

JUSTICE 4 JAWS



ANNUAL REPORT
FOR 2023-24



CHAIRPERSON'S STATEMENT

During the 2023/2024 season, Justice 4 Jaws focussed on collaborative events more than previous years. As part of these collaborations, we attended the 7th Shark and Ray Symposium, the Welcoming of the Whales Festival and Angling Expo in Durban, and the Plett Oceans Festival. At these events, we partnered with WildOceans and Youth 4 MPAs to engage with the public in an educational capacity and to represent the youth in the space of shark and marine conservation, as well as to strengthen existing relationships with like-minded organisations and individuals. In addition, Justice 4 Jaws has continued work on the MAZIEW 30x30 campaign which seeks to conserve 30% of land and sea by 2030, began a collaboration with uShaka Marine World to construct a new shark exhibit and participated in the, now international, MPA Day campaign. The uShaka, 30x30 and MPA Day collaborations were particularly fruitful as they expanded J4J's rich network of effective and dedicated organisations and people in marine conservation, broadening our opportunities for growth and exposing J4J to national and international conservation efforts.

Inevitably, we learned a lot from each event and from each interaction with members of the general public. Our belief that there is no shortage of good-willed and capable people in the sphere of marine conservation has been proven time-and-time again. From the perspective of the chairperson, I was amazed to see what we are capable of when we share a vision and passion for the same cause. On a personal note, I am more convinced than ever that Justice 4 Jaws plays a crucial role in communicating science to the public and in fostering a good relationship between people and sharks.

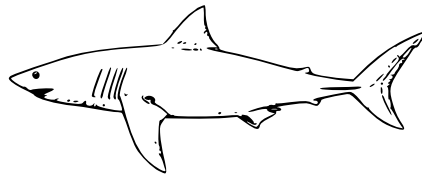
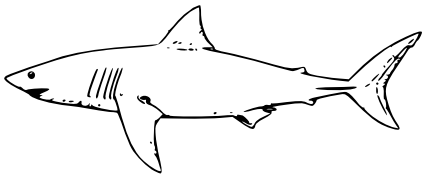
As a volunteer-based organisation, we aim to focus our efforts on building a first-rate volunteer experience for all that join the ranks of Justice 4 Jaws. Marine conservation needs skilled and passionate people, and we aim to play a key role in moving the needle on shark and ray conservation.

TEMBA METTLER
Chairperson

ABOUT JUSTICE 4 JAWS

Our mission:

Justice 4 Jaws is a volunteer-driven non-profit company that aims to Create Awareness, Educate, and Inspire people to participate in the conservation of sharks, skates, rays, and the marine environment. J4J strives to help change the negative perceptions people have about sharks, as well as aid in the progression of wildlife conservation projects like the Maziwe 30x30 campaign.



2023-24 Objectives:

- **Educate** society about sharks, rays and the marine ecosystem through: online workshops
- **Encourage** those who attended educational events to share and spread the knowledge they acquired.
- **Improve** the public's understanding of sharks' many ecosystem functions, the threats they face, and how many different shark species there are
- **Increase** sharks' popularity, while actively motivating for the advancement of shark protection, as well as shifting the negative perception of sharks.
- **Inspire** more people to get involved for the benefit of sharks; to promote conservation and the protection of sharks.

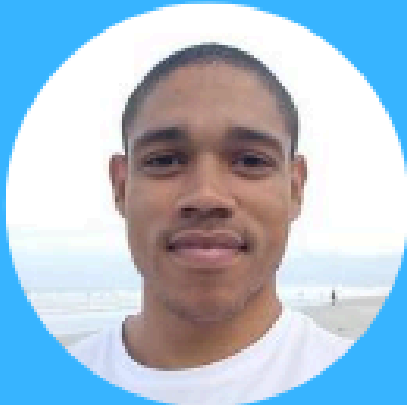


Nico Booyens:
Spokesperson

Discover our
Team



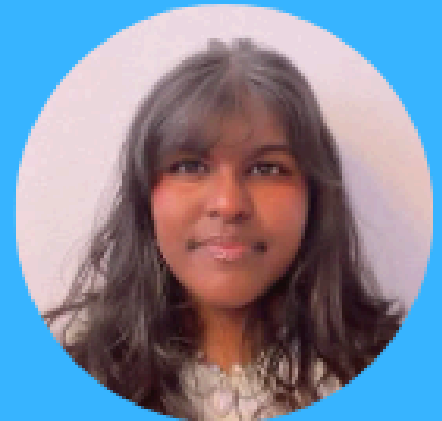
Cicely Nagel:
Ambassador



Temba Mettler:
Chairperson



Mélissa Duflot:
Vice-Chairperson



Day Moodley:
Secretary





Uncial Haupt:
Treasurer



Mignon Carr:
Project Co-Ordinator:



