



About Wildlife Rescue Inc

PO Box 130 URUNGA NSW 2455

ABN 82 351 918 161

Rescue Hotline : 1300 596 457

Wildlife Rescue Inc. is a non-profit, voluntary organisation specialising in the rescue of native animals. WRI is a member society of Animals Australia but is independent of any other organisation or Government body and is not licenced by NPWS.

Wildlife Rescue was incorporated in Feb 2011 in NSW following the realisation that a much improved rescue system for wildlife was necessary. Its founding members included two Honorary Life Members of NSW WIRES and several members of the State Emergency Service (SES).

Originally, the association operated only in the Coffs Harbour area, but following an obvious need, has now expanded its operation to include all of NSW. Since calls have been received from most states of Australia, Wildlife Rescue is now registered Australia-wide.

To achieve its objective, WRI has established an Operations Centre with a technical capacity of over one million incoming calls per year; of these, 100+ calls may be simultaneous.

The Centre was established by an IT company in Sydney, according to WRI's specifications. Thanks to the company's generosity and the fact that WRI is a registered charity, the company has waived the operating costs for the Centre. WRI now has a call centre which costs nothing to maintain.

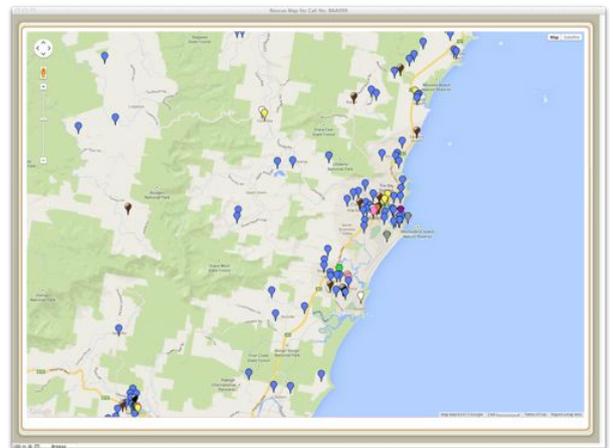
During 2015, over 99% of incoming calls were answered within 2 minutes by trained phone coordinators.

The Centre is available on a genuine 24 hrs/day basis to any person or organisation requesting assistance with animal rescues.

The Operations Centre is automated, being staffed (at the one time) by any number of **home-based**, volunteer phone coordinators located anywhere in Australia. Coordinators use computer software designed by WRI specifically to locate rescuers.

This unique, professionally-written "search engine" (Map Maker) is installed on a dedicated server accessible only by authorised Wildlife Rescue phone coordinators.

The Map Maker software generates a Google-type map for each rescue. The map shows the location and details of the animal to be rescued, together with nearby rescuers, carers (i.e. persons belonging to a licenced group), vet clinics, NPWS and Council offices, RSPCA shelters, Police stations, domestic animal organisations etc, even tree climbers, i.e. any person or organisation who may be able to assist in a rescue.



Any one of these 5,000+ individuals or organisations can be contacted by phone, email or text within seconds of a call being accepted, with a few clicks of a mouse.

During the first quarter of 2016, the WRI Ops Centre answered over 98% of incoming calls, with an average answering time of less than 35 seconds.