

An underwater photograph of a vibrant coral reef. The water is clear and blue. In the foreground, there are large, flat coral plates with a textured surface. The reef extends into the distance, where a diver is visible, partially obscured by the water's surface. Several small, striped fish are swimming around the coral.

# **Great Barrier Reef Restoration Symposium**

**Program & Abstracts**

**16-19 July 2018**

**Pullman Reef Hotel Casino, Cairns**

**#RestoretheReef2018**

## **TWEETING THE REEF REVOLUTION: AN ANALYSIS OF PUBLIC DEBATES ON THE GREAT BARRIER REEF RESTORATION**

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The Great Barrier Reef's back-to-back bleaching events (2016/17) have seen a shift towards more interventions and restoration project to save the Reef. With traditional media still holding gatekeeper roles, the Twittersphere has become an ideal space to debate the merits of Reef restoration research. From scientists to polities and the public, opinion is divided over the best approach to restore the Reef's health. This paper is part of research for the Reef Restoration and Adaption (RRAP) project that is analysing social media to identify key theme in online public debates around social licence and restoration projects. Drawing on public Twitter and Facebook pages, we are measuring social perceptions of restoration and intervention projects.

Analysis of Twitter posts over a 12-month period since the last bleaching event, identifies public sentiment and discourse around Reef Restoration projects. Drawing on public tweets from social media and environmental communication literature; this study investigates the public perceptions of interventions via the micro-blogging site Twitter. The data provides insights into the public perception and debates surrounding the feasibility and viability of reef restoration and adaptation interventions. Therefore, this research aims to establish if better understanding of the social perceptions of the Great Barrier Reef can help to find ways of improving the Reef in Australia and around the world.

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## **LEVERAGING THE SCIENCE TO POSITION THE GBR RESTORATION AS THE GLOBAL BENCHMARK - RAISING COLLABORATIVE CAPITAL**

**Paul Niederer**

*Raiseworth Capital, Australia*

A new era is upon us. It is called "Collaborative Investment".

The recent emergence of Crowdfunding, crowdsales and internet funding platforms pointed us in the direction of Collaborative Funding. Now individuals, companies, associations, councils, governments and any purpose driven groups are finding it a way to fund their objectives.

Whether the target is \$50,000 or \$500 million.

It works through the involvement of project members, leaders, influencers, supporters, fans and targeted groups of contributors and investors drawn together through a strong meaningful purpose.

To date Collaborative Investment has funded, Community Centres, Bridges, Roads, Buildings (Statue of Liberty / Royal Albert Hall), Research projects and Government incentivised projects

It is now time for the Great Barrier Reef to embrace the benefits of this new capital raising system.

After running the first equity crowdfunding platform in the world Paul Niederer has developed a framework for collaborative finding for both public and private projects. During his presentation he will outline these processes and how easily you can use them to leverage existing funding and raise new funds at a scale that will position the GBR at the epicentre of marine collaborative investment.

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## **ASSESSING BIOLOGICAL DIVERSITY AND RICHNESS IN NATURAL, TRANSPLANTED, ARTIFICIAL AND 'ACCIDENTAL' REEFS IN PUERTO RICO**

**Manuel A. Nieves-Ortiz**

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The ecosystem services (i.e. artisanal fishing and tourism) that coral reefs provide deteriorate as reef-building species are lost. The continuous worldwide loss of coral reef habitat has prompted researchers