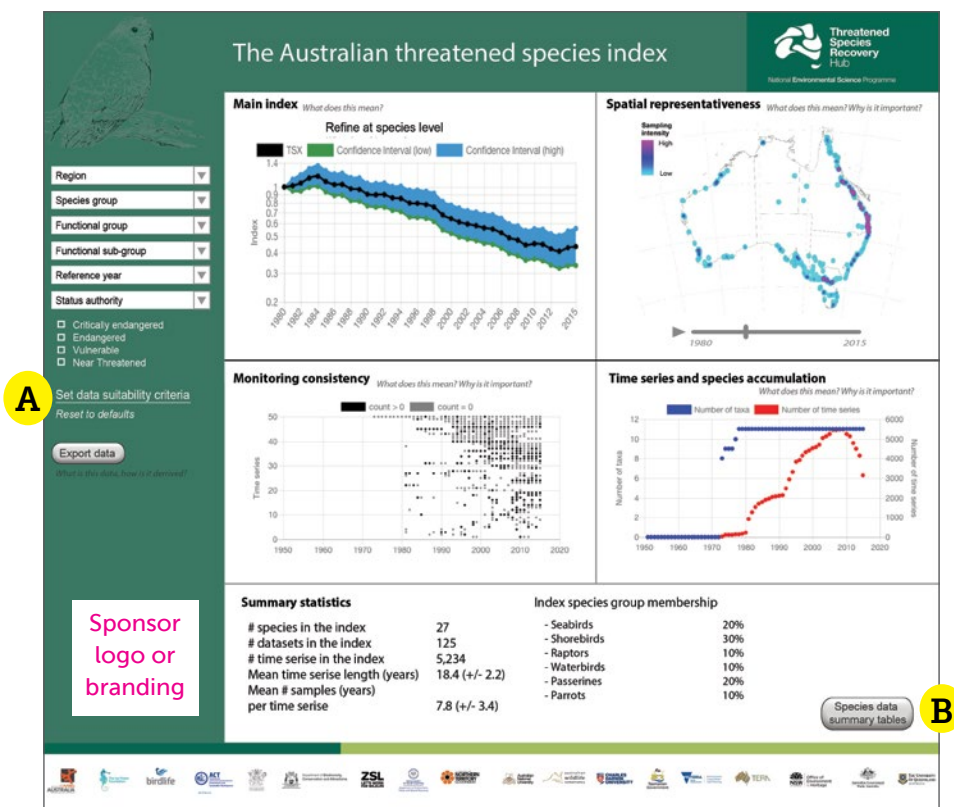


Figure 2 (above): A concept for the TSX website main page. From here you can view the national results or select your region or species group of interest. Options include setting data suitability criteria (opens panel A opposite page top) and viewing species data summary tables (opens panel B opposite page bottom). You can also export the data used to build each index.

## This project is also supported by:



A

## The Australian threatened species index

Data suitability criteria filters



Threatened  
Species  
Recovery  
Hub  
National Environmental Science Programme

### Dataset / taxon level filters

Include data with no absences recorded

- ☐ Yes  
☐ No

Experimental design type <sup>?</sup>

- ☐ Standardised fixed site  
☐ Un-standardised grid

Standardisation of method/effort  
(per species per dataset) <sup>?</sup>

0 6

Consistency of monitoring  
(per species per dataset) <sup>?</sup>

0 4

Seasonal consistency  
(per species per dataset) <sup>?</sup>

0 5

### Time series level filters

Minimum time-series samples (years)

0 20

Minimum time-series length (years)

0 20

Time series completeness <sup>?</sup>

0 1

Time series sampling evenness <sup>?</sup>

0 1

Apply filters

Data available with selected filters:

# species: 27  
# datasets: 125  
# time series: 5,234  
Mean time series length: 18.4 (+/-2.2)  
Mean # samples (years) per time series: 7.8 (+/-3.4)

Sponsor  
logo or  
branding

B

## The Australian threatened species index

Species summary statistics



Threatened  
Species  
Recovery  
Hub  
National Environmental Science Programme

Taxon name	BirdLife Australia status	EPBC status	# data sources	# time series	Mean time-series length	Spatial representativeness
<b>Taxa in Index</b>						
Baudin's Black-Cockatoo	Endangered	Vulnerable	1	28	7.1	2.8
Carnaby's Black-Cockatoo	Endangered	Endangered	1	111	7.2	2.0
Painted Honeyeater	Vulnerable	Vulnerable	2	94	13.8	26.0
Regent Honeyeater	Critically Endangered	Critically Endangered	1	15	16.8	0.7
South-eastern Black-chinned Honeyeater	Near threatened		2	370	13.9	7.9
South-eastern Brown Treecreeper	Near threatened		2	692	13.1	17.8
South-eastern Hooded Robin	Near threatened		1	419	13.4	21.0
Southern Barking Owl	Near threatened		2	424	20.8	30.0
Southern Squatter Pigeon	Least concern	Vulnerable	1	29	12.1	29.6
Superb Parrot	Least concern	Vulnerable	1	185	12.9	19.9
Swift Parrot	Critically Endangered	Critically Endangered	1	110	8.9	80.8
<b>Taxa not in Index</b>						
Forest Red-tailed Black-Cockatoo	Vulnerable	Vulnerable	0	0	0	
Forty-spotted Pardalote	Endangered	Endangered	0	0	0	
Mt Lofty Ranges Spotted Quail-thrush	Critically Endangered (Possibly Extinct)	Critically Endangered	0	0	0	
South Australian Bassian Thrush	Vulnerable	Vulnerable	0	0	0	
South-eastern Glossy Black-Cockatoo	Near threatened		0	0	0	
South-eastern Red-tailed Black-Cockatoo	Endangered	Endangered	0	0	0	



Numbat. Photo: dilettantiquity FlickrCC2.0

## Sponsorship benefits

- Branding on the interactive web tool and related promotional items
- Sponsor's logo on all materials connected with reporting of the index
- Opportunity for a VIP speaker at the launch of the index on Nov 27 2018 at the Ecological Society of Australia Conference in Brisbane
- Widespread media and social media coverage of the index at its launch
- Promotion of the sponsor during social media releases of the index at its launch.
- Based on past TSR activities promotion of the launch will have a potential social media reach of over 100,000 people and mainstream media reach of over 1 million people.

Development of the web-interface has been estimated at \$50,000. Long-term promotional opportunities would also be strengthened by the creation of a 10 year endowment fund to support medium term institutionalisation of the TSX into government and public reporting.



Department of Biodiversity,  
Conservation and Attractions



Government  
of South Australia  
Department of Environment,  
Water and Natural Resources



Australian Government  
Parks Australia



Environment,  
Land, Water  
and Planning



Office of  
Environment  
& Heritage



## Who is involved in the web-app development?

The web-app is being developed in collaboration with BirdLife Australia, the Terrestrial Ecosystem Research Network, UQ's Research Computing Center and the web-app developer Planticle.



*Banksia cuneata*. Photo: Jean & Fred  
FlickrCC2.0



Swift Parrot. Photo: Glenn Ehmke

## Further Information

For more information about this TSR Hub research, contact Dr Elisa Bayraktarov - [e.bayraktarov@uq.edu.au](mailto:e.bayraktarov@uq.edu.au) or visit our website at <http://www.nespthreatenedspecies.edu.au/>