

# PPC Photo ID card technology protects native wildlife in NSW

*The NSW Wildlife Information and Rescue Service (WIRES), the largest wildlife rescue organisation in Australia, is taking advantage of the latest PPC Photo ID card technology to improve service to its volunteer members and the general public.*

Since 1985, WIRES has established a network of thousands of volunteers who rescue, rehabilitate and release sick, injured or orphaned native animals. Each year the organisation receives more than 100,000 phone calls and rescues more than 56,000 native animals from injured bluetongues to orphaned wombats.

WIRES is a non-profit, non-political charity with branches operating across NSW. More than 90 per cent of its funding comes from public donations. Each year the organisation receives a small grant from the NSW National Parks and Wildlife Service and the NSW Department of Agriculture – these grants represent around 2 per cent of its funding.

According to Administration and Training Officer Kristy Atherfold, the best interests of the animal are always placed first.

“After treatment - often involving intensive veterinary care and nursing by unpaid rescuers and carers - animals are returned to the wild, with as little human intervention as possible,” said Kristy.

WIRES was established in 1985, when an injured Ibis was found in the heart of Sydney, in Hyde Park. No organisation, government or conservation group could take responsibility for its rescue or care.

WIRES quickly established a coordinated network of wildlife carers and rescuers. The organisation now works under a license issued by the NSW National Parks and Wildlife Service.

The WIRES Head Office (together with the Sydney Rescue Office), is located in Forestville, Sydney. Head Office operates as the administrative centre for WIRES. A full-time CEO, Accounts officer, Training officer and Fundraising officer are supported by an administration

assistant and volunteers.

Head Office is responsible for fundraising, state-wide publicity campaigns, education, management of compliance with policy and licence requirements, production of the quarterly newsletter LiveWIRES, organising membership communication with branches and liaising with government and non-government organisations.

Under the licensing arrangement of the NSW National Parks and Wildlife Service every registered individual volunteer carer and rescuer must carry photo ID to ensure that they can easily identify themselves to the general public.

“Currently there are approximately 2,000 WIRES volunteers in NSW authorised to rescue, rehabilitate and release native animals,” stated Kristy.

“Training starts with the compulsory Introductory Training Course, covering policies, licensing, animal identification, rescue and first aid.

“Experts also provide specialist training courses and set standards of care in areas such as macropods, flying foxes, reptiles, birds of prey (raptors), and possums. WIRES have become well known in media networks as expert wildlife carers.

“Each year WIRES is granted a general license from NSW National Parks & Wildlife Service. An authority is then issued to each volunteer member.”

To ensure the general public is dealing with a person who has been correctly trained and is currently licensed to do so the organisation provides its volunteer members with photo ID cards.

“We purchased a P330i plastic card printer from PPC about a year ago and it has certainly streamlined our photo ID card issuance operation,” stated Kristy.

“Previous to purchasing the P330i plastic card printer I was creating the ID cards by cutting out photos sticking them onto a cardboard card and then laminating each one.

“It was messy, wasted a massive amount of my time and the result was nowhere



near as professional looking as the plastic photo ID cards that the PP330i turns out.

“We use preprinted cards that carry the NSW Wildlife Information and Rescue Service (WIRES) logo and overprint the photo and members details onto the card.

“What I like about the P330i plastic card printer is that it is extremely easy and simple to use and has been very reliable. PPC on the ground support has also been great.

“On average I produce around 50 photo ID cards a month. The time that I have saved through the purchase of PPC’s plastic card technology has made it an invaluable investment for the organisation.

“Even a not-for-profit organisation with thousands of volunteers can appreciate that time saved is money well spent.”

