



Mr Rohan Lund
Group Chief Executive Officer
NRMA Motoring & Services
By email

17 March 2017

Dear Mr Lund

Re: Stop promoting animal cruelty

World Animal Protection is writing to you regarding the NRMA's promotion of Dolphin Marine Magic in Coffs Harbour through your More4Members benefits program. We request that you stop supporting this cruel venue and would like to meet with you to discuss the development of an animal welfare policy that will guide which venues your More4Members benefits program supports.

World Animal Protection is an international animal welfare organisation with over 30 years experience, and active projects and campaigns in over 50 countries. Our 2016 report undertaken by Oxford University's Wildlife Conservation Unit, [Checking out of cruelty: How to end wildlife tourism's holidays horrors](#), includes performing dolphins in its list of the top ten cruelest animal attractions.

One of our current campaigns, *Wildlife. Not Entertainers*, focuses on wild animals used in tourism and the hidden cruelty often associated. Through this campaign we have been engaging with travel companies and assisting them in identifying and removing cruel animal shows and activities from their offerings. Globally, more than 160 operators have engaged with us and signed [our elephant friendly pledge](#), committing to ending the promotion and sale of tickets to venues allowing elephant rides and shows. We have further worked with a range of companies including Intrepid and World Expeditions to assist them in removing cruel activities from their itineraries and to develop animal welfare policies. Last year World Animal Protection ran a successful global campaign calling on TripAdvisor to cease the sale of tickets to cruel venues through their third-party ticketing provider and to allow users to identify venues with higher animal welfare.

Currently, the NRMA's More4Members benefits program promotes Dolphin Marine Magic and provides members with a 10 per cent discount on full price tickets. This is a direct financial incentive for your 2.4 million members to visit the venue.

worldanimalprotection.org

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We were known as **WSPA**
(World Society for the
Protection of Animals)



Dolphin Marine Magic keeps five dolphins captive in small chlorinated pools. This is unquestionably cruel. In the wild, dolphins can roam over 100 kilometers a day and deep dive several hundred metres – behaviour that is impossible in the small pools provided at Dolphin Marine Magic. The pools are not only small, they do not even meet the inadequate standards in the existing NSW standards governing the exhibition of bottle-nosed dolphins. The venue is only able to operate because the Department of Primary Industries granted Dolphin Marine Magic an exemption.

The dolphins are also required to perform for visitors two to three times a day. This includes 'Bucky', a 47-year-old dolphin that has recently recovered from cancer. The dolphins are also held and ridden by paying customers, and give 'kisses' to visitors, all of which is demeaning and stressful for these highly intelligent animals.

Questions about the quality of care at Dolphin Marine Magic have been raised for decades, with the debate reignited in 2015 when a two-year-old dolphin died at the venue after ingesting leaves and metal debris that had fallen into its pool.

We note that you have already have several corporate responsibility policies including environmental performance and ethical procurement. We urge you to develop an animal welfare policy that will help guide which venues you promote through your Member Benefits program. We would be happy to meet with you to discuss how this could be achieved based on our experience with other companies.

In the meantime, we urge you to immediately discontinue your promotion of Dolphin Marine Magic, and to cease offering discounted tickets to your members.

We look forward to hearing from you.

Yours sincerely,

Ben Pearson
Senior Campaign Manager