

# New Magazine About Melbourne's Bays Launched on World Oceans Day

*Coinciding with World Oceans Day, Dolphin Research Institute today launched "REFLECTIONS" a new on-line publication celebrating Melbourne's wonderful bays.*

MELBOURNE, VICTORIA, AUSTRALIA, June 7, 2017 /EINPresswire.com/ -- The [Dolphin Research Institute](#) today launched a new on-line publication to celebrate Melbourne's wonderful bays under the umbrella of World Oceans Day. It is called "REFLECTIONS".

REFLECTIONS is a magazine that will take you into the lives of some amazing people and marine life that live in and around our bays. The goal is to create a friendly voice to help Melburnians to appreciate and care for our bays.

In this first edition, meet Victoria's Commissioner for Environmental Sustainability who steered the production of our first State of the Bays Report, the Dolphin Research Institute's David Donnelly and his "whale of a life", the marvels of winter in our bays and the champion sailor who produces outdoor wear in our own backyard. "REFLECTIONS fills a gap in our ability to engage the wider community about the wonders of our bays", said Jeff Weir, the Dolphin Research Institute's Executive Director. "This provides an exciting new tool to share stories about our living marine treasures to a much wider audience who are not the usual "converted ones".

The need for the magazine flows from social research conducted by the Institute that shows the majority of Victorians value Queensland's marine life above our own.

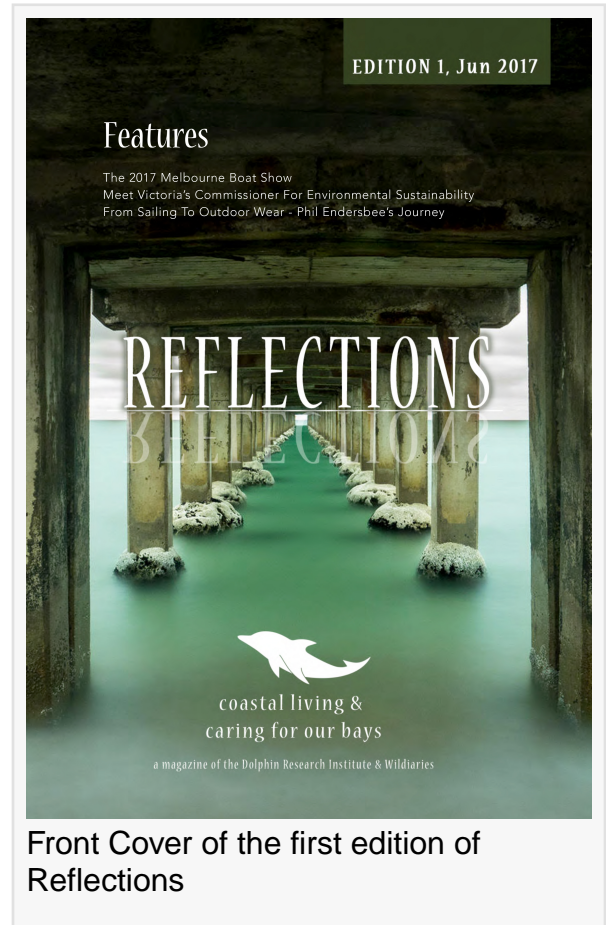
This is in spite of the life in our bays being globally significant on many, many fronts.

- About 90% or more of most species are only found in our region,
- Our bays are healthier than they were 50 years ago,
- This past weeks we have seen dolphins in the Yarra, Maribyrnong and Patterson Rivers, and Humpback and Killer Whales off the entrance to both bays,
- Port Phillip has been "colonized" by normally ocean-living common dolphins (when many places are losing their resident dolphins),
- Western Port has more than 1% of the global population of 6 species of bird species (if they were humans that would mean 6 x 70 million people!).

REFLECTIONS is a partnership between wildlife tourism company [Wildiaries](#) and the Dolphin Research Institute. It is based on a sustainable business model so that advertisers will support the magazine the long-term success of the magazine.

The magazine will be circulated via email to a wide range of networks to an initial audience exceeding 100,000. It can be accessed at [www.dolphinresearch.org.au](http://www.dolphinresearch.org.au) with a link from the home page.

The Dolphin Research Institute welcomes feedback and ideas for stories and ways that we can create



Front Cover of the first edition of Reflections

a vibrant and effective window into OUR living marine treasures and how we Care for Our Bays.

The community can support REFLECTIONS and the Dolphin Research Institute's work by supporting the Caring for Our Bays Appeal - go to [www.dolphinresearch.org.au](http://www.dolphinresearch.org.au) or call 1300 130 949.

The Dolphin Research Institut will also be at the Melbourne Boat Show from 16-19 of June.

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This press release can be viewed online at: <http://www.einpresswire.com>

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