Kezia Bowmaker-Falconer:
Event Coordinator



Julia Penaluna:
Merch Manager, Media Team



Leigh-Ann Smit:
Media Team



Callum Evans:
Media Team

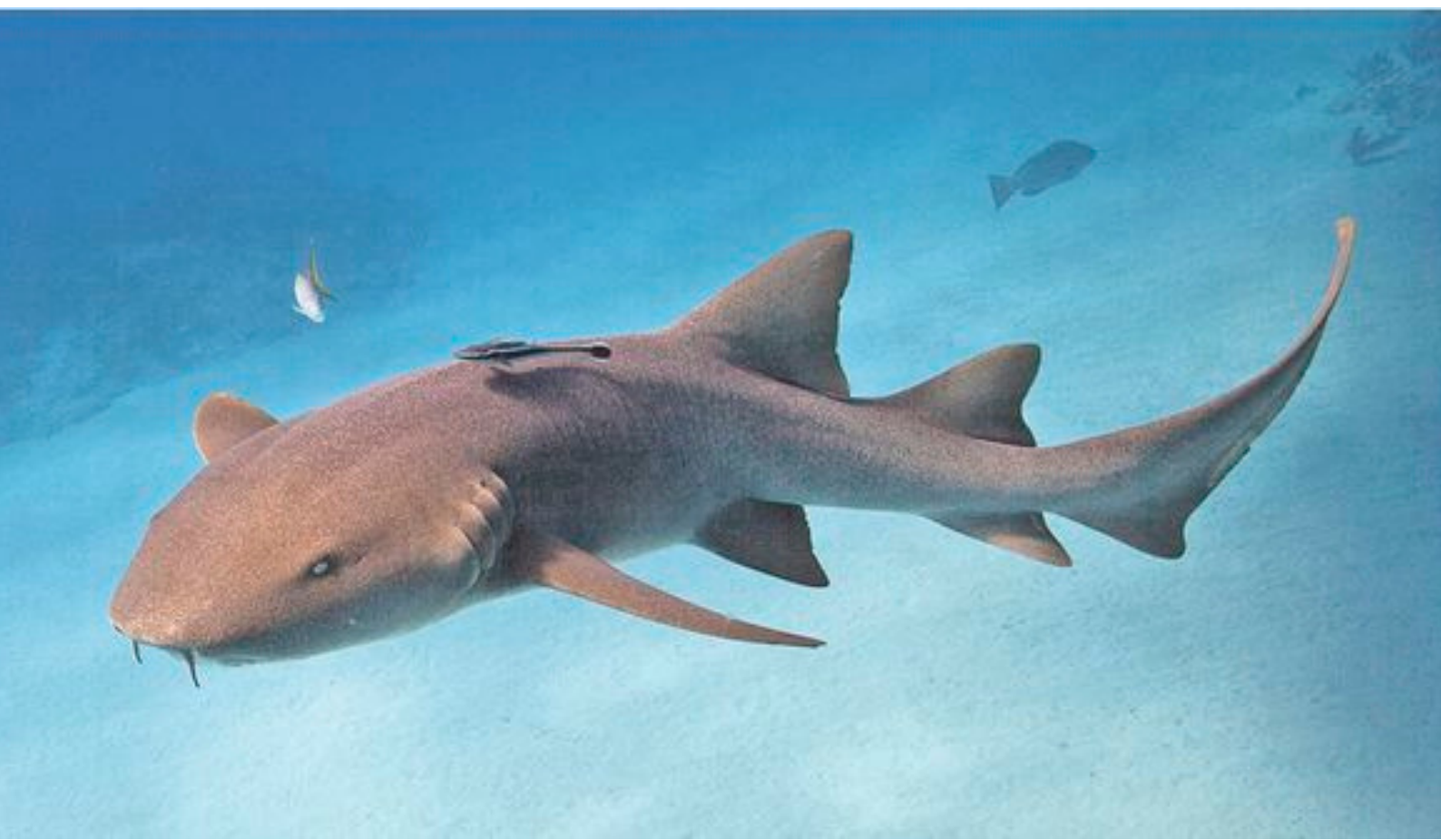


Emily Whitfield:
Media Team

FINANCIAL OVERVIEW

Over the 2022/2023 financial year Justice 4 Jaws received **R41075.01** from **WILDOCEANS** as part of our **activation budget** to attend the Wavescape Festival in Cape Town.

