



As **APEX predators**, sharks sit at the top of the food chain and help maintain a healthy balance of life in the sea and a healthy ocean. By controlling numbers of large and mid-sized predators, they allow smaller fish to thrive and ensure a healthy ecosystem with a diverse range of species and competitors.

SHARKS AND NATURAL SELECTION

Sharks also remove the weak and the sick, keeping the ocean clean and reducing the chances of weaker animals reproducing – this in turn helps keep fish stocks healthy through a process called natural selection.



A WORLD WITHOUT SHARKS

Without sharks, many ocean ecosystems would not be sustainable, habitats would die, and fish stocks would plummet. Beautiful coral reefs would disappear, and we would be denied the pleasure of exploring amazing underwater habitats such as the world's largest natural wonder, Queensland's Great Barrier Reef. In a world without sharks, the global economic impact on tourism and of declining fish stocks would be huge.

We need sharks and we need to protect them.



SHARK POPULATIONS IN DECLINE

100 million sharks are fished a year worldwide and global shark populations are in decline - up to 70% reduction in oceanic sharks numbers in the last 50 years! The main reasons for the decline are overfishing, habitat loss, pollution, climate change and shark defences designed to protect human populations. Sharks mature slowly meaning shark populations take years to recover.

HOW CAN I PROTECT SHARKS?

- Educate yourself and your friends
- Share your knowledge on social media
- Only buy sustainable fish
- Don't buy fish marked 'flake' - it's shark
- Support conservation efforts
- Refuse - reduce - recycle