In terms of merchandise, Justice 4 Jaws had the opportunity to sell t-shirts, stickers and our “uShaka SA” card games at several events this year. The support for these has been great, with our shark stickers proving especially popular. In total, we have sold 26 stickers, 23 card games, 1 t-shirt, as well as 8 copies of the book “Harry the Hammerhead”, on behalf of WildOceans. We also participated in the Cape Town Comic Con, where additional merch was sold. We would like to say a huge thank you to ScubaXcursions, for kindly selling our merchandise in their store on our behalf, and to our secretary Day, who sells Justice 4 Jaws merchandise at her stands at Comic Con. As part of our outreach, we have also given stickers away at school and university outreaches.



2023/24 Activities

Welcoming of the Whales Festival

In collaboration with WildOceans and Youth4MPAs, Justice 4 Jaws had a stand at the welcoming of the Whales Festival in Durban where we engaged with the public to educate them on the sharks that live in their waters, display our card game—uShaka SA and sell our shark-themed merch to promote our endemic shark species. The festival was vibrant and filled with engaging members of the public and we look forward to scaling up our presence at the next one.

Plett Oceans Festival:

At the Plett Ocean Festival, Justice 4 Jaws participated in educational games and activities at the Aweh-ness Kids Club on the 27th of June, and ran an educational session on sharks and different shark species off the South African coast, using the uShaka SA card game. On the 28th, J4J attended the Wedge Classic Surf and Bodyboard Contest and manned a stall that displayed J4J t-shirts, stickers and card game, engaging with the many children and shark-loving surfers that enjoyed the beach that day. The objectives for this trip were to educate children at the kids club and do promotional work and sell merchandise, while creating connections with other groups and like-minded people.

Angling Expo Africa

At the Angling Africa Expo, our Spokesperson, Nico Booyens, delivered a presentation focused on shark research, highlighting the crucial role of anglers and advocating for collaboration between researchers and professional anglers. He underscored the significance of sharks, encouraged youth participation in citizen science initiatives like the ORI tagging project, and addressed common misconceptions about these magnificent creatures.

He also conducted a dissection of a snoek and engaged youth attendees with an informative and interactive presentation. The experience was truly rewarding, and we look forward to further collaboration with the expo organizers. They expressed great enthusiasm for our contribution and are eager to partner with us in future endeavors.



2023/24 Activities

University Talk - Youth in Marine Conservation (NMU and UCT)

In partnership with the NMU Zoology department and the UCT Underwater Club, Justice 4 Jaws hosted interactive presentations around the role of youth in marine conservation. The main points covered were: who J4J is and what we do, why educating people about sharks is important, the MAZIWE 30x30 campaign, and the different opportunities that exist for young people to get involved with environmental conservation, even if they don't have a background in conservation. Attendees were engaging and enthusiastic, asked many questions, and received complimentary shark stickers for their participation.

Shark and Ray Symposium

In October 2023, Justice 4 Jaws attended the 7th Shark and Rays Symposium in Durban, KZN, hosted by the KZN Sharks board. For 3 days, we listened to presentations by all manner of shark researchers and conservationists. Presenters varied in their domains, including statisticians, those in international conservation management, young researchers and students, and marine education activists. Besides coming to grips with the latest research, we added to our rich network of knowledgeable and helpful people and groups. Events such as this are where we look to add value and establish the J4J legacy.

Collaboration to design new uShaka Exhibit

At the end of 2023, Justice 4 Jaws started work with uShaka Marine World and WorldOceans to develop a new exhibit to be displayed at uShaka Marine World. Since the exhibit is under development, specific details can't be shared at this point. This is, however, significant as it demonstrates the potential that lies in making meaningful connections with organisations with whom we share a goal: to conserve sharks and educate people about them.



MPA Day 2024

MPA Day is now an international movement that aims to improve public awareness on MPAs and their role in marine conservation. Falling on the 1st of August each year, the occasion is filled with a number of virtual and in-person events that are geared towards increasing awareness on MPAs, how they're used and why we need more of them, with better management of each. Justice 4 Jaws's role was to gather career-related information on young people in MPA management to demonstrate the opportunities that lie in the space. MPA Day has gathered consistently more support each year and promises to expand in new and exciting ways. We look forward to our continued input and support of this project.

MAZIWE 30x30

Under the umbrella of the MAZIWE 30x30 movement, the Justice 4 Jaws and Youth4MPAs have come together to form the core of the youth-led movement: 30x30 for the Under 30s. With the help of DFFE representatives, Ocean Stewards and WildOceans, we have created the Youth Action Plan, aimed at scaffolding our approach to meeting the targets of the Kunming-Montreal Global Biodiversity Framework (GBF). The GBF targets are aimed at achieving internationally agreed-upon milestones in conservation by the year 2030.



Social Media Update

Some of the main goals of the media team are to **educate** our followers on all things chondrichthyans and may include their diversity, the threats they face, how we can help, current affairs etc.

Saturdays have continued to focus on making shark and rays science accessible and relatable to the public with **Shark Science Saturday** and **Guess the Shark**. It consists of posting the shadow of a shark species for which the followers can guess the right answer.

We kept and upgraded the popular concept of **This or that Thursdays**, the winning shark species is revealed on the Thursday in an educational REEL.

Every **Monday** we share reels from underwater footage or reels in relation to shark and rays education, conservation and art.

We will continue to highlight current affairs and important calendar days on all our social media platforms; Instagram, Facebook and twitter to keep our followers up to date and informed as best we can.



<https://www.facebook.com/Justice4Jaws>
<https://www.instagram.com/justice4jaws/>
<https://twitter.com/justice4jaws>



An underwater scene with a large shark swimming in the foreground, surrounded by many smaller fish. Sunlight rays penetrate the water from the top left, creating a bright, blue atmosphere.

Future Activities:

Shark art workshop

The aim is to get people interested in sharks and conservation, and to be able to take part without science jargon, but for the purpose of developing a personal relationship with the ocean and animals through art. The younger kids session would be focussed, practising drawing sharks and colouring in sheets to ensure there is something to take home. The session for older teens and adults would be in “paint and sip” style, with conversation that promotes learning more about the day’s theme.

Ocean Careers Day

As we have engaged with youth in the sphere of marine and shark conservation, we have noticed that there is little understanding of the opportunities that exist in this space. Most people know of career options like marine biology and roles in research, but few are familiar with other opportunities. To this end, we plan on hosting an Ocean Careers Day where young people and anyone from the public can engage with a variety of professionals from the vast field of marine conservation. We believe that understanding your options, especially as a young person, will help you make more calculated decisions and reduce the amount of time wasted pursuing jobs that don’t align with what you truly want to dedicate your life to.

Future Activities:

School Outreach

In alignment with our commitment to educate and inspire, we are planning on increasing our presence at schools by visiting more frequently and introducing a greater variety of activities and expanding our educational content. Reaching the hearts of children at an early stage is an investment in our joint future as South Africans, allowing those who come after us to understand the importance of looking after our oceans, while cultivating a love and respect for the creatures that live in it.

Website updates

Aligned with our mission to educate and inspire people to take an interest in shark and ray conservation, we recognize that a well-functioning and robust online presence is essential for success. A good website not only looks good and has interesting imagery, but is also informative and engaging. To this end, we aspire to increase the rate at which we add to our website, making it more engaging and eventually, a one-stop-shop for those who seek information on all things shark and ray conservation.

Team expansion

"If you want to go fast, go alone, but if you want to go far, go together." We as Justice 4 Jaws recognise how vital it is to have a team of passionate, dedicated and good-willed people as part of our team. Not only do we intend on having new people join the ranks of our committee, but we are looking at expanding the team even further to demonstrate the potential for greatness that volunteers bring to the table. We aim to make Justice 4 Jaws the first place people look at when looking to be introduced to the world of shark and ray conservation, allowing them to gain experience that ultimately gives them a better chance of getting employed down the line.

This year Justice 4 Jaws grew and now has 240 followers on Twitter, 727 Facebook Page Likes, 103 participants on WhatsApp, 42 website subscribers and 1592 followers on Instagram, a total of 2 205 followers across all platforms!

Let's keep focusing on Sharks and Rays because the more we know about them, the more we appreciate them, and the better we can protect them